

7th Act East Business Show Sponsored by NEC

1. **Title of the Event:** 7th Act East Business Show

2. **Date and Venue:** 25th -27th March,2025, Shillong

3. **Organizing Agency:** Indian Chamber of Commerce

4. **Details of NEC assistance:** -

- Approved amount.Rs.8.00 Lakhs
- Sanction Date:22nd May,2025

5. **Objectives of the Event**

- To provide a plethora of activity aimed at maximizing business development for the various participants from North East India as well as other South East Asian Countries Overall monitoring and oversight of the program implementation will be undertaken by NSDC, ensuring compliance with project objectives, timelines, and quality standards
- The Business Show shall serve as a special forum to create investment and trading awareness and to get acquainted with Indian & overseas business community, mainly South East Asian countries in a variety of diverse fields like Skill Development & Education, Tourism, Information Technology & Electronics, Handloom & Handicraft, Art & Literature, Energy, Agriculture, Financial and Medical Services etc.

6. **Brief proceedings and major highlights**

- The **7th Act East Business Show (AEBS) 2025** was held from **25–27 March 2025** at Shillong, Meghalaya, bringing together Heads of States and Governments, Ministers, global corporate leaders, senior policymakers, representatives of international institutions, academia, and business stakeholders. The three-day event featured policy dialogues, business-to-business (B2B) meetings, networking sessions, exhibitions, and investment promotion activities aimed at strengthening trade and investment ties between India and the BBIN and ASEAN countries. The event showcased investment opportunities across key sectors of North East India, including agriculture and horticulture, infrastructure, trade and commerce, export-import, tourism, and allied industries, while promoting the Government of India's **Act East Policy** and fostering regional economic cooperation.

7. Participants

- The **7th Act East Business Show 2025** witnessed participation from **14 countries**, with **over 2,500 attendees**, including **more than 100 international guests**, comprising diplomats and business delegations. The event featured **over 80 eminent speakers** and **62 exhibitors**, along with Heads of States and Governments, Ministers, global corporate leaders, senior policymakers, representatives of international institutions, academia, investors, entrepreneurs, and industry stakeholders. The broad participation provided a vibrant platform for networking, knowledge exchange, and strengthening trade and investment partnerships between India and the BBIN and ASEAN regions.

8. Outcomes/Impact of the Event:

- The 7th Act East Business Show 2025 provided a significant platform for strengthening trade, investment, and business collaboration between India and the BBIN and ASEAN countries. The event facilitated policy dialogues, business networking, and interactions between government agencies, industry leaders, investors, and international delegates, promoting investment opportunities in North East India across key sectors. It enhanced the visibility of the region's economic potential, encouraged partnerships and investment prospects, and reinforced the objectives of India's **Act East Policy** by fostering regional economic integration and cross-border cooperation

Please visit <https://necouncil.gov.in/events/seminars-and-workshop>



North Eastern Council
Ministry of DoNER
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INVEST INDIA



25th - 27th March 2025, Shillong, Meghalaya, India







