



## 33<sup>RD</sup> NORTH AMERICAN BENGALI CONFERENCE

July 5, 6 & 7, 2013, Metro Toronto Convention Centre

*Prabasi Bengali Cultural Association (PBCA)*

140 Millwick Drive, Toronto, Ontario, Canada M9L 1Y6

www.nabc2013.com / e-mail: info@nabc2013.com / 416-740-7222



April 29, 2013

Dear Sir/ Madam,

North America Bengali Conference, popularly known as NABC, first started by CAB way back in 1981. Since then NABC has gradually become an annual meeting point of thousands of Bengali practicing people from all over North America – a perfect gathering for connecting experiences and exploring opportunities. This three-day get-together celebrates the richness and diversity of the culture and tradition of Bengal, catering to our aesthetic, intellectual and business pursuits. 33<sup>rd</sup> NABC is being held in Toronto, hosted by Probasi Bengali Cultural Association (PBCA) of Toronto at Metro Toronto Convention Center (MTCC) on 5 – 7 July, 2012. The Theme of NABC 2013 is Bengal Renaissance.

I am happy to inform you that BCCI is partnering with NABC 2013 to promote Investment and Trade in West Bengal and other East & North Eastern States of India. NABC 2013 is expecting 6000 delegates from all over North America and, notably senior Government officials and captains of industry from India, Bangladesh, USA and Canada. A special arm of the organizing committee is arranging a Business Forum jointly with BCCI on the topic of “Connecting Business Opportunities” to enable focused discussions to take place through stimulating exchange of ideas on existing and potential new opportunities, both local and beyond. We are requesting your presence to participate and make it a success.

The North American market is mature and relatively challenging to break into -although some opportunities continue to exist. Conversely, emerging markets are open to a wealth of opportunities and the Canadian Government under the aegis of Prime Minister Stephen Harper is very keen to extend business relations with India on a priority basis. West Bengal is one area that is ripe for discovery with numerous uncharted opportunities and at this juncture will benefit from additional spotlight. Recently, the West Bengal State Government has introduced several progressive initiatives to aid the establishment of new businesses which may not be as well known here, in North America. With the urgency behind promoting trade relationships in the global arena there is no time like the present to investigate potential opportunities.

Bengal is home to several premier educational institutions and has distinctive products and services that are indigenous to the region and holds a lot of promise to attract new investments at the time when West Bengal is embracing progressive change. The NABC sponsored Business Forum will provide information on business trends and recent successes in West Bengal for investment ventures up to \$5 million. The guest list is impressive and is likely to include the Premier of Ontario, Mayor of Toronto, cabinet Ministers from West Bengal, Trade Commissioner of the Indian Consulate in Toronto and leaders from the Canada India Business Council, as well as other influential individuals and groups to provide a venue for exchanging information and strategies.

Following areas of trade as the items of interest based on current opportunities offered by West Bengal:

- ❖ Fashion and Entertainment;
- ❖ Health and Wellness;
- ❖ Information Technology enabled businesses & Skill Development;
- ❖ Energy and Resource management

There will be break-out sessions for further discussions on these sectors and as required the BCCI will arrange follow-up meetings. The discussions will conclude with an open forum where the participants will have an opportunity to ask questions. Promotional opportunities are available as sponsors or Exhibitors.

In this regard, I would like to request you to kindly join us in this Delegation from BCCI and please find attached the registration form attached for your kind perusal. I would request you to register with us early to avail early bird benefits.

**BCCI will provide all kind of assistance in VISA processing, Hotel Stay, Ticketing, Local Transportations etc. For any further clarifications please contact my colleague Ms. Ivy Majumder, Director, Mob: 9831785293 Email: [ivy@bengalchamber.com](mailto:ivy@bengalchamber.com).**

I look forward to your Participation.

With warm regards,  
Yours sincerely,



**P Roy**  
**Director General**