

# NORTH EAST FEDERATION ON INTERNATIONAL TRADE (NEFIT)



## Registered Office :

Pine Mount Ridge, European Ward,  
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## Liaison Office :

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## Press Release on 4<sup>th</sup> Edition of Asian Initiative "BIBN Friendship Car Rally 2023" CONNECTING NEIGHBOURS

### About NEFIT:

The North East Federation on International Trade (NEFIT) is a non government trade body for the Exporters and Importers of the North East Region established in the year 2002. NEFIT provides content, direction and thrust to the North East's gradually expanding international trade especially with neighbouring countries of Bhutan, Bangladesh, Nepal, ASEAN and China. NEFIT also assists and supports our members to expand their global reach and accessibility to the International market. Besides we also organise workshops and seminars on Export/Import and participate in International trade fairs. We are an affiliated organisation of the Union Ministry of Commerce, Government of India for issuance of 'certificate of origin' (Non preferential). To add on above we have successfully organized 03(Three) International Car Rallies from India to ASEAN (Association for Southeast Asian Nations) Countries in the recent past with the support from Ministry of External Affairs, Govt. of India, Ministry of Home Affairs, Govt. of India, Ministry of Road Transport and Highways, Govt. of India and the respective Partner Country Govt. and Embassies. **For more information please visit: [www.nefitindia.com](http://www.nefitindia.com)**

### Event Theme:

"Mapping Connectivity of North East India with neighbouring countries in the perspective of building bilateral relations of trade, investment, Culture and Historical Linkages and to identify the practical tribulations and concerns in starting up and making the road connectivity operational between the four countries India, Bangladesh, Bhutan and Nepal. To launch the North East Region brand to the rest of the country and the world. It is based on a concept that melds the people and cultural heritage of the North East Region with youthful adventure to frame and connect to Bangladesh, Bhutan and Nepal.

### Overview of the event:

As a pioneering organisation of International Traders in North East India, we believe it is imperative on us to take the lead for reboot economic activities and international trade & commerce. As a first step in this direction NEFIT is organising the **BIBN Friendship International Car Rally 2023** to re-invigorate the age-old trade linkages and cultural ties with our neighbouring countries of Bangladesh, Bhutan and Nepal. This Car Rally will certainly reaffirm the physical and emotional connectivity that binds the neighbouring countries. We want to make a crucial distinction that this car rally is not a motor sport event, but a self driven expedition



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to explore the overland trade connectivity, and foster cultural ties and people to people contact among the neighbouring countries, which in the near future may transform into robust economic partnership and investment opportunities. We believe that this kind of confidence building measures will open up new dimensions of overland trade and dispel many doubts of prospective traders. This initiative will also serve to identify trade barriers and infrastructure bottlenecks, and help in formulating policies to mitigate them.

The BBIN Friendship Car Rally 2023 will be flagged-off from Nehru Stadium GUWAHATI on 28th September 2023 at 7:00 am IST. The rally will move via Gelephu - Dadgari Land Port (India-Bhutan border) to GELEPHU (Bhutan), THIMPHU (Bhutan), Phuentsholing-Jaigaon Land Port (India-Bhutan border), SILIGURI (India), Panitanki - Kakarbitta Land Port (India-Nepal border), MITHILA (Nepal), KATHMANDU (Nepal), return back to MITHILA (Nepal), Kakarbitta - Panitanki Land Port (India-Nepal border), SILIGURI (India), TURA (India), Dalu – Nakugoan Land Port (India-Bangladesh border), DHAKA (Bangladesh), SYLHET (Bangladesh), Tamabil – Dawki Land Port (India-Bangladesh border) and back to GUWAHATI (India) for the Flag-down on 9<sup>th</sup> September 2023 at Guwahati.

The Event is organised by NEFIT in support with North East Council (NEC), which comes under the Ministry of DoNER, Government of India. NEC has extended us support for this confidence building initiative. We also would like to express our gratitude to Ministry of External Affairs, Government of India; Ministry of Home Affairs, Government of India; Ministry of Road and Transport and Highway, Government of India, Dept. of Customs, Govt. of India for providing us the necessary permissions and clearance for the smooth running of the event. We would also like to offer our thanks to Hon'ble Prime Minister of India, Shri Narendra Modi ji for his never-ending support for the economic upliftment of the North East region and the event is planned keeping in mind the "75<sup>th</sup> Year of Azadi ka Amrit Mahotsav". We would also like to offer our thanks to the Govt. of Assam, Govt. of Meghalaya, Govt. of West Bengal and Boroland Territorial Region for their support. We would like to offer our special thanks to all the Diplomatic Channels of all the Countries involved in extending their full co-operation and necessary support. NEFIT expresses its gratitude to the Sylhet Chamber of Commerce and Industry (Bangladesh), India Bangladesh Chamber of Commerce and Industry (Bangladesh), Shyamoli Paribahan (Bangladesh), Bhutan Chamber of Commerce and Industry (Bhutan), Nepal India Chamber of Commerce and Industry (Nepal), Nepal Tourism Board (Nepal) for extending their support.



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## Aims & Objectives:

The broad objectives of the event are:

- To sign an MOU with the Chambers of the respective countries.
- To promote direct physical connectivity by road, rail and air between North East India and neighbouring countries for more Trans border Trade and investments.
- To promote and harness the true Trade potential of India through the North East India with neighbouring countries, and to explore new market for produce and products of India.
- To re-establish and strengthen the age-old historical linkages, culture and linguistic affinities of the people of the regions
- Promote the celebration of 200 years of Assam Tea.
- To promote opening of more Border Trade points between India, Bangladesh, Bhutan and Nepal.
- To promote the advantages of setting up Industrial ventures in North East India with regard to its unique geo-political location and incentives offered by various state governments of North East India.
- Promote North East India as a Start-up destination for innovation and entrepreneurship, with great physical and digital infrastructure and a quick and transparent single window clearance system.
- To promote North East India as a clean, green and an eco-friendly tourist destination for high-end as well as budget travellers.
- To promote North East India as trade and other bilateral trade destinations among the neighbouring Countries.

With warm regards

On behalf of organising committee

  
23/9/23

(Mrinal Hatkhowa)

General Secretary, NEFIT

