



Confederation of Indian Industry



Trade with purpose

Press Release

New opportunities for supporting Indian companies in global supply chains

New Delhi - Brussels, 7 August – amfori, the leading global business association for open and sustainable trade, and the Confederation of Indian Industry (CII) have signed an agreement to cooperate in the areas of sustainability and open trade.

The agreement will enable the two organisations to jointly support their members as they endeavour to improve the sustainability of their supply chains. They will also work together to foster a policy environment that increases trade and economic ties between India and the European Union. The overarching ambition of the agreement is to positively contribute to the UN Sustainable Development Goals 2030.

The two organisations will establish a regular communications mechanism on trade policy questions and develop joint programmes and actions to benefit their members. Recognising that corporate social responsibility plays an increasing role in modern world's economic environment, amfori and CII will develop specific programmes to increase collaboration across a broad spectrum of international trade issues.

Under the agreement, small and medium-sized companies will receive specific support by both organisations to unleash new opportunities in the global economy. CII and amfori will also encourage their respective members to seek membership in, and access to, the services provided by the other association.

Signing the agreement, amfori's President Christian Ewert said: *"At amfori, we truly believe that trade can deliver social, economic and environmental benefits for everyone and we have been active for more than 40 years to empower companies that want to make this a reality. This agreement is the first of its kind and a leap forward in developing direct collaboration with Indian businesses."*

CII Director General Chandrajit Banerjee added: *"EU is a large and important traditional market for Indian industry. It has been especially important for our textiles industry and there is vast potential in both, conventional and emerging sectors. Our collaboration with amfori will help step up this potential."*

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At amfori we believe in a world where all trade delivers social, environmental and economic benefits for everyone. We call this Trade with Purpose.

As the leading global business association for open and sustainable trade, we bring together over 2,300 retailers, importers, brands and national associations representing a combined turnover of more than 1,7 trillion euros.

We offer our members a practical framework and world-class tools that enable them to manage the social and environmental performance of their supply chains and anticipate trends. We also advocate for progressive policy and collaborate with impactful stakeholders to achieve common aims.

Our work enables organisations to enhance human prosperity, use natural resources responsibly and drive open trade globally. These are major challenges across the world which require a collaborative effort to tackle. So, while our members can't solve them on their own, together we can influence and drive positive change at scale.

Website: www.amfori.org

About the Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

Website: <https://www.cii.in/>

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