



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub : Invitation to attend the Roadshow on the proposed warehouse project in Guatemala

Dear Member,

Textiles is one of the 3 products of 'Focus' as identified by the Ministry of Textiles in the Latin American region. Of the 21 countries that comprise this region, 7 are based in Central America.

Central America is one of the important and strategic locations, equidistant from North as well as South America. In view of the continuing shortage of containers and delays in transit of goods, 'Near Shoring' has gained significance for exporters based out of distant markets like India. Besides this, the 'China plus one' alternative is being actively pursued by the importers of textiles in this region.

The availability of textile products from India will be an important step to establish India as an immediate and reliable alternative to China in this region. Within the 7 countries comprising Central America, Guatemala is one of the largest importers of yarn and fabric as well as made-ups having imported nearly USD 600 million worth of Cotton textile products in the year 2020-21 of which nearly 45% comprises made-ups including home textiles.

Global Apparel Intelligence Centre's data ranks Guatemala at no 8 in terms of sourcing of textile and apparel products. Guatemala shares borders with 3 of the Central American markets along with Mexico. It is the largest market in Central America in terms of population, GDP as well as potential for cotton textile products.

Stratech India, a company promoting trade between India & Guatemala for the past 10 years has entered into a JV with Tecnopark to develop 950,000 sqms of space for a warehouse project. The warehouse is located at Escuintala, 40 kms from the largest trading port of Puerto Quetzal. The JV was signed at the Embassy of India, Guatemala and has the support of the Indian Mission.

Stratech will run the 'Stock & Sales' operations for companies from TEXPROCIL in Guatemala to begin with and will provide the following services:

- a) Provide exclusive space at the warehouse in Escuintala (40 kms from Puerto Quetzal- Port of landing) for each company/brand to stock their products
- b) Manage the stock & sales operations including hiring and management of Sales personnel, administrative staff and accountant for an annual fee of USD 13200 (USD 1100 per month)
- c) Minimum period of contract of 2 years between Stratech and Indian Exporter
- d) 50% of the annual fee to be paid upfront to Stratech
- e) Stratech will solicit orders based on samples initially for a period of 3 to 6 months. If the demand for the stocked products does not accrue, then Stratech will refund 75% of the advance paid to the Indian company.

With the objective of meeting prospective buyers in Guatemala as well as present the details of the project including a Q & A session to members of TEXPROCIL, Stratech in association with the Embassy of India has organized a virtual road show on 29th June 2022 at 8.00 p.m. India time.

Interested companies are requested to send their confirmation to attend the virtual roadshow by end of day 27th June 2022 to murali@texprocil.org / priya@texprocil.org. This proposal presents an opportunity to Indian exporters of Cotton Textile products to promote their products in Guatemala to begin with and later to the other markets in Central America.

Interested companies are requested to participate in the virtual road show to get more details.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

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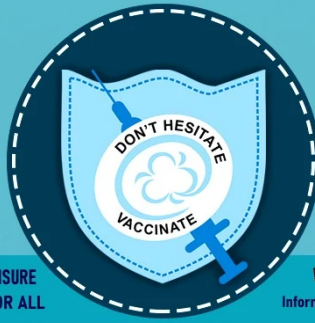
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An initiative by
TEXPROCIL
THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
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VACCINATION FOR ALL

- "Vaccination for All" at a faster pace is the only possible measure to save lives and revive the economic activity.
- The Council appeals to the exporting fraternity to undertake "Free Vaccination Drives" for all their Staff, Workers, Employees and their Families so that the status of 'NIL COVID-19' positive cases is achieved across country at the earliest.



- TEXPROCIL partners you in actively promoting the "Vaccination for All" initiatives undertaken by your company and requests you to send details on the LINK provided below.
- Along with the details, kindly also share photographs so that the Council can publicise the same through TEXPROCIL Enewsletter and social media platforms.

TEXPROCIL SUPPORTS THE NATIONAL ENDEAVOUR TO ENSURE
COVID APPROPRIATE BEHAVIOUR & VACCINATION FOR ALL

WE SUPPORT THE VACCINATION DRIVE (CLICK HERE)
Information: info@texprocil.org | Website: www.texprocil.org

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