

SEGMENTS

Agriculture &
Agro Based
Industries

Health Care

IT &
Communications

Science and
Technology
&
Research and
Development

Power

Energy

Infrastructure

Tourism and
Heritage

Handloom and
Handicrafts

Automobiles

Consumer
Electronics &
Decor

ORGANISER

Friendz Exhibitions & Promotion Pvt. Ltd. (FEP) is formed by a group of young, dynamic and professional event organizers with successful track-record of organizing international exhibitions and global business summits which provided highly beneficial for the exhibition and the visitors alike in the spheres of business- generation, new customer contact and export tie-ups with overseas companies.

- ◆ FEP event ensure the return of investment by mobilizing the buyers of products in the show.
- ◆ There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- ◆ FEP has a huge network of over the top experts in various fields who are always present at the conferences for interaction and disseminations of the topics of your choice.
- ◆ FEP has the expertise of managing the launch of your product during the exhibition by providing a hype in media and organizing fashion show and other events to create a permanent brand of the products.
- ◆ Lastly, after the show is over the FEP secretariat will be in touch with you to understand your needs for future shows and make it more business- specific.

So, be there and display your strengths and capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibits

Publicity & Promotions

“Destination Himachal Pradesh 2021” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

Outdoor Publicity

Mobile van, over road sign, Hoardings and Kiosks
Scooter stepney covers, banners & Road Shows.

Electronic Media

Television coverage, Radio Announcements, Cable Adv.

Print Media

Trade journals & Newspapers Ads

Other Mediums

Catalogues, Direct Mailers, Brochures and Flyers
E-Mail, messages, Web Pages, Telemarketing.

**Above activities are supported with our
specialized PR drive & Press releases.**

Visitor's Profile

- ❖ Government Officials/Decision Makers
- ❖ Members from Various Educational Boards, Institution and Industry
- ❖ Representatives of State Councils
- ❖ Representative of Vocational Institutions
- ❖ Representatives of Various Professional Institutions and Colleges
- ❖ Scientists and Academicians
- ❖ Education Consultants
- ❖ Representative of School
- ❖ Child Development & Care Spenialists
- ❖ Psychologists and Pshchoanalysts
- ❖ E-infrastructure/Equipment Purchasers
- ❖ Consultants and Advisors
- ❖ Venture Capitalists
- ❖ Career Consultants
- ❖ Representatives of Overseas Institutions
- ❖ Financial and Investment Promotion Institution
- ❖ Students, Parents and Teachers
- ❖ Representatives of NGOS and child Welfare Organisations
- ❖ Representatives of books & Publishing Houses



Destination Himachal Pradesh 2021

**Date- 28th 29th & 30th
September 2021
Solan (Himachal Pradesh)**



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Himachal Pradesh

Himachal Pradesh is located in the northern region of India. The state is surrounded by Jammu and Kashmir on the north, Punjab on the west and the south-west, Haryana on the south, Uttar Pradesh on the south-east and China on the east.

Being a sub Himalayan state, Himachal Pradesh has a varied climate change with altitude. The climate ranges from warm and sub humid tropical at low altitudes to cold and icy at high altitudes.

There are three main seasons: winter from October to March, summer from April to June and rainy from July to September. Agriculture contributes nearly 45 per cent to the net state domestic product. It is the main source of income as well as employment in Himachal. About 93 % of the state population depends directly upon agriculture.

Himachal Pradesh is spread across valleys with many perennial rivers flowing through them. Almost 90% of the state's population lives in rural areas. Agriculture, horticulture, hydropower and tourism are important constituents of the state's economy. Tourism in Himachal Pradesh is a major contributor to the state's economy and growth.



Solan

Solan is a charming little hill town known for its enchanting natural beauty and tranquil vibes. The beautiful hill resort with its unique blend of scenic splendour, culture, history, art and religion makes for a perfect choice for every kind of traveler. It is known for its huge agricultural products like Tomatoes and Mushrooms. It is often described as the 'Mushroom City of India' and 'The City of Red Gold'. The city is located at an average elevation of 160 meters above sea level and is the largest city in the state of Himachal Pradesh. The city is full of forts, monuments, temples, churches etc. Mohan Shakti national park is one of the most picturesque spot you'll visit. The park is situated on the foot hills and offers amazing views. Mall road is the place where you can experience the handicrafts, arts and various cuisines. Shooli Mata Temple is a prime attraction of Solan. It is said to be built on the remains of an older temple.

Accomplishing ambitions To reach Peak...

This exhibition is conceptualized to help State Government's endeavors to establish an industry friendly environment in the state by playing the role of a facilitator for holistic industrial development. Besides undertaking the responsibility of the overall development, the State has also taken measures to provide transparent, accountable and responsive administration to remove the bottlenecks and delays for prospective entrepreneurs who can benefit from these policies and programs.

The exhibition will not only show-case various innovative developments in the fields of infrastructure, education, healthcare, science and technology, information technology etc., but will also help the entrepreneurs of Himachal Pradesh to unveil their new product and services at a national level and explore linkages with buyers from emerging and untapped markets.

It will also provide information about the various schemes of State Government, for investment in infrastructure development projects of the State and result in setting-up new ventures with enormous employment potential.

Advantages: Himachal Pradesh

Strong Economic growth : Himachal Pradesh is one of the fastest growing state in India with a stable political environment, the state Government is committed towards creating a progressive business environment.

Tourists paradise: Himachal Pradesh, known as the Land of Gods, is famous for its topographic diversity & pristine natural beauty

India's hydro-power hub: With a hydro power potential of 18,820 MW (of which just 9,755 MW has been harnessed), Himachal Pradesh accounts for 12.66% of the country's total hydro power potential

Increasing agricultural productivity: Agriculture is a key livelihood for the people of Himachal Pradesh and holds a significant share in the state's economy. Out of the state's total cultivated area, 80% of the area is rain fed. Government's emphasis on improving productivity has yielded positive results in the state.

Heritage : Himachal Pradesh has a rich heritage of handicrafts. These include woollen and pashmina shawls, carpets, silver and metal ware, embroidered chappals, grass shoes, Kangra and Gompa style paintings, wood work, horse-hair bangles, wooden and metal utensils and various other house hold items

Rich labour pool and infrastructure support: The state has a large base of skilled labour, making it a favourable destination for knowledge-based sectors. It also has a large pool of semi-skilled and unskilled labour.

Pharmaceuticals and food processing hub : Himachal Pradesh has attracted investments in the pharmaceuticals, IT and engineering industries. Agriculture plays a significant role in the state's economy. Himachal Pradesh has a robust food processing sector.

Policy and incentives: The state offers a wide range of policy and fiscal incentives for businesses under the Industrial Policy, 2004. Himachal Pradesh has well drafted sector specific policies for biotechnology and IT.

GLIMPSES

