Even Vaastu Shastra says Northeast is Important

Hon’ble Prime Minister of India

Shri Narendra Modi

3rd EMERGING NORTHEAST 2020

27th - 29th Feb, 2020

Maniram Dewan Trade Centre, NH-37,
Betkuchi, Guwahati, Assam

MAKE IN INDIA

MAKE IN NORTH EAST

SUPPORTED BY
North Eastern region of India is blessed with the bounty of nature. The region is unique in many respects. While abundance of natural resources signifies the potential, absence of any significant business and industrial activities mark the situation of lack of jobs and business activities and characterize continuance of it’s economic backwardness. While Government of India is committed to create opportunities for youth and provide social and industrial infrastructure for its overall and rapid development, the growth so far has been less than desired, largely due to the low level of the business and industry engagement and poor focus on local competence building and partnerships among the development agencies, industry, institutions and the Governments. Since the North Eastern region is largely rural, and horticultural production dominates the agri-landscape, any development planning has to largely focus on the farm and rural sector. Therefore there is need for partnerships for training and competence building, investments, marketing, processing, projects and infrastructure development to accelerate growth and economic activities, leading to more jobs, incomes and opportunities for the people of this region, which comprises of eight States, namely: Assam, Arunanchal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

The proposed 3rd Edition as Emerging North East 2020, comprising of Development Expo 2020, Agri and Rural Expo, industrial Expo and North East Development Meet will provide an opportunity for the region to showcase its potential and opportunities for the rest of the country to offer what it has to for partnering and engaging to explore the opportunities and participating in the growth and development of the region. The three day Exhibition & Conference will bring a large number of the national and international stake-holders from the industry, institutions, Government and the development sectors to showcase the programs and schemes, products, technologies and services; and deliberate upon the issues and opportunities and the way forward. The event, comprised of the technical conferences, investment and business meets, partnership events, entrepreneur’s seminars, farmer’s workshops and large exhibition, would serve as a significant step towards addressing the objectives.

Emerging North East is organized by The Associated Chambers of Commerce and Industry of India which is scheduled to take place from 27th-29th Feb, 2020 at Maniram Dewan Trade Centre, NH-37, Betkuchi, Guwahati, Assam. The mega event comprising of Development Expo, Agri and Rural Expo and North East Development Meet will provide an opportunity for the region to showcase its potential and opportunities for the rest of the country to offer what it has to for partnering and engaging to explore the opportunities and participating in the growth and development of the region.
SEMINARS: There would be concurrent seminars on the important subjects as under:

- Agriculture Development and Agribusiness in NE Region
- Horticulture Sector as Growth Driver of the Region’s Economy
- North East as Organic Zone of the World
- Opportunities in Farm and Rural Entrepreneurship
- Opportunities for Business and Investment in Food Processing Sector
- Opportunities for Fisheries, Piggery and Dairy in North East
- Security and Defence Establishment as creator of market opportunities
- Infrastructural development towards catalysing growth and investments
- Role of Banks and Development Institutions in North Eastern Region
- Industrial development and Make in North East and Made in North East
- Export Promotion from NER
- Role of FPUs in NER for catalyzing Agri Exports and generate livelihood options for Rural Youth

OBJECTIVES OF THE EVENT

- Work towards interventions for building partnership and networking platform for different stake-holders
- Undertake interventions for creating better awareness and offer networking platform to the industries and investors
- Harness the potential of the region, business opportunities available and the scope for investment and growth
- Provide valuable inputs to the State Governments for formulating appropriate agro, industrial and development policies
- Facilitate investments and partnerships, enhancing competitiveness and accelerating growth
- Provide opportunities for local youth, women, NGOs and development agencies to interact with the national level institutions, industries, experts and officials

Conferences and areas of Discussions for investments and partnerships

- Crop inputs and technologies
- Fisheries, Dairy, Piggery and Poultry projects
- Agri infrastructure, processing and marketing
- Horticulture, Floriculture and food processing
- North East as Organic Zone
- Coir, Cane, Bamboo and Rural Craft Products
- Tea, Spices, Aromatic and Medicinal Plants
- Energy and Infrastructure
- IT and Communication Technologies
- Eco, Agro and Nature Tourism
- Skills development, and bank credit facilities for Entrepreneur in NER
- Doubling Farmers Income by 2022
- Export Promotion from NER
- Regional Connectivity for all round development of NER
A business meet on “Investment potential and business opportunities in North-East” would be held on the opening day which would highlight the business, investment and export potential of North Eastern Region. The State Governments could interact with potential investors and make presentations on the investment potential in their respective states and initiatives taken by them. The focus of the business meet would be to identify the industries and map out the details for investments in the following areas:

- Opportunity for cross-border trade with neighbouring countries
- Government initiatives for development of North Eastern region
- Abundant possibilities for taking up tourism activities in the region
- Opportunities for plantation & processing of aromatic/medicinal plants
- Opportunities for setting up of processing units based on locally available resources
- Opportunities of developing SMEs for producing items currently procured from other parts
- Opportunities for Investments and partnerships among the Government, Industry and Institutions for creating more jobs, more incomes and accelerated growth in the region
- B2B meetings with state official in steel application for infrastructure development

EMERGING NORTH EAST EXPO
Showcasing achievements and success

The entire event is proposed to be accommodated into four pavilion which comprises of:

- Development and Partnerships Expo
- Agriculture, Horticulture and Rural Expo
- IT, financial and Industrial Expo
- Skills, HRD & Entrepreneurship Expo
- Livestock, Poultry and Fisheries Expo
- Tourism and Culture Expo
- Energy, Services and Infrastructure Expo
- North East States Pavillions

EXHIBITOR PROFILE

- Rural Banking and Financial Inclusion
- Make in India, Make in North East
- Crop inputs and technologies
- Fisheries, dairy, piggery & poultry projects
- Agri infrastructure, processing and marketing
- Horticulture and food processing
- North East as Organic Zone
- Coir, Bamboo and Rural Craft Products
- Tea, Spices and Medicinal Plants
- Energy and Infrastructure
- IT and Communication Technologies
- Eco, Agro and Nature Tourism
- Skills, Jobs and Entrepreneurship
- Security, Social and Rural Development
- FPUs/NGOs/Agribuiness Startups/MSMEs
Emerging North East 2020 aims to bring together technology and direct investments to accelerate development of rural infrastructure, agriculture, horticulture, food processing and other rural Industries in North-East. It also aims to explore the business potential of the region in other sectors of the economy. Since, the event exclusively focuses on the North Eastern Region so all the eight NE states are expected to participate in the program.

Exhibition: Showcasing achievements and success of State Governments and Union Ministries

The exhibition will highlight the potential of the region in agriculture, horticulture, food processing, livestock, rural development, infrastructure, energy, social and development sectors. Large scale participation from leading industries and various central ministries and institutions is expected. The industries would display latest products and technologies and discuss new ventures. Large, medium and small companies of the region and also the State Governments would exhibit their programs, schemes and offerings.

PARTICIPATING STATES

Emerging North East 2020 aims to bring together technology and direct investments to accelerate development of rural infrastructure, agriculture, horticulture, food processing and other rural Industries in North-East. It also aims to explore the business potential of the region in other sectors of the economy. Since, the event exclusively focuses on the North Eastern Region so all the eight NE states are expected to participate in the program.

ORGANIZERS
Emerging North East is jointly organized by The Associated Chambers of Commerce and Industry -ASSOCHAM (the oldest & by membership the largest apex trade chamber of India) & Ministry of DONER

Exhibition: Showcasing achievements and success of State Governments and Union Ministries

The exhibition will highlight the potential of the region in agriculture, horticulture, food processing, livestock, rural development, infrastructure, energy, social and development sectors. Large scale participation from leading industries and various central ministries and institutions is expected. The industries would display latest products and technologies and discuss new ventures. Large, medium and small companies of the region and also the State Governments would exhibit their programs, schemes and offerings.

STALL BOOKING RATES

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name</th>
<th>Size (Sq. Mtrs)</th>
<th>Cost @ Rs-6000/- (Per Sq. Mtr)</th>
<th>GST @ 18%</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Standard Stall</td>
<td>24</td>
<td>1,44,000</td>
<td>25,920</td>
<td>1,69,920</td>
</tr>
<tr>
<td>2</td>
<td>Medium Stall</td>
<td>36</td>
<td>2,16,000</td>
<td>38,880</td>
<td>2,54,880</td>
</tr>
<tr>
<td>3</td>
<td>Special Stall</td>
<td>48</td>
<td>2,88,000</td>
<td>51,840</td>
<td>3,39,840</td>
</tr>
<tr>
<td>4</td>
<td>Large Stall</td>
<td>72</td>
<td>4,32,000</td>
<td>77,760</td>
<td>5,09,760</td>
</tr>
<tr>
<td>5</td>
<td>Pavilion Corner</td>
<td>100</td>
<td>6,00,000</td>
<td>1,08,000</td>
<td>7,08,000</td>
</tr>
<tr>
<td>6</td>
<td>Small Pavilion</td>
<td>200</td>
<td>12,00,000</td>
<td>2,16,000</td>
<td>14,16,000</td>
</tr>
<tr>
<td>7</td>
<td>Medium Pavilion</td>
<td>400</td>
<td>24,00,000</td>
<td>4,32,000</td>
<td>28,32,000</td>
</tr>
</tbody>
</table>
Participation Options and Sponsorship Categories

Diamond Category
Principal/Title Sponsor* (ABC Presents): Rs 30 Lakhs
Deliverables:
1. Logo and message to be carried in all promotional advertisements (Close to 4000 Sqcm) in renowned national daily news paper.
2. Official status of the Principal/Title sponsor of the event
3. Complimentary fully furnished area 48 Sqmts on most prominent location
4. Name & Logo to appear prominently on all event collaterals and branding
5. One hour daily session with audience/TG at the central stage area
6. Engagement activities can be planned through participatory games and product demonstrations with TG.
7. Special acknowledgment during opening & closing and dais will be shared with VIPs.
8. Back Cover A4 size color ad in post event

Platinum Category
Associate Sponsor* (Powered by XYZ) - Rs 20 Lakhs
Deliverables:
1. Logo will be carried as “Emerging NORTHEAST 2020” Powered by XYZ.
2. Logo and message to be carried in all promotional advertisements (Close to 4000 Sqcm).
3. Free furnished space of 36 Sq.mts at the second most prominent location
4. Name & Logo to appear prominently on all event collaterals and branding
5. One hour daily session with audience/TG at the central stage area
6. Special acknowledgement during opening & closing Ceremony
7. Back inside Cover A4 size color ad in post event

Gold Category
Co Sponsors @ Rs. 10 lac Deliverables:
1. Fully Furnished stall measuring 24 Sq.mts (8m x 3m) inside hanger
2. Official Co – Sponsor / Gift sponsor
3. Name & Logo to appear prominently on all event collaterals and branding
4. One hour daily session with audience/TG at the central stage area
5. Special acknowledgement during opening & closing Ceremony
6. A4 size color ad in post event

Silver Category
Co Sponsors @ Rs. 5 lac Deliverables:
1. Fully Furnished stall measuring 18 Sq.mts (6m x 3m) inside hanger
2. Official Co – Sponsor / Gift sponsor
4. Name & Logo to appear prominently on all event collaterals and branding
5. Special acknowledgement during opening & closing ceremony
6. A4 size color ad in post event
GLIMPSES OF EMERGING NORTH EAST

FOR BOOKING AND PARTICIPATION, PLEASE CONTACT:

Siddharth Gautam
Advisor
The Associated Chambers of Commerce and Industry of India
ASSOCHAM Corporate House:
5, Sardar Patel Marg, New Delhi-110 021
Phone: 011-46660616 | Fax: 011-23017008
Mobile: 9810585797/9810832838
Email: siddharth.gautam@assocham.com, assocham@hotmail.com
Website: www.assocham.org

Shreesh Kaushik
Executive
The Associated Chambers of Commerce and Industry of India
ASSOCHAM Corporate House:
5, Sardar Patel Marg, New Delhi-110 021
Phone: 011-46660616 | Fax: 011-23017008/9
Mob: 7827218277
Email: shreesh.kaushik@assocham.com
Website: www.assocham.org