



Kerala Business - to - Business Meet

Opportunities Face 2 Face for SMEs

Enter Kerala... and the whole business scene changes...

The Kerala industry has arrived - in terms of quality, volume, revenue and value additions. Discover it for yourself at '**VYAPAR 2017**' the Kerala Business to Business Meet organised by Department of Industries & Commerce, Government of Kerala from **February 2 to 4, 2017 at Bolgatty Palace & Island Resort, Kochi, Kerala, India.**

Celebrating and showcasing a wide spectrum of international quality products from the Small and Micro Enterprises (SMEs) of Kerala. Branded and unbranded products from seven vibrant sectors of the State's economy from Food Processing to Spices, Electrical & Electronics to Rubber, Handlooms to Handicrafts and Coir to Ayurveda will be displayed at the **VYAPAR 2017**. For discerning buyers like you from India and Abroad.

The **VYAPAR 2017** serves as a perfect platform for a direct, in-depth and productive interaction between the manufacturers of Kerala with Business Houses / Buyers / Trade Associates / Export Houses / representatives from Trade, Industry, Suppliers, Exporters and Bulk consumers from all over the Country and Abroad.

Welcome to Kerala. Welcome to a prosperous future...





Food Processing

Kerala with its indigenous shades of biodiversity has always been a food basket of global interest. The pulse of the land gets carried over through the diversity of Kerala's food products of cashews, seafood and spices. Coconut, cocoa, tea, banana and pineapple add to the lore the richness of our taste buds. Kerala, synonymous with exotic spices is the major exporter of Spices from the Country. Over 90% of pepper produced in India is from Kerala, which also the hub of a variety of spice based products. Besides the traditional application as a flavouring and preservative agent in food and beverages, spices today caters to industries such as cosmetics, aromatics, oils & oleoresins, pharmaceuticals, etc. Spices also provide the right flavour to the fast growing food processing industries in the State. The pioneering and persistent efforts of the Department of Industries and Commerce, Government of Kerala have been instrumental in bridging the local varieties of taste to an international populace. The Department of Industries & Commerce, Government of Kerala, by promoting the Food Safety (HACCP) Certification, makes its concerns of food safety, health and hygiene mandatory for the wellbeing of the sector.

Products: Milk Products, Ready-to-Eat Dishes, Frozen Foods, Processed Foods, Confectionaries, Spice Powders, Curry Powders & Masalas, Food Additives & Ingredients, Edible Oils, Virgin Oils, Ethnic Foods, Bakery Products, Organic Products, etc.

A decorative header featuring a needle with a red thread looping through it, and several spools of thread in blue, yellow, and red colors.

Handlooms Textiles & Garments

Kerala has woven in to its history the tradition and heritage of the handloom. Kerala's handloom industry which thrives on traditional looms and modern power looms share the glorious past and the potential of the merchandise resources of the handloom. The grace of the handloom with its shades of the ethnic is not limited to Textiles and Garments alone it looms large in home furnishing and related areas as well. Made out of the finest cotton yarn, Kerala's traditional handloom products are extremely popular for its distinct blend of elegance, simplicity and design excellence. Kerala-style saris and churidars with its immaculate golden jerry have attracted the attention of leading fashion designers. Chendhamangalam, Balaramapuram and Kannur are some of the famous handloom centres of Kerala.

Products: Furnishing Materials, Traditional & Designer Sarees, Readymade Garments, Cotton Fabrics, Shirtings, Bed & Table Linens, Dhothis & Set Mundus, Handloom Fabrics, Ladies Dress with traditional designs, Fashion Wears, etc.



Rubber

Rubber has gradually found a noteworthy position within the tradition of industrial development in the State of Kerala. The State being a leading producer of Rubber in the country contributes much to rubber based industries nationally and globally. This in effect surges Kerala's economy. The reach and scope of the rubber based industries is limitless as rubber gets to play a major role in the everyday life of the people with its diverse usage. Kerala accounts for almost 90% of India's natural rubber production. Supreme quality natural rubber from the State is used to make a wide range of consumer goods and industrial products. Rubber Park India Ltd., a Joint Venture Company by the Government of India and Government of Kerala, has been largely responsible for empowering rubber based industries and opening up global platforms for the same. The State has a large number of rubber-based industries including Apollo Tyres, one of the leading truck and car tyre manufacturers in the country.

Products: Tyres, Car Accessories, Latex based Products, Rubber Mats, Rubber Moulds, Rubber Tiles, Automobile Parts, Foot Wears, Gloves, Condoms, Household Products, Commercial Products, Foam Rubber Products, Hoses, Pipes, All types & Grades of Natural & Processed Rubber, etc.



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Coir

Kerala, as the name suggests, is the land of coconuts. With the uniqueness of its geography, flora and fauna the land has its own stories of survival. Coir resources has a tradition closely associated with the history of the land and the struggles of the people. Kerala is one of the major coir products centre of the world. Traditional coir products from Kerala decorate many walls, ceilings and floors around the world. Interior designers vouch for the natural beauty of coir products, which is also extremely durable and biodegradable. Besides catering to the export market, Kerala's coir industry also churns out a variety of products for the domestic market. The Coir industry which has taken deep roots in Kerala has found a niche of its own in local and global markets as well as in the narratives of economic development of the State.

Products: Coir Carpets and Rugs, Coir Mats and Matting, Coir Tiles, Rubberised Coir Mattresses, Coir Yarn and Pith, Curled Coir, Coir Geo-Textiles, Coir and Jute Mixed Products etc.



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Ayurveda

The Gods own Country, Kerala, is unique in many different ways. The most intimate being the practice of holistic method of medical treatment named Ayurveda. The system, based on Ashtanga Hridayam by Vagbhata, dwells on diet and natural / herbal treatment. Mostly practiced as a way of life, the method has gained global popularity and compliments the Tourism Industry of the State. The practice, without compromising the essence of its methods, is a valuable source of revenue and a flyer of the State in the global village. The global demand for herbal cosmetics is increasing day by day. Kerala's high ranges are internationally recognised as an ecological hotspot ideal for the growth of rare medicinal herbs. With many traditional and authentic ayurvedic institutions, the Kerala system of Ayurvedic therapy and medicines has received worldwide acclaim.

Products: Health Care Products, Skin Care Products, Dental Care Products, Cosmetic Products, Child Care Products, Hair Care Products, Theraptical Services, Herbal Extracts, Herbal Cosmetic Package, Variety of Herbs, Herbal Oils, Ayurveda based Packages, etc.





Electrical & Electronics

The upsurge of technological innovation and brilliance has given a lead to the development of the Industrial Sector of Kerala. The electrical and electronic sector has always been on the fore-front to face the challenges and needs of the digital generation. The boost up was made possible through the quality of the technical education offered by the State. Possibilities and options of educational specialisation has helped the industrial sector to become multifaceted and thus ushering in an era of industrial growth. Kerala, home to India's space research programme, has world-class research, development and testing facilities to support electronic and electrical industries. Kerala has many companies engaged in the manufacture of various components, products and services. The first State in the country to set up a corporation dedicated to electronics (KELTRON), Kerala also houses Transformers and Electricals Kerala Ltd. (TELK), a leading transformer manufacturer in the country.

Products: Telecommunication Equipments, Fibre Optic Terminal Equipments, Computers & Peripherals, Banking Automation, Consumer Electronic Products, Voltage Stabilisers, Printed Circuit Boards, Transformers, Chip Components, Capacitors, Invertors, Water Heaters, Solar Water Heaters, Digital UPS, Wiring Cables, Power & Control Cables, Fans, Switchgears & DBs, Induction cooker, Mixer Grinder, Pumps & Motors, wide range of Electrical & Electronics components, etc.



Handicrafts

Handicrafts are the indigenous aesthetics of a land and its people. Handicrafts of Kerala are closely knitted with the heritage and cultural legacy of the State of Kerala. Coir products, sandal wood products, metal and wooden miniature models, bamboo products, mural paintings, aranmula mirror composed of a special metal alloy, instead of glass and others from the major areas of handicraft industry. Currently in Kerala, handicraft manufacturing is one of the fastest growing industry. Aranmula Kannadi, the remarkable metal mirror, Nettoor Petti, the traditional jewel box, eye-catching idols, elephants carved in rose wood, Kathakali masks, the traditional handicrafts of Kerala will surely capture the imagination of art lovers world-wide. Apart from exquisite metal based products and wood carvings, the State is also famous for artefacts and curios made out of bamboo, coconut shell, coir and other materials.

Products: Traditional Handicraft Products produced only in Kerala like Aranmula Kannadi, Nettoor Petti, Jewel Box, Kathakali Masks, Idols, Elephants carved in rose wood, etc., Eco friendly Products like Bamboo, Bamboo Handicrafts, Bamboo Interiors, Screwpine Products etc., Bell Metal Products, Traditional Metal Lamps, Coconut Wood Handicrafts, Shell based Products, Woodcrafts, etc.



VYAPAR 2017
(KERALA BUSINESS TO BUSINESS MEET)
BUYER REGISTRATION FORM

I/ We wish to participate in Kerala B2B Meet scheduled to be held at Bolgatty Palace & Island Resort, Kochi from February 2 to 4, 2017
I/ We furnish our details for registration as below:

1. Details of the company (Please write in capital letters)

a. Company Name VAT No
b. Name of Representative
c. Designation of Representative
d. Address
City State Country PIN/Zip Code
e. Email Website
f. Phone Mobile Fax

2. Other information

a. You are importing / producing products & materials as
b. Your items of import (please specify the sectors)
☐ Food Processing (Food & Spices) ☐ Handlooms, Textiles & Garments ☐ Rubber ☐ Coir Products
☐ Ayurveda & Herbal ☐ Electrical & Electronics ☐ Handicrafts
c. Products Name
d. Your sourcing Country for import
e. Your annual import of products for the last three years (in US\$)
Total import : 2014 Total import from India : 2014
2015 2015
2016 2016
f. Payment terms LC Others:

3. Hospitality

Need Hotel Accommodation (at Kochi) : Yes ☐ No ☐
Need pick up and Drop (at Kochi) : Yes ☐ No ☐

Date Signature Office seal

Please send the filled Registration Form to :

The Executive Director
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You can also register online through: www.keralabusinessmeet.org