



Venue: Orissa University of Agriculture & Technology Campus, Bhubanesher

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## INTRODUCTION

The horticulture sector encompasses a wide range of crops namely fruits, vegetables, potato, tubers, ornamental, medicinal and aromatic, spices and plantation crops. In recent past, horticulture has emerged as an indispensable part of agriculture, offering a wide range of choices to the farmers for crop diversification. Diversification to horticulture crops is now the major option to improve livelihood security of small farmers, improved employment opportunities to attain food and nutrition security, improve income through value addition and foreign exchange through exports. It also provides ample opportunities for sustaining large number of agro-industries, which generate substantial employment opportunities. The horticulture sector contributes around 28% of the GDP from about 13.08% of the area and 37% of the total exports of agricultural commodities. During the previous three plan periods, focused attention was given to horticultural research and development which placed India as the second largest producer of fruits and vegetables, largest producer and consumer of cashew nut, tea spices, third largest producer of coconut, fourth largest producer and consumer of rubber and sixth largest producer of coffee in the world. Today, as a result synergy between focused research, technological and policy initiatives, high efficiency inputs, horticulture in India, has become a sustainable and viable venture for the small and marginal farmers. Besides, it has also started attracting entrepreneurs for talking up horticulture as a commercial venture. Therefore, there is a great scope for the horticulture industry to grow and flourish.

## 3RD INDIAN HORTICULTURE CONGRESS 2008

For the discussion and exploring the emerging opportunities in horticulture and related sectors and the issues relating to their sustainable development. The Horticulture Society of India is organizing 3rd Indian Horticulture Congress 2008 with the theme of New R & D Initiatives in Horticulture for Accelerated Growth and Prosperity in collaboration with Ministry of Agriculture Government of India, Orissa University of Agriculture & Technology and Orissa Horticulture Society. A number of distinguished invited speakers will provide an overview of topics related to the new initiatives in horticulture R & D for Accelerated Growth and Prosperity. The major objective of this Congress is to provide a forum for the exchange of ideas among researchers, academicians, policy makers, development workers and industry professionals etc involved in growth of horticulture sector.



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## ISAP

Indian Society of Agribusiness Professionals (ISAP), a non-profit organization has a network of agriculture and allied sector professionals in India and developing countries. It is a growing network encompassing over 15,000 registered associate members, comprising 1500 Agri-Experts, 525 Partner NGOs, over 824 Individual users and more than 1050 researchers. ISAP has already established its presence in 12 states in India for the development of farm sector. ISAP has successfully carried out several assignments for the development of horticulture sector, supported by government of India, state governments, national and international organizations and also organized various event including buyer seller meets, conferences, training programmes etc.

## HORTI EXPO 2008

Coinciding with the 3rd Indian Horticulture Congress 2008, the Indian Society of Agribusiness Professional (ISAP) New Delhi is organizing a mega Horti Food Technology Exhibition HORTI EXPO 2008 from 6th to 9th November 2008 at OUAT Ground Bhubaneshwer (at the venue of the Congress). The objectives of the Expo are to showcase the products and services related to horticultural diversity, inputs, productivity and post harvest management aspects besides marketing and trade related issues. It would have the participation of central and state government departments, research and development institutions, boards, with the producers, processors, corporates, technology providers, exporters, equipments & machinery manufactures and consultants etc.



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## BUSINESS POTENTIAL

India has a strong domestic consumer market base. Which is fast expanding for both fresh and processed form of horticultural products. There is great scope of increasing productivity, quality, and value addition in horticultural crops through investment and new technology. This event aims to create awareness about the potential of horticulture and food processing sector and explore the opportunities for flow of investment and technologies in the country and particularly in Orrisa. The agro-climate of orissa state is very favourable for producing various horticultural crops including Coconut, Cashewnut, Mango, Sapota, Jackfruit, Orange, K.Lime, Litchi, Banana, Papaya, Pineapple, Turmeric and Ginger, which provide ample opportunities for processing, marketing and exports.

## OBJECTIVES OF HORTI EXPO 2008

- To create awareness about the potential in Orrisa horticulture and food processing sector and explore the opportunities for flow of investment and new technologies.
- To showcase products & services and create a platform for interaction and business discussions among the various stakeholders of horticulture and food processing sectors to facilitate linkage, collaborations, sourcing and export.
- To create awareness among the state government departments, manufacturers, producers, processors, traders and experts about quality standards in production and trade of horticulture produce and products.
- To discuss the technical and trade related issues, challenges and opportunities in commercial horticulture production, value addition and marketing under the emerging scenario.

## PARTICIPATING SECTORS

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|---|----------------------------------|
| ■ Agro and Rural Industry                     | ■ Cold Chain and Food Processors |
| ■ Commodities Tea, Coffee, Coconut, Coir      | ■ Retail Industry & bulk buyers  |
| ■ Micro Irrigation and Plasticulture Industry | ■ Organic Farming, Food and      |
| ■ Packaging and Processing Industry           | Bio Technology                   |
| ■ Banks and Financial Institutions            | ■ Processed Food Products        |
| ■ Equipments & Machinery Manufacturers        | ■ Research and Technology        |
| ■ Fruits, Flowers and Vegetable Products      |                                  |



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## SPACE BOOKING

### Stall Specifications

**1. Covered furnished stalls in pavilion**

(Minimum size 9 sq. m., medium 18 sq. m. and large 24 sq. m.)

**2. Covered unfurnished space in pavilion**

(Minimum size of 24 sq. m. Standard 48 sq. m.)

**3. Open space**

(Minimum size 48 sq. m.)

# 12.24 % Service tax applicable on above cost.

Participation Fee (Per. Sq. M.)

**Rs. 4000/-**

**Rs. 3000/-**

**Rs 2000/-**

The event would be spread over an area of 2000 sq. meters with quality infrastructure facilities like lighting, display stands, travel & communication desk, VIP lounge, meeting rooms, security and public utilities etc.

## SPONSORSHIP OF HORTI EXPO

Category	Amount
Principal Sponsor	- Rs 8,00,000/-
Sponsor	- Rs 6,00,000/-
Co-sponsor	- Rs 2,50,000/-
Associate Sponsor	- Rs 1,50,000/-

## THE VENUE

The Horti Expo 2008 would be organized in the main ground of Orissa University of Agriculture and Technology (OUAT) Bhubaneswar- 751 003. OUAT is centrally located in the capital city of Orissa. 3rd Indian Horticulture Congress will be held at M.S Swaminathan Hall, Main University Campus, near to the exhibition ground.



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For further details, please contact:

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