

## Goa Explores Global Markets with Unique Offerings: Cosmetics and Masala Pastes

Goa is expanding its horizons beyond its well-established presence in international markets for tourism, mining, and marine exports. Entrepreneurs are now displaying a keen interest in exploring and trading different products with international markets, showcasing a facet of Goa that was previously less known.

While Goa wasn't traditionally recognized for its expertise in cosmetics, an initiative by the Micro Small and Medium Enterprises Development and Facilitation Office Goa (MSME DFO) has transformed this perception. A group of women were trained by MSME DFO in the cosmetic vertical, learning to formulate and create natural cosmetics. These products, crafted with natural ingredients, target the significant demand in international markets for cosmetics made from such components.

Additionally, Goa boasts a substantial population settled in various nations, preserving the traditions and customs of the region. This presents a substantial market for Goan products, such as ready-made masala paste, reflecting the authentic flavours and cuisine of Goa.

In line with this, the World Trade Center Goa facilitated a special meeting with Mr. and Mrs. Sudesh, prominent Goans currently residing in the USA. During the meeting, discussions centered around the promotion of Goan cosmetics and ready-to-cook masala pastes in the markets of the USA and the gateway to Europe, particularly Portugal.

**The meeting was held on December 22, 2023 at Sungrace Gardens, Goa.**



Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa; Ms. Jyoti Mukundan; Mrs. Shibani; Mr. Sudesh; and Mr. Clement Coelho.