

Report – WTC Bhubaneswar observes World Trade Day 2024 & Annual Members Meet

World Trade Center Bhubaneswar observed World Trade Day 2024. It was held for the seventh consecutive year in Odisha with a view to create awareness on international trade and its impact on economic development and regional growth of the State. The event was marked by a discussion on the theme “Odisha as the gateway for Global Trade” on Friday, 26 July, 2024.

The program was held at Hotel Swosti Premium and provided a unique platform for the budding entrepreneurs, exporters, MSMEs entrepreneurs of the State of Odisha to not only learn and discuss key issues pertaining to global business but also gain understanding of the intricacies of international trade, explore new markets, learn from experts on the emerging opportunities that market across the borders have to offer. The program through its networking session also helped the MSMEs of the State to explore export opportunities with other countries encouraging them to participate in International Trade. Senior government officials and eminent experts from the industry were present on the occasion to share their views.

During the program, WTC Bhubaneswar also recognized the outstanding contributions of MSMEs, Small Businesses, Trade Promotion Organizations, Companies and Businesses that have excelled in international markets and have helped in accelerating exports from the state by presenting them with awards and recognitions under different categories and duly recognized their business leadership, achievements, and best practices. A Memorandum of Understanding was also inked with Centurion University, KIIT School of Rural Management and Balasore Chamber of Industries and Commerce (BCIC) to explore areas of mutual cooperation to further assist the MSMEs of Odisha to augment their market outreach and penetrate the global market.

Ms. Pravati Parida, Hon’ble Deputy Chief Minister of Odisha graced the occasion as the Chief Guest and affirmed on the pivotal role of WTC Bhubaneswar for bolstering International Trade from the state while pledging assistance for artisans, SC, ST and Women Entrepreneurs. She unveiled plans for a pioneering e-commerce export hub.

Mr. Nugroho Priyo Pratomo, Director, Indonesia Trade Promotion Centre (ITPC) graced the occasion as the Chief Speaker and deliberated on the trade prospects between Indonesia & India. He highlighted and briefed about the upcoming International Trade Expo to be conducted at Jakarta, Indonesia and how participation in the same can be beneficial for the exporters/importers from the state of Odisha.

Capt. Somesh Batra, Chairman, World Trade Center Bhubaneswar delivered the welcome address and highlighted the initiatives undertaken by WTC Bhubaneswar to become one of the pioneering WTCs in the world and deliberated on the center’s vision and mission to make Odisha as the gateway for Global Trade.

Mr. Scott Wang, Vice President, Asia Pacific, World Trade Centers Association lauded the efforts and achievements of WTC Bhubaneswar for its benchmark service standards and remarked on the center's endeavour in assisting the local MSMEs to penetrate the global market.

Dr. J.K. Mohanty, Honorary Convener, World Trade Center Bhubaneswar Tourism & Hospitality Think Tank & CMD, Swosti Group of Hotels delivered the opening remarks and highlighted the role of World Trade Center Bhubaneswar and its significance in accelerating trade prospects. He also emphasized on the presence of World Trade Center infrastructure in the state.

Dr. Rina Routray, Chairperson, Mahila Atmanirbhar Abhiyan & Advisor, WTC Bhubaneswar Women Forum in her special address, spoke about the initiatives undertaken by the center's women forum and also highlighted the significance of women entrepreneurship in today's era.

Mr. Akruiti Bagwe, Director – Operations, World Trade Center Mumbai also graced the occasion as an esteemed dignitary.

Mr. Rajen Padhi, Honorary Convener, World Trade Center Bhubaneswar International Trade Promotion Think Tank & Commercial Director, B-One Business House delivered the closing remarks and summed up the activities and initiatives undertaken by the International Trade Promotion Think Tank for enhancing the export scenario of the state.

During the program, Honorary Conveners and Co-Conveners of WTC Bhubaneswar's verticals namely Tourism & Hospitality, Agriculture & Food Processing, Start-up & Innovation, Smart City & Infrastructure, International Trade Promotion and Women Entrepreneurs Forum for FY 2024-2025 were also declared.

Earlier in the program, a book release ceremony was conducted for the English translated version of Radhaland and the Worlds Beyond by eminent poet Mr. Ramakant Rath and edited by Mr. Jitendra Nath Misra, IFS (Retd.).

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar proposed the vote of thanks.

The program was held on Friday, 26 July 2024 at Hotel Swosti Premium, Bhubaneswar.

Photographs from the event

3840 – In Photo: **Ms. Pravati Parida**, Hon'ble Deputy Chief Minister of Odisha delivering her address during World Trade Day 2024. Others present in the dais are (L-R) **Dr. J.K. Mohanty**, Honorary Convener, World Trade Center Bhubaneswar Tourism & Hospitality Think Tank & CMD, Swosti Group of Hotels; **Mr. Rajen Padhi**, Honorary Convener, World Trade Center Bhubaneswar International Trade Promotion Think Tank & Commercial Director, B-One Business House; **Mr. Akruiti Bagwe**, Director – Operations, World Trade Center Mumbai; **Dr. Rina Routray**, Chairperson, Mahila Atmanirbhar Abhiyan & Advisor, WTC Bhubaneswar Women Forum; **Mr. Nugroho Priyo Pratomo**, Director, Indonesia Trade Promotion Centre (ITPC); **Capt. Somesh Batra**, Chairman, World Trade Center Bhubaneswar; **Mr. Scott Wang**, Vice President, Asia Pacific, World Trade Centers Association

3890 – In Photo: (L-R) **Ms. Kanak Misra**, Co-Founder, The Book Turf; **Ms. Nimeshika Natarajan**, Assistant Director, WTC Bhubaneswar; **Mr. Rajen Padhi**, Honorary Convener, WTC Bhubaneswar International Trade Promotion Think Tank & Commercial Director, B-One Business House;) **Dr. J.K. Mohanty**, Honorary Convener, WTC Bhubaneswar Tourism & Hospitality Think Tank & CMD, Swosti Group of Hotels; **Mr. Akruti Bagwe**, Director – Operations, WTC Mumbai; **Dr. Rina Routray**, Chairperson, Mahila Atmanirbhar Abhiyan & Advisor, WTC Bhubaneswar Women Forum; **Ms. Pravati Parida**, Hon'ble Deputy Chief Minister of Odisha; **Capt. Somesh Batra**, Chairman, WTC Bhubaneswar; **Mr. Nugroho Priyo Pratomo**, Director, Indonesia Trade Promotion Centre (ITPC); **Mr. Scott Wang**, Vice President, Asia Pacific, World Trade Centers Association & **Ms. T Sweta**, Trade Promotion Officer, WTC Bhubaneswar