

PRODUCTS FROM NEPAL



GOVERNMENT OF NEPAL
Ministry of Industry, Commerce and Supplies
Singhadurbar, Kathmandu, Nepal

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All fabrics, textile, yarn and rope



Nepal has always showcased its rich and colourful culture through its successful textile and garment industry. Considered to be the backbone of the manufacturing sector, textiles from Nepal are exported to major destinations like India, South Korea, Turkey, Germany, USA, Australia, Belgium, Brazil among others. Nepali textile is unique to our identity and known worldwide.

USAGE OF PRODUCT

Woven, knitted, crocheted, knotted or braided, the 'Made in Nepal' products are a symbol of durability and reliability. Each product has its own growing demand, however, there has

NATURAL, BREATHABLE, BIODEGRADABLE FABRICS, APPAREL, AND FIBRES ARE PREFERRED BY A TARGET MASS FOR ITS ETHICAL AND SUSTAINABLE PRODUCTION

been a newfound appeal for eco-friendly/green alternatives over the decades. Natural, breathable, biodegradable fabrics, apparel, and fibres are preferred by a target mass for its ethical and sustainable qualities.

PRODUCTION PROCESS

Some processes like traditional weaving of looms have been handed down for generations but today only spinning of fibres in Nepal is considered satisfactory. The rest of our production – extraction of fibres, weaving of fabrics and dyeing, processing and finishing – in textiles are still in its early stages.

POTENTIAL MARKET

Nepal has a larger consumption pattern than exports in textiles; import of goods and even raw materials to meet growing domestic demands shows that the industry is expanding.

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PRODUCT FEATURE

With great historical significance and famed trade routes, our textile industry has seen development over the last millennium. The trade is an accumulation of a range of products like clothing, fabrics, carpets, bags, blankets and more. Soft and breathable cotton, jute, allo, hemp are plant based whereas the lustrous silk and wool are the animal based textiles produced in Nepal. Alongside, synthetics such as polyester, acrylic, polypropylene fibres are also manufactured.



1. Yarn
2. Textile

ALLO FIBRE

Also known as the 'King of natural fibres', Allo is amply found in the mid hills of Nepal where for centuries we've been extracting the fibres for clothing as well as for sacks, bags and other accessories. These invaluable souvenirs are exported to China, Germany, Japan, Canada, France and India.

PRODUCTION PROCESS

The lush forests, trickling rivers and streams of the southern belt is where you'll find these plants in the wild. Over 8000 people are associated in the collection, extraction and weaving of



1

PRODUCT FEATURE

This herb also referred to as 'Sisnu' in Nepali grows freely; its bark and stem is used for fibre whereas its leaves and young shoots are edible and even used as fodder. The durable Himalayan nettle fibre from Nepal has rare qualities of being smooth, light and lustrous. Nepal produces Allo jackets, coats, fishing nets, ropes, bags, sacks, mats, blankets and so on. Locals consider the months between August through December the best season to harvest.

IT HAS HELPED TO EMPOWER WOMEN FROM DIFFERENT MARGINALIZED COMMUNITIES

Allo products. The harvesting process involves the removal of the outer bark, peeling of the inner bark and drying. After drying, it is cooked with ash and caustic soda then washed in running water and pounded by a hammer. Later it is bleached, dried, washed again if necessary and dried. Finally, the fibre is ready to be spun on the yarn and woven. It has helped to empower women from different marginalized communities.

POTENTIAL MARKET

In recent decades, Allo products have achieved prominence in the international market for their organic and biodegradable qualities. The environmentally and socially sustainable products are styled and designed in innovative ways to reach the larger mass.

1. Allo tote bag
2. Allo soap exfoliating pouch
3. Allo towels



2



3

BODHICHITTA AND RUDRAKSHA

The Bodhichitta and Rudraksha are symbolic, religious representations in a seed form. The pious nature of these seeds have made them an emblem for meditation and wellness gaining global recognition in recent years. The Bodhichitta can be found in Kavrepalanchowk district whereas the Rudraksha is found in Bhojpur, Sankhuwasabha and Khotang districts.

LORD BUDDHA HIMSELF LEFT BEHIND THREE PLANTS OF WHICH ONLY BODHICHITTA SURVIVED

POTENTIAL MARKET

Believed to harmonise the vital chakras of our body, quality Bodhichitta and Rudraksha are a force to awaken your spiritual journey. Bodhi beads are popular in China, India, Korea, Japan, Singapore, Thailand, Sri Lanka among others, mostly where Buddhism has left a significant impression. Its increasing demand is still unmet.



PRODUCT FEATURE

The word Bodhichitta translates to enlightenment of the soul in Nepali. It is believed that after meditating, Lord Buddha himself left behind three plants of which only Bodhichitta survived at Kavrepalanchowk. Its primary extract is its fruit, from which Bodhi seeds are obtained and threaded to make rosaries. The word Rudraksha is derived from Rudra (another name of Lord Shiva) and Aksha, which means eyes, and it is believed that the beads are Shiva's tears. The rudraksha plant bears seeds once in seven years. Its value and rarity depends on the number of faces on the seed. The eastern hills of Nepal are home to these plants and their fruits, seeds and flesh are all used for medicinal purposes such as preparing digestive tablets, pacifying whooping cough, controlling blood pressure and heart ailments.

1. Bodhichitta
2 & 3. Rudraksha

CHYANGRA PASHMINA

One of Nepal's most treasured mementos, the Chyangra Pashmina is the finest and among the most luxurious statements worldwide. The fabric is produced mostly in Kathmandu using the soft hairs of the Himalayan goat, Chyangra, found in the lofty mountains. In various colours, styles and patterns, pure Pashmina products are exported to the USA, Italy, Canada, U.K, France, Japan, Germany and India.

THE FABRIC IS PRODUCED MOSTLY IN KATHMANDU USING THE SOFT HAIRS OF THE HIMALAYAN GOAT, CHYANGRA, FOUND IN THE LOFTY MOUNTAINS

PRODUCTION PROCESS

The meticulous process of creating these eternal pieces is manual due to its delicate nature. It is collected then woven into a yarn using traditional spinning methods and the process involves sorting, spinning, weaving and dyeing. A skilled weaver manages to spin about 20 grams a day, which means a standard sized shawl would take about 15 long days to complete.

POTENTIAL MARKET

The Nepali Chyangra Pashmina industry exported goods worth NRs. 2.1 million in the fiscal year 2019/20. The production and

export of Chyangra Pashmina is a great trade opportunity.

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1 & 2. Pashmina shawl
3. Nepal pashmina trademark
4. Pashmina Sweater

PRODUCT FEATURE

The word Pashmina comes from the Persian word 'pashm' meaning fine, soft wool; and the ones produced in Nepal are handmade and among the finest of quality wool found globally. The industry of premium knitwear designs, manufactures and hand finished delicate sweaters, cardigans, warm shawls, blankets and comfy caps, gloves and the likes. The 'Chyangra Pashmina' trademark is a badge of durability and the highest grade quality of wool assured by the Government of Nepal. Today, it is registered in 47 countries and our skilled craftsmanship is duly appreciated.



FELT PRODUCTS

Stroll through Thamel or Lakeside, Pokhara and its effervescence will charm you. Many such touristy places put on display the eye-catching myriad of colourful and handmade Nepali Felt products. These varieties of innovative felt products are generally bought as mementos and are exported to mainly USA, Denmark, Germany and UK.

THE FELT IS COMPRESSED BY HAND WITH WASHING SOAP AND HOT WATER TO SHAPE THE PRODUCT



1

2



PRODUCT FEATURE

Felt is a textile material, a class of fabrics or fibrous structures obtained through the interlocking of natural fibres like wool, fur or synthetic fibres like acrylic, acrylonitrile and rayon under conditions of heat, moisture, friction. A wide range of Felt products – bags, coin purses, pencil holders, shoes, brooches, belts, mufflers, hats, puppets, balls, mats and cushion covers – are manufactured and circulated. When it comes to personalised gifts, these entirely handmade felt products are always in demand.

PRODUCTION PROCESS

In general, the non-woven fibres are matted, condensed and pressed. For the making, natural fibres such as wool, animal fur or synthetic fibres such as petroleum based acrylic, acrylonitrile, wood pulp-based rayon and even blended fibres are common. Raw materials are then carded and dyed in different colours. The felt is compressed by hand with washing soap and hot water to shape the product. After it is designed, they are dried and embellished with decorative buttons or patterns depending

on the creation. The textile material is also used for padding and lining in the automotive industries, musical instruments, industrial equipment and more.

POTENTIAL MARKET

Nepal exported a total of NRs. 1.77 billion worth of Felt and its products in the year 2019/20. Most of our exports are consumed by the US market, followed by Denmark, Germany and the UK.

1. Felt caps
2. Felt Shoes
3. Felt toys



3

FLORAL EXPORTS

Every flower season brings to life the many-hued petals and there's nothing like the anticipation. Cut from the stem for decorative purposes, no one can deny the aesthetics and sweet fragrance of a gorgeous bouquet arrangement. The major floriculture sites in Nepal are: Kathmandu, Lalitpur, Morang, Bhaktapur and Kaski districts.



1

POTENTIAL MARKET

Since the 90's, Nepali floriculture industry has become a modern profitable business that exports to major destinations such as India, USA, Netherlands, Germany, Denmark, UK, China, Japan, Thailand, UAE and Qatar. The rise in demand has drawn big investors; its primary market within the country include Kathmandu, Pokhara, Butwal,

NEPAL EXPORTS ITS FLORAL PRODUCTS IN BULBS, LIVE PLANTS, CUT FLOWERS AND FOLIAGE

PRODUCT FEATURE

Nepal possesses a wealth of biodiversity with over 6500 different species of flowers. Agreeable climate and fertile soil has been a boon for seasonal blooms like Marigold, Zinnia, Dahlia, Petunia, Pansy, Verbena, Hydrangea, Camellia; perennial flowering plants like Poinsettia, Azalea, Gerbera, Carnation, Orchid; ornamental plants (non-flowering) like Cycas, Tupidianthus, Phoenix, Palm varieties, Nolina among others. Furthermore, varieties of cut flowers, buds and foliage too are a part of the industry. Every year a 10% growth is seen in annual production.

2



Biratnagar, Dharan, Janakpur, Hetuada, Narayangadh, Bhairahawa, Nepalgunj, Surkhet and Dhangadhi. Nepal exports its floral products in bulbs, live plants, cut flowers and foliage.

Floriculture Association Nepal

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1 & 2. Different species of flowers

1

**PRODUCT FEATURE**

The Nepali footwear industry is an amalgamation of various styles, designs and price points. From the sturdy sports shoes, the comfortable sandals/slippers to the elegant leather, it truly is an industry that caters to all tastes. Shoes with outer soles made of rubber or plastic have high-volume production and high export but are priced at lower rates. Leather sole shoes have medium-volume production but comparatively low exports. The sports footwear has high-volume production and a medium export rate and price while the leather ones have low-volume production and export. The industry is said to have flourished after the privatisation of the Bansbari Shoes Factory in 1992.

more than 90% is exported to meet the demand of consumers in India.

POTENTIAL MARKET

Besides India, Nepali footwear have been exported to countries such as Japan, Thailand, China, UK, USA, Belarus, Bhutan, Israel, Brazil, Kenya, Canada, France, Germany, Netherlands, Australia, Portugal, and Spain. Besides, the growing demand for shoes in both domestic and international markets and the competitive price of Nepali footwear have opened the door for further expansion of footwear industry in Nepal. It is clear that if the production quality and volume are raised, the footwear industry has high export potential.

Footwear Manufacturers Association of Nepal

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Footwear

The footwear manufacturing business is a lucrative one and has expanded to around 1500 companies employing 60,000 people in Nepal. Kathmandu, Biratnagar, Birgunj, Butwal are the main hubs where they are made. Nepal manufactures 30 million pairs annually and

THE INDUSTRY IS SAID TO HAVE FLOURISHED AFTER THE PRIVATISATION OF THE BANSBARI SHOES FACTORY IN 1992

2



1-2. Nepali footwear

Fresh Vegetables and Seeds



A colourful assortment of fresh leafy greens, vibrant carrots, juicy tomatoes, starchy potatoes and more are all a part of our everyday meals. Laden with vitamins and micronutrients, Nepal's vegetables and seeds are exported to India, Bhutan and Bangladesh with an approximate annual production value at NRs. 45 billion.

POTENTIAL MARKET

Fresh vegetables and seeds have high market potential in the domestic and international sector due to its high nutritional value and comparatively lower use of pesticides. These nutrient-dense powerhouse vegetables are the way to go for a healthier and happier you.

PRODUCT FEATURE

These common vegetables in Nepal – potato, cauliflower, cabbage, broccoli, tomato, eggplant, onion, garlic, bitter melon, okra, hot pepper/chilli, sweet pepper, cucumber, pumpkin, sweet potato, peas, cowpeas, radish, cucurbit crops, beans and spinach – pack a nutritious punch. Serene landscapes and favourable climate have proven to be a boon for our vegetable farmers and productions; about 200 plant species are consumed.

Considered to be more profitable than food grains, vegetable seed production is concentrated in the mid-hills and high-hills of Nepal. The National Seed Company Ltd. oversees production, processing and storage of crops and vegetable seeds in a total of 15 warehouses spread over Kathmandu, Hetauda, Itahari, Janakpur, Bhairahawa, Nepalgunj, Dhangadhi, Jhumka and Nawalpur.

NEPAL'S VEGETABLES AND ITS SEEDS ARE EXPORTED TO INDIA, BHUTAN AND BANGLADESH WITH AN APPROXIMATE ANNUAL PRODUCTION VALUE AT NRs. 45 BILLION

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1,2. Seeds
3. Vegetables



Handmade Carpets

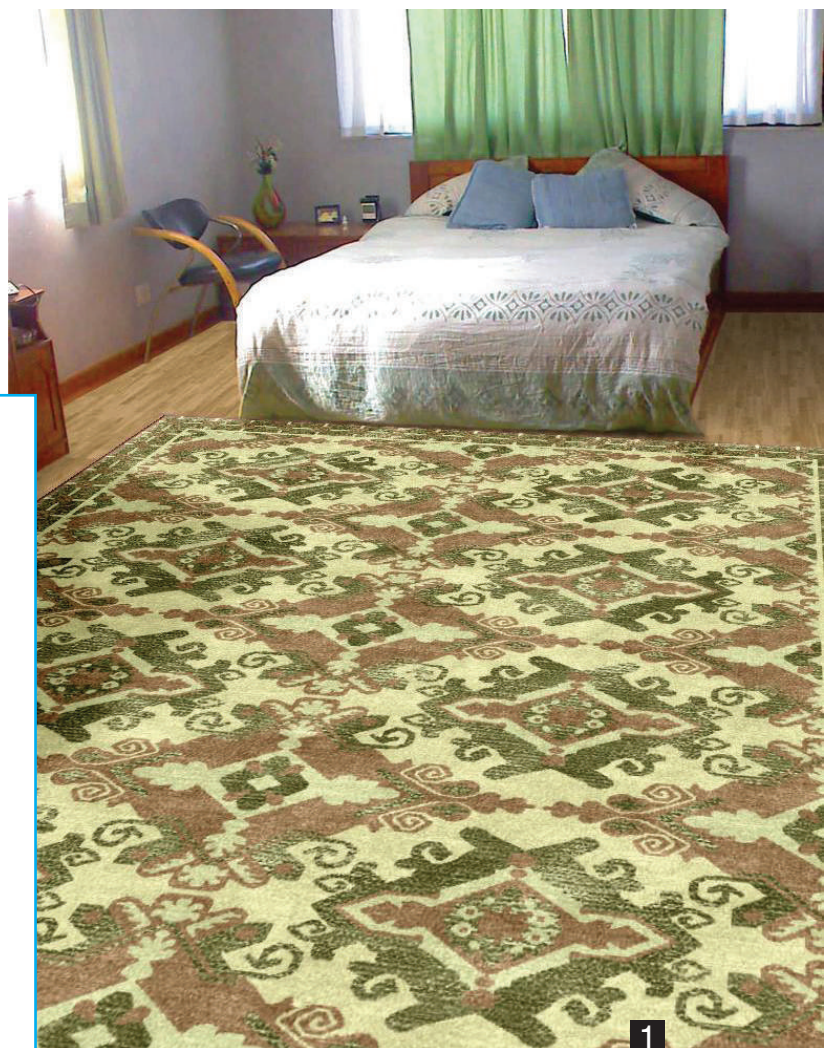
The Nepali hand knotted carpet is a rich tapestry of colourful hues and traditional, symbolic elements. This handmade product has a unique charm to it, from texture to colour and durability. Around 200 manufacturers are involved in the making of these products, which is then exported to major destinations such as the USA, Germany, UK, Italy, Canada, France, China, Australia, Belgium, Switzerland etcetera.

PRODUCTION PROCESS
The carpet and decorative rug industry has come a long way with variants in size, design, colour and cost. The process starts with the washing and drying of wool, which

is then carded by hand to form continuous thread with subsequent spinning as the white yarn is formed. Next, the yarn is dyed and processed for knotting. Then it goes through the specially designed loom,

PRODUCT FEATURE

A classic souvenir, the hand knotted carpets are made by weaving fleece wool and its distinct sheen and natural shading structure makes it all the more a prized possession. Its vintage geometric and artistic patterns tend to brighten up any space. The art of weaving a carpet is an age-old tradition studied and adopted from the people of the mountains. After much research and refinements, Nepal successfully sent a sample consignment to Zurich, Switzerland in 1962 and has been unstoppable ever since.



1

THE ART OF WEAVING A CARPET IS AN AGE-OLD TRADITION STUDIED AND ADOPTED FROM THE PEOPLE OF THE MOUNTAINS

after which it is trimmed, washed and dried to get to its anticipated shape.

POTENTIAL MARKET
We're constantly reminded of its imperative value as decorative pieces in the global market as export destinations expand. Its export value in the fiscal year 2019/20 stood at NRs. 6.16 billion.

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2

1 & 2. Handmade carpets



PRODUCT FEATURE

The Lokta paper is made from the Lokta plant found in the abundant hills and forests of Nepal. Various paper products like coloured and plain sheets, notebooks, diaries, photo albums, lamp shades, gift boxes, photo frames, greeting cards, wrapping paper and other decorative items are available in the market. For its innate qualities, Lokta paper is used in courts, banks and government offices. Historically the handcrafting of Lokta paper started in Baglung district, however, its commercial production started in the 20th century. Today, around 55,000 families take part in growing the Lokta plants, mainly the women of the household.

1

HANDMADE LOKTA PAPER

The making of Nepali handmade paper is an art uniquely native to our roots. Known for its strength, durability and special quality of being resistant to insects, Lokta paper is manufactured by about 200 manufacturers in 32 of our districts. Exported worldwide, handmade paper and its products are antiquities to be cherished.

THE LOKTA PAPER IS MADE FROM THE LOKTA PLANT FOUND IN THE ABUNDANT HILLS AND FORESTS OF NEPAL

POTENTIAL MARKET

It is believed that international export of Lokta paper began only in the 1980's after UNICEF established a paper products manufacturing unit in Bhaktapur while production of raw materials were carried out in Balgung and Myagdi. Today, private sector is involved in this business as well.

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PRODUCTION PROCESS

The process of making the handmade paper involves removing the bark of the Lokta plant, boiling it, dyeing the beaten pulp and then drying it on wooden frames and pressing it for a smooth, velvety finish. The 200 small and medium scale manufacturers continue by crafting them into innovative and ingenious products.



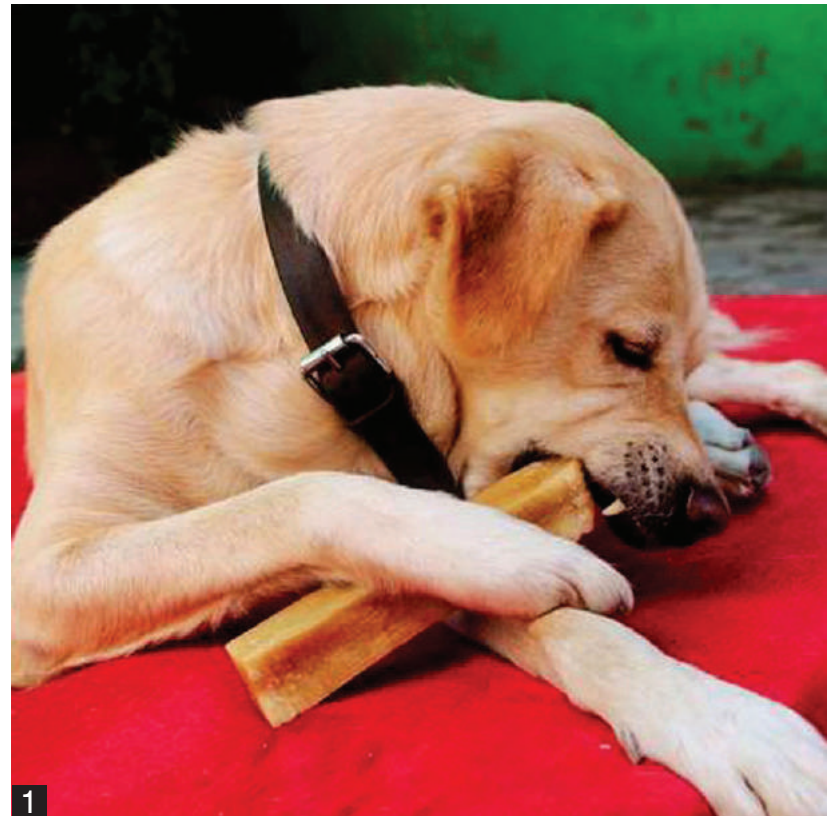
2

1. Lokta paper notebooks
2. Lokta paper stationery items

HIMALAYAN DOG CHEW

The Himalayan dog chew, also known as Chhurpi in Nepali is a nutritious treat consumed in the mountainous belt. This dairy product is made locally from yak or cow buttermilk and can be found in a softened or hardened form. Prepared as appetisers, an ingredient in pickle, dumplings and more, the Chhurpi is a delicacy with the most unique of flavours.

A GREAT SOURCE OF PROTEIN, JUST MUNCH ON IT!



1

PRODUCTION PROCESS

The milk is cooled down and treated with lime juice and salt. Once it starts solidifying they are separated using a burlap sack which is washed continuously until hints of salt and lime are gone. Next, the solids are then subjected to squeezing for about three weeks and when

finally the cake is obtained, it is pressed by weights. They are cut to a preferred size under the sun or smoked for two to three months, only then the Chhurpi is ready to be devoured.

POTENTIAL MARKET

The rising demand and popularity of this product is praiseworthy. The US pet treat and chew sales reached \$6.7 billion in 2019 with a projected compound annual growth rate of 2.8% through 2023. The market is also following the trend of all natural and organic product which can be capitalized by the himalayan dog chew market.

2



1. Dog munching on dog chew
2. Dog chew

PRODUCT FEATURE

Consumed by humans as well, this particular organic Himalayan dog chew is edible for canines with added benefits for strength and nutrition. A great source of protein to just munch on, it is in high demand in the global market and exported to India, Japan, Taiwan, Canada and USA.

HIMALAYAN WOOL

Handmade woollen products from the high Himalayas of Nepal are mementos to be cherished. The soft natural fibre drawn from sheep has been used for various purposes since ancient times and its durability is indisputable.

POTENTIAL MARKET
Nepali woollen products have gained recognition in the international market because it is entirely hand woven. Nepal's

NEPAL'S MAJOR EXPORT DESTINATIONS ARE CANADA, JAPAN, EUROPE, USA AND THE UK

woollen products are desired and loved in export destinations such as Canada, Japan, Europe, USA and the UK among others.



1

PRODUCT FEATURE

From apparel and fashion, active wear, flooring, interior textiles, insulation, automotive to aviation, wool is a part of our lives year-round. It is sustainable and functional backed by its odour and fire-resistant properties. Breathable and lightweight, the major woollen products consumed internationally are sweaters, gloves, caps, mufflers, leg warmers and other accessories. The Nepali woollen carpet has high demand and is mainly exported to Germany, USA, Belgium, Britain, Turkey, Switzerland, Japan, Spain, Canada and Italy.



2



3

1. Woollen jackets
2. Woollen scarf
3. Knitting woolen gloves



1

Honey

Sweet to taste with a thick consistency, honey is considered one of nature's best all-round remedies. Nepal's production of honey is spread over Chitwan, Nawalparasi, Rupandehi, Dang, Sarlahi, Kapilvastu, Bardia, Kailali, Pyuthan and Surkhet districts. Nepali honey is exported to China, UAE and Malaysia.

USAGE

Its miraculous healing, antibacterial, anti-inflammatory properties have made quality

honey a household necessity for common cold, sore throats and similar ailments. The combination of honey in various recipes have been in circulation for centuries all over the world as well. It also serves its purpose in wellness treatments as a natural remedy, soothing joint pain and similar distresses.

PRODUCTION PROCESS

Besides the modern-day productions from beekeeping, traditional methods of harvesting honey on steep cliffs in the

PRODUCT FEATURE

Honey harvesting is an ancient practice all over the world. Nepal is a natural habitat for *Apis laboriosa*, *Apis dorsata*, *Apis florea*, *Apis cerana* bees, while the fifth species of *Apis mellifera ligustica* were introduced in 1990. Honey produced within the Himalayan range of Nepal is aptly named 'wild honey' for its extraordinary and particular taste. The classic honey made by *Cerana* bees in the southern plains of Terai and mid-hills has earned acclaim domestically and internationally. Ever since commercial beekeeping started in 1970, there has been no looking back.

LOCALS PERFORM DARING FEATS WITH ONLY ARCHAIC TOOLS TO HARVEST HONEY FROM THESE HIGH CLIFFS

Annapurna region still remain. Locals perform daring feats with only archaic tools to harvest honey from these high cliffs.

POTENTIAL MARKET

Nepal exported honey worth NRs. 3.6 million in the fiscal year 2019/20, however, it is still a net importer of honey. The report issued by the Norwegian Mission in 2003 concluded that Nepal has the potential to produce almost 10,000 MT of honey annually and a capacity to accommodate a million beehives.

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2



3



1 & 3. Honey
2. Honey hive

Instant Noodles

An easy alternative snack or meal, instant noodles are sold as a pre-cooked and dried block with a dash of seasonings. The sweetheart of the industry, its demands are high in the domestic as well as international arena. A dozen industries spanning across Pokhara, Biratnagar, Banepa and Rupandehi produce and export instant noodles to over 40 countries.

PRODUCTION PROCESS

The process begins with the blending of all ingredients such as quality wheat flour, chicken, shrimp, eggs, sauce, salt, oil and spices to form homogeneous mixtures. This mixture is then put through rollers to form thin sheets and passed through a screw machine to form its distinct curled shape. Cut into appropriate sizes, the pieces are sent through an enclosed steaming chamber. Next, they are soaked in flavoured soup and fried. Finally, they move towards cooling and packing, which then arrives in that familiar packaging we all have come to love.



1

PRODUCT FEATURE

Nepal produces more than 15 brands of noodles, Wai Wai of CG Foods, Rara of Himshree Foods, ABC of Smart Foods and Snacks, Rumpum, Preeti of Asian Thai Foods are among the popular ones. They offer noodles in different flavours, sizes and reasonable prices. The production of instant noodles began in 1981 with the launch of Rara by Gandaki Noodles, the first of its kind in the SAARC countries. Today, the growing demand and distinct preferences have caused the market to become pretty competitive.

THE PRODUCTION OF INSTANT NOODLES BEGAN IN 1981 WITH THE LAUNCH OF RARA BY GANDAKI NOODLES, THE FIRST OF ITS KIND IN THE SAARC COUNTRIES

POTENTIAL MARKET

China, Indonesia, Japan, India, Vietnam, USA, Philippines, South Korea, Thailand and Brazil are the top 10 consumers for instant noodles in the world. Its demand keeps swelling.



2

JUTE FIBRE

Jute is an inexpensive natural fibre which is biodegradable and environment friendly. Its appeal has grown in the market for its coarse, sturdy nature and green impact.

NEPAL RANKS THE FIFTH AMONG THE TOP JUTE PRODUCING COUNTRIES

PRODUCT FEATURE

Jute is an annually replenishable fibre that can be spun into strong as well as coarse threads. It is generally used for making ropes, bags, carpets, mattresses, curtains and even certain clothing. However, its purposes do not end there. It is used in the paper, cottage industries as well as packaging material for sugar, food grains, fertilisers, vegetables, flowers, fruits and the likes. Made with great consciousness for the environment, these reusable jute bags and sacks are commonly found in households too.

The production of jute bags and sacks is concentrated in Jhapa, Morang, Sunsari, Siraha, Saptari, Udaypur and Ilam districts.

POTENTIAL MARKET

Nepal ranks fifth among the top jute producing countries. Nepal's major export destinations are India, UAE, Australia, Switzerland, France, Germany, Taiwan and Japan among others. A total of NRs. 2.16 billion worth of jute bags and sacks were exported in 2019/20.



1

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1. Jute bag
2. Jute mat

2



LARGE CARDAMOMS

A specialty spice known for its intense but slightly sweet flavour, large cardamom has grown to be a popular herb worldwide. Nepal's very own large cardamom production is spread over 46 districts, mostly in Taplejung, Panchthar, Ilam and Sankhuwasabha districts.

USAGE

Large cardamom seeds, extracts and oils have had high medicinal and culinary value in South Asia for centuries past. Enjoyed as a part of traditional cooking far and wide, cardamom is also Scandinavia's favourite spice used to scent doughs, add flavour to drinks and baked goods like Pulla, the Finnish sweet bread and Julekake, Norwegian Christmas bread. This brilliant spice is also what makes Middle Eastern cuisine popular, from rice puddings, man'oushe (Middle-Eastern pie), confectionery, meat preparations, halwa, baklava to cardamom tea. Its antiseptic, anti-bacterial and anti-carcinogenic characters help with urinary health, gastro-intestinal health, and cardiovascular health. Their



1

PRODUCT FEATURE

Revered as the 'Queen of spices' and many such names, the herb comes rich in antioxidants and anti-inflammatory properties, its medicinal and culinary value has only risen in the past decades. In Nepal, large Cardamom farming is done in the sub-Himalayan range at an altitude between 600-2000 ft. Cultivation began only in 1975 after the formation of the Cardamom Development Centre in the lush terrains of Fikkal, Ilam. Seven out of 16 variants are grown in Nepal – Ramsai, Golsai, Chibesai, Dambersai, Sawney, Kantidaar and Salkpure.

extracts and essential oils are renowned in aromatherapy for its soothing and calming effects.

POTENTIAL MARKET

Nepal is the largest producer of this high-value cash crop with a market share of 68%. Its export value for 2019/20 stood at NRs. 5 billion. Our major export destinations are Saudi Arabia, UAE, India, Bangladesh and Kuwait. A fairly organised market with competitive pricing in the near future is pertinent.

Large Cardamom Entrepreneurs Association of Nepal

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2



LARGE CARDAMOM SEEDS, EXTRACTS AND OILS HAVE HAD HIGH MEDICINAL AND CULINARY VALUE IN SOUTH ASIA SINCE CENTURIES PAST



LEATHER PRODUCTS

The leather goods industry of Nepal is a flourishing trade with around 200 small and medium-scale manufacturers. The artistry of designing and creating fine leather products is reflected in a variety of goods such as jackets, handbags, shoes, purses, wallets, belts, gloves and camera bags. Nepali leather is competitive in quality and price; our major export destinations are Italy, India, China, Canada, Japan, USA, UK, Israel and France.

PRODUCTION PROCESS

In Nepal, you will witness both traditional and modern

IN NEPAL, YOU WILL WITNESS BOTH TRADITIONAL AND MODERN TECHNIQUES USED IN THE MANUFACTURING PROCESS OF LEATHER

1



PRODUCT FEATURE

The Nepali line of leather products and range of items have pleasantly surprised consumers in recent years with quality hides, skilful work and ingenious designs. The leather industry manufactures and exports clothing, handbags, shoes, purses, wallets, belts, gloves along with smaller items such as leather bound journals/books, files, passport holders, wristwatch bands, keychain holder among others. The industry ranks third among the exports of manufactured goods in Nepal.

techniques used in the manufacturing process of leather. Made especially from buffalo hides and goat skin, the tanning process begins with the following steps: hide collection, liming, hair removing, fleshing, delimiting,

tanning, reducing thickness, softening and dyeing.

POTENTIAL MARKET

Of the leather produced in Nepal, around 80% is exported and the remaining is used for its booming footwear market. The international trends of leather goods consumption show that demands for raw materials are constantly growing in developed countries, hence, to meet those demands developing nations like Nepal are playing a big role in filling that gap.

Nepal Leather Industries Association

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2



1. Leather belt
2. Leather satchel



PRODUCT FEATURE
 These precious botanical raw materials are deemed useful for therapeutic, aromatic, culinary and medicinal purposes. Chirayito, Jatamansi, Kaulo, Kutki, Majitho, Padamchal, Pakhanved, Rittha, Rudrakshya, Timur and Yarshagumba are among the major traded MAPs.

Chamomile, Seabuckthorn, Black Juniper, Jatamashi and Timurs are shipped worldwide. Essentials oils are aromatic distillate carefully extracted from the plant material which is loaded into a bottom tray within the hydro distillation column. Then a heated water evaporator forces hot steam to rise and the essences are accumulated from the rising water vapour. The country boasts of 112 operational distillation units where both cultivated and wild plants are distilled. Today, 21 types of essential oils of about 75 tonnes are commercially produced in Nepal.

Medicinal and Aromatic Plants



The plains and great Himalayas of Nepal straddle in hills and valleys where 700 species of invaluable medicinal and aromatic plants (MAPs) can be found. Among these 85 species are traded internationally mainly to India, China, Pakistan, Bangladesh, Singapore, UAE, Japan, South Korea, Germany, France, Italy, USA among others.

USAGE
 Teamed with the right ingredients, some species of plants become delicacies, many are known to have medicinal value in Ayurveda and some are even known to be used in cosmetics and fragrant perfumes. Available in the form of essential oils, natural health products, medicinal products, food products and more, the uses and benefits are bountiful.

PRODUCTION PROCESS
 A calming blend of Himalayan herbs such as Mentha,

AVAILABLE IN THE FORM OF ESSENTIAL OILS, NATURAL HEALTH PRODUCTS, MEDICINAL PRODUCTS, FOOD PRODUCTS AND MORE, THE USES AND BENEFITS ARE BOUNTIFUL

POTENTIAL MARKET
 International trade of MAPs in 2019/20 resulted in the export value of NRs. 20 million. Over 100 companies are currently involved in the production and processing of these plants. Of the total production, an estimated 10% crude herbs and essential oils are consumed locally which shows its competitive advantage in global market.

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1. Timur
 2. Essential Oils
 3. Yarshagumba

Nepali Handicrafts



1

The handicrafts truly reflect Nepal as a country so immersed in culture and tradition. Its oriental architecture, carvings and brilliant colours are influenced by times immemorial. The labour-intensive handicraft is mostly created by accomplished artisans in Kathmandu and exported to the USA, Britain, India, Canada, Germany, Japan, Italy, France, Australia, Netherlands and China.

PRODUCT FEATURE

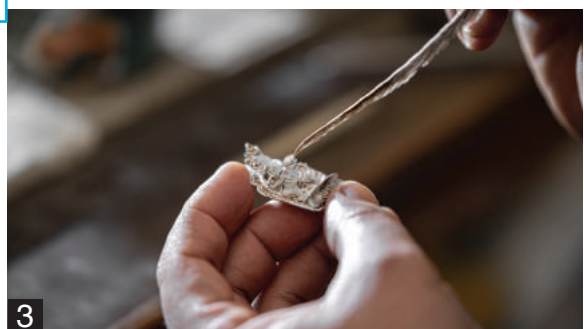
Passed down from generations, the delicate art of handicraft making is detail-oriented and each cut, crevasse and fold must be carried out with utmost precision. Handicraft Association of Nepal (HAN) has declared almost 42 different groups of products under Nepali handicraft, namely metal crafts (statues, utensils), pashmina products, paubha (thangka), silver and gold jewellerys, stone carvings, wood crafts, handmade paper products, handloom products, ceramics, leather products, horn and bone products, macaramé (knot crafts), religious goods, ethnic dolls, paintings, ethnic costumes, hand knit wear, incense, natural fibre products, toys and more.

POTENTIAL MARKET

Nepali handicrafts have been gaining international exposure since the mid 1960's, making it our largest overseas export item after readymade garments and carpets. Around 20 products from Nepal are exported to 85 countries overseas. The



2



3



4

extraordinary appeal of Nepali handicrafts keeps it in lucrative demand.

NEPALI HANDICRAFTS HAVE BEEN GAINING INTERNATIONAL EXPOSURE SINCE THE MID 1960'S, MAKING IT OUR LARGEST OVERSEAS EXPORT ITEM AFTER READYMADE GARMENTS AND CARPETS

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1. Metal craft (Statue)
2. Wooden craft
3. Silver craft
4. Paubha (Thangka)

NUTRITIONAL LENTILS



Lentils fall under the legumes family and are highly nutritious. Its commercial production in Nepal is located in the vast lowlands of Terai. Bringing together ethnicities and exhibiting diversity, a signature lentil soup is prepared with various ingredients and methods in almost all Nepali households.

AS THE FIFTH LARGEST PRODUCER OF LENTILS IN 2014, NEPAL HAS A LOT OF POTENTIAL TO ACHIEVE HIGHER YIELDS

POTENTIAL MARKET

In the year 2019/20, Nepal produced 262,835 MT lentils in 212,876 hectares of land. The largest importer of lentils in the world are India, Turkey, UAE, Bangladesh, Iran and Sri Lanka. There is a burgeoning demand for Nepali lentils in Bangladesh, Singapore, Korea, India, UAE and Japan.

PRODUCT FEATURE

Lentils are among the largest exported items among agricultural commodities from Nepal. It is a plant-based source of high protein, high fibre, low fat with low sodium, complex carbohydrates and more. Nepal is mostly familiar with the production and export of Maas, Mugi, Mung, Musuro, Masoor, and Rahar variants of lentils. Based on the soil moisture, lentils are cultivated in rotation with other cereals. The usual production cycle starts mid-October or November and ends in March or April.

1. Masoor variant of lentil
2. Mung variant of lentil



Powerhouse herb: Ginger

Ginger (*Zingiber officinale*) is a peculiar flowering plant and a significant part of Nepali cookery and wellness. Besides being a valuable culinary spice, it comes loaded with anti-inflammatory, antioxidant properties and has proven to be effective to ease nausea, indigestion, boost immunity and so forth. In Nepal, the production of ginger is high in Salyan, Palpa, Nawalparasi, Morang, Doti, Kailali, Tanahu, Surkhet, Sindhupalchok, Syangja, Makwanpur, Sindhuli and Kaski districts. With a production volume of 284,000 MT, we can proudly say Nepal is among

the largest ginger producers in the world.

USAGE

The strong spice is versatile in its uses and is primarily known to aid digestion, treatment of pain/inflammation, respiratory ailments and even various wellness treatments. Its market caters to all consumers, and can be used fresh or found in dried, powdered form or as juice or oil.

Its unique, zesty yet warm and sweet flavour brings out the best in your favourite dish and drinks. This particular spice is as aromatic as it is savoury. Its use in perfumery is another one of its assets. A tiny bit of ginger essential oils can add great depth to oriental and oral fragrances.

PRODUCTION PROCESS

Ginger plantation is done following traditional methods in the monsoon. After some time,

PRODUCT FEATURE

Called 'Aduwa' or 'Sutho' in Nepal, this powerhouse herb is grown in tropical/ subtropical regions. It is estimated that almost 400,000 farmers are involved in ginger farming and locally it is available in Nasse and Bosse variants.



1

ITS UNIQUE, ZESTY YET WARM AND SWEET FLAVOUR BRINGS OUT THE BEST IN YOUR FAVOURITE DISH AND DRINKS

the shoots tend to die out and then it is harvested by digging out the rhizomes. Most works in the farm are carried out manually and organic farmers avoid the use of pesticide and chemicals producing organic ginger.

POTENTIAL MARKET

The 2019/20 records show that the export value for ginger stood at Nrs 247 million, India being its largest consumer. The fact that Nepal is the fourth largest producer and exporter of ginger worldwide itself shows great possibilities. Its high demand in the world of ayurveda, wellness and Asian cookery along with the low prices in comparison to other countries have created scope for the expansion of Nepali ginger exports.

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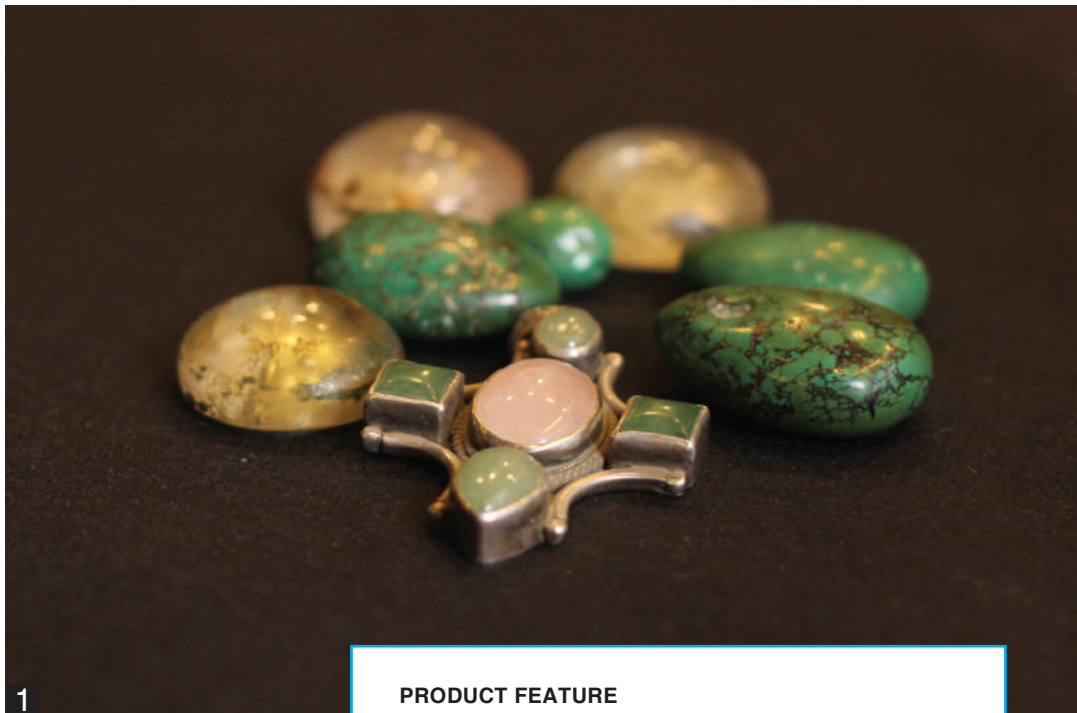
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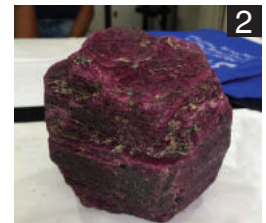
1. Ginger tea

2. Ground ginger powder

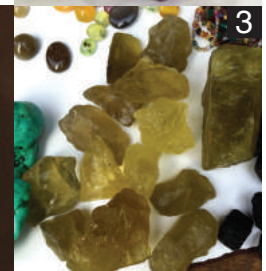
PRECIOUS AND SEMI-PRECIOUS GEMSTONES



1



2



3



4



5

PRODUCT FEATURE

The gemstones that originate in the Himalayas of Nepal possess distinct beauty and charisma. Precious stones such as Ruby, Sapphire, Topaz and semi-precious stones including Tourmaline, Aquamarine/ Beryl, Garnet, Kyanite, Quartz Crystal and Jasper are found scattered across Langtang valley, Ganesh Himal, Taplejung, Sankhuwasabha, Dhading, Jajarkot, Nuwakot, Rasuwa, Dang, Banke and Bardia Districts.

All gemstones are a part of a mineral compound that is cut and refined into forms and then used in ornamental jewellery or other adornments. The stones found in Nepal are given their precious or semi-precious status for their rarity value and qualities like shine, geographical relevance and colour.

THE STONES FOUND IN NEPAL ARE GIVEN ITS PRECIOUS OR SEMI-PRECIOUS STATUS FOR THEIR RARITY VALUE AND QUALITIES

PRODUCTION PROCESS

Only half a dozen large gemstone firms in Nepal are involved in the extraction process. These stones in the rough are then cut, carved, and polished to reach their final form and then embedded in ornaments and jewellery.

POTENTIAL MARKET

In the world of precious and semi-precious gemstones, Nepal caters to the trade and exports to major destinations like Hong Kong, USA, Thailand, Switzerland and India.

Nepal Rocks & Mineral Association

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1. Gemstone collection
2. Nepali Ruby
3. Lemon Tourmaline
4. Nepali Quartz
5. Nepali Kyanite



PRODUCT FEATURE

We walk into a store and pick a garment off a rack or order it online, for consumers it serves the purpose of convenience and provides value for money. Clothing items such as coats, jackets, t-shirts, shirts, trousers, jumpers, blouses, skirts and the likes are manufactured in Kathmandu, Lalitpur, Morang, Sunsari, Bara and Parsa districts. Mainly produced from rayon and cotton, its presentation and designs show that fast fashion is catching up.

READY-TO-WEAR GARMENTS

1



Ready-to-wear garments are one of Nepal's top exportable items. Readymade apparel has been available for a long time and the creation, production, distribution of clothing is one of the largest manufacturing businesses in Nepal.

POTENTIAL MARKET

At present, 30 Nepali garment industries in operation produce and export to major destinations like the USA, Canada, Germany, France, Netherlands, UK, Switzerland, Spain, Italy, Australia and India. There is also a growing domestic and international market for sustainable, organic and hand

woven fabric from Nepal. Some of the local companies such as Kokroma, Kallisto, Danfe Works, Ramalaya, Ekadesma and Hatti Hatti to name a few have won over hearts locally and elsewhere with their impressive social media presence.

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1 & 2. Readymade Garments

ROSIN AND RESIN ACID



PRODUCT FEATURE

The lofty pine trees have numerous vertical and radial ducts that secrete crude resin when cut and its quality largely depends on the species of pine. The residue after distillation is rosin acid and the distilled product is turpentine. Rosin is an integral compound in the soaps, detergents, chewing gums, adhesives, inks and coatings. Similarly, turpentine fluid is used in disinfectants, cleaning materials, fragrance diffusers, candles, aroma therapeutic oils, food flavouring, solvents for paints and varnishes.

Rosin is a sticky substance which is collected from live pine trees, and yields rosin and turpentine oil as by-products. 35 districts are involved in the manufacturing, especially concentrated in Banke, Kailali, Kapilvastu and Jhapa districts.

PRODUCTION PROCESS

The yield from the Himalayan native *Pinus roxburghii* pine is considered to be larger. Due to environmental concerns

DUE TO ENVIRONMENTAL CONCERNS AND HIGHER EXTRACTION, THE IMPROVED RILL METHOD – WHICH INVOLVES SHAVING OFF THE BARK – IS USED

and higher extraction, the improved rill method – which involves shaving off the bark – is used.

The inauguration of the Laxmi Rosin Collection Industry marks the beginning of resin collection in Nepal. However, in 1986, the government established their very own Nepal Rosin and Turpentine Industry in Kailali to purify the products. This ignited interest in the trade of resin acid among many companies. Today, there are about 15 producing rosin in Nepal.

POTENTIAL MARKET

The major export destinations are the USA, India, Turkey, Germany, UK, China, Italy, France, Bangladesh, Pakistan, Japan, Canada, UAE, Australia and others.

1. Collecting Resin from Pine tree



PRODUCT FEATURE

A diet containing seasonal fruits and vegetables is a fundamental part of a healthy lifestyle. Blessed with favourable weather and fertile lowlands, Nepal is home to over 100 indigenous fruits and nut species. The commercially grown major fruits are apples, bananas, mangoes, lychees, papayas, pineapples, watermelons, mandarins, sweet oranges and lemons. On a smaller scale, local peaches, plums, persimmons, pears and apricots are quite popular. The nutritious apples, walnuts found in the high himalayas and unique fruits like the lapsi and bel are renowned in the region.

SEASONAL FRUITS AND JUICES



Whether they are sliced, diced, garnished or cold pressed into juice, a serving of fruits will give you the instant power to boost your energy levels. Fresh fruits in Nepal are produced mostly in the southern plains of Terai and

THERE ARE 150 AGRO PROCESSING ENTERPRISES WHICH PROCESS FRUITS AND VEGETABLES

hilly regions. Its major export destinations are India, China, and Bangladesh among others.

PRODUCTION AND MARKET SITUATION

Fruit production in Nepal occupies 171,318 hectares of land yielding 10.50 metric tons per hectares in 2019/20.

Nepal has seen an expansion in production and area of cultivation. However, productivity has remained stagnant. One can never deny the benefits of a tall glass of seasonal fruit juice.

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1. Mustang Apples
 2. Strawberry Juice
 3. Oranges



1

PRODUCT FEATURE

Silver jewellery is considered the prime handicraft item that Nepal exports. 50% of total production is sold into foreign markets. The silver jewellery we see in upscale boutiques and curio shops all take some inspiration from ethnic apparel and ornaments for design and make. No wonder the craft is handed down from one generation to the next, although, lately that has changed to some extent. Nepal's silver products have a minimum of 92.5% purity and are carefully handmade by locals, making it a unique souvenir or memento. An estimated 10,000 artisans are involved in the production of silver jewellery in Nepal.

SILVER JEWELLERY

Nepal's silver jewellery craft – earrings, bracelets, pendants, rings, bangles, traditional utensils, among others, are made by some of the finest silversmiths in the region. An exquisite blend of precious stones and artistry, the sheer dexterity of the work is admirable. The major export destinations are

the USA, Japan, Germany, Switzerland and the UK.

PRODUCTION PROCESS

In reference to metalworking, the production process of silver jewellery involves forging, hammering, texturing, dapping and doming. They are embellished with semi-precious stones or gems, creating that distinct ageless aesthetic.

SILVER JEWELLERY IS CONSIDERED THE PRIME HANDICRAFT ITEM THAT NEPAL EXPORTS INTERNATIONALLY

POTENTIAL MARKET

The silver jewellery business in Nepal has registered trademarks, skilled artists, rare compositions, access to high quality raw materials and exposure to international markets. A kaleidoscope of shapes, sizes and colours; silver jewellery worth NRs. 183 million was exported in the fiscal year 2019/20.

Federation of Nepal Gold Silver Gem and Jewelry Association

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2



1. Silver jewellery
2. Silver utensils

TEA FROM THE HIMALAYAS

Whether it be organic, orthodox, boutique or specialty teas, we have all come to appreciate the aromatic golden leaves from lush green plantations located in 14 districts. The two genres of tea usually grown in Nepal are *Camellia assamica* - CTC and *Camellia sinensis* - orthodox tea. Recognised as the 'Tea Zone', the districts of Jhapa, Ilam, Panchthar, Tehrathum and Dhankuta are revered for their favourable weather, altitude and soil fertility.

A hot brewing cup of tea for enthusiasts has over the years evolved into a culture and our thriving Nepali tea industry stays on par with demands. A total of 113 tea industries export goods to major destinations such as India, Germany, Russia, Czech Republic, China and Japan.

Considered a customary beverage and offered to guests in households all over, tea leaves hold a major significance in our lifestyle, sentiments and economy.

USAGE

Pouring boiled water over finely cured tea leaves usually does the trick. However, each cup may



PRODUCT FEATURE

Apart from CTC and orthodox tea we have numerous specialty teas to offer. Himalayan Gold/Golden Black, Ruby Black, Black Pearl, Oolong, White, Green, Japanese Green, Hand-rolled and handcrafted teas have earned rave reviews worldwide.

be perfected to suit its patrons. A hot or iced tea drink may boost immunity, ward off inflammation, decrease blood pressure, improve cholesterol and gut health among other things. Besides enticing your taste buds, regular intake also proves to be effective in body cleansing, skin rejuvenation and beauty treatments.

PRODUCTION PROCESS

To manufacture CTC tea, the leaves are required to pass through a series of cylindrical rollers that crush, tear and curl and turn them to small hard pellets. Whereas, orthodox tea

A HOT DRINK TO ENTICE YOUR TASTE BUDS, A SOOTHING BODY CLEANSE AND A HEALTHIER ALTERNATIVE

follows the age-old process of plucking the top two leaves and its bud, rolling them and then fermenting them giving it the unique aroma and fruity flavour.

POTENTIAL MARKET

The Nepali tea market has expanded and a diverse range of products have been introduced. Considering the favourable weather conditions, abundant cheap labour and consumption, the market is expected to flourish in the years to come.

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NEPALTEA
QUALITY FROM THE HIMALAYAS

1. Tea leaves
2. Workers plucking tea leaves

2



The Himalayan Specialty Coffee



We've all come to appreciate the delicious coffee and the distinctive cafe culture Nepal has wholeheartedly embraced. This small nation wedged between the mountains and plains cultivates Arabica in 47 districts, mainly in Gulmi, Lalitpur, Kavrepalanchok, Syangja, Palpa, Lamjung, Gorkha and Nuwakot. Nepal's coffee is demanded in Japan, Germany, Canada and South Korea.

PRODUCTION PROCESS

Among the dry and wet processing methods, the latter is the most used technique in Nepal. After a successful

AMONG THE DRY AND WET PROCESSING METHODS, THE LATTER IS THE MOST USED TECHNIQUE IN NEPAL

PRODUCT FEATURE

A specialty coffee with the highest grade of quality, Nepali coffee is organic by default and has a rare aroma and flavour. Much loved in the global coffee scene, Nepali brew is relatively valued higher than others. Coffee plantations in Nepal were introduced in 1938 by Hira Giri who brought the seeds from Myanmar and planted them in Aanpchaur, Gulmi. However, it was commercialised in 1983 when Nepal Coffee Company (NeCCo) in Manigram, Rupandehi was established. At present, 21,000 farmers cultivate coffee on 2381 hectares of land in 47 districts of Nepal. The Nepali coffee trademark has been registered in the European Union and seven other countries.

harvest, the ripe berries are sold by farmers to pulping centres where they are pulped, fermented, washed and dried to produce dry parchment. Dry parchment is then collected and hulled at the central processing unit to produce green beans. It is exported either in roasted/green form or sold after it is roasted, ground and packaged.

POTENTIAL MARKET

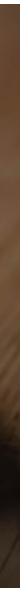
The international market consumes 30% of our total coffee production, and the rest is locally consumed. The trend of growth of exports is quite encouraging. In 2019/20, Nepal exported 46.89 thousand kilograms of coffee worth NRs. 57.726 million.



Nepal Coffee Producers Association

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GOVERNMENT OF NEPAL

Ministry of Industry, Commerce and Supplies
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