

Electronic goods, handicrafts interest fgn buyers at UPITS

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Noida: On the second day of the UP International Trade Show, Expo Mart saw footfall of nearly 200 foreign buyers from across different nations out of over 400 total registered foreign buyers. International buyers showed interest in collaborating with Indian handicraft and handloom industries. The electronic industry is equally in demand.

From solar power generators to hydraulic pumps, foreign buyers expressed that importing electronic goods and handicrafts from India would help their business grow. Moreover, the trend showed that buyers have preferred Indian electronic goods over the Chinese market for import in recent years.

Manas, an electronic goods importer from Kyrgyz Republic, said, "Our prime import market was China, Dubai, and Korea. However, in the last two years, we found the Indian market growing in electronic and solar energy-based goods. With

the other two countries, we have now shifted our focus from China to India."

Arturbek Kadyrov from Kyrgyzstan said, "The Indian electronic market is cheaper and cost-effective than the Chinese market. It is because of cheaper labour costs in India. The quality of goods is also good."

Data released by the Ministry of Commerce and Industry in June revealed that electronic goods export in India witnessed a signifi-

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cant increase by 73.96% in May 2023 and cumulatively in April-May 2023 by 48.06% over the corresponding period last year.

Experts said that Central Asian countries like Kazakhstan, Turkmenistan, and Tajikistan generated most of the demand for electronic goods. "We received inquiries for electronic goods such as electric lights, e-bicycles, solar energy-based products, drones, etc. Nearly ten overseas buyers were from Tajikistan, Turkme-

nistan, and nearby countries," said Vandhana Sharma, manager of an innovation hub by Abdul Kalam Technical University (AKTU).

Overseas buyers have also shown interest in handicraft and handloom products at UPITS. "I am looking for handicraft jewellery products at this trade show. The handmade jeweleries with clay, wood, and other organic products are exciting. Moreover, they are cheaper than any costly metal jeweleries and visually impressive," said Maria from Angola.

However, some foreigners claimed that though they like various products, the language barrier hindered direct communication with the sellers. Some also maintained that translators at every stall will ease business deals. The same was conveyed by Indian sellers, "We want to sell our products to them, but we do not understand many of their languages. This creates a communication gap," said Shah Alam, a wood carving worker at UPITS.