

Indian apparels must increase presence in Azerbaijan: Indian envoy

DELHI NCR, 5 Oct 2021: Indian Ambassador to Azerbaijan Mr B Vanlalvawna on Tuesday said that there is a huge demand for sustainable apparels in Azerbaijan and the Indian players need to increase their presence to grab this market.

Speaking at an online B2B meeting between buyers in Azerbaijan and Indian apparel exporters, organized by **Apparel Export Promotion Council (AEPC)** in association with the Indian embassy in Baku, the **Ambassador** shared details of the apparel market in the former Soviet republic.

Mr B Vanlalvawna said that there is a big demand for cotton garments and sustainable apparel products in the country. He also said that India's share of 0.9% in Azerbaijan's total readymade garment (RMG) imports from the world is not a true reflection of the potential between the two countries as some Indian products come via third countries.

"Some competitors of Indian products from countries like Bangladesh, China, Turkey or Italy are more active in the market and have larger physical presence here. It is very important for Indian players to continue their presence in terms of your interaction with the potential buyers," **Mr B Vanlalvawna** said.

The **Ambassador** requested **AEPC Chairman Dr A Sakthivel** to lead a delegation of Indian apparel exporters to Baku once the pandemic is over. He also suggested to hold similar interactions in the future for bridging the apparel players in the two countries.

Speaking about the initiatives taken by **Hon'ble Prime Minister Shri Narendra Modi, Dr Sakthivel** informed the audience about Production Linked Incentive (PLI) scheme to promote man-made fibre (MMF) garments and how India became world's number two in production of medical textiles.

"PLI scheme will promote sportswear, scientific wear and sustainable garments in a big way. This is a big opportunity for us as well as for the buyers of MMF products. We are leading suppliers of ethnic and sustainable garments," the **Chairman** said.

The **Council** shared a presentation on its virtual platform where international buyers can hold business discussions with Indian apparel exporters. It also shared details of the Indian apparel industry and advantages of doing business with Indian exporters.

Azerbaijan investors can set up manufacturing facilities in India directly or through joint ventures. India is focusing on higher value and specialized products like MMF apparels, medical textiles and technical textiles. And, buyers may source these from India.

It was further suggested to conduct B2B interactions between Indian suppliers of MMF based garments and buyers of Azerbaijan.
