



2<sup>nd</sup>

# Enterprise India



Confederation of Indian Industry

## Dealers & Distributors Expo

**21<sup>st</sup> - 23<sup>rd</sup> December 2021**  
**Bhrikuti Mandap Exhibition Hall,**  
**Kathmandu, Nepal.**



### Highlights of Dealers & Distributors Expo 2021 & Opportunities offered

- B2B Event for Indian Companies to establish themselves in Nepal
- Platform to Network Partnerships with the Govt. & Industry Stakeholders.
- Platform, promoting the Next Generation of Businesses.
- Identify & exploit the latest market trends.
- Stimulate new developments.
- Delivering Excellence & Innovation for Future Businesses.
- New Franchisees, Master Franchisees, Area Developers, Multi-unit Owners.
- Engage face-to-face & digitally.
- Opportunity to meet, Entertain and bond with existing & Prospective Candidates.
- Highly targeted network of attendees, Partners, Speakers, Sponsors & Associations.
- The opportunity to expand in Kathmandu & Pokhara, Nepal's largest cities & tourism hubs.
- Market growth is projected at 25 percent through the first few years of establishment
- Key benefits of a franchise lie in brand name equity & quality consistency.
- With about one million tourists arriving every year, as well as a sizeable expatriate community, franchises hold excellent potential.
- The climate is improving for expansion is growing for Nepali cities, such as Birgunj, Biratnagar, and Bhairahawa as well.
- Market entrants should take a long-term view.
- Demand for branded Products Has Increased in Nepal
- Press Coverage & Investor Visibility

#### Confederation of Indian Industry

249-F, Sector-18, Udyog Vihar, Phase IV Gurugram -122015 (Haryana)

Tel : 0124-4014060 | Mob: +91 9891518466 | 9211407708

Email :sanjay.mishra@cii.in | Web: www.cii.in

72085 22614 | 9820130615 | zakir@starexhibitions.in | info@starexhibitions.in

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