



E-Serve No.: 218 of 2025 | Date: December 18, 2025

Sub: Inviting participation for the Buyer Seller Meets (BSMs) in Norway & Switzerland from 16th to 20th March 2026

Dear Member,

The Council proposes to organize Buyer-Seller- Meets (BSMs) in Norway and Switzerland from 16th to 20th March 2026 with the active support of The Embassies of India in Norway and Switzerland and the leading Textile Associations in the two countries.

The proposed BSMs aim to bring together leading Indian exporters of home textiles with key buyers, sourcing heads, and trade intermediaries in these two countries.

India-EFTA Trade and Economic Partnership Agreement (TEPA)

The TEPA has opened significant new opportunities for the Indian textiles and clothing sector with "Zero-duty" access now available for textile and apparel products exported to EFTA countries i.e Switzerland, Norway, Iceland and Liechtenstein. Indian manufacturers will enjoy a competitive advantage in these markets that value high-quality, sustainable, and responsibly sourced products.

Textile and Clothing industry in Norway & Switzerland

- Both Norway and Switzerland offer strong potential for Indian home textiles and apparel
- Switzerland is a hub for premium fashion, luxury retail, and global brands with advanced distribution networks and a strong preference for sustainably sourced products.
- Norway presents robust demand for quality home textiles, supported by high purchasing power and a growing focus on ethical and eco-friendly sourcing.

Trade Data: Switzerland

- The textile and apparel sector recorded total imports of US\$ 10.4 billion from the world, out of which US\$ 367.6 million is imported from India, giving India a market share of 3.6%. Within this, textiles accounted for US\$ 2.04 billion in global imports, with US\$ 56 million sourced from India, representing a 2.7% share.

- Apparel imports are significantly higher at US\$ 8.36 billion, of which US\$ 311 million comes from India, translating into a 3.7% market share. In cotton textiles global imports were US\$ 662 million, with India supplying US\$ 31 million, giving it a 4.7% share.
- Similarly, home textiles imports amounted to US\$ 575 million worldwide, with US\$ 28 million imported from India, resulting in a 4.8% market share.
- Among the leading suppliers of textile and apparel to Switzerland, India ranked 4th in home textiles and 6th in apparel exports to the Swiss market. Among the product-wise imports, Cotton Made-ups dominate the cotton textiles import market with a share of 87%.

#### Trade Data: Norway

- The total import of textile and apparel amounted to US\$ 3.40 billion, of which US\$ 201.97 million is imported from India, giving India a 5.94% market share. Within this, textile imports stand at US\$ 1.01 billion, with US\$ 97.53 million sourced from India, accounting for a 9.64% share.
- Apparel imports total US\$ 2.38 billion, and India contributes US\$ 104.44 million, resulting in a 4.37% market share. In cotton textiles, total imports are US\$ 283.85 million, with India supplying US\$ 40.78 million, capturing a 14.37% share.
- Similarly, home textiles imports amount to US\$ 265.29 million, of which US\$ 39.21 million come from India, giving India a 14.78% market share.
- Among the leading suppliers of textile and apparel to Norway, India ranked 2nd in home textiles and 5th in apparel exports to the Norway market. Among the product-wise imports, Cotton Made-ups dominate the cotton textiles import market with a share of 93%.

#### Opportunity Landscape for Indian Exporters

The following product groups offer immediate potential for expansion in these 2 countries.

##### Home Textiles (HS 63 & HS 9404)

- Bed linen, bath linen, quilts, comforters and Top of Bed
- Terry towels, kitchen linen
- Table linen & other made-ups
- Cotton-based home furnishing

#### Participation Fees:

The total participation fees for both BSMs will be Rs. 80,000 + GST 18% = Rs. 94,400  
The fees do not include Air Fare, hotel accommodation and other individual related expenses.

#### Facilities:

For one-to-one meetings, each participant will be provided with a table and chairs,

arranged in a conference hall / meeting room.

BSM's tentative schedule

16th March 2026 - BSM in Switzerland (City, venue will be shortly notified)

18th March 2026 - Travel to Norway

19th March 2026 - BSM in Norway (City, venue will be shortly notified)

Application

Exporters registered with TEXPROCIL can apply for participation in this event. Members are requested to send their application ([Click here](#)) directly to TEXPROCIL with full participation fee by RTGS/NEFT as per details mentioned below:

Beneficiary: The Cotton Textiles Export Promotion Council

State Bank of India, Opera House Branch, Mumbai

Current Account No. [11107497602](#)

IFS Code: SBIN0001417

(Please email us UTR number after making the payment)

Kindly note, your participation will be considered only if we receive payment towards participation fee and complete application form on or before 12th January 2026

Interested Members are requested to fill up the relevant attached Application Forms and e-mail to: [shailesh@texprocil.org](mailto:shailesh@texprocil.org) / [mrunal@texprocil.org](mailto:mrunal@texprocil.org)

For further details, kindly contact:

Mr. Shailesh Martis, Additional Director / Mrs. Mrunal Sawant

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E-mail: [shailesh@texprocil.org](mailto:shailesh@texprocil.org) / [mrunal@texprocil.org](mailto:mrunal@texprocil.org)

Being an esteemed member of the Council & a leading exporter of cotton textiles, we solicit your participation thereby supporting initiatives by the Council.

Regards,

**Dr. Siddhartha Rajagopal**  
Executive Director

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