



**Dr. Jitendra Singh**

Minister of State (Independent Charge) for the Ministry of Development of North Eastern Region and Minister of State for Prime Minister's Office; Personnel, Public Grievances and Pensions; Department of Atomic Energy and Department of Space

“ THERE WERE TIMES WHEN PEOPLE WERE SCARED TO COME TO NORTHEAST. TODAY THE REGION IS ON THE LIST OF NEXT DESTINATION OF TOURIST ”

**Sh. Narendra Modi**  
Hon'ble Prime Minister



# 2<sup>nd</sup> START & STAND UP NORTH EAST

**MEGA B2B & B2C**

**“MADE IN NORTH EAST EXPO”**

26<sup>th</sup> to 29<sup>th</sup> November 2020

Maniram Dewan Trade Centre, Guwahati



**Sh. Pema Khandu**  
Chief Minister Arunachal Pradesh



**Sh. Sarbananda Sonowal**  
Chief Minister Assam



**Sh. Nongthombam Biren Singh**  
Chief Minister Manipur



**Sh. Conrad Sangma**  
Chief Minister Meghalaya



**Sh. Zoramthanga**  
Chief Minister Mizoram



**Sh. T.R. Zeliang**  
Chief Minister Nagaland



**Sh. Prem Singh Tamang**  
Chief Minister Sikkim



**Sh. Biplab Kumar Deb**  
Chief Minister Tripura



(Supported by Ministry of MSME, Govt. of India)



**MSME EXPORT PROMOTION COUNCIL**

# MEGA B2B & B2C “MADE IN NORTH EAST EXPO”

**26<sup>th</sup> to 29<sup>th</sup> November 2020, Maniram Dewan Trade Centre, Guwahati**

The eight states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura comprise the North East of India. The Region is surrounded by Tibet, Bhutan, Nepal, Bangladesh and Myanmar on all sides except a narrow corridor which connects the Region with other parts of India. The Region is one of the most bio diverse regions in the world with a forest cover of over 65%. The NER of India covering an area of 0.262 million sq. km. accounts for 7.9% of total geographical area of the country and 3.77% of total population of India.

## The North East Region

A Profile of the North-Eastern Region [NER]

**The NER has the following striking areas of strength:**

- Relatively high literacy rates and human development levels as compared to the rest of the country
- High skill levels in certain areas
- An abundant natural resource endowment
- Potential for the development of the tourism
- Opportunities for value addition in agriculture, food processing, organic farming and
- Potential for exports and
- Scope for regional cooperation.

After a successful three-day International Summit & Expo on Start & Stand Up North East on 17-19 January 2020 in Guwahati attended by over 25 foreign dignitaries representing 15 countries, The MSME Export Promotion Council [ supported by the Ministry of MSME, Govt of India] along with the Confederation of Organic Industry of India, The MSME Promotion Council and The Foundation for Millennium Sustainable Development Goals are jointly organizing a 4-day Start and Stand Up NE : Mega B2B & B2C Made in North East Expo on 26-29 November 2020 in Maniram Dewan Trade Centre, Guwahati to show-case the strength, talent and opportunities of the Start-Ups from the North Eastern Region.

**The focus areas are unlimited : and delegate including the following:**

1. Handicrafts
2. Textile, handlooms, and garments
3. Tea, Coffee, horticulture and sericulture
4. Tribal products including minor forestry products [MFPs]
5. Food processing, packaging, and
6. Organic farming, certifying agencies
7. Ayush and health wellness
8. Tourism, airports development, eco-tourism and show-casing of NE culture
9. Bio-tech and bio-plants
10. IT and electronics
11. Petro, petrochemical products
12. Food Parks, micro food and
13. Many .....many.....areas



**Dr. D S Rawat**  
Chairman  
MSME EPC

While the businessmen, potential entrepreneurs, traders and customers will be visiting the Expo, like last year, large number of people are expected to be attending from India and Diplomatic Missions.



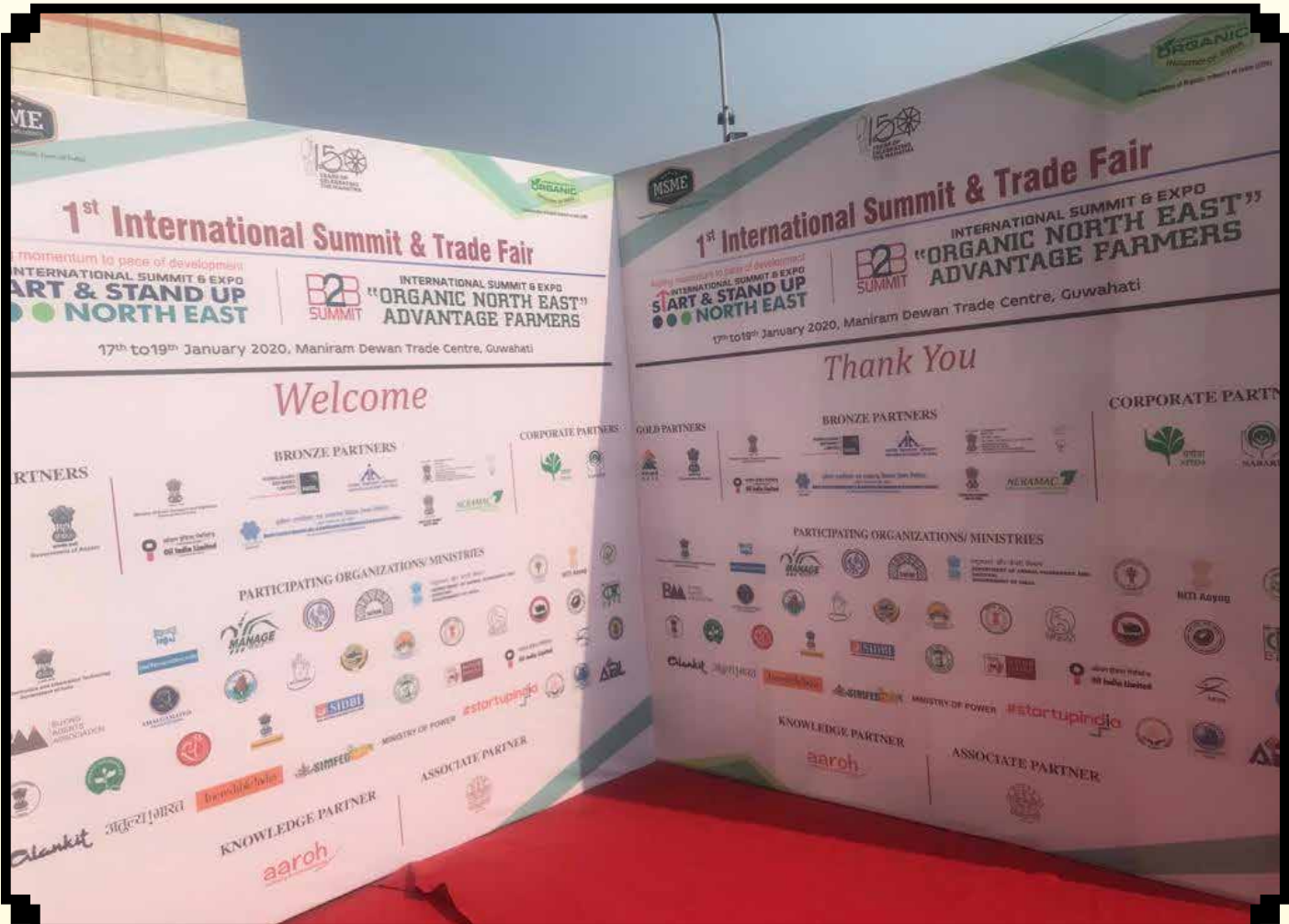
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## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CATEGORIES & BENEFITS	EVENT PRESENTING PARTNER	GOLD SPONSOR	SILVER SPONSOR	CULTURAL PROGRAMME SPONSOR (Exclusive)
		Rs. 25 Lakhs	Rs. 15 Lakhs	Rs. 10 Lakhs
<b>Prices are exclusive of 18% GST</b>				

### EXHIBITION

1. Stall 3x3 Sq.mtr.@Rs 60,000 plus 18 percent GST.
2. Logo of the organisation shall be prominently acknowledged and displayed on all mailers, Wings of the backdrop, panels, advertisements newspapers, one-page advertisement in the background paper and proceedings, etc.
3. Every day two bottles of water and packaged lunch for two persons at every stall shall be served on 26-27-28-29.
4. Companies shall be allowed to distribute/display their promotional materials.





**CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING ETC)**

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