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Artificial Flower made in Goa to soon decorate the international markets

The global artificial flowers market, which is estimated to be valued between USD 1.7 billion and USD 3.1 billion. The industry is currently dominated by China, the Netherlands, and Turkey, with India emerging as the fourth-largest player in this space. The MSME Development and Facilitation Office (MSME DFO), is actively involved in training grassroots entrepreneurs to enhance production quality and scale up exports in this high-demand sector as well as other sectors like Herbal Cosmetics, Quality Garment Making, Jute and bags and packaging solutions etc.

To complement their initiative, WTC Goa was invited by the MSME DFO to organize a special session on Export Preparedness, designed to equip participants with knowledge of global market dynamics, local and export compliance procedures, correct labelling and market entry strategies. The interactive discussions helped delegates identify export opportunities and understand the support available through the mechanisms of MSME DFO and WTC Goa. The session was conducted by Mr. Cyril Desouza, Regional Director, Trade Promotion, WTC Goa with a view of not only empowering the delegates attending the session but also to emphasise on WTC Goa's commitment to fostering economic diversification, promoting entrepreneurship, and connecting Goan industries with global markets. Through such knowledge-driven

initiatives WTC Goa continues to drive sustainable economic growth in the State of Goa.

The Artificial Flowers Session was held at Mapusa Goa on October 7, 2025.