



PHD CHAMBER
OF COMMERCE AND INDUSTRY
VOICE OF INDUSTRY AND TRADE



POTENTIAL NORTH-EAST

12-14 September, 2024
Constitution Club of India, New Delhi



Introduction

As a region of immense significance to our nation's cultural heritage and economic landscape, Northeast India stands as a testament to the vibrant tapestry of diversity and opportunity that defines our great nation. Through this initiative, we invite you to embark on a journey of discovery, wherein the rich cultural heritage, strategic importance, and economic potential of Northeast India are brought to the forefront.

Northeast India holds immense significance for the rest of the country, both culturally and economically. It serves as India's gateway to Southeast Asia, making it a crucial focal point for the Act East Policy, which aims to enhance trade and connectivity with neighbouring countries. The region's strategic location and abundant natural resources, including vast forests, mineral deposits, and fertile agricultural land, present enormous opportunities for sustainable economic growth.

PHDCCI, as an apex body committed to fostering national growth and development, is proud to present Potential North East 2024 as a vital platform for collaboration and progress. Through a series of insightful seminars, engaging exhibitions, and interactive sessions, we aim to highlight the multifaceted initiatives undertaken by the government to promote the holistic development of Northeast India. These initiatives encompass infrastructure enhancement, digital connectivity, sustainable development, and cultural preservation, among others.



Focused Area

- Agriculture & Horticulture
- Food Processing & Packaging
- Animal Husbandry & Dairy
- Fisheries, Sericulture & Apiculture
- Handloom, Handicrafts & Textiles
- Tourism & Hospitality
- Consumer Affairs, Food & Public Distribution
- SEZs & Industrial Parks
- Smart Cities
- Road, Rail, Ports & Waterways Connectivity
- MSMEs
- Startups, Incubators & Accelerators
- Banking, Financial Services and Insurance (BFSI)
- Science & Technology
- Power Generation
- Forest-based Industries
- Ayush
- Mining & Minerals
- Bamboo and Cane Industries
- Renewable Energy & Hydroelectric Power
- Pharmaceutical and Herbal Products
- Information Technology, IT-enabled Services & Communication
- Rubber and Tea Cultivation
- Oil, Natural Gas, Petrochemicals & Fertilizers
- Education & Skill Development
- Sports & Youth
- Development Sector
- Healthcare & Wellness

Objectives:

- Promote Cultural Exchange and Understanding
- Highlight Economic Potential
- Foster Government Collaboration
- Encourage Sustainable Development
- Boost Infrastructure and Connectivity
- Support Digital Transformation
- Promote Tourism
- Encourage Investment and Entrepreneurship
- Enhance Healthcare and Education
- Strengthen Social Inclusion
- Showcase Government Initiatives
- Facilitate Networking and Partnerships

Key Highlights for Visitors:

- Tourism Promotion
- Vibrant Cultural Performances
- Comprehensive Exhibitions
- Culinary Delights
- Insightful Panel Discussions
- Interactive Workshops
- Networking Opportunities
- Investment and Business Opportunities
- Exclusive Networking Events



Key Highlights for Exhibitors/Sponsors:

- ▶ Customized Booth Design
- ▶ Exclusive Sponsorship Packages
- ▶ Dedicated Meeting Room
- ▶ Prime Branding Opportunities
- ▶ Premium Exhibition Space
- ▶ Targeted Networking
- ▶ Enhanced Media Exposure
- ▶ Access to Decision Makers
- ▶ Marketing and Promotional Benefits
- ▶ Showcase of Corporate Social Responsibility (CSR) Initiatives
- ▶ Post-Event Analytics and Reports



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About PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 119 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the “Voice of Industry & Trade” reaching out to more than 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

Head Office-Delhi

Mr. Aditya Tripathi, Sr. Secretary

Email: aditya.tripathi@phdcci.in | Mob: +91 98334 71651

Mr. Siddharth Singh, Deputy Secretary

Email: siddharth.singh@phdcci.in | Mob: +91 9717445472

PHD Chamber of Commerce and Industry
PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Regional Office-NER

Mr. Bibhuti Dutta, Resident Director (NER)

Email: bibhuti.dutta@phdcci.in | Mob: +91 98640 23255

Mr. Kaushik Chowdhary, Asst. Secretary (NER)

Email: kaushik.chowdhary@phdcci.in | Mob: +91 81340 35829

Regional Office (NER), 101, IIE Block, Rajdhani Apartment
Rajdhani Path, R.G. Baruah Road, Ganeshguri, Guwahati, Assam-781006