

10-14 February 2015**College of Veterinary Science Playground
Khanapara, Guwahati, Assam, India****Dear Sir,**

I am pleased to inform you that after the immense success of the 1st Assam International Agri Horti Show in 2014, the Directorate of Horticulture & Food Processing & the Directorate of Agriculture, Government of Assam and the Indian Chamber of Commerce (ICC) have joined hands for the second time to organize the 2nd Assam International Agri-Horti Show 2015, one of the flagship events of Government of Assam, on 10-14 February, 2015 at Guwahati, Assam.

The Assam International Agri-Horti Show is the biggest international exposition organized in Assam for innovation and inspiration in Horticulture, Floriculture, Agriculture, Food and allied sectors.

Event Profile

- **International Pavilion** – participation from ASEAN, European, US countries
- **Exhibition** : Five day extensive display of state-of-the-art technology, agri inputs, best practices and food products by State Governments, Industries, Technology & Service providers from India and abroad
- **Seminar** : Four-day technical seminars on critical issues pertaining to horticulture, agriculture and floriculture sectors of North East
- **Theme Pavilions** : Rice, Oilseeds, Pulses, Vegetables, Spices, Floriculture, apiculture, citrus fruits, medicinal plants, Jute, Tea, Livestock, Dairy, Poultry, Fishery etc.
- **Innovation Award: Awards to be conferred to industries and R&D institutes** for innovations in the fields of technology and Green Crops
- **Horti Houses** : Special Green house pavilions focusing on themes including technology and greenhouse and landscape construction
- **Farmers Meet-** Four day farmers training during the programme aiming at the development and better livelihood of the farmers
- **B2B Meetings & Buyer-Seller Meets** : Buyer Seller Meet between Government / Private sellers and National & International buyers.
- **Concurrent Shows** : Floral Parade & Traditional Cultural Show

Highlights of 1st Assam International Agri Horti Show:

- **The 1st International Show** (8th Jan 2014 to 11th Jan 2014) has been described as the largest Conference cum Exposition on agriculture and horticulture sector ever organized in India's North-East region.
- **Visitor footfall of 4,00,000, 28 International exhibitors, 70 National exhibitors, 400 State Level organizations.**
- **Chief Minister of Assam** inaugurated the Show in presence of Minister of State for Agriculture & Food Processing, Government of India, Agriculture Ministers from Andhra Pradesh, Manipur, Nagaland and Agriculture Ministers from Mandalay (Myanmar), Sagaing (Myanmar) and Lao PDR and Union Secretaries and Joint Secretaries from various Central Government Departments.
- Chief Minister of Meghalaya addressed the Valedictory Session of the Show.

Keeping in view the significance of the event and Thailand's constant efforts in strengthening its ties with India and the North East, I am writing to request you for the following:

1. **Invite a Delegation of entrepreneurs and industrialists from your Country and participate in the Exhibition by putting up a Country Pavilion to display the products and technologies to boost trade and investment.**
2. **ICC will be happy to provide two complimentary stalls of 9 square meters each to you. We could even consider economy class air travel for serious and relevant companies. Maximum for two companies.**
3. **Invite Agriculture & Horticulture Experts/Speakers from your country. ICC will be happy to provide Hotel stay and local hospitality in India.**

The soft copy of the detailed Brochure is enclosed for your perusal. For further details and regular updates, kindly log on to <http://www.aiahs2015.com>

It will be our privilege to have you with us at the Show and also the participation of your country. We look forward to your kind confirmation

Warm regards,

Yours sincerely,

SEMINAR & SYMPOSIUM

Focused Seminars on all the days of the Show with focused themes on :

- Aquaculture in Assam : Honey Industry & Bee Keeping
- Floriculture : Prospects of floriculture towards a sustainable economy
- Medicinal and Aromatic Plants
- Capitalizing Organic Assam : Organic scenario in Assam in context to the global scenario
- Agricultural Production : Latest innovations and technologies
- Farmer Meet : Kishok Goshtha

THE ORGANISERS



Directorate of Agriculture, Horticulture & Food Processing
Government of Assam

The Agriculture Department, Assam was created in April, 1882

The Assam's Agriculture Department has crafted a vision of SUSTAINABLE AGRICULTURE FOR ENOUGH FOOD, EMPLOYMENT AND WEALTH with a focus on poverty alleviation, conservation of natural resources, increase productivity of rice and pulses, increasing of seed production etc. The Department is engaged in various projects for the development of the sector and farm yielding crop specific strategies with a single of providing sector such as banana, Assam lemon, orange, mango, papaya, pineapple, custard apple, coconut, horticulture, rain vegetables, khari vegetables, potato, black pepper, chili, coriander, ginger, other spices, aromatic & medicinal plants and processing technologies.



Indian Chamber of Commerce

Founded in 1925, ICC is the leading and only National Chamber of Commerce operating from Eastern India, and one of the most progressive and forward looking Chambers in the country today.

ICC's North - East Initiative has gained new momentum and dynamism, and the Chamber has been highly successful in spreading its initiatives in various states of India and international trade. Trade and investment shows a significant growth in the North - East of India and South East Asia. The North East Initiative is also engaging with state governments in livelihood promotion by promoting indigenous products of the region through export oriented projects. ICC is also recognised as nodal chamber for development of North East of India by Ministry of Commerce.

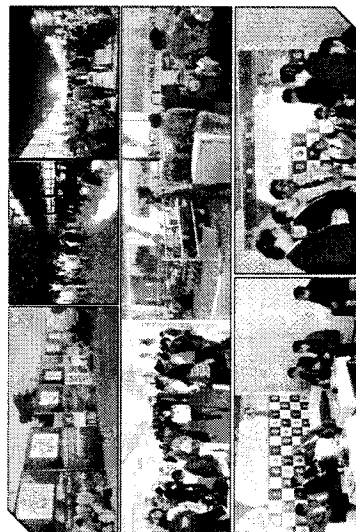


Assam Agricultural University

Assam Agricultural University is the first institution of its kind in the whole of North Eastern Region of India. The main goal of this institution is to produce globally competitive human resources in farm sector to carry out research in both conventional and frontier areas for production optimization as well as to disseminate the generated technologies as public good for benefiting the farmers and traders involved in the sector while emphasizing on sustainability, equity and overall food security at household level.

The AAU works with a vision of provisioning of quality human resource to facilitate technology led agricultural entrepreneurship and revitalize and rejuvenate post green revolution in agriculture ensuring both production and environment sustainability targeting a minimum of 4% agricultural growth while addressing the issues of household nutritional security, farmers' distress, commerce in value chain, regional, national and global food trade using the advantage of innovative technology, market reforms and liberalization.

The University is mandated on imparting research, quality and market driven education in agriculture and allied fields to facilitate agricultural growth for food security and undertake basic, strategic and applied research in the sector for agriculture centric business and employment generation in the production to consumption chain. Technology showcasing and transfer to the user groups for ensuring an agricultural growth.



Contact for Sponsorship and Participation:

Please Fax/E-mail the completed application form to:

Anuradha Goswami,

Sr Asst. Director

+91-80110 04874

iccrn4@indianchamber.net

Nanda Krati Duman 1 +91-86640-77700 (M); E - iccrn3@indianchamber.net

Pranjal Barua 1 +91 84765 77101 (M); E - iccrn1@indianchamber.net

Pratijit Talwar 1 +91-96055-67805 (M); E - iccrn2@indianchamber.net

House no. 209, Opp. ADC, R.G. Barua Road, Guwahati - 781024

Ph: 0361-2464767 Fax: 0361-2461763

We are on the web :

<http://www.aiahs.com>



ORGANISED BY
State Government of Assam
Ministry of Agriculture & Food Processing
Department of Agriculture, Horticulture & Food Processing
Assam Horti Show 2015

IN ASSOCIATION WITH



Indian Chamber of Commerce
1925
National Chamber of Commerce
Operating from Eastern India
and one of the most
progressive and forward
looking Chambers in the
country today

2nd
Assam
International

agri
horti
SHOW 2015



10-14 February 2015

Assam Horti Show 2015
10-14 February 2015
College of Veterinary Science, Guwahati, Assam, India

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RETROSPECT

1st Assam International Agri-Horti Show 2014: 9-11 January 2014

FACT SHEET

Venue: College of Veterinary Science Playground,

Cuttack, Odisha, India

Date: 9-11 January 2014

Year Founded: Since 1995

Profile: The 1st AIHSS was the first ever international exposition organized in Assam for showcasing opportunities in Horticulture, Floriculture, Aquaculture, Food and allied sectors in Assam. The Show, inter alia, included international & National Exhibition, Seminars, Theme Pavilions, Innovation Award, Horti Houses, Farmers Meet, B2B Meetings & Buyer-Seller Meets and Concurrent Shows etc.

Focus Areas: Agriculture/ Horticulture/ Floriculture/ Animal Husbandry & Dairying/ Food Processing/ Allied Agri Sectors

Space: ~ 6850 sqm

Frequency: Annual

Visitor Admission: Free of Charge

Opening Hours: From 10:00 am – 8:00 pm

No. of Exhibitors: 28 International, 70 National and 320

State level organisations

No. of Visitors: 1,50,000

No. of open Days: 4 Days

Organized by: Directorate of Agriculture, Directorate of Horticulture & Food Processing, Government of Assam

Assam Agricultural University, Indian Chamber of Commerce (ICC), Assam Horticulture Society

Chief Minister of Assam inaugurated the 1st Assam International Agri-Horti Show in presence of Minister of State for Agriculture & Food Processing, Government of India, Agriculture Ministers from Andhra Pradesh, Meghal, Nagaland and Agriculture Ministers from Manipal (Majumdar), Sikkim (Majumdar) and Jammu and Kashmir (Majumdar) and several Union Secretaries and Joint Secretaries from various Central Government Departments. Chief Minister of Meghalaya addressed the Valedictory Session of the Show.

The four day (8th Jan 2014 to 11th Jan 2014) Show has been described as the largest Conference cum Exposition on agriculture and horticulture sector ever organized in India's North-East region.

SUCCESS STORY

- 320 Exhibitors from the state of Assam
- Showcase in varieties of rice, oranges, pineapples, ginger, turmeric, banana, etc., animal products
- Participation from Self Help groups, NGOs and development bodies from agriculture and horticulture sector, International Pavilion with participation of 28 international countries from 13 countries namely Bangladesh, Bhutan, Taiwan, Nepal, China, Indonesia, South Africa, Israel, Canada, UK, Myanmar, Laos, United States of America and Netherlands
- Successfully participated more than 70 Indian companies and corporations representing agri-machinery, seeds, fertilizers, financial institutions along with various brands in the Agriculture, Horticulture and food sector
- Footfall of 150,000 per day throughout the show
- 75 exclusive B2B and B2C meetings

BACKGROUND

The 2nd Assam International Agri-Horti Show is the Exposition in Assam for innovation and inspiration in Horticulture, Floriculture and allied sectors. The Expo proposes to have a Horti and Agri exhibition, seminars, network gatherings, flower parade, farmer meets, and other high profile events.

Assam International Agri-Horti Show is one of the major annual B2B cum B2C event in Assam that would bring together the best and the latest in the agriculture and horticulture sector. AIHSS, as a show, has not just proven to be a great marketing activity for the participating companies, it has also helped them achieve astronomical sales figures during the days of the show. Over the years, the Show has witnessed participation of most of the leading brands available in the country. The Show, initiated in the year 1995, however, went international for the first time in 2014 and has seen participation of 10 countries and more than 80 international delegates.

The event would comprise of events on Seeds, Agribusiness, Irrigation, organic production, Cold Chain, Dairy, Fishery, Livestock & Poultry, Floriculture, processing and packaging, food retailing

HIGHLIGHTS :

- International Pavilion - participation from ASEAN, European, US countries
- Exhibition: Five day display of state-of-the-art agro and food related product, technology, machinery etc
- Seminar: addressing topical horticultural, floriculture, agriculture issues
- Theme Pavilions: Rice, Oranges, Poultry, Vegetables, Spices, Floriculture, allied fields, horticultural plants, Jute, Tea, Livestock, Dairy, Poultry, Fishery etc
- Innovation Award for innovations in the fields of technology and Green Crops
- Horti Houses: Special Green house pavilions focusing on themes including technology and greenhouse and landscape construction
- Farmers Meet: Four day farmer meet during the programmes aiming at the development and better livelihood of the farmers
- B2B Meetings & Buyer-Seller Meets: Buyer-Seller Meet between Government/ Private Sellers and National & International buyers.
- Concurrent Shows: Floral Parade & Traditional Cultural Show

OBJECTIVES & SCOPE

1. To entail latest Research and Development advancements
2. To promote and raise awareness of Agri & Hort products of Assam and build brand 'Assam' in the global map
3. To promote Assam as an ideal sourcing destination
4. Bring together the Farmers, Government, Industry, Academia and various Policy agencies on a common platform
5. Capacity building of Farmers & Entrepreneurs through Seminar, Workshop & Buyer-Seller Meet
6. To attract the national & international investors to invest in Assam in the Agribusiness sector
7. Network with Institutes & University (ICAR and Academies) greatly to provide technical support necessary for collaborative projects
8. To explore prospective venture capitalists to invest in Agri-Food Processing & Horticulture Sectors.
9. Forge global partnerships between nations by highlighting common priorities
10. Expanding the number of traders
11. Share and learn best practices in technologies/innovations
12. Eminent policy recommendations for the state and central governments through a dialogue process.

EXHIBITOR PROFILE

- Fresh fruits & vegetables
- Farm machinery & equipment
- Fresh horticulture produce
- Greenhouse technology
- Agri biotechnology / tissue culture
- Fertilizer exporter / importer / trader
- Pesticides & insecticides companies
- Precision farming products
- Agricultural equip / tractors
- Storage equipment / packaging solutions
- Exporters, importers, traders
- Soil testing equipment / IT services
- Seeds & seedlings
- Agri business consultants
- Horticulture suppliers
- Gardening tools / lab equipment
- Floriculture companies
- Organic produce
- Post harvest handling equipment
- Drip irrigation system suppliers
- Spraying system suppliers
- Fumigation companies
- Cropnet products
- Plant protection chemicals
- Growth regulators and stimulants
- Soil testing equipments
- Landscaping products and other related industry
- Gardening & Horticulture Suppliers
- Processed Flowers/Flower processing companies
- Landscape Managing
- Fruits & Vegetables Seeds mfrs. & exporters
- Irrigation systems mfrs. exporters / traders
- Climate control & automation equipment
- Planting material / seeds/ lab equipments
- Social government agency use department
- Pump & pipe manufacturers
- Herbal & medicinal plants exporters / importer / traders
- Financial institutions / banks
- Processing & packaging technology
- Retailers, exporters, importers & traders
- IT / marketing & training solutions
- Food processing technology & services
- Packaging technology & services
- Grinding & sorting machinery
- Wrapping, sealing & lamination equipment
- Bulk Buyers / Retailers
- Cleaning equipment
- Elevator / conveyors / rotary separator
- Cold chain equipment
- Cold room & refrigeration appliances
- Cold storage machinery & services
- Perishable cargo handling
- Cooling towers & other equipment
- Retailers, supermarkets and cash & carry
- Weighing equipment & services
- Overseas buyers in all above categories

STALL SPECIFICATION

- *Complete stall infrastructure includes:
 - 9 sqmt Octonorm Stall Space with Carpet
 - 2 Chairs
 - Tables with company name
 - Octonorm Title
 - 3 Spot lights
 - 1 Plug point

Payment: (100% payment to be made before the event.

All payments to be made by Demand Draft/ Cheque favouring 'Indian Chamber of Commerce', payable at Kolkata, India in INR or USD or by bank transfer in USD.

