

## ECONOMY

### ■ Portal Launched to Facilitate B2B Digital Trade between Indian Exporters and Foreign Buyers

The Federation of Indian Export Organizations (FIEO) has launched the Indian Business Portal - an international trade hub for Indian exporters and foreign buyers. The portal was inaugurated by Union Minister for Industry and Commerce Smt. Anupriya Patel on 27th May. The Union Minister observed that



during the pandemic online platforms such as e-commerce have shown immense potential in supporting millions of businesses to sustain themselves and that this initiative has come at very appropriate time as currently Indian exports are witnessing robust growth. The portal is a B2B (Business to Business) digital marketplace to empower SME exporters to identify new markets for their products and grow their sales with new buyers. The objective of the portal is to enable online presence of every exporter, make exportable products and services discoverable online by buyers across the globe, and to maximise the leverage of exporter's existing infrastructure, production capacities and supply chains.