

## Goan Traditional Cuisines and Spices to Enter UK Market



Mr Remedios Baretto, Mr Cyril Desouza, Mr Agnelo Periera and Mr J Pereira

Hospitality, culture, and cuisine are the pillars that make Goa renowned globally, and these elements are reflected in its thriving tourism sector. Goa is increasingly being projected as a must-visit destination for both international and domestic tourists. While the scenic beauty of Goa's beaches is world-renowned, the traditional Goan cuisine, complemented by unique Goan spices, remains among the state's underappreciated gems.

However, with a widespread and well-settled Goan diaspora across the globe, as well as non-Goan food enthusiasts, there has been a strong surge in demand for

these special and authentic Goan spices from around the world. While some companies are willing and capable of catering to the growing global demand for ready-to-cook Goan cuisine and authentic Goan spices and pickles, the lack of business networks makes it more challenging for these companies to enter foreign markets.

Taking this into consideration, World Trade Center Goa facilitated a one-on-one buyer-seller meet between Mr. Remedios Baretto and Julyn Enterprises. Mr. Baretto, a UK businessman of Goan origin, and Julyn Enterprises, a local Goan business dealing in the ready-to-cook food segment, discussed

potential collaboration. Julyn Enterprises offers a wide range of ready-to-cook products, including masalas, pickles, and spices.

During the meeting, both parties explored ways to collaborate and expand the presence of Goan cuisine in the UK market and eventually other European markets. Mr. Baretto was optimistic about establishing a strong market presence for Julyn's products in the UK.

**The meeting was held on April 29, 2024, at Margao.**

## WTCA: A Network Fostering Goa's Connect to the Globe

World Trade Center Goa (WTC Goa) successfully celebrated the 22nd Anniversary of the World Trade Centers Association (WTCA) and its Global Business on 12th June 2024 at Panaji Goa.

The WTCA, a diverse network comprising approximately 300 WTCs in over 90 countries, aims to foster growth and global connections. WTC Goa plays a vital role in this network by collaborating with local businesses and connecting them globally.

The event commenced with the introduction of six MoUs signed by WTC Goa with other WTCs based in Cyprus, Poland, Algiers, France, Netherlands and



Mr. Cyril Desouza, Assistant Director - Trade Promotion, WTC Goa addressing the Delegates