

Embassy of India
Thimphu

Press Release: Virtual Buyer-Seller Meet between Bhutan and APEDA, India

The Embassy organised a virtual buyer-seller meet today between Bhutan and the Agricultural and Processed Food Products Export Development Authority of India (APEDA) on the theme “Special Partnership for Challenging Times”. Speaking at the event, Ambassador Ruchira Kamboj said that, “India is committed to expanding our trade partnership with Bhutan in the key sector of agriculture and food products, ensuring full support during Covid times.”

2. APEDA has been mandated to promote exports of agricultural and processed food products including fresh fruits and vegetables, animal products, rice, and organic products. This meeting provided an opportunity for Bhutanese stakeholders to get familiarised with the activities of APEDA and also helped the Indian side understand the market in Bhutan better. An e-catalogue of importers / exporters of India and Bhutan was released during the meeting, which will enable both sides to connect more efficiently.

3. The event was attended by senior officials from the Royal Government of Bhutan including Dasho Ugyen Penjore, Director General, Ministry of Agriculture & Forests, as well as representatives from the Ministry of Foreign Affairs, Ministry of Economic Affairs, National Organic Flagship Program, National Centre for Organic Agriculture, Department of Agricultural Marketing & Co-operatives, Bhutan Agriculture and Food Regulatory Authority, Bhutan Chamber of Commerce and Industry, Food Corporation of Bhutan Ltd., Bhutan Livestock Development Corporation Ltd., Bhutan Agro Industries Ltd. and Bhutan Exporters Association.

4. From the Indian side, the participants included representatives from the Indian Embassy led by Ambassador Ruchira Kamboj, and representatives from APEDA including Joint Secretary Shri Diwakar Nath Misra, Chairman Dr. M. Angamuthu, Director Dr. Tarun Bajaj, Secretary Dr. Sudhanshu, and representatives of various export associations.

Thimphu
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