

*Press Release:*

## **TPCI signs MoU with apex national association of manufacturers, Lebanon**

**New Delhi, 05.02.2021:** Trade Promotion Council of India (TPCI), has entered into a MoU with the Association of Bekaa Industrialists (ABI) Lebanon, for promotion of bilateral cooperation and enhancing trade and business relations between the two countries. The MoU signing was done in presence of Dr Suhel Ejaz Khan, Ambassador of India to Lebanon and was facilitated by the Embassy of India in Beirut, Lebanon.

Under this partnership both parties will provide relevant information and assistance to each other with respect to trade, commerce and investment opportunities as well as addressing issues faced by businesses from both countries in accessing each other's markets.

Speaking on the MoU signing ceremony, Dr Khan commented; "It is the beginning of a new phase of intense economic engagement between India and Lebanon led by two top and highly professional business bodies. I hope that this MOU will pave the way for exchange of delegations and strengthening and diversifying trade between two steadfast friends, India and Lebanon."

Speaking on the MoU, Mohit Singla, Founder Chairman TPCI said, "We have been trying to enter new untapped markets and forge new partnerships so as to leverage the collective strengths of each other. Idea of partnership with ABI is providing platforms to our exporters to ensure that overall trade and investment grows between the two countries."

TPCI was represented at the MoU signing by Suresh Kumar Makhijani, Joint Director General and Ashok Sethi, Director; while ABI was represented by its President Nicola Abu Faisal. Ms Rana Zeitouni, Commercial Section, Embassy of India in Lebanon, was also a part of the ceremony.

ABI is the apex national association of manufacturing companies operating in Lebanon. It deals with both economic and social issues concerning business and advocates a policy of balanced industrial development and commercial issues for all Lebanese regions. India's total exports to Lebanon is 204 Million US\$ and total import is 31 Million US\$. Major items of exports include- rice, sesamum seeds, pharma, auto parts and granite. While the major items of imports include- aluminium waste and scrap, waste and scrap of stainless steel, unrefined lead and alloys, zinc waste and scrap, fruit nut, etc.

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