**REPORT OF**

**TIECON KERALA 2024**

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TIECON Kerala 2024 took place at the **grand Hyatt convention center**, Kochi. The event attracted more than **1,500 delegates**, including entrepreneurs, startup founders, investors, industry experts, government representatives, and students. IEDC (Innovation and Entrepreneurship Development Cell) and TIE (The Indus Entrepreneurs) Kerala together hosted the TIECON Kerala 2024 on December 4 and 5. The event aimed to inspire, mentor, and create a platform for innovators, entrepreneurs, and investors to collaborate and discuss the latest trends in entrepreneurship, technology, and innovation. The theme of the event focused on: **mission 2030 transforming** Kerala. The event kicked off with keynotes from influential speakers, including top industry leaders, successful entrepreneurs, and thought leaders. Several in-depth workshops and panel discussions were organized, focusing on various aspects of entrepreneurship, from seed funding to scaling up and sustainable business practices. A key feature of TIECON was the immense networking opportunities provided to delegates. Special sessions were organized for entrepreneurs to connect with investors, mentors, and fellow entrepreneurs. A speed networking session allowed participants to meet multiple people in a short time, facilitating meaningful interactions and partnerships. In recognition of the increasing role women play in entrepreneurship, a dedicated session for women entrepreneurs was organized, featuring prominent women leaders who shared their journeys and experiences. The discussions focused on how to overcome the unique challenges faced by women in business and the importance of creating an inclusive entrepreneurial ecosystem.

We had an incredible experience at TiEcon Kerala 2024 The energy was palpable and the innovation was truly inspiring. Attendees came together, sharing ideas and fostering connections that will shape the future. It's amazing to witness so many passionate individuals collaborating to push boundaries in the industry. There were so many famous business personalities and their classes. There were the CEO of xylem cooked and many more. On second day we get to meet the women business entrepreneurs and other famous personalities. We got opportunity to meet with 3 amazing leaders Rosh health, healthyfied-food trails, maria Abraham executive editor at Dhanam publications we talked about the current food habits benefits of doing exercise, how to improve our gut health and many more related to health and food healthyfied food trails is an Instagram page owned by jeemol Chacko she is owner of evas healthy bake. She told about maintaining work life balance it was an insightful section. Maria Abraham talked about the financial stability and financial independence foe women she says that it is difficult to get a loan for women because many banks think that they can’t repay the amount and which will cause troubles to the banks. TIECON Kerala 2024 was a successful event that brought together the best minds in entrepreneurship and innovation. It provided a comprehensive platform for learning, networking, and growth. The event highlighted the vital role of technology, sustainability, and innovation in the future of business, and helped strengthen Kerala’s position as a growing hub for startups and innovation. TIECON Kerala 2024 was a successful event that brought together the best minds in entrepreneurship and innovation. It provided a comprehensive platform for learning, networking, and growth. The event highlighted the vital role of technology, sustainability, and innovation in the future of business, and helped strengthen Kerala’s position as a growing hub for startups and innovation.

Recommendations: For future editions, it would be beneficial to:

Increase the number of international speakers and participants.

Expand the Investor Meet section to include more global investors.

Focus more on interdisciplinary innovation and its role in solving global challenges.

