



2nd NAGALAND INTERNATIONAL Trade Expo

JANUARY 18 to JANUARY 22
2024

Time: 11 AM - 9 PM

VENUE: SENDEN REJU, PURANA BAZAR, DIMAPUR, NAGALAND

**PRODUCTS | SERVICES | SOLUTIONS | VENDORS | DEMOS
GOVERNMENT DEPARTMENTS | NE EXOTIC CUISINE
ENTERTAINMENT | NE CULTURAL SHOWCASE**

ORGANISED BY BUSINESS ASSOCIATION OF NAGAS
SUPPORTED BY NATIONAL SC-ST HUB, NATIONAL SMALL INDUSTRIES CORPORATION,
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT OF INDIA



INTRODUCTION

The eagerly awaited 2nd Nagaland International Trade Expo is set to unfold its vibrant canvas from January 18 to January 22 at Senden Reju, Purana Bazar, Dimapur, Nagaland. This 4-day extravaganza, organized by the Business Association of Nagas and supported by National SC-ST Hub, National Small Industries Corporation, Ministry of Micro, Small & Medium Enterprises, Govt of India, promises to be a dynamic platform for businesses, entrepreneurs, and stakeholders to converge and explore a myriad of opportunities.

The trade expo will extend its reach beyond local entrepreneurs, inviting the esteemed presence of renowned financial institutions, national companies, and international corporations eager to delve into the Northeastern market.

Various government departments will be actively involved, offering insights into policies and support mechanisms available to entrepreneurs. The expo will act as a conduit, linking local businesses with international markets and facilitating cross-cultural exchanges.

OBJECTIVES

- Facilitate introductions between entrepreneurs and new products, cutting-edge technologies, and promising business opportunities, enhancing Business-to-Business (B2B) interactions.
- Offer a robust platform for promoting local products and services of entrepreneurs, and startups.
- Foster and strengthen trade, commerce, and cultural relations, particularly emphasizing connections with ASEAN countries.
- Showcase and highlight Nagaland's vast potential, serving as a gateway to various business opportunities within the state.
- Educate and raise consumer awareness about the latest innovations in consumer durables, financial offerings, and other trade and commerce services and products.

WHY NAGALAND?

VIBRANT

Nagaland's business community is expanding, drawing increasing interest from external investors. Positioned as a vibrant and culturally rich state in Northeast India, Nagaland offers an ideal environment for business with its strategic location, youthful population, and high literacy rate. As a developing state, it presents numerous opportunities across various sectors. Renowned for successfully establishing the Hornbill Festival as the largest cultural event in the Northeast, Nagaland stands as a land of immense diversity and potential.

DIMAPUR

Dimapur, the city hosting the 2nd Nagaland International Trade Expo is the bustling commercial hub of Nagaland. This location boasts excellent connectivity via rail and air, and over the past decade, Dimapur has witnessed significant infrastructure development and substantial business and industrial growth. The city is witnessing the regular establishment of prominent retail brands, while the hospitality, real estate, and healthcare sectors are on the rise. Additionally, there is a surge in educational initiatives, with the establishment of universities to enhance the education sector. In this thriving environment, both established businessmen and young entrepreneurs are actively seeking business and franchise opportunities. The timing for organizing this mega trade expo couldn't be more opportune.

STRATEGICALLY LOCATED

Nagaland, specifically, and Northeastern India, in general, is endowed with abundant natural resources and benefits from a strategic geographical location, being in close proximity to the rapidly growing Southeast Asian economies. The region has witnessed significant attention directed towards agricultural technology and tourism. Nagaland is currently experiencing a surge in entrepreneurship, creating an opportune moment for Nagaland and its collaborators to flourish. Furthermore, India's Act East Policy is actively fostering economic cooperation, cultural exchanges, and the development of strategic relationships with nations in the Asia-Pacific region. This policy encourages continuous engagement at bilateral, regional, and multilateral levels, thereby facilitating enhanced connectivity between the states of the Northeastern Region and neighboring countries.

INDIA AND SOUTHEAST ASIA



SPONSORSHIP

Gold SPONSOR (1 NOS)	5,00,000/-
Silver SPONSOR (2 NOS)	2,50,000/-
Bronze SPONSOR (5 NOS)	1,00,000/-

PARTICIPANT CHARGES (4 DAYS)

STALLS FOR COMPANIES - 10X10 FT	30,000/-
STALLS FOR COMPANIES WITH - 10X10 FT LOCAL DEALERSHIPS/FRANCHISE	20,000/-
AUTOMOBILE STALLS - 30X30 FT	20,000/-
LOCAL ENTREPRENEUR - 10X10 FT	5,000/-
FOOD STALL- 10X10 FT	5,000/-

PROMOTIONAL PLANS

PRINT MEDIA
(NEWSPAPER, MAGAZINE)

ELECTRONIC MEDIA
(TV, RADIO, SOCIAL MEDIA)

OUTDOOR HOARDINGS
(IN & AROUND DIMAPUR)

VENUE PROPS
VENUE LED DISPLAY
FLYERS

EVENT HIGHLIGHTS

- Grand Opening and Closing Ceremony - All sponsors will be mentioned
- Product Showcases - Witness firsthand the innovative products and services offered by local and international businesses, gaining insights into market trends and consumer preferences.
- Food Court with exotic delicacies of Nagaland and Northeast India
- Government Departments
- Automobile showcase

ENTERTAINMENT AND CULTURAL EXTRAVAGANZA

Immerse yourself in the rich cultural heritage of Nagaland through traditional creative arts, showcasing the artistic talents of the region.

NETWORKING SESSIONS

Leverage networking opportunities to build connections, exchange ideas, and establish fruitful partnerships with fellow entrepreneurs, stakeholders, and institutional representatives. Engage in discussions and dialogues with industry leaders and experts, exploring trends, challenges, and opportunities within various sectors.

What They Say About NITEX

"There is tremendous potential for countries like Bhutan to do business with Nagaland.."



KESANG WANGDI
Dy Secretary General, Bhutan
Chamber of Commerce &
Industry

"All roads lead to the Nagaland International Trade expo with its inauguration.."



EASTERN MIRROR
in their media report

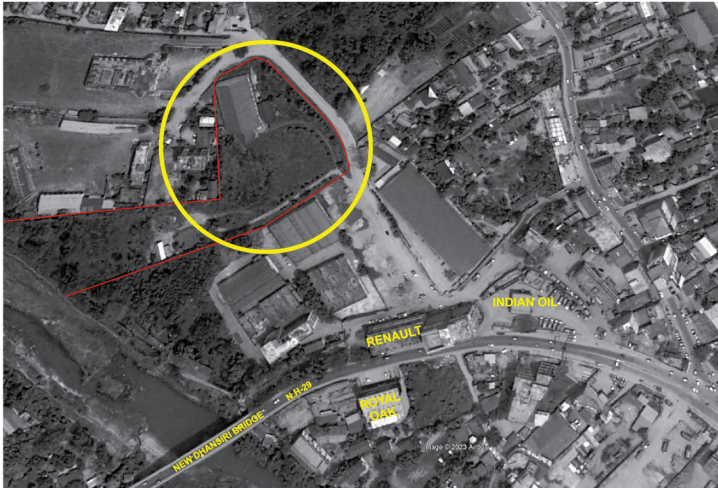
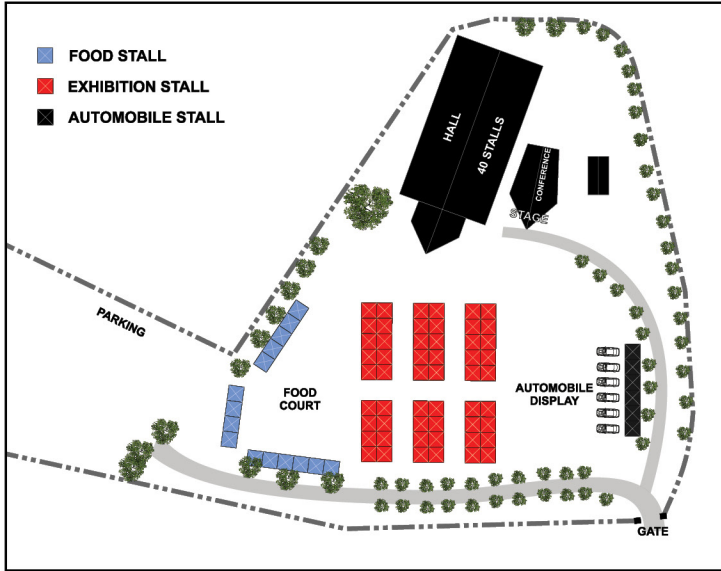
"Such trade expo is also an opening for investors to look for potential business"



TR ZELIANG
Dy CM Nagaland

GLIMPSES OF THE PREVIOUS EVENT





Scan for location



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