

COMMERCE AND INDUSTRIES DEPARTMENT

GOVERNMENT OF MEGHALAYA

PRESS RELEASE

Meghalaya Taps Global Buyers to Scale MSME Exports through Reverse Buyer-Seller Meet 2026, launches *MeghaRise* brand and State MSME Portal

~ Over 300 MSMEs engage with buyers from 15 countries at the State Convention Centre in Shillong ~

Shillong, February 03, 2026: Government of Meghalaya, in partnership with the **Federation of Indian Export Organisations (FIEO)**, **Ministry of Commerce & Industry, Government of India**, today commenced the Reverse Buyer-Seller Meet (RBSM), 2026 at the State Convention Centre, Shillong. Supported by the **Ministry of Commerce & Industry, Government of India**, and the **World Bank**, **RBSM 2026** is aimed at positioning Meghalaya as the next **major export hub of the Northeast**.



A major highlight of the inaugural session was the **launch of the 'MeghaRise' Logo and Brand**, signalling a unified identity for Meghalaya's MSME and export ecosystem, by **Shri. Conrad K. Sangma, Hon'ble Chief Minister**. **Shri Sangma** also **launched the State-Level MSME Portal**, aimed at improving ease of doing business, access to schemes, and digital integration for entrepreneurs, thereby ensuring global recognition for Meghalaya's local products.



In his keynote address, **Shri. Conrad K. Sangma, Hon'ble Chief Minister**, underscored the State's strategic shift towards fostering genuine, long-term economic collaborations. Highlighting the government's success in building a robust trade ecosystem exemplified by the transformation of local pineapples and curcumin rich Lakadong turmeric into high-value global product, Hon'ble CM stated, **"We are here today not to do just business; we are here today to build partnership,"** he stated, reinforcing his vision for sustainable growth.

He assured the stakeholders on the State's continued support in deregulation and logistical scaling to empower both local entrepreneurs and international investors.

Notably, RBSM 2026 facilitates focused B2B engagements, providing exporters from Meghalaya with a unique platform to interact directly with global buyers, explore new markets, and establish lasting international partnerships.



A diverse delegation of buyers has arrived from 15 nations including **Russia, South Africa, New Zealand, Kenya, Romania, Canada, Uganda, Zimbabwe, Nepal, Turkey, Bahrain, Slovakia, Australia, Sri Lanka and Azerbaijan** to interact with over 300 MSME sellers, across sectors such as handloom and handicrafts, bamboo and cane products, agro and food processing, honey, spices, herbal and wellness products, pottery, wood-based crafts, and other value-added indigenous products of Meghalaya.



The two-day event features more than 125 exhibition stalls, offering buyers first-hand exposure to Meghalaya's production capabilities through live demonstrations and curated displays. Structured **B2B meetings commenced immediately after the inaugural session**, marking the operational core of the Reverse Buyer-Seller format.





Shri. Sniawbhalang Dhar, Hon'ble Deputy Chief Minister and Minister in charge, Commerce and Industries Department termed (RBSM) 2026, as a "landmark initiative" for Meghalaya and the Northeast region. Highlighting the State's preparedness, he noted that participating sellers have completed mandatory export registrations and documentation, making them fully "export-ready". Underscoring the government's commitment to transforming local potential into sustainable income, he stated, *"This initiative clearly demonstrates Meghalaya is confident in its enterprise and its readiness to engage with global markets."*

Dr Shakil P. Ahammed, IAS, Chief Secretary, Govt of Meghalaya highlighted Meghalaya's unique potential as a source for high-value, superior-quality agricultural products. He emphasized that the State's exceptionally fertile soil and pure water sources naturally distinguish its produce ranging from Lakadong turmeric to organic honey from competitors. He stated, *"We are into a premium segment which is niche by default; we are far more organic"*, thereby asserting that the State's strength lies in its specialized and organic production methods. He urged international buyers to build sustainable, long-term partnerships that will be critical in realizing the **Hon'ble Chief Minister's vision of a \$10 billion economy by 2028**.

Delivering the welcome address, **Shri Sanjay Goyal, IAS, Commissioner and Secretary, Commerce and Industries Department**, underscored the State's potential to expand its footprint in international trade. He further highlighted that MSMEs contribute approximately 45% to India's total exports, thereby providing Meghalaya a tremendous opportunity for growth. He highlighted under the Raising and Accelerating MSME performance (RAMP) scheme, the State is actively working to facilitate direct market linkages.

Ms Neha Mehra, Managing Committee Member, FIEO lauded **Meghalaya's role in India's export ecosystem**. She highlighted the State's deep strengths in sectors such as bamboo, high-curcumin Lakadong turmeric, pineapple, and Ahimsa silk, which align perfectly with global demand for sustainable and organic products. Ms. Mehra also praised the **State government's proactive efforts in fostering a creative economy through music and tourism, and reaffirmed FIEO's commitment to helping local MSMEs leverage Free Trade Agreements (FTAs) to boost their global competitiveness**.



The initiative underscores the Government of Meghalaya's steadfast commitment to transform the region from a production hub into a global export powerhouse.



The two-day event is all set to feature dedicated sessions on high-level networking, and sectoral meetings aimed at spotlighting Meghalaya's unique geography and its competitive advantages, thereby **setting a new benchmark for trade promotion in the Northeast**.

Sd/-

Director

**Department of Commerce and Industries,
Government of Meghalaya**