



TNAPEX
Tamil Nadu Agri Processing and Exports

ASSOCHAMTM
— Ideate · Innovate · Impact —

Bharat
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An ASSOCHAM Initiative

Tamil Nadu State Development Council

AGRO **FOOD** PROCESSING GROWTH SUMMIT & EXPO - 2025

Unlocking the Food Processing Business Potential of the Delta districts through the Tamil Nadu Agro-Industrial Corridor Project (TNAICP)

3rd & 4th January, 2025 | Venue: Thanjavur

- Exhibition
- Conference
- Workshop
- B2B & B2C



The Associated Chambers of Commerce and Industry of India

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ASSOCHAM, a leading apex body for Indian industry, is dedicated to fostering growth and development across various sectors. Through its upcoming "Agro Food Processing Growth Summit & Expo 2025," ASSOCHAM aims to catalyze the agro-food processing sector in Tamil Nadu's Delta districts, leveraging the potential of the Tamil Nadu Agro-Industrial Corridor Project (TNAICP).

Building upon its legacy of organizing impactful events, ASSOCHAM has consistently convened conferences and summits to address critical issues in the food processing industry.

Event Overview

In line with the Tamil Nadu government's commitment to developing the Delta districts into a thriving Agro-Industrial Corridor, The Associated Chambers of Commerce and Industry of India (ASSOCHAM), in collaboration with the Tamil Nadu Food Processing and Agri Export Promotion Corporation (TNAPEX), is hosting a pivotal event on January 3rd and 4th 2025 in Thanjavur. The event aims to bring together key stakeholders from the government, food processing industry, agriculture, academia, and other sectors to deliberate on the strategic vision, investment opportunities, and collaborative efforts necessary to unlock the full potential of the Tamil Nadu Agro-Industrial Corridor.

Titled the **"Agro Food Processing Growth Summit & Expo 2025"** this two-day event will feature insightful panel discussions, interactive workshops, and an exhibition highlighting the latest innovations and opportunities within the food processing sector. The event is designed to catalyze collaboration, attract investments, and enhance value addition across the agro-industrial value chain, thereby contributing significantly to the region's sustainable growth and economic development.

Target Audience

- ❖ Farmers (small, medium, and large), FPOs, Farmer Cooperatives and Farmer Clusters
- ❖ Agri-entrepreneurs and agro-food manufacturers
- ❖ Importers/Exporter/Merchandiser
- ❖ Agricultural Scientists and Researchers
- ❖ Policymakers and Government Officials
- ❖ Representatives from Agricultural Input Companies, Machinery Manufacturers, and Financial Institutions
- ❖ Students and Academics with a focus on Agriculture and Food Processing

Event Highlights

- ❖ **Agro, Food Processing Exhibition**
- ❖ **Panel Discussion & Workshops**
- ❖ **Networking Receptions, Buyer Seller Meets (B2B Meets)**
- ❖ **Investor Pitch Sessions**



Panel Discussion Topics

| Sl. | Topics | Focus |
|-----|--|--|
| 1. | Strategic Vision for the Tamil Nadu Agro-Industrial Corridor | Overview of the Agro-Industrial Corridor, its objectives, and the role of various stakeholders. |
| 2. | Infrastructure Development and Sectoral Linkages in Agro-Industrial Corridors | Addressing infrastructural deficits, creating linkages between agriculture and industry, and investment opportunities. |
| 3. | Financing the Agro-Industrial Corridor: Public-Private Partnerships and Beyond | Discuss innovative financing mechanisms, including working capital management, public-private partnerships, government grants, and private investments that can fuel the corridor's development. |
| 4. | Boosting Farmer Prosperity: Strategies to Address Key Challenges and Drive Employment Growth | Strategies for improving farmer incomes and creating job opportunities in the Cauvery Delta region. |
| 5. | Integrating Food Processing Innovations with the Agro-Industrial Corridor | Innovations in food processing and how they align with the goals of the Agro-Industrial Corridor. |

Workshop

| Sl. | Topics | Focus |
|-----|---|--|
| 1. | Workshop on Export Promotion and Certifications | Equip participants with knowledge on export regulations, certifications, and global standards. The session will cover export readiness, compliance steps, and best practices to enhance competitiveness in international markets. |
| 2. | Workshop on Product Development and Market Access | Guide businesses in developing innovative, market-driven products for domestic and global markets. This workshop will explore demand-supply mapping, market analysis, and entry strategies, emphasizing market trends and local strengths. |
| 3. | Workshop on Branding, Packaging, and Marketing | Equip participants with practical strategies to develop strong brands, design effective packaging, and execute impactful marketing campaigns to enhance visibility and competitiveness in the food processing sector. |



Opportunities For Partners

| Deliverables | Event Sponsor Exclusive Corporate Partner – 1 slot; Exclusive Banking Partner – 1 slot | Session Partner | Agri Banking Partner | Associate Partner |
|---|--|--------------------|-------------------------|----------------------|
| | Sponsorship Amount | | | |
| | Rs. 10 Lakhs | Rs. 7 Lakhs | Rs. 5 Lakhs | Rs. 1 Lakhs |
| Speaking Slot for the senior Management in the Inaugural/Valedictory | √ | – | – | – |
| Branding standees at the venue (Standees to be provided by the Sponsor) | √ | – | – | – |
| Speaker slot in Panel Discussion sessions | √ | √ | √ | √ |
| Speaker slot in Technical/ Workshop Sessions | √ | √ | √ | – |
| Logo display in inaugural session backdrop | √ | √ | √ | √ |
| Logo display in special session backdrop panels | √ | √ | √ | √ |
| Logo display in thank you panel | √ | √ | √ | √ |
| Logo insertion in the post event report | √ | √ | √ | √ |
| Exhibition Stall - 2x2 sq mtr | √ | √ | √ | – |
| Corporate Video presentation during the breaks (1-2 min) | √ | √ | √ | – |
| Logo display in Delegate Kit | √ | – | – | – |
| Visibility on Social Media platform promotion | √ | √ | √ | √ |
| Visibility on Social Media message/byte promotion | √ | √ | – | – |
| Logo display in email communication | √ | √ | √ | √ |
| Delegation Passes | √ | √ | √ | √ |



Program Schedule

Day 1: January 3, 2025

| Time | Agenda Item | Focus |
|---------------------|----------------------|--|
| 09:30 AM - 10:30 AM | Inaugural Ceremony | Opening remarks and introduction to the event. |
| 10:30 AM - 12:00 PM | Panel Discussion 1 | Strategic Vision for the Tamil Nadu Agro-Industrial Corridor: Overview and stakeholder roles. |
| 12:00 PM - 01:30 PM | Panel Discussion 2 | Infrastructure Development and Sectoral Linkages: Addressing deficits and investment opportunities. |
| 01:30 PM - 02:30 PM | Lunch Break | |
| 02:30 PM - 04:00 PM | Workshop 1 | Business and Operational Plans for Agro-Industrial Success: Strategies for project reports and demand-supply mapping. |
| 04:00 PM - 05:30 PM | Workshop 2 | Branding, Marketing, and Administrative Strategies: Effective practices for project sustainability. |
| 06:00 PM - 07:00 PM | Networking Reception | Opportunity for stakeholders to connect and collaborate. |

Day 2: January 4, 2025

| Time | Agenda Item | Focus |
|---------------------|----------------------|---|
| 09:00 AM - 10:30 AM | Panel Discussion 3 | Financing the Agro-Industrial Corridor: Public-Private Partnerships and Beyond |
| 10:30 AM - 12:00 PM | Panel Discussion 4 | Boosting Farmer Prosperity: Strategies for improving incomes and employment growth. |
| 12:00 PM - 01:30 PM | Panel Discussion 5 | Integrating Food Processing Innovations: Aligning Innovations with the Agro-Industrial Corridor. |
| 01:30 PM - 02:30 PM | Lunch Break | |
| 02:30 PM - 04:00 PM | Workshop 3 | Leveraging Incentives and Subsidies for Agro-Industrial Development: Utilizing financial supports. |
| 04:00 PM - 04:30 PM | Valedictory Function | Closing remarks and future outlook. |

Through its unwavering commitment to industry growth and development, ASSOCHAM is poised to play a pivotal role in unlocking the immense potential of Tamil Nadu's agro-food processing sector

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