



BCC&ⁱ
THE BENGAL CHAMBER

Smart Tea
CONCLAVE 2023

Where **Technology**
meets **Tradition**

17 AUGUST '23
THE PARK, KOLKATA

KNOWLEDGE
PARTNER



BACKGROUND

The Indian tea industry holds a significant position in the global market as the second-largest tea producer, contributing approximately 22% of the world's tea production. Despite its rich heritage and reputation for quality, the industry faces challenges, and opportunities in the evolving market. To address these issues, **The Bengal Chamber of Commerce and Industry** is organizing **SmartTea Conclave 2023** with BDO as Knowledge Partner. The theme of the conference is "**Reimagining Indian Tea Industry**"

The Conclave will bring together industry leaders, policymakers, experts, and stakeholders. It aims to establish a transformative path for the sector by addressing critical aspects of the industry which include vision, leveraging technology, export opportunities, global challenges, and sustainable practices. Participants will engage in collective brainstorming to identify strategies and actions for the next decade, emphasizing sustainability, quality assurance, market diversification, and technological advancements. The goal is to position India as a leader in tea production, innovation, and trade.

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BCC&I
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Knowledge Partner.

Theme: Reimagining
Indian Tea Industry

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OBJECTIVE

With more than 13,000 gardens and over two million workers and with 80% women workforce, the Indian tea industry is one of the largest in the world. The Indian tea industry generates a sizable amount of foreign exchange and high revenue for the government. Strong geographical indications, significant investments in tea processing facilities, ongoing innovations, expanded product mix and strategic market growth contribute to Indian tea's reputation as one of the best in the world.

The northern part of India is the biggest tea producer, accounting for approximately 83% of India's annual tea production in 2022, with major contributions from Assam and West Bengal. The remaining 17% of India's tea is produced in the southern region, with Tamil Nadu, Kerala and Karnataka being the top three producers. Overall, 1,344.4 million kg of tea was produced in India in FY 2021-22.

Being the oldest Chamber of Commerce and Industry, BCC&I understands that it is time to brainstorm for finding out the way for further growth of the sector so that following areas may be addressed:

- Enhancing traceability
- Controlling quality
- Supporting sustainability
- Facilitating direct-to-customer

Blockchain
Technology in Tea

- Leveraging IoT for detecting deceased plants and best time for fermentation

Convolutional
Neural
Networks
(CNNs)

- Opportunities for new-age branding, marketing, and reaching to customers in low cost

E-commerce



FOCUS AREAS

Reimagining Indian Tea Industry – Vision 2030

Achieving Sustainability in Indian Tea Production ‘

Technology in Tea

Enhancing Export

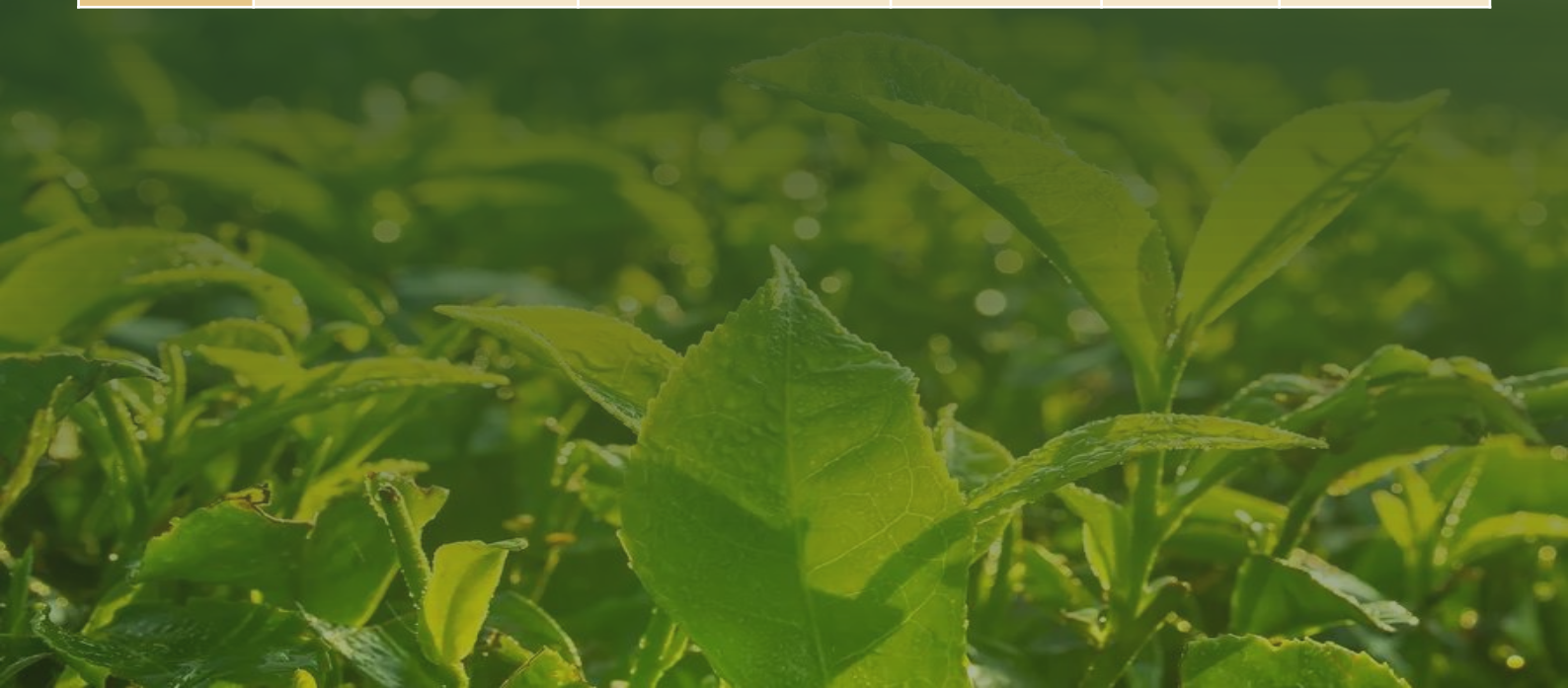


TAKEAWAY

Publication of a Policy Paper for the policymakers, industry leaders and other stakeholders to show the way forward and steps which are needed to be taken.

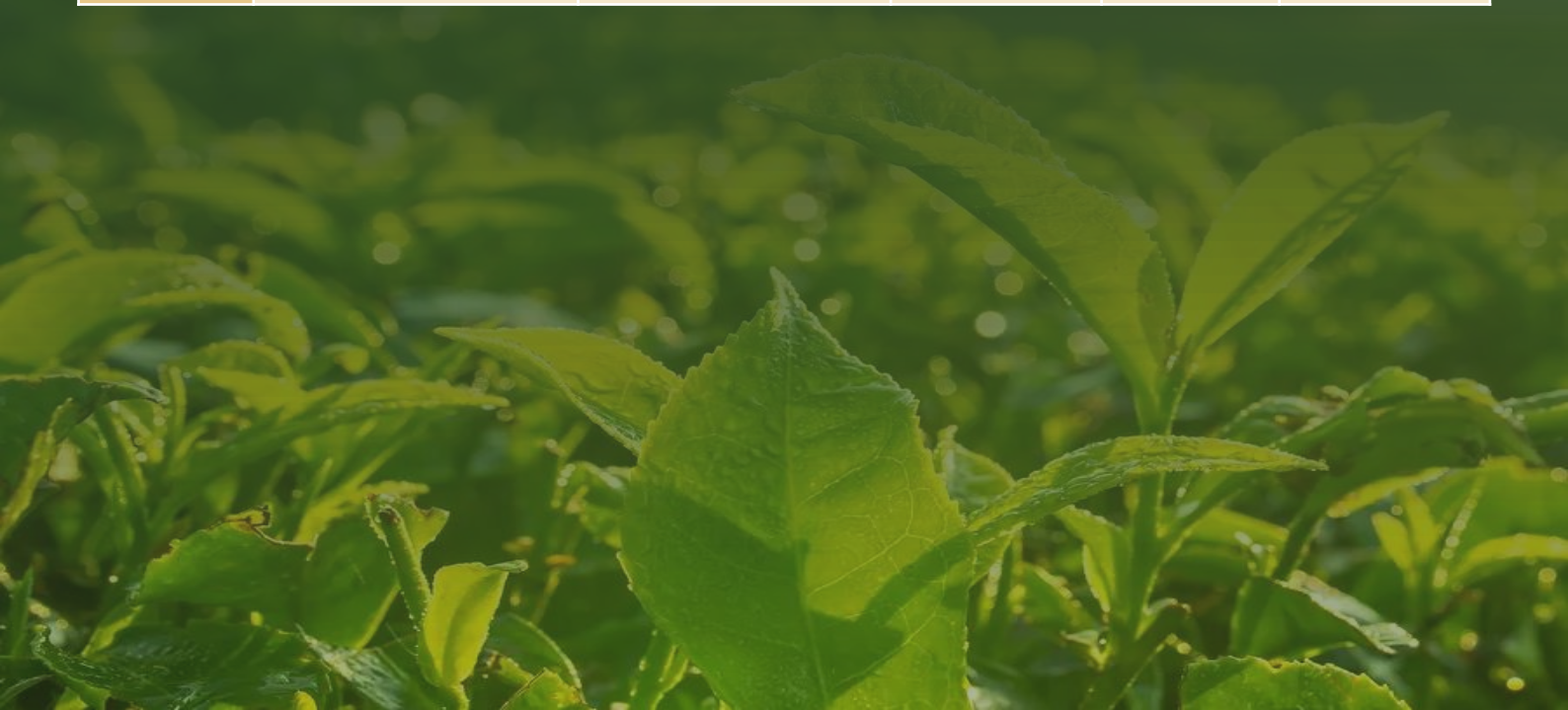
SPONSORSHIP

Category	Logo Presence	Promotion	Speaking Slot	Stall	Participant Data
Title Sponsor 5 Lakhs + GST	<p>Logo at the top as (TITLE SPONSOR)</p> <p>Logo will be present at all communication at the top</p> <p>Separate "TITLE SPONSOR" Standee at the Venue</p>	<p>2-page ad in BCC&I monthly newsletter in 3 consecutive issues.</p> <p>4-page ad in Recommendation Report.</p> <p>Corporate AV will be boosted from BCC&I Social Media handles for 1 month prior to the event.</p> <p>Corporate AV will be played at the venue and during the programme.</p> <p>6 standees at the venue.</p>	3 with Inaugural Session	<p>1 (Size 3 x 2 sq mt)</p> <p>TV set, Chairs, Table, Electric Connection, Facia</p>	Yes



SPONSORSHIP

Category	Logo Presence	Promotion	Speaking Slot	Stall	Participant Data
Platinum Sponsor 3 Lakhs + GST	Category wise placement of logo	<p>1-page ad in BCC&I monthly newsletter in 2 consecutive issues.</p> <p>2-page ad in Recommendation Report .</p> <p>Corporate AV will be boosted from BCC&I Social Media handles for 20 days prior to the event.</p> <p>Corporate AV will be played at the venue .</p> <p>4 standees at the venue.</p>	2 Technical Sessions	<p>1 (Size 2 x 2 sq mt)</p> <p>TV set, Chairs, Table, Electric Connection, Facia</p>	Yes



SPONSORSHIP

Category	Logo Presence	Promotion	Speaking Slot	Stall	Participant Data
Gold Sponsor 2 Lakhs + GST	Category wise placement of logo	2-page ad in BCC&I monthly newsletter in 1 issue 1-page ad in Recommendation Report Corporate AV will be boosted from BCC&I Social Media handles for 10 days prior to the event Corporate AV will be played at the venue 2 standees at the venue	1 Technical Sessions	1 (Size 2 x 2 sq mt) TV set, Chairs, Table, Electric Connection, Facia	Yes



SPONSORSHIP

Category	Logo Presence	Promotion	Speaking Slot	Stall	Participant Data
Corporate Partner 75 Thousand + GST	Category wise placement of logo	1 -page ad in BCC&l monthly newsletter in 1 issue 1-page ad in Recommendation Report Corporate AV will be boosted from BCC&l Social Media handles for 7 days prior to the event Corporate AV will be played at the venue 1 standees at the venue	NO	NO	Yes



STALL SPACE

PREMIUM STALL	STANDARD STALL
<p>INR 60,000 + GST</p> <p>3X2 sq mtr Octanorm Stall</p> <p>Logo Presence in Exhibitor Standee</p> <p>½ Page Ad in BCC&I monthly newsletter</p> <p>4 Invitation Passes</p>	<p>INR 50,000 + GST</p> <p>2X2 sq mtr Octanorm Stall</p> <p>Logo Presence in Exhibitor Standee</p> <p>¼ Page Ad in BCC&I monthly newsletter</p> <p>2 Invitation Passes</p>

Industry Support @ 25,000 + GST

- ✓ **Logo Presence in all venue Branding Collaterals**
- ✓ **3 Invitation passes**
- ✓ **¼ Page Ad in BCC&I monthly newsletter**

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