



High Commission of India, Lilongwe

PRESS RELEASE

30th MALAWI INTERNATIONAL TRADE FAIR

The High Commission of India participated in the 30th edition of the Malawi International Trade Fair held from 24th May to 3rd June 2018 at Blantyre. The High Commission participated in the fair for the second time. In the 30th edition, the High Commission of India secured two pavilions providing a platform for Indian companies to showcase their products.

Indian companies that were housed included: SRS Agro, Premier Automobiles (Dealers in Ashok Leyland & Mahindra), Office Mart (Dealers in Godrej), Natson's Su-kam, Royal Motors (Dealers in Shakti Pumps), Kirloskar and Movesa/Eicher. Additionally, TATA, MOVESA and Premier Automobiles exhibited their vehicles in the open ground space that was allocated by MCCI.

Products that were exhibited included Solar inverters and panels, LED bulbs, vehicle batteries and generators; security solutions such as safes and cabinets; farm implements, tractors and vehicles. Besides business inquiries to purchase the products and imports from India, a number of companies expressed interest in partnership deals with the Indian companies present at the pavilion.

The Indian culture especially Yoga also garnered a lot of interest as there were many inquiries on yoga and the forthcoming International Day of Yoga which are scheduled for 17th June and 24th June 2018 in Blantyre and Lilongwe respectively. Various stakeholders had also expressed interest in scholarships and capacity building programs that are offered by the Government of India under ITEC, IAFS and other programs to Malawi nationals.

The High Commission organised an "India Evening" for the first time on 25th May 2018 in Blantyre. The Minister of Industry, Trade and Tourism Honourable Henry Mussa (MP) was Guest of Honour and spoke at the event. PPT presentations were made by Kirloskar, Godrej, Mahindra and Escorts. 120 businessmen attended the event.

Other Indian products at the Fair included Amaron batteries as well as Godrej products. International exhibitors present at the fair included Quelimane Municipality, Port of Beira, Delfork Enterprises – Ghana, Tanzania Trade Development Authority and Wain Leather PBC – Zimbabwe.

The event accorded good exposure and platform to the Indian companies to market their range of products. The event also enhanced the presence of India significantly.
