

PRESS RELEASE



Meghalaya MSMEs Explore New Markets at Reverse Buyer Seller Meet

Shillong, Oct 8: The second edition of the Reverse Buyer Seller Meet (RBSM 2.0), organised by the Department of Commerce and Industries, Government of Meghalaya, was inaugurated at the State Convention Centre here on Thursday, bringing together entrepreneurs from all 12 districts of Meghalaya with domestic and international buyers.



The two-day initiative is aimed at creating new business and export opportunities for Micro, Small and Medium Enterprises (MSMEs) of the State, providing them with a platform to showcase their products, understand market requirements and establish direct business linkages. More than 300 entrepreneurs are participating in the event, with 32 national and international buyers attending the meet.

Addressing the inaugural programme, Deputy Chief Minister Sniawbhalang Dhar said RBSM 2.0 was more than an inaugural event, describing it as a platform to open new doors of opportunity for Meghalaya's entrepreneurs and connect the State's products with markets across India and the world.



Welcoming the participating buyers and entrepreneurs, Dhar said the presence of enterprises from all 12 districts reflected the growing confidence of Meghalaya's business community and its readiness to engage with wider markets.

He highlighted Meghalaya's agro-products, handlooms and weaving traditions, bamboo and forest resources, skilled artisans and distinctive products as important strengths that could drive enterprise development, employment generation and sustainable economic growth.

Dhar also emphasised the State's strategic location, including its 443-km international border with Bangladesh and its potential to serve as a gateway to markets in South and Southeast Asia. He pointed to the expanding road network, railway connectivity through Mendipathar and air connectivity through Umroi Airport as important infrastructure supporting the growth of trade and industries.



He said Meghalaya's natural advantages, combined with its growing MSME ecosystem, could be transformed into greater economic opportunities by strengthening market access, branding, quality and business linkages.

"For years, many of Meghalaya's finest products have remained confined to local and regional markets. But today, we are working to change that reality. Our vision is not only to produce more, but also to market better, brand better and reach customers across India and abroad," Dhar said.

He said RBSM was an important business facilitation platform that enabled local enterprises to directly engage with national and international buyers and gain a better understanding of market expectations.

Referring to the first International Reverse Buyer Seller Meet held in February this year, Dhar said the initiative resulted in 40 business MoUs and generated opportunities worth over Rs 3 crore, with participation from buyers from 15 countries across four continents. Enterprises from all 12 districts were also given an opportunity to showcase their products to global buyers.



He said the outcome of the first edition demonstrated that such platforms could translate business interactions into tangible opportunities and provided the impetus for organising RBSM 2.0.

He urged participating entrepreneurs to make full use of the platform, showcase their products with confidence and engage with visiting buyers to gain exposure to new markets and business practices.

Dhar also expressed gratitude to the Government of India for its support and said the State Government was working towards replicating similar initiatives within Meghalaya to provide sustained opportunities for local entrepreneurs.



He said continued engagement was essential for the growth of MSMEs and informed that the Department of Commerce and Industries was working on policies aimed at providing sustained support to entrepreneurs and strengthening the State's business ecosystem.

He further encouraged entrepreneurs to view business as a continuous learning process and not be discouraged by setbacks. He said sustained growth required entrepreneurs to learn, adapt and move forward step by step.

RBSM 2.0 is expected to further strengthen market linkages for Meghalaya's MSMEs, promote locally produced goods beyond the State and create new avenues for business, investment and export opportunities.

Commissioner and Secretary, Commerce and Industries, C.V.D. Diengdoh, IAS, Director of Commerce and Industries M.L. Wanshnong, along with other officials, were also present.