



BIRAT EXPO

**"Digital Koshi : Bridging Innovation and Investment"**



# BIRAT EXPO 2024



**Digital Koshi :  
Bridging Innovation and Investment**

**DECEMBER 22-31 | BIRATNAGAR**

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# Background & Introduction

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Birat Expo is one of the signature events of Chamber of Industries Morang (CIM). It is a popular & mega event organized in every 2 years interval since 30 years in Biratnagar with an objective to foster market linkages between sectors. It is a platform for B2B linkages, showcase products & services, branding etc. This Expo has been contributing significantly to the economic and industrial development, promotion of modern technology and marketing of industrial production, agriculture, commercialization of products and promotion of tourism and culture.

CIM, a prominent chamber in Province 1, was established in 1967 with the vision of promoting industries, both nationally and internationally, and enhancing trade and commerce to achieve high-quality standards.

In its eighth iteration, the upcoming Birat Expo is scheduled to take place from December 22 to 31, 2024, in Biratnagar. The CIM team is dedicated to surpassing the success of previous editions by sparing no effort in ensuring the event's utmost success.



# Glorious History of Birat Expo

1. **Koshi Mahotsav 2053 B.S.**
2. **Purbanchal Byapar Mela 2057 B.S.**
3. **Agro-Equipment and Technology Exhibition 2062 B.S**
4. **Birat Expo – 2066 B.S.**
5. **Birat Expo – 2073 B.S.**
6. **Birat Expo – 2076 B.S.**
7. **Birat Expo - 2079 B.S.**



# Birat Expo 2022

## Purpose and Objective

1

### Economic Development

To enhance economic activities in Nepal, with a focus on the agro-industrial sector and commercialization in the Koshi Province for economic growth.

2

### Market Linkages

To enhance market linkages and visibility of products, as well as provide branding and marketing platforms for businesses.

3

### Investment Opportunities

To attract investors by highlighting investment potential in Koshi Province and facilitate B2B meetings for new partnerships.

4

### Technology and Innovation

Showcasing advanced digital technologies for industrial growth and efficiency. Providing a platform for startups to innovate and exhibit their products.

5

### Tourism and Culture

To promote the tourism potential of the Koshi Province by showcasing local attractions, culture, and heritage.

6

### Networking

To bring together producers, processors, traders, and consumers to explore new technologies and business opportunities.

7

### Education and Awareness

To educate participants and visitors about the latest digital technologies and their applications in various industries.

8

### Specific Sector Development

To focus on specific sectors such as agriculture, MSMEs, tourism, and more, providing tailored opportunities and insights for each.

# Birat Expo 2024

## Event Details

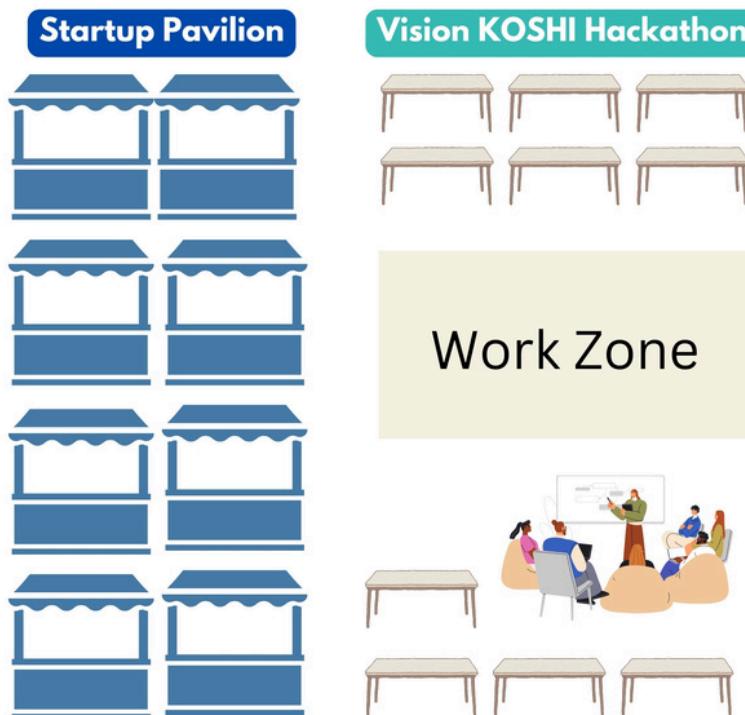
Birat Expo is a prestigious international exhibition that has been running for over 30 years, serving as a platform for entrepreneurs, traders, investors, and stakeholders to explore and promote new ideas, as well as an opportunity to form business partnerships in Nepal. The event provides a framework to diversify Nepal's economic base by fostering value chains between existing industries, promoting regional integration, attracting new players in the agro-food industry, and assessing and planning the agricultural sector for inclusive growth.

There are over 250 companies from more than 10 countries participating, the Expo will feature 300+ exhibition booths, startup pavilions, hackathons, Rojgar koshi pavilion, and cultural programs.

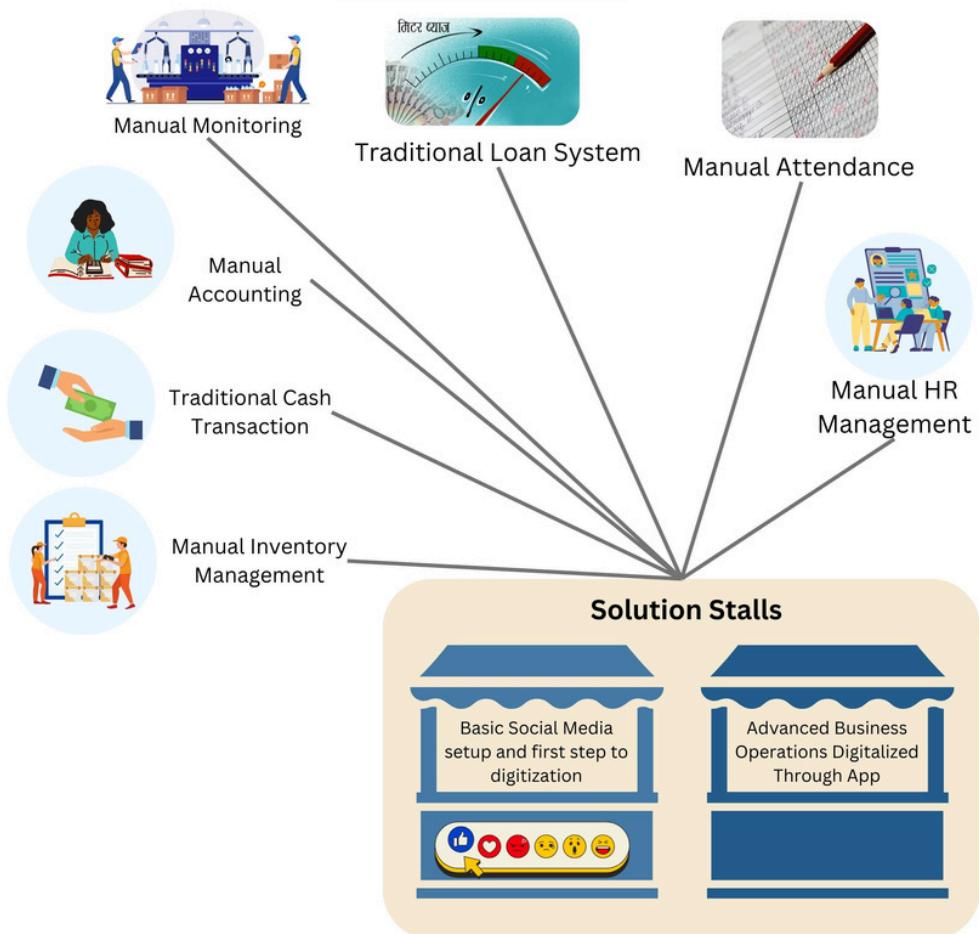


# Major Program & Attraction

## B2B Birat Bazaar

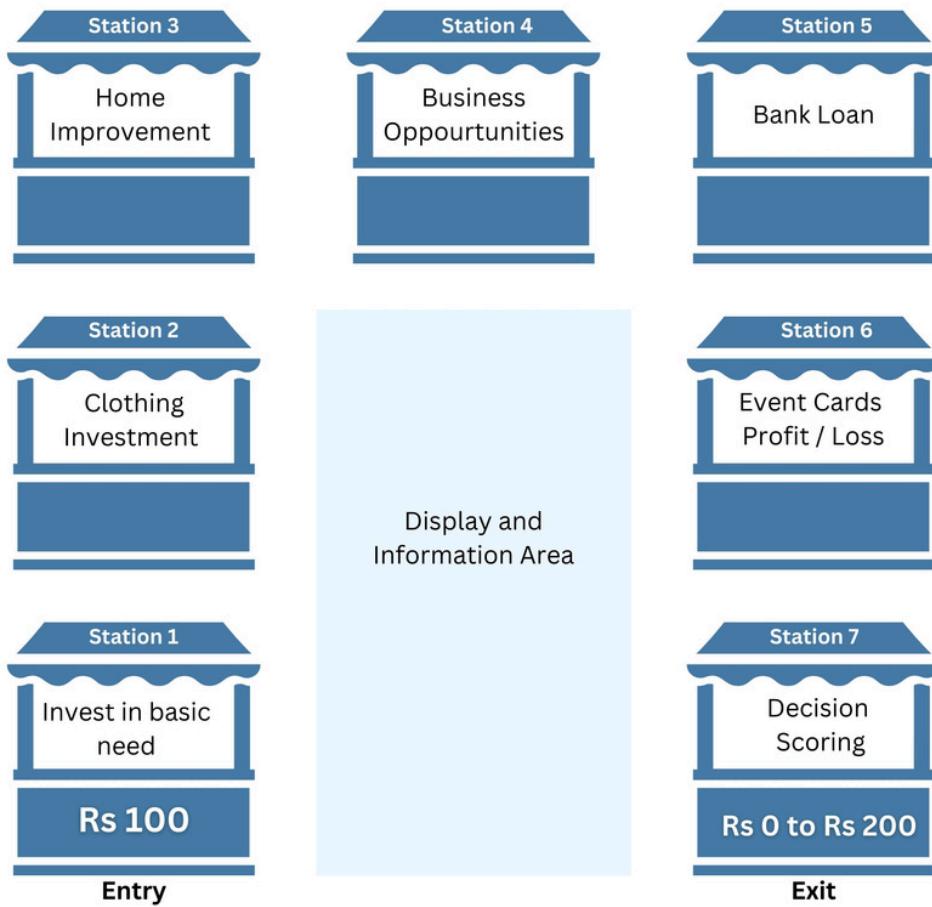


## Digital Literacy



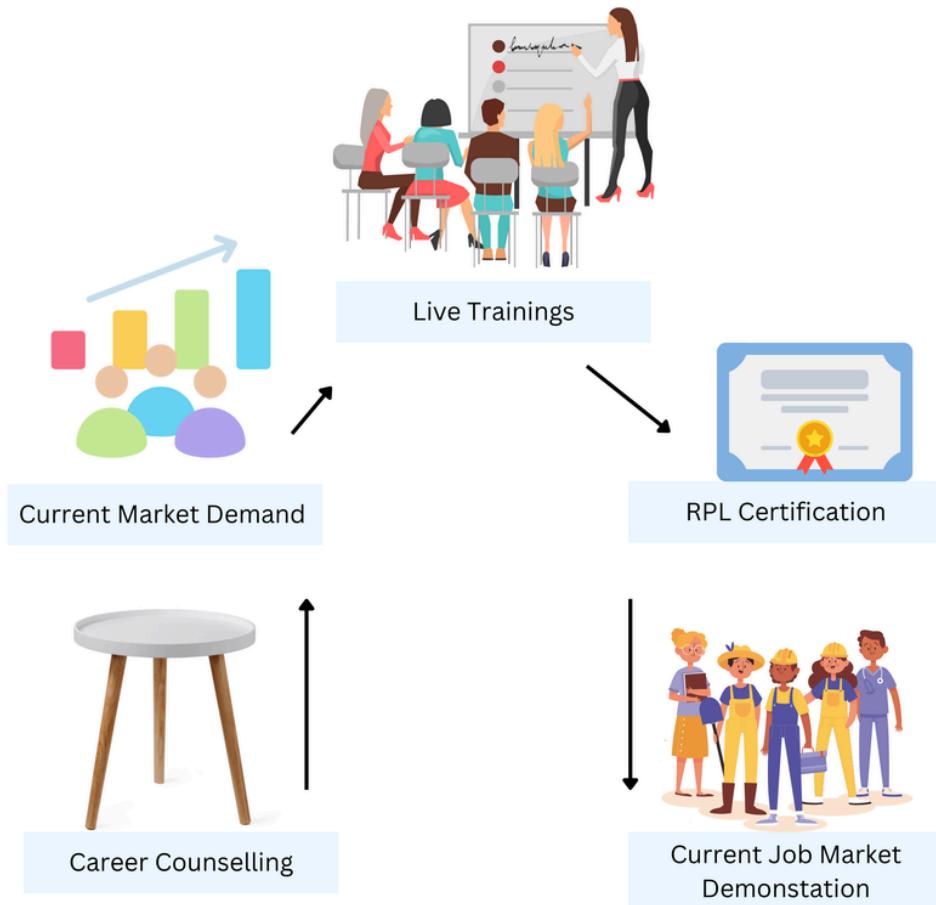
3

## Investment Decision Game

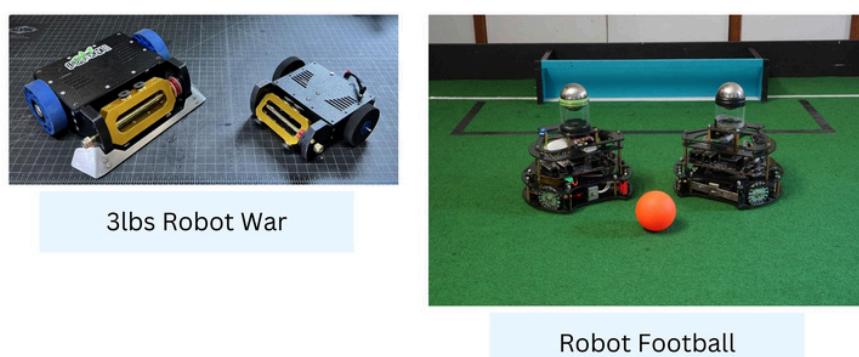
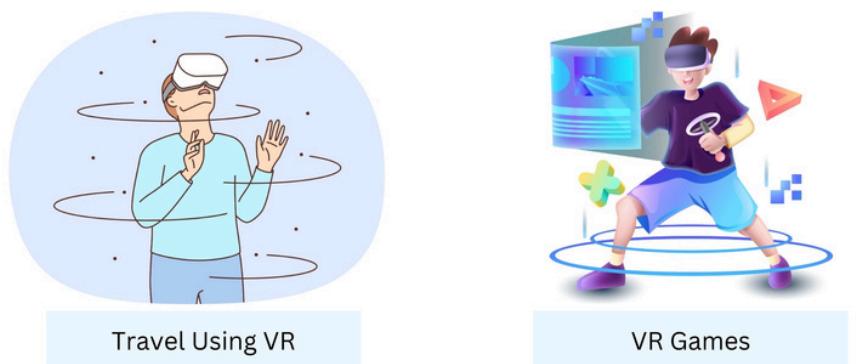


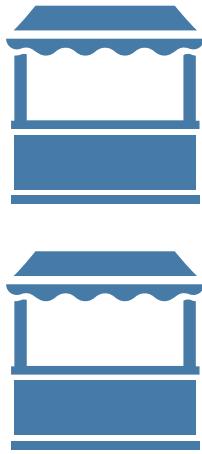
4

## Rojgar KOSHI Pavilion

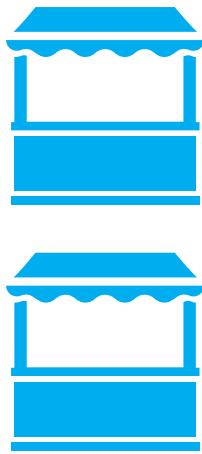


## Digital Gaming Zone

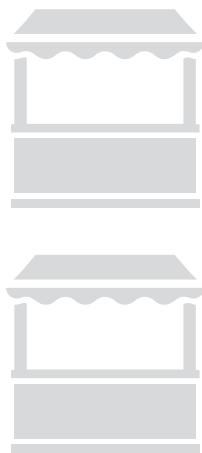




AI / ML

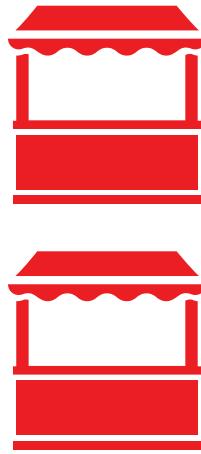


Fintech

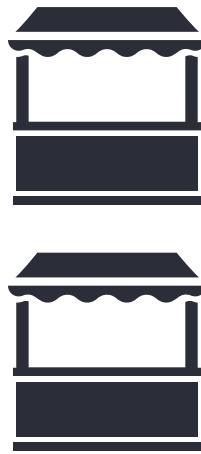


Ecommerce

Consultancies



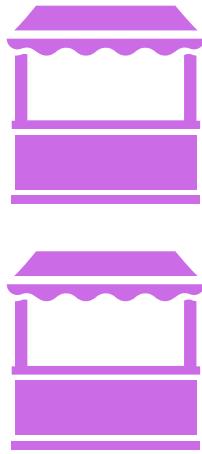
Bank &amp; Finance



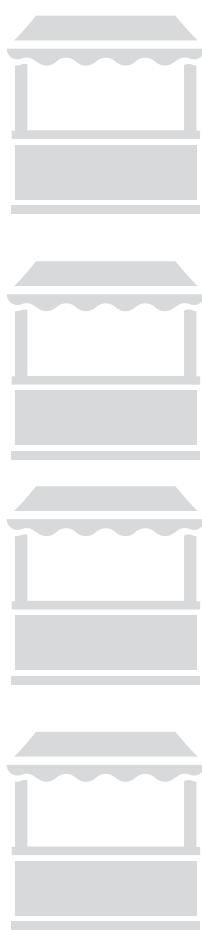
Industry 4.0



Import Export



Intellectual Property trade marks



# Other Attraction

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- 1 Corporate and Industrial Exhibitions from National & International participants**
- 2 Agro-Equipment and Technology Exhibition**
- 3 Agro-Industrial, MSMEs Exhibition**
- 4 Automobile Exhibition**
- 5 Tour Packages in different destinations of Koshi Province**
- 6 Sector specific and thematic seminars**
- 7 Local Food Festivals**
- 8 Cultural Program and music**
- 9 Amusement Park**



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*In total, more than **400 booths** are assigned for the exhibition of the product and services of a company. The size of an exhibition booth is 3mtr\*3mtr. The following are the booth assigned to distinct companies in accordance to their nature:*

<b>Agro &amp; agro-industrial</b>	<b>: 75 stalls</b>
<b>Manufacturing Industries</b>	<b>: 120 stalls</b>
<b>International</b>	<b>: 50 stalls</b>
<b>Service &amp; BDS providers</b>	<b>: 50 stalls</b>
<b>Automobiles</b>	<b>: 40 stalls</b>
<b>Local Food festivals</b>	<b>: 30 stalls</b>
<b>Others (Information, education, health)</b>	<b>: 50 stalls</b>

# **MARKETING, PROMOTION & PUBLICITY OF THE EXPO**

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This Expo is an opportunity to showcase Nepal's agricultural sector to the world and attract investment to our country's agricultural development. CIM therefore anticipates that this will be no ordinary exhibition, but a fully-fledged event that focuses on all aspects of the agro industrial sector, highlighting Nepal's potential by showcasing its products and services in one event. CIM plans to promote and publicize the Expo in the following manner:

## **Brochures, Poster, Pamphlets, Leaflets**

**01**

The Expo will be promoted through activities that can reach a large number of people. Brochures, posters, pamphlets, leaflets and posters will be used to let people know about the Expo. Flyers containing information about the Expo will be handed out after attendees enter the event area.

## **Welcome Gate and Poll Bounting**

**02**

Welcome gates on building and roads will be place all over the city carrying logos and information about partners, sponsors and event to promote and advertise the event.

## **F.M. Radios, and Television**

**03**

Television commercial (TVC) containing short 30 to 60 seconds advertisement will be played on various TV channels along with jingles and informative advertisement will be aired on radio as the promotion of the event and businesses participating in the Birat Expo 2022.

## **Local & National Newspapers**

**04**

Local and national newspapers or online news portal will be used to give relevant publicity through advertisement materials or just by news articles informing the general public about the expo.

## **Social network : Facebook, Twitter, Instagram**

**05**

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There will be a massive social media advertisement campaign, where we will post about the Birat Expo on all our platforms to create intrigue among our followers and subscribers.

## **Air Miking**

**06**

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To those general people who are disconnected and not actively keeping up with us, we will have air miking information throughout the city of Biratnagar and inform such left out or disconnected people.

## **Rally**

**07**

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Motorbike and Car rallies will be organized 3 days before the event. A separate rally for Cycle will be organized. Likewise, special cultural jhanki will also be implemented before the opening session.

## **Visit to the districts and other places**

**08**

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Our team will be visiting nearby districts such as Ilam, Taplejung, Panchthar, Jhapa, Sunsari, Dhankuta, Bhojpur, Sankhuwasabha, Trithathum, Udayapur, Khotang, Solukhumbu, Okhaldhunga, and more. They will organize round table seminars or meetings for locals to engage and learn about the expo.

## **Mobilize FNCCI nationwide network**

**09**

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FNCCI is the largest private sector organization in Nepal with over 10,000 direct and indirect members, including various chambers of commerce, commodity associations, and bi-national chambers. Their extensive network is utilized to advertise and promote events to relevant stakeholders.

## **Press meet and press releases**

**10**

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Reporters and media personnel from various outlets will attend the press event, receive the press release, and publish it as a news article to inform the public about the upcoming expo.

# PAST EVENT VISUALS



# Proposed Program

Day	Time	Program	Targeted participants	Remarks
DAY - 1	2.00 Pm	Inaugural Session	High Level Dignitaries	More than 2000 People
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform approx. 25000 people
DAY - 2	11.00 Am to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 pm to 5.00 Pm	Thematic session – 1 Digital Koshi : Bridging the Innovations & Investment	Policy Makers, Industrialist, Supply chain actors & startups, investors & Academicians	Approx. 500 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 35000 people
DAY - 3	11.00 Am to 5.00 Pm	Thematic session – 2 Vibrant Business ecosystem in Koshi Province	Policy Makers, Industrialists, Investors, professionals & BDS service providers; Startups, value chain actors, researchers, academicians	Approx. 500 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 55000 people
DAY - 4	11.00 Am to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Am to 4.00 Pm	Thematic session – 3 International Trade Opportunities Nepal – India Nepal – Bangladesh	Policy Makers, Industrialists, Investors, SCAs, VCAs, BDS Providers, Academicians, Tourism professionals, Political, Journalists, tour / travel operators	Approx. 200 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 40000 people
DAY - 5	11.00 pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Am to 4.00 Pm	Thematic session – 4 International Trade Opportunities Nepal – Srilanka Nepal – Pakistan	Policy Makers, Industrialists, Investors, SCAs, VCAs, BDS Providers, Academicians, Tourism professionals, Political, Journalists, tour / travel operators	Approx. 200 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 40000 people

# Proposed Program

DAY - 6	11.00 pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Pm to 5.00 Pm	Thematic session – 5 International Trade Opportunities Nepal – USA Nepal – China	Policy Makers, Industrialists, Investors, SCAs, VCAs, BDS Providers, Academicians, Tourism professionals, Political, Journalists, tour / travel operators	Approx. 500 people  (Key note speakers on Innovation, digital & startup from respective countries)
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 45000 people
DAY - 7	11.00 Pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Am to 5.00 Pm	Thematic session - 6 “BIRAT BIMARSHA : Promoting Birat Raja Promoting Tourism”	Policy Makers, Supply chain actors & startups, investors & Academicians	Approx. 5000 people (The proposed venue is Vediyaani)
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 45000 people
DAY - 8	11.00 Pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Pm to 5.00 pm	Thematic session – 7 Strengthening Startup ecosystem in Koshi Province. Explore & Recognition of 100 Champions	High Level Policy Makers, Industrialists & Academicians	Approx. 500 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 45000 people
DAY - 9	11.00 Pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 Pm to 5.00 Pm	Thematic session - 8 Enabling Investment Environment : Finance, Human resources & Infrastructure	Policy Makers, Industrialist, Supply chain actors & startups, investors & Academicians	:Approx. 500 people
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 45000 people
DAY - 10	11.00 Pm to 2.00 Pm	Products & Service specific and District branding event	Open to interested districts, local government & service providers	
	2.00 pm to 5.00 pm	Closing session	High Level Dignitaries	More than 2000 People
	6.00 Pm to 9.00 Pm	Cultural Program	Youth & General Public	Local & National Artiest will perform and approx. Approx. 45000 people

# Sponsorship Opportunity

## MAIN SPONSOR: NRS. 75,00,000

- The event title will be started from Company Name / Logo i.e. “Title Sponsor” Presents Birat Expo 2024”.
- Logos will be carried in all promotional materials (leaflets, brochure, tickets , certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Branding opportunities at appropriate places or event venues.
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor’s profile.
- 4 stalls (3\*3 Mt. size) or similar size open space will be provided
- Representative of Company will be called as guest in opening and closing ceremony
- Welcome Gate can be installed by the company.

## POWERED BY SPONSOR: NRS. 35,00,000

- The company Name & Logo immediately after the event name will be used. Birat Expo 2024, Digital Koshi : Bridging the Innovations and Investment”, Powered by “the sponsor company Name”.
- Logos will be carried in all promotional materials (leaflets, brochure, tickets , certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Branding opportunities at appropriate places or event venues.
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor’s profile.
- 4 stalls (3\*3 Mt. size) or similar size open space will be provided
- Representative of Company will be called as guest in opening and closing ceremony
- Welcome Gate can be installed by the company.

### **PLATINUM SPONSOR: NRS. 20,00,000**

- Company Logo will be carried in all promotional materials (leaflets, brochure, tickets, certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Branding opportunities at appropriate places or event venues.
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor's profile.
- 4 stalls (3\*3 Mt. size) or similar size open space will be provided
- Representative of Company will be called as guest in opening and closing ceremony
- Welcome Gate can be installed by the company.

### **DIAMOND SPONSOR: NRS. 15,00,000**

- Company Logo will be carried in all promotional materials (leaflets, brochure, tickets , certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Branding opportunities at appropriate places or event venues.
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor's profile.
- 3 stalls (3\*3 Mt. size) or similar size open space will be provided

### **GOLD SPONSOR: NRS. 10,00,000**

- Company Logo will be carried in all promotional materials (leaflets, brochure, tickets , certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Branding opportunities at event venues.
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor's profile.
- 2 stalls (3\*3 Mt. size) or similar size open space will be provided.



## **PARTNER (BANK, INSURANCE, DIGITAL AND OTHERS): NRS. 10,00,000**

- Company Logo will be carried in all promotional materials (leaflets, brochures, tickets, certificate, Token of love banner, welcome Gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Company Name will be announced in all stage programs including opening and closing ceremony.
- Promotion through digital board as Backdrop and full page space in Exhibitor's profile.
- 2 stalls (3\*3 Mt. size) or similar size open space will be provided.

## **SILVER SPONSOR: NRS. 5,00,000**

- Company Logo will be carried in all promotional materials (leaflets, brochures, tickets, certificates, Token of love banner, welcome gate, Backdrop, media advertisement, social media campaign, air miking etc.)
- Company Name will be announced in all stage programs including opening and closing ceremonies.
- Promotion through the digital board as Backdrop and full page space in Exhibitor's profile.
- 2 stalls (3\*3 Mt. size) will be provided.

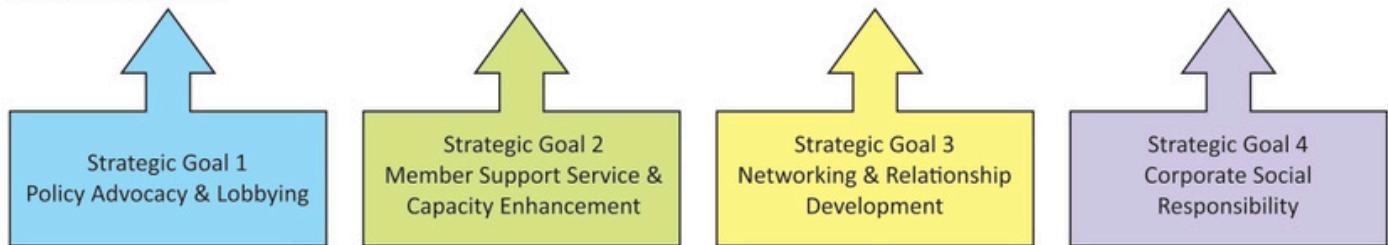
# ORGANIZER PROFILE

## WHO ARE WE?

Chamber of Industries Morang (CIM) is one of the leading chambers of Koshi Province. Business Membership Organization representing private sector interest to cater the need of its members. Established in 1968 A.D to promote industries, developing national and international trade & investment environment

## OUR VISION & STRATEGIC GOALS

To contribute to develop prosperous Nepal through the promotion & development of economic and industrial sector.



## OUR MAJOR PROJECTS

**Mero Desh Merai Utpadan**  
a campaign initiated for the Promotion of Domestic Products

**Objectives**

- Promotion & Market Expansion of Domestic Products
- Establishment of Common Brand
- Encourage to maintain Quality & Standards
- Mainstreaming the products of MSMEs, women and entrepreneurs from marginalized segment.

**CIM Business Clinic**

**Objectives**

Facilitate industries for the smooth operation and productivity enhancement through the troubleshooting as well as scale-up support with the provision of accessible network of business development services.

**Economic Summit: Pathway to Prosperity Koshi Province**  
It was one of the successful events that was organized in collaboration with Baarhakhari Media Group in 25 & 26 February, 2021.

**Objectives**

The mission of the summit was to bring political leaders, bureaucrats, corporate sector and civil society (media) in a forum to discuss pertinent issues that are holding economic development of Province One, and workout on issues needed to be addressed to achieve the goal.



१. बौद्धिक दश जनसत्ताको मार्ग संकलन गर्ने
२. जातिक प्रयोग संस्कार स्मूल र उच्चोग निष्प व्यवस्था गरी लाभेय कानूनाकालीन सहायकताले गर्ने
३. बेटेवारात्माई शाखामय र जातिक प्राप्त जनसत्ताको रोबमारीया वाग व्यवस्थाका गर्ने
४. जातिक एक : सहकार, जातिक सम्बन्ध र निष्प परिवर्तन उभोको नीति केन्द्रो नेतृत्व गरी उपलब्धीकृत व्यवसायिक सुरक्षित गर्ने SDU पार्ट स्टेटीकल डिलेग्यो फोरम को सम्मान विभाग गर्ने

## CIM Skill Development Program

To bridge the gap between labour market demand and supply.

### Objectives

- Establish a sustainable mechanism to fulfil the demand of skill human resources through the lead and effective role of Private Sector in TVET Cycle.
- Bridge the gap between labour market demand and supply.
- Customize training packages on Business Plan, Marketing, Total Quality Management, Human Resources Management and as per demand.



## CIM Startup and Innovation Program

It is a newly conceptualized program of CIM which aims to support services to transfer new business ideas into sustainable startup enterprises.



## Late Mahendra Golchha Industrial Research Center

### Objectives

- Encourage university graduates to do research on economic issues.
- Motivate faculty member of University to undertake short-term policy research.
- Conduct academic discourse on economic flavor



## American Space Library, Biratnagar

### Objectives

The Objectives of the American Corners are to provide library facilities and free information to the students, Professionals and the general public about the United States through books, magazines, CD-ROMs, and complimentary access to the Internet.



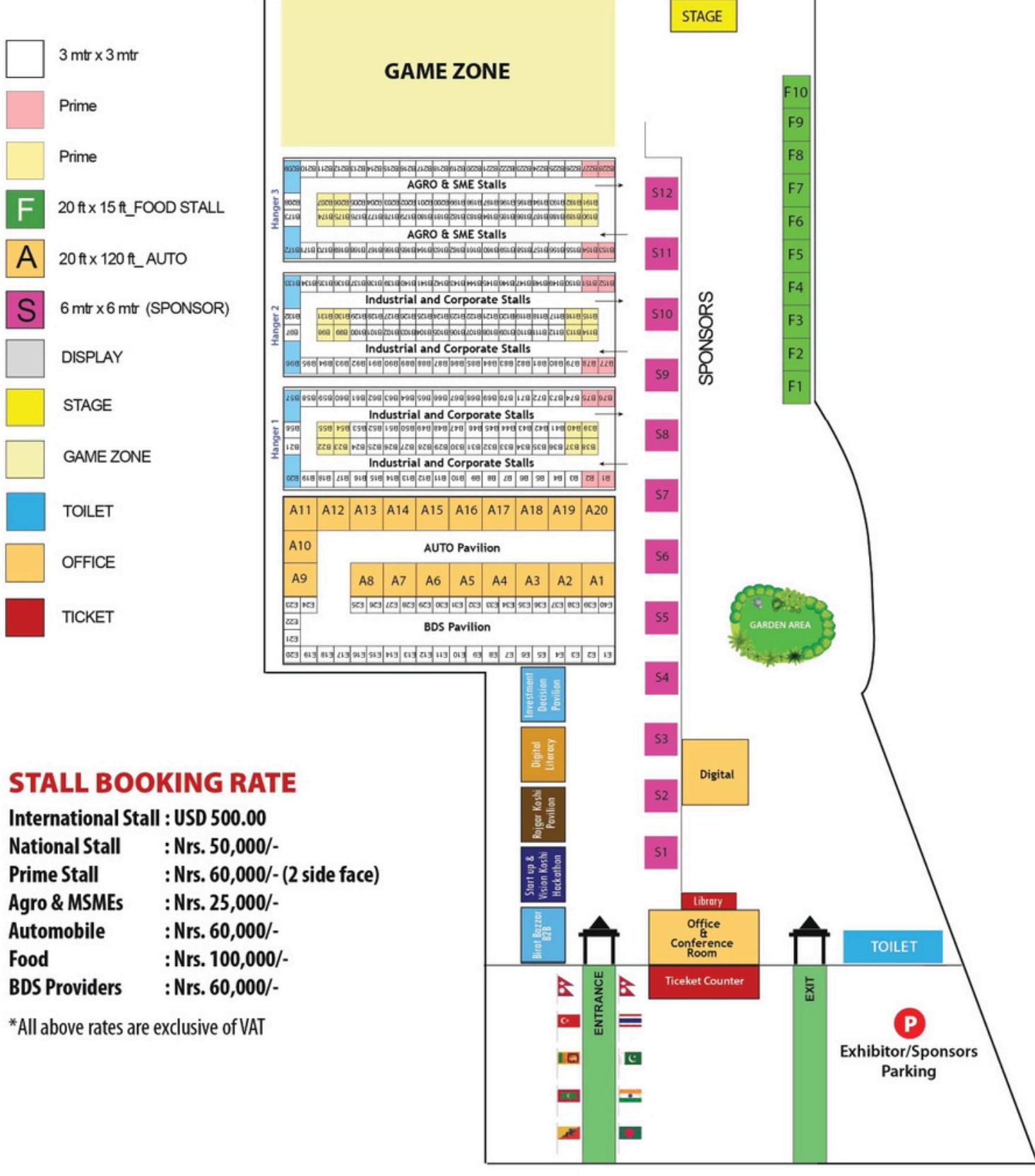
# BIRAT EXPO '24

Digital KOSHI

Bridging innovation and Investment

22 ~ 31 Dec 2024 | BIRATNAGAR

# FLOOR PLAN



## STALL BOOKING RATE

**International Stall : USD 500.00**

**National Stall : Nrs. 50,000/-**

**Prime Stall : Nrs. 60,000/- (2 side face)**

**Agro & MSMEs : Nrs. 25,000/-**

**Automobile : Nrs. 60,000/-**

**Food : Nrs. 100,000/-**

**BDS Providers : Nrs. 60,000/-**

\*All above rates are exclusive of VAT

Buildig

P  
Visitor  
Parking

P  
Visitor  
Parking



# THANK YOU



## Digital Koshi : Bridging Innovation and Investment

DECEMBER 22-31 | BIRATNAGAR

### Chamber of Industries, Morang

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