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WTC Goa Participates in WTCA Sector Salon on Agri-Business

World Trade Center (WTC) Goa actively participated in the WTCA Sector Salon, organized by the World Trade Centers Association (WTCA), New York, on Thursday, 13th November, 2025 and conducted via the Zoom platform. This edition of the Sector Salon focused on Agri-business and was open to the entire global WTC network, including WTCs, their members, tenants, and clients. The objective of the Sector Salon was to provide participants with deeper, sector-specific engagement within the vast WTCA network, enabling meaningful interactions and collaboration based on shared industry interests. The presentation on behalf of WTC Goa was delivered by Mr. Cyril Desouza, Regional Director – Trade Promotion. In his address, Mr. Desouza highlighted sectors with strong potential to make a significant impact on global trade and commerce, emphasizing Agri-business and allied sectors, alongside tourism and manufacturing, as key strengths of Goa. Mr. Desouza elaborated on Goa's agricultural capabilities, noting that rice cultivation is widespread in the state and is known for its unique taste and nutritional benefits. He further highlighted Caju Feni and Coconut Feni, traditional distilled beverages derived from cashew apples and coconuts, which enjoy growing global demand. Notably, Caju Feni produced in Goa holds a Geographical Indication (GI) tag, underscoring its authenticity and distinctiveness. He also drew attention to Goa's cashew nuts, which are renowned for their unique flavour, attributed in part to the state's characteristic black soil. Additionally, Mr. Desouza highlighted the role of Self-Help Groups (SHGs) supported by the Government of Goa through the District Rural Development Agency (DRDA). These SHGs produce a wide range of spices, masalas, and traditional sweets unique to Goan cuisine. Among these, "Khaje," a traditional sweet with a GI tag, was highlighted for its distinctive taste and preparation using locally available ingredients such as ginger, jaggery, and traditional well water. The SHG's also have the capability to making unique products from Jute. Items like Jute bags and Packaging materials are not only environmentally friendly but also play a significant role in promoting global exports and increasing employment opportunities in the state of Goa. Mr. Desouza also spoke about natural coconut oil production in Goa and ongoing research initiatives aimed at utilizing discarded coconut shells to manufacture environmentally friendly plywood. This innovative approach not only promotes sustainability but also has the potential to generate additional revenue and create employment opportunities through exports. The presentation received a highly enthusiastic response from participants across the global WTCA network, reflecting strong interest in Goa's agri business potential and opportunities for international .

The webinar was held on November 13, 2025