

PRESS RELEASE

Huge opportunity for Indian apparels in Canada: Indian envoy in Ottawa

AEPC, in association with the High Commission of India, Ottawa, held a virtual B2B meeting among Canadian buyers and Indian apparel exporters on 3rd December, 2020.

High Commissioner of India to Canada, H.E Ajay Bisaria said there is a growing trust in India's growth story among Canadian companies and a huge opportunity for Indian apparels to increase their market share in Canada.

Speaking at India-Canada virtual B2B meeting, Mr. Bisaria congratulated AEPC for bringing together buyers from Canada and apparel exporters from India on one platform.

"Looking at the India-Canada corridor, there is a great deal of faith among Canadian companies in the medium and long-term prospects of India, apart from conversations on immediate issues. **Today** we have a strategic partnership with Canada which is propelled and fuelled by the economic partnership," Mr. Bisaria said.

The High Commissioner said that Canada's market size for readymade garments is about \$10 billion and the imports from India of readymade garments is just about \$318 million, a very small fraction of about 3.1% in 2019.

"I think this number can go up tremendously given the huge opportunity. We know that many top-quality brands are already sourcing from India GAP, M&S, Uniqlo and Calvin Klein," he said, adding the B2B meeting had representatives from both traditional and new buyers.

Mr Bisaria said that while investments from Canada have so far gone in infrastructure, energy and logistics, a lot will come in multiple other areas including the huge opportunities in the textile sector.

"There are already 600 active Canadian companies in India. There are 1,000 Canadian companies doing business with India. Even in pandemic times, the overall engagement is about \$100 billion, if you count trade, investment, remittances and tourism spend. We see this number consistently increasing in the next few years," he added.

AEPC Chairman Dr A Sakthivel said that Canada is a thrust market for India and continuous efforts have been made by AEPC to participate in Apparel Textile Sourcing Fair, Canada regularly. AEPC has developed a virtual exhibition platform for online virtual showrooms and exhibitions, which is available for 24*7 & 365 days, he added.

"India is focusing on higher value and specialized products like manmade fibre (MMF) apparels, medical textile and technical textiles. Canadian investors can set up manufacturing facilities in India directly or through joint ventures," Dr Sakthivel said,

inviting Canadian companies to partner in building R&D, design innovation, and incubation centers in India.

Mr Sudhir Sekhri, Chairman, Export Promotion, AEPC gave a presentation on India-Canada readymade garments trade and highlighted the significance of Indian apparel industry for key government initiatives like Make in India, Skill India, Women Empowerment and Rural Youth Employment.

He also focused on the comparative advantages of the Indian apparel industry and the possible areas of collaboration among the apparel sector players in both the countries.

“Canada imports \$4,244 million of MMF garments from the world whereas it imports only \$65 million from India. India’s share in Canada’s MMF garments imports is only 1.5%. With a view to diversifying Indian apparel exports, our Council is working on expansion and improving MMF products in India’s Apparel export basket,” Mr Sekhri said.
