



**Nagaland**  
**Buyer - Seller Meet**  
**29 Nov -2 Dec 2018**  
**Kohima, Nagaland**



Dear Sir

I am pleased to inform you that Indian Chamber of Commerce (ICC), in association with Government of Nagaland is hosting the 'Nagaland Buyer - Seller Meet' during Hornbill festival at Nagaland in North East India to showcase the inherent strengths of Nagaland among the international buyers and market the potential products to inbound buyers from rest of the Country and South East Asia.

Hornbill Festival is one of the most cherished festivals of Nagaland, celebrated with much enthusiasm and zeal since the year 2000. Hornbill festival, also known locally as the "Festival of Festivals", is organized by State Tourism and Arts and Culture Department, Government of Nagaland. The festival is named after Hornbill, one of the most venerated bird species in the state of Nagaland. The festival is held at the Naga Heritage Village in Kisama, located around 12 kilometers from the capital of the Nagaland, Kohima, annually during the first week of December from 1<sup>st</sup> to 7<sup>th</sup> which is attended by thousands of foreign tourists and investors.

The Hornbill Festival Celebrations comprise of the Traditional Naga Morungs Exhibition and sale of Arts and Crafts, display of Traditional handloom & handicraft products, Traditional Archery, Naga wrestling, Flower shows, Beauty Contest, Fashion shows, Herbal Medicine Stalls, agriculture produce Stalls, display of paintings, sculptures and wood carvings and a Musical concert.

Objective of the Buyer - Seller Meet :

- To focus on the State of Nagaland as a world - class trade destination.
- Provide an opportunity to foreign buyers and investors to interact with Naga sellers for serious business deals.
- Give exposure of indigenous value added products of Nagaland for the business stakeholders from across the world.
- Match-Making deals and Memorandums of Undertaking.

Focus sectors of Buyer - Seller Meet :

- |   |                            |
|---|----------------------------|
| • Bamboo  | • Handloom and handicrafts |
| • Agriculture, Horticulture and allied industries | • Sericulture              |
| • Floriculture                                    | • Tourism                  |
| • Medicinal Plants                                |                            |

*A Brief note on strengths of Nagaland on the above focus sectors is enclosed for your reference.*

I am writing to cordially invite Buyers from your Country to participate in the Buyer Seller Meet. I am confident that **Nagaland BSM** would offer an opportunity for national and international trade Buyers to increase their understanding of **Nagaland** through meeting and experiencing the destination through Field Visit Programs offered to get a lifetime opportunities offered by **Nagaland**.

Enclosed please find the Buyer Registration Form for your perusal. We look forward to your kind confirmation.

Yours sincerely,

Ishantor Sobhapandit  
Regional Director ICC, North East

## Suggested Program

### **30 November 2018:**

Arrival of Buyers at Kohima  
Dinner & Night Stay at Kohima

### **1 December 2018: Hornbill Festival & Field Trip**

10:00 – 12:00 hrs : *Attend Inauguration of Hornbill Festival 2018*

13 : 00 hrs                      Buyers start out for Field Trip

#### **Locations to be visited :**

- Tourism sites (Dzukou Valley, **Jafpu Peak**, **Intanki Wildlife Sanctuary**, Diezephe craft village, Saramati Peak, War Cemetery, Catholic Church, Khonoma Village etc
- Agriculture & Horticulture Farm
- Industrial Estate
- Handloom & Handcraft hub

17 : 00 hrs                      Return

### **2 December 2018 : Buyer – Seller Meet**

10:00 – 13:00 hrs: Buyer seller meetings

13:00 – 14:00 hrs : Lunch

14:00 – 16:00 hrs : Buyer seller meetings

16:00 – 16:20 hrs : Tea/ Coffee break

16:20 – 17:20 hrs : Buyer Seller meeting

1800 hrs: *Cultural Show and Dinner*

**2 December 2018:** Depart