

Assam gearing up for Int'l Agri-Horti Show 2017



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Mowsam Hazarika 21 December 2016 7296 views

After immense [success](#) in the previous [Agri](#)-Horticultural Shows, the Departments of Agriculture and Horticulture & Food Processing, Government of Assam along with the Assam Agricultural University and Indian Chamber of Commerce (ICC) got together once again to organize the 4th Assam International [Agri](#)-Horticultural Show 2017 from January [6-9](#), 2017 at the [Khanapara](#) Field.

The Assam International [Agri](#)-Horticultural Show is an exposition for innovation and inspiration in [agriculture](#), horticulture, food processing, floriculture and allied sectors. The event proposes to have exhibitions, seminars, workshops, network gatherings, flower parade, [training](#) programmes, competitions, [farmer meets](#), and other profile events.

It is a major annual B2B-cum-B2C event in Assam that brings together the best and the latest in the field of [agriculture](#), food processing and horticulture. [As](#) a show it has not just proven to be a great [marketing](#) activity for the participating companies; it has also helped them achieve astronomical sales figures during all days of the show. Over the years, the show has witnessed participation from most of the leading brands available in the country. Initiated in the year 1995, it went “International” for the first time in 2014 and has seen participation of 15 countries and more than 80 international delegates in the year 2014 and 13 countries in the year 2015 and 12 countries with 200 international delegates in the year [2016](#).

The show will showcase innovations in the fields of plant breeding, greenhouse technique and cultivation technique, all of which will best benefit the producers. It is in fact the biggest show in the region on horticulture, floriculture, [agriculture](#) and food processing and technology.

Representatives from 13 countries are expected to participate in the show this time with [over](#) 100 experts, farmers and businessmen from [Bangladesh](#), Uganda, Canada, Nigeria, Nepal, China, [Myanmar](#), Sweden, Taiwan, Bhutan, Thailand, Italy and Laos.

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BY MOWSAM HAZARIKA

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