

# BIRAT EXPO 2026

Nepal's Business Ecosystem Platform

9<sup>th</sup> Edition



2-11 Poush 2083  
17-26 December 2026



Biratnagar, Nepal



**Chamber of Industries Morang (CIM)**  
Shahid Marga, Tinpaini, Biratnagar  
Koshi Province, Nepal

CONNECTING  
OPPORTUNITIES,  
CREATING  
IMPACT.



# Birat Expo

## Three Decades of Building Business Opportunities

### INTRODUCTION

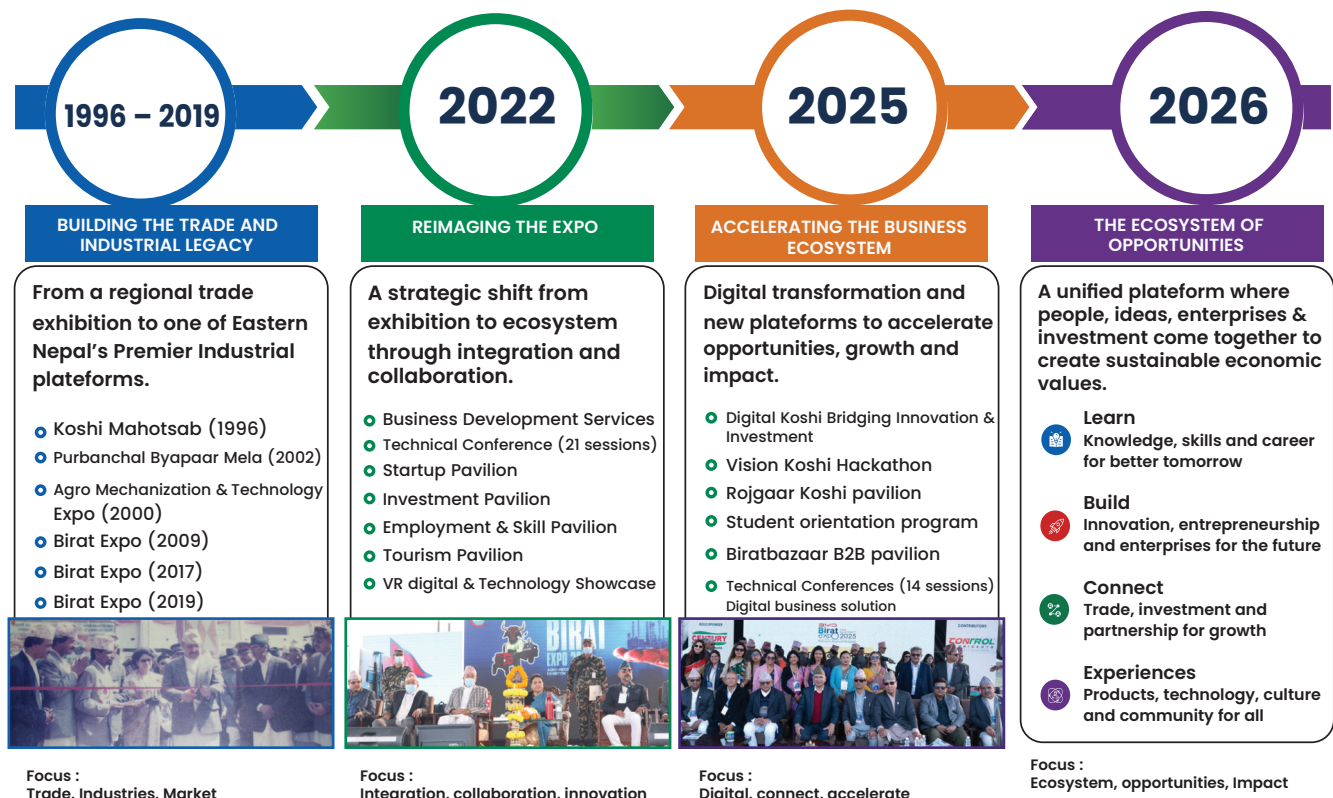
For nearly three decades, Birat Expo has been the flagship initiative of the Chamber of Industries Morang (CIM), evolving into one of Nepal's most recognized business and industrial exhibitions. Organized biennially in Biratnagar since 1996, the Expo has consistently served as a platform for industries, businesses, entrepreneurs, government agencies and the wider community to connect, collaborate and grow.

Over the years, Birat Expo has played a significant role in promoting industrial development, expanding market access, showcasing products and technologies, encouraging business networking and supporting the promotion of tourism, culture and regional economic development. It has also strengthened business-to-business (B2B) linkages while providing enterprises with opportunities for branding, market expansion and strategic partnerships.

As Nepal's economy continues to evolve, so too has Birat Expo. What began as a conventional trade exhibition has gradually transformed into a broader platform that integrates business, innovation, entrepreneurship, investment, skills, employment and policy dialogue.

## THE EVOLUTION OF BIRAT EXPO

### THREE DECADES OF BUILDING BUSINESS OPPORTUNITIES



**OUR JOURNEY CONTINUES.....** Creating opportunities today for a stronger, more prosperous tomorrow

# BIRAT EXPO 2026 AT A GLANCE

More than an exhibition. A platform where business, talent, innovation, investment and opportunity come together.



**10 DAYS**



**250,000+**  
VISITORS



**400+**  
EXHIBITORS



**300+**  
INDUSTRIES & BUSINESS  
ORGS REPRESENTED



**12,00+**  
BUSINESS MATCHMAKING  
CONNECTIONS



**100+**  
STRUCTURED B2B  
MEETINGS



**25,000+**  
STUDENTS ENGAGED



**2,000+**  
EMPLOYMENT & CAREER  
OPPORTUNITIES



**20+**  
STARTUPS & INVESTMENT  
-READY VENTURES



**8+**  
INVESTMENT PITCHES  
& INVESTOR MEETINGS



**15+**  
CONFERENCES, FORUMS  
& TECHNICAL SESSIONS



**6+**  
POLICY DIALOGUES &  
FACILITATION SESSIONS



**5+**  
COUNTRIES-INTERNATIONAL  
PARTICIPATION

One Expo. Six Platforms.  
Ten Opportunities. Endless  
Possibilities.



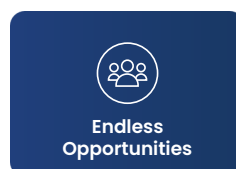
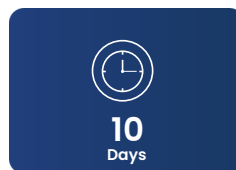
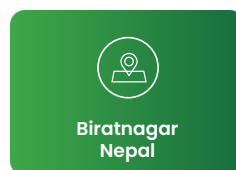
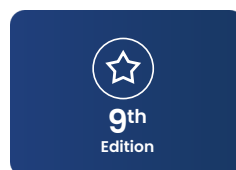
# BIRAT EXPO 2026:

## Connecting Opportunities, Creating Impact

Birat Expo 2026 is founded on a simple yet powerful belief: every visitor comes to the Expo in search of an opportunity. While their aspirations may differ, they all seek a pathway to a better future. Some come to learn new skills, some to find employment, others to grow their businesses, attract investment, build partnerships, discover innovation, or gain inspiration.

Recognizing these diverse aspirations, Birat Expo 2026 moves beyond the traditional exhibition model. Instead of organizing the Expo around products and stalls, it is organized around Opportunity Ecosystems—integrated platforms that connect businesses, industries, entrepreneurs, investors, educational institutions, government agencies, development partners and communities to create meaningful economic and social impact. Through six integrated platforms, every visitor can easily connect with the opportunities they seek.

Each Opportunity Ecosystem is designed to address the unique needs of a specific stakeholder while encouraging collaboration across the broader business community. Together, these interconnected ecosystems transform Birat Expo into Nepal's Business Ecosystem Platform—a place where opportunities are discovered, connections are built, ideas are transformed into action, and partnerships create lasting impact.

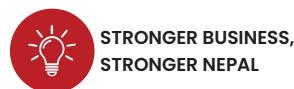
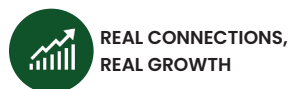


# PURPOSE & OBJECTIVES

BIRAT EXPO 2026 brings industries, entrepreneurs, startups, investors, schools, government and consumers into one place — as CIM's flagship initiative, in service of a stronger, more competitive Nepali economy.

## TEN OBJECTIVES

- 01**  **PROMOTE BUSINESS & TRADE**  
A stage for industries, SMEs and service providers to showcase, build their brand and reach new markets.
- 02**  **STRENGTHEN BUSINESS NETWORKS**  
Match buyers with sellers and open doors to new B2B partnerships, domestic and international.
- 03**  **FOSTER ENTREPRENEURSHIP & INNOVATION**  
Connect startups with mentors and investors who can back their ideas.
- 04**  **ENHANCE EMPLOYMENT & SKILLS**  
Bring students, job seekers and employers together through guidance, training and hands-on skill-building.
- 05**  **PROMOTE INVESTMENT**  
Introduce investors to startups and industries ready to grow across Koshi Province.
- 06**  **FACILITATE KNOWLEDGE EXCHANGE**  
Share ideas and good practices through conferences, forums and policy discussions.
- 07**  **STRENGTHEN PUBLIC-PRIVATE COLLABORATION**  
Give government, businesses and development partners a real seat at the table.
- 08**  **PROMOTE REGIONAL COMPETITIVENESS**  
Put Koshi Province's industry, commerce and tourism potential on the map.
- 09**  **CELEBRATE ENTERPRISE & COMMUNITY**  
Blend business with culture, food and entertainment so the community wants to be there.
- 10**  **BUILD THE ECOSYSTEM OF OPPORTUNITIES**  
Tie learning, employment, investment and policy together so the value outlasts the ten days.



# 6 OPPORTUNITIES PLATFORM

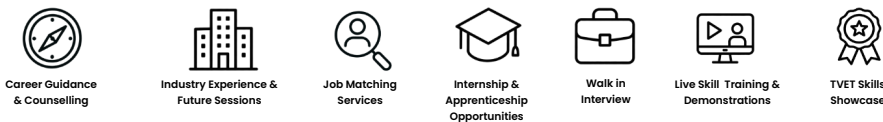
## 1

## LEARN & WORK PLATFORM

Preparing Talent for the Future

Connecting students and job seekers skills, guidance and job opportunities

### KEY COMPONENTS



### TARGET PARTICIPANTS



### EXPECTED OUTCOMES

- Skilled and informed youth
- Better employability
- Strong industry-academia link
- Opportunities for internship, job and live training



## 2

## BUILD PLATFORM

From Ideas to Enterprises

Empowering startups & entrepreneurs through mentorship, incubation and investment opportunities

### KEY COMPONENTS



### TARGET PARTICIPANTS



### EXPECTED OUTCOMES

- Stronger startup and MSMEs
- Better employability
- Investment & funding
- Innovation & new solution
- Sustainable business creation



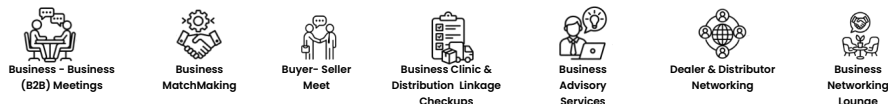
## 3

## CONNECT PLATFORM

Growing Businesses Through Strategic Connections

Bringing businesses together for networking, partnership and market access

### KEY COMPONENTS



### TARGET PARTICIPANTS



### EXPECTED OUTCOMES

- Brand visibility
- New customers & market
- Increase sales opportunities
- Innovation exposure



# 4

## EXPAND & DISCOVER PLATFORM

Showcasing Products, Services and Innovation

A dynamic exhibition for businesses to showcase, and for visitors to discover new solutions.

### KEY COMPONENTS



Product Exhibition



Industrial Presence



Technology Showcase



Product Launches



Live Demonstrations



Consumer Experience



Business Promotion

### TARGET PARTICIPANTS



Industries



SMEs



National Exhibitors



International Exhibitors



Buyers



Consumers



Trade Visitor



# 5

## EXPERIENCE PLATFORM

Celebrating Business, Culture and Community

An engaging platform that brings together food, culture, entertainment and family experiences.

### KEY COMPONENTS



Food Festival



Cultural Performances



Entertainment



Programs



Family Activities



Tourism Promotion



Interactive Experiences



Evening Events

### TARGET PARTICIPANTS



Families



Youth



Visitors



Tourists



Consumers



Communities

### EXPECTED OUTCOMES

- Memorable visitor experiences
- Community engagement
- Tourism & local promotion
- Positive social impact



# 6

## INFLUENCE PLATFORM

Shaping Policies, Strengthening Partnerships

A platform for dialogue between government, private sector and development partner to build better policies and pathways.

### KEY COMPONENTS



Policy Dialogue Sessions



Business Clinics



Government Service Desk



Public-Private Dialogue



Roundtable Discussions



Development Partner Forum



Evidence Leads Forum



Policy Research Showcase



Media Policy Launch

### TARGET PARTICIPANTS



Government Agencies



Policy Makers



Private Sector



Development Partners



Business Associations



Academic Institutions



Think Thanks



# TEN OPPORTUNITIES

MAXIMIZING VALUE WITH IN ONE INTEGRATED ECOSYSTEM



# SIGNATURE PROGRAMS

1



## BIRAT BUSINESS SUMMIT

**A NEW LEADERSHIP PROGRAM**

A premier business forum introduced through Birat Expo 2026, bringing together business leaders, policymakers, entrepreneurs and development partners to discuss emerging economic opportunities, industrial competitiveness and the future of business.

**FOCUS: LEADERSHIP • ECONOMY • INVESTMENT • INNOVATION • POLICY**



2



## BIRATBAZAR

**OFFICIAL B2B & BUSINESS MATCHMAKING PLATFORM**

BiratBazaar powers the Expo's business networking ecosystem by facilitating B2B meetings, buyer-seller connections, business matchmaking and digital business opportunities.

**FOCUS: LEADERSHIP • ECONOMY • INVESTMENT • INNOVATION • POLICY**



3



## FUTURE TALENT FORUM

**CAREER, SKILLS & EMPLOYMENT PLATFORM**

Integrating Business at School, JobBriz, Skill Festival and Career Guidance initiatives, the Future Talent Forum connects students, job seekers, industries and training providers to strengthen Nepal's future workforce.

**FOCUS: LEADERSHIP • ECONOMY • INVESTMENT • INNOVATION • POLICY**



4



## VISION KOSHI STARTUP CHALLENGE

**STARTUP & INNOVATION PLATFORM**

Powered by the Biratnagar Incubation Center and the Biratnagar Angel Investors Network, this platform supports startups through mentorship, incubation, investor engagement and innovation showcases.

**FOCUS: LEADERSHIP • ECONOMY • INVESTMENT • INNOVATION • POLICY**



5



## BUSINESS CLINIC LIVE

**BUSINESS FACILITATION, ADVISORY & POLICY PLATFORM**

Powered by the Biratnagar Incubation Center and the Biratnagar Angel Investors Network, this platform supports startups through mentorship, incubation, investor engagement and innovation showcases.

**FOCUS**



Business Health Check-ups



Business Advisory



Business Facilitation



Policy Dialogue



Advocacy



# 10 DAYS... 10 THEMES... ENDLESS OPPORTUNITIES...

| DAY    | THEME OF THE DAY                                                                                                                     | MAJOR PROGRAMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | LEAD PLATFORM                                                                                                                  |
|--------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Day 1  |  <b>Opening the Ecosystem</b>                       |  Grand Opening Ceremony<br> Expo Tour<br> Partner Recognition<br> Cultural Evening                                                                                                                                                                                                          |  <b>Experience Platform</b>                 |
| Day 2  |  <b>Learn &amp; Work Day</b>                        |  Future Talent Forum<br> Career Guidance<br> CV Clinics<br> Walk-in Interviews<br> TVET Demonstrations<br> Industry Talks |  <b>Learn &amp; Work Platform</b>           |
| Day 3  |  <b>Innovation &amp; Startup Day</b>                |  Vision Koshi Startup Challenge<br> Startup Exhibition<br> Investor Pitching<br> Hackathon Finals<br> Prototype Showcase                                                                                   |  <b>Build Platform</b>                      |
| Day 4  |  <b>Business Connect Day</b>                        |  Opportunity Connect (BiratBazaar)<br> B2B Meetings<br> Buyer-Seller Meet<br> Business Advisory Clinic                                                                                                                                                                                      |  <b>Connect Platform</b>                    |
| Day 5  |  <b>Investment &amp; Industry Day</b>             |  Birat Business Summit<br> Investment Forum<br> Industrial Innovation Showcase<br> Business Leadership Dialogue                                                                                                                                                                      |  <b>Build &amp; Connect Platforms</b>     |
| Day 6  |  <b>Trade &amp; International Cooperation Day</b> |  Nepal-India, Nepal-Bangladesh & International Business Forums<br> Export & Trade Promotion Sessions                                                                                                                                                                                                                                                                                                                                                      |  <b>Expand Platform</b>                   |
| Day 7  |  <b>Knowledge &amp; Policy Day</b>                |  Business Clinic LIVE<br> Policy Dialogue<br> Regulatory Facilitation<br> Public-Private Roundtable                                                                                                                                                                                 |  <b>Influence Platform</b>                |
| Day 8  |  <b>Youth, Skills &amp; Entrepreneurship Day</b>  |  Skills Competition<br> Hands-on Training<br> Entrepreneurship Workshops<br> Schools & College Engagement                                                                                                                                                                           |  <b>Learn &amp; Work + Build Platform</b> |
| Day 9  |  <b>Community &amp; Culture Day</b>               |  Local Products Showcase<br> Tourism Promotion<br> Food Festival<br> Cultural Performances<br> Family Activities                                                                                 |  <b>Experience Platform</b>               |
| Day 10 |  <b>Celebrating Opportunities</b>                 |  Business Awards<br> Startup Recognition<br> Partnership Announcements<br> Closing Ceremony<br> Grand Cultural Finale                                                                            |  <b>All Platforms</b>                     |



10 DAYS



MULTIPLE PLATFORMS



MEANINGFUL CONNECTIONS



REAL OPPORTUNITIES



STRONGER TOGETHER

# PARTNERSHIP OPPORTUNITIES



## PUT YOUR BRAND AT THE CENTER OF IT

Birat Expo 2026 gives partners direct access to every stakeholder group that matters to Eastern Nepal's economy. A partnership here is more than a logo on a banner — it puts your organization on stage, in front of business leaders, and at the table for the deals, hires and partnerships that happen throughout the ten days.

### PARTNERSHIP CATEGORIES



**TITLE PARTNER**

**NPR 4,500,000**  
Investment

---

4 stalls . Full benefits package



**POWERED BY PARTNER**

**NPR 2,500,000**  
Investment

---

4 stalls . Full benefits package



**PLATINUM PARTNER**

**NPR 2,000,000**  
Investment

---

4 stalls . Full benefits package



**DIAMOND PARTNER**

**NPR 1,500,000**  
Investment

---

3 stalls . Full benefits package



**GOLD PARTNER**

**NPR 1,000,000**  
Investment

---

2 stalls . Full benefits package



**SILVER PARTNER**

**NPR 500,000**  
Investment

---

1 stalls . Full benefits package

## EXCLUSIVE PLATFORM PARTNERS

|                                                                                                          |                                                                                                                  |                                                                                                         |                                                                                                                    |                                                                                                               |                                                                                                          |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|  Learn & Work Partner |  Startup & Innovation Partner |  B2B & Trade Partner |  International Business Partner |  Technology Partner      |  Experience Partner |
|  Banking Partner      |  Insurance Partner            |  Mobility Partner    |  Hospitality Partner            |  Digital Payment Partner |  Airline Partner    |



# EXHIBITION PARTICIPATION & SPACE BOOKING



## INDOOR STALL CATEGORIES

| CATEGORY                                                                                                                      | RATE(NPR/USD)        |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------|
|  International Pavilion                      | USD 500<br>PER STALL |
|  National Pavilion                           | NPR 50,000           |
|  Prime Corner Stall ( <i>Two-side Open</i> ) | NPR 75,000           |
|  Agro, MSMEs & Cottage Industries           | NPR 25,000           |
|  Automobile Pavilion                       | NPR 125,000          |
|  Food Court / Food Pavilion                | NPR 125,000          |



All figures are Inclusive of applicable VAT & TAX.

## WHO PARTICIPATES?

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| INDUSTRIES                                                                          | SMES                                                                                | STARTUPS                                                                            | ENTREPRENEURS                                                                       | INVESTORS                                                                             | TRADERS                                                                               |
|  |  |  |  |  |  |
| STUDENTS                                                                            | JOB SEEKERS                                                                         | GOVERNMENT AGENCIES                                                                 | DEVELOPMENT PARTNERS                                                                | CONSUMERS                                                                             | FAMILIES                                                                              |

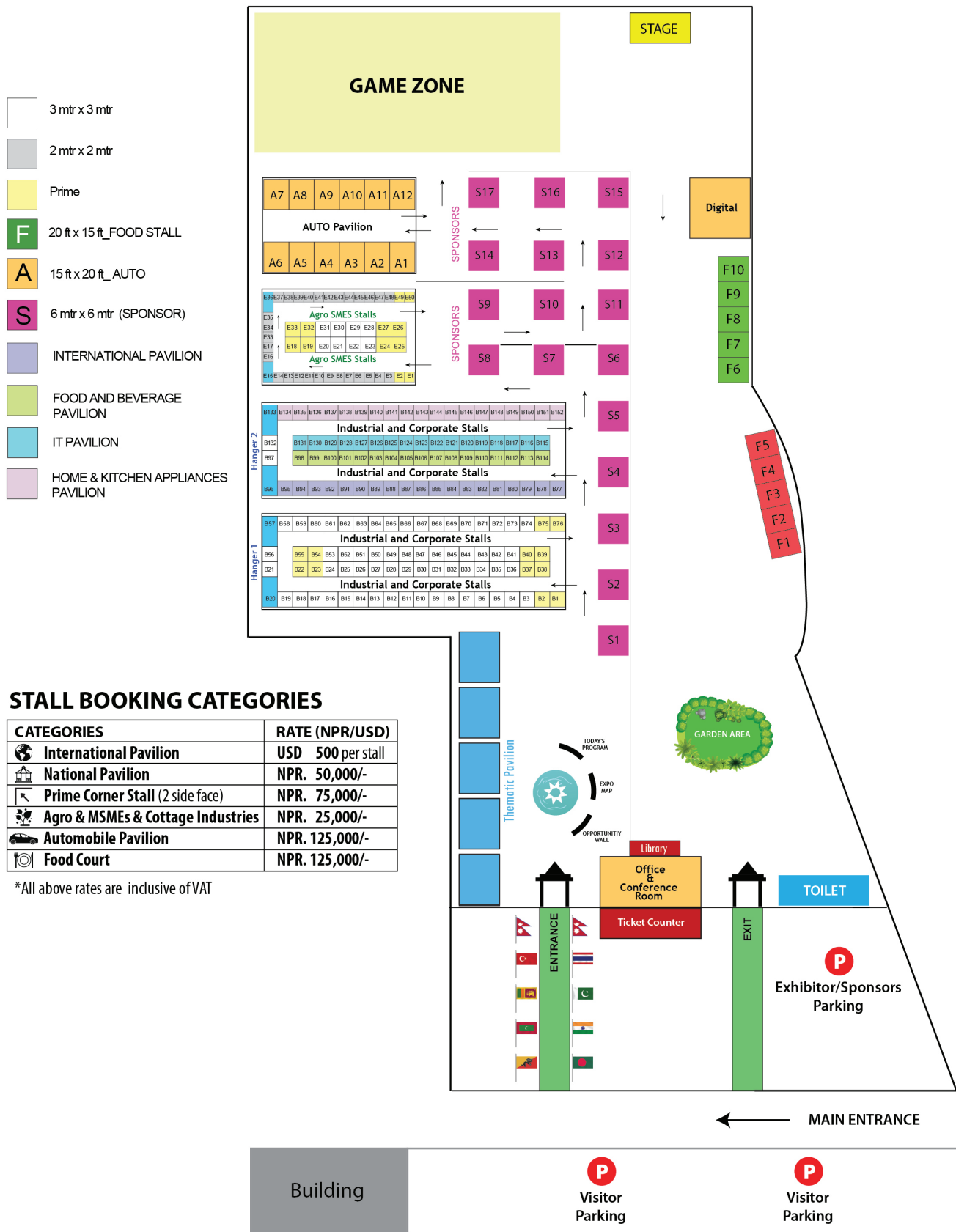


# BIRAT EXPO '26

The Ecosystem of Opportunities

17 ~ 26 Dec, 2026 | BIRATNAGAR

## FLOOR PLAN



# PARTNERSHIP MATRIX & BENEFITS

Choose the partnership level that aligns with your goals and unlock maximum value.

| BENEFITS                                                                                                       | TITLE     | POWERED   | PLATINUM  | DIAMOND   | GOLD      | SILVER    |
|----------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
|  Naming Rights                | ✓         |           |           |           |           |           |
|  Premium Logo Visibility      | ✓         | ✓         | ✓         | ✓         | ✓         | ✓         |
|  Venue Branding               | ✓         | ✓         | ✓         | ✓         | ✓         | ✓         |
|  Exhibition Space (stalls)    | 20×20 FT. | 20×20 FT. | 15×15 FT. | 15×15 FT. | 12×12 FT. | 12×12 FT. |
|  Speaking Opportunity        | ✓         | ✓         | ✓         |           |           |           |
|  Business Summit Invitation | ✓         | ✓         | ✓         | ✓         | ✓         | ✓         |
|  VIP Hospitality            | ✓         | ✓         | ✓         | ✓         | ✓         |           |
|  Digital Promotion          | ✓         | ✓         | ✓         | ✓         | ✓         | ✓         |

## WHAT EVERY PACKAGE INCLUDES



### BRAND VISIBILITY

Logo placement, venue branding, LED screens, media coverage



### BUSINESS ENGAGEMENT

Exhibition space, B2B matchmaking, VIP networking, product launches



### THOUGHT LEADERSHIP

Speaking slots, forum panels, technical sessions



### STAKEHOLDER ACCESS

Direct interaction with industries, investors, students, government



### HOSPITALITY

VIP invitations, ceremony access, business lounge, receptions

Detailed partnership benefits may be customized based on mutual agreement.

# MARKETING & COMMUNICATION STRATEGY

A multi-channel campaign across TV, radio, print, outdoor and digital media drives participation and keeps the Expo visible before, during and after the event.

## CHANNELS



TV & Radio



Print & Outdoor



Digital & Social



Media Relations



Community Outreach



Business Networks

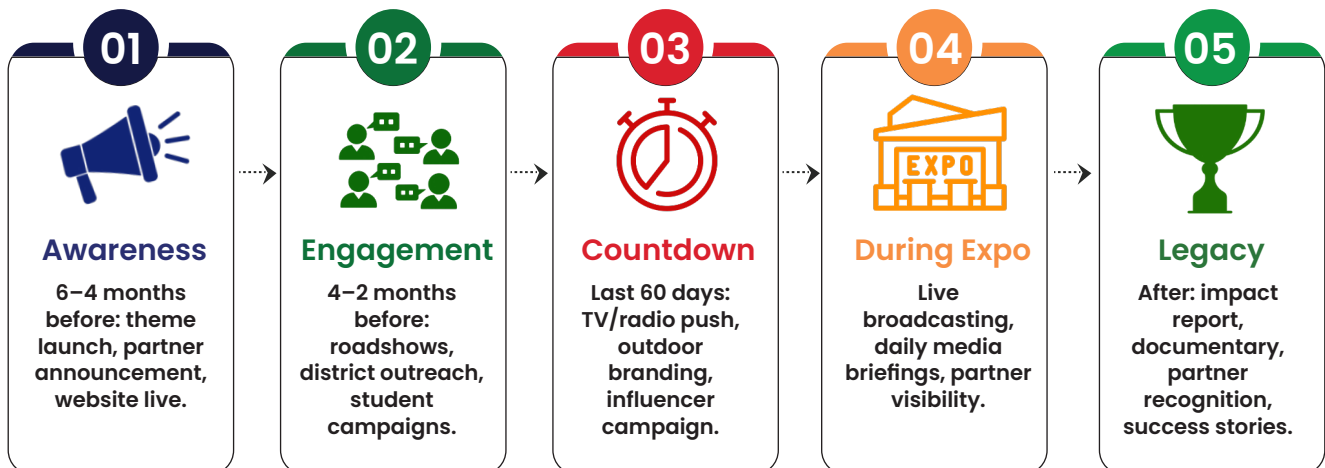


Public Events



Digital Engagement

## FIVE-PHASE TIMELINE



Every partner gets visibility across venue branding, digital platforms, media campaigns, press conferences and social media, for the full run-up to, and duration of the Expo.

# ABOUT THE ORGANIZER

## CHAMBER OF INDUSTRIES MORANG (CIM)

Established in 1965, the Chamber of Industries Morang (CIM) is one of Nepal's leading industry associations, representing over 250 industries in the Sunsari-Morang Industrial Corridor. For more than six decades, CIM has been at the forefront of industrial development, policy advocacy, business development services and entrepreneurship promotion in Eastern Nepal.

CIM is the organizer of Birat Expo, one of Nepal's longest-running and most influential business exhibitions. Beyond the Expo, CIM leads several flagship initiatives in business advisory, startup incubation, digital business platforms, skills development and investment promotion, contributing to the growth of Nepal's business ecosystem. Recognized for its institutional excellence, CIM is a National Best Chamber Award recipient from the Federation of Nepalese Chambers of Commerce and Industry (FNCCI) and an International Local Chamber Award 2024 winner from the Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI). Building on this legacy, Birat Expo 2026 continues CIM's commitment to creating opportunities, fostering innovation and driving sustainable economic growth.



**The Business Ecosystem  
Builder of Eastern Nepal**



नीति नेतृत्व



उद्यमशीलता  
प्रवर्द्धन



बजार विस्तार



भविष्यको जनशक्ति  
निर्माण



प्रतिस्पर्धात्मक  
उद्योग



दिगो र समावेशी  
विकास



**NATIONAL BEST CHAMBER AWARD**  
Federation of Nepalese Chambers  
of Commerce and Industry (FNCCI)



**INTERNATIONAL LOCAL CHAMBER  
AWARD 2024**  
Confederation of Asia-Pacific  
Chambers of Commerce and Industry (CACCI)

# CIM FLAGSHIP INITIATIVES



**BIRATNAGAR  
INCUBATION  
CENTER**

**CIM**  
Newsletter



*Skill Development Program*  
INITIATIVE OF CIM



**CIM BUSINESS  
at SCHOOL**

Powered by: **CIM InSpire Alliance**



*One Ecosystem, Infinite Growth*

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Silver Sponsor



Promoted By



DEGREE CAMPUS  
A Constituent Campus of T.U.

Contributors



Knowledge Partner



TVET Partner



Startup Partner



Internet Partner



Digital Partner



Auto Partner



Technology Partner



Ice-cream Partner



Surveillance Partner



Interior Partner



Hospitality Partner



Airlines Partner



Branding Partner



Outdoor Advertising Partner



Sound System Partner



Gardening Partner



Event Managed By



AI Partner



# Glimpse of Birat Expo 2025



*One expo, endless opportunities*

# Glimpse of Birat Expo 2025



*Your opportunities, your journey*

# YOUR OPPORTUNITY. YOUR JOURNEY.

Every registered visitor chooses:

## I WANT TO:



Find  
a Job



Find  
a Buyer



Find  
a Supplier



Find  
an Investor



Invest



Find  
Technology



Find  
a Distributor



Learn  
a Skill



Meet  
Government  
Agencies



Discover  
Products



QR REGISTRATIO CREATES A  
**PERSONALIZED**  
OPPORTUNITIY PASSPORT.

### MATCH



We match you with  
the right opportunities.

### CONNECT



Connect with the  
right people.

### TRACK



Track your meeting  
and interactions.

### MEASURE



Measure outcomes  
and grow.

ONE REGISTRATION, ENDLESS OPPORTUNITIES.

MAKE YOUR JOURNEY COUNT.



# THANK YOU

YOUR NEXT OPPORTUNITY

## STARTS HERE



EXHIBIT



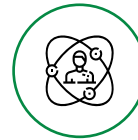
PARTNER



INVEST



CONNECT



EXPERIENCE

# BIRAT EXPO 2026



2-11 Poush 2083/17-26 December 2026



Biratnagar, Nepal

## THE ECOSYSTEM OF OPPORTUNITIES

*Connecting Opportunities. Creating Impact.*

BOOK YOUR SPACE

BECOME A PARTNER

JOIN THE ECOSYSTEM

Contact Persons



**Mr. Nand Kishor Rathie**

President  
9852020027



**Mr. Bipin Kabra**

Vice President | Coordinator,  
Birat Expo 2026  
9852022000



**Deepak Agrawal**

Executive Member &  
Co-coordinator Birat Expo 2026  
9852026361



## Chamber of Industries, Morang



021-515712, 577646

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[cim.biratnagar@gmail.com](mailto:cim.biratnagar@gmail.com)

SHAHID MARGA, TINPAINI, BIRATNAGAR-2