

PRESS RELEASE



Assembly Speaker Thomas A. Sangma Inaugurates Meghalaya Pavilion at IITF 2025

State Showcases Entrepreneurship, Cultural Heritage and Trade Potential

Shillong, November 17, 2025: The Hon'ble Speaker of the Meghalaya Legislative Assembly, Shri Thomas A. Sangma, on Sunday formally inaugurated the ***Meghalaya Pavilion*** at the **India International Trade Fair (IITF) 2025** at Bharat Mandapam, Pragati Maidan, New Delhi.



In his address, the Speaker highlighted the State Government's firm commitment to strengthening market linkages for Meghalaya's entrepreneurs and expanding the State's presence at premier national trade platforms. He noted that Meghalaya's participation at IITF reflects a clear vision to promote its products, talent and cultural identity before a wider national audience, and urged entrepreneurs to fully utilise the platform to build new networks and secure long-term trade partnerships.

Strong Entrepreneurial Presence

This year, Meghalaya is represented by a dynamic delegation of 42 entrepreneurs, including:

- 24 entrepreneurs from the *PRIME Start-up ecosystem*
- 18 entrepreneurs from the *Directorate of Food Processing (DoFP)*

They are showcasing their products across 12 stalls in three batches, covering an impressive range of items such as handloom and handicrafts, woodcraft, pottery, beverages, spices and a variety of food-processed products including juices, jams, candies, chips, pickles, teas and other indigenous offerings.



The participation is coordinated by Meghalayan Age Ltd, the nodal agency under the Planning Department, with support from the Departments of Planning, DoFP, PRIME and Tourism.

Tourism & Cultural Showcase

The Tourism Department has curated a visually compelling display featuring Meghalaya's iconic attractions—majestic waterfalls, living root bridges, ancient caves, pristine rivers, lush green landscapes and the cultural richness of the Khasi, Jaintia and Garo communities. Day-long audio-visual presentations highlight the State's tourism potential, agricultural narratives, GI-tagged products and achievements in food processing.



The Meghalayan Age stall also features a curated selection of traditional wood, bamboo and textile crafts, reflecting Meghalaya's rich artisanal legacy.



Encouraging Response from Visitors

Expressing satisfaction with the positive reception, Shri Sangma noted that Meghalaya's stalls have attracted significant footfall and trade enquiries, signalling a rising national interest in the State's products. He added that such platforms offer meaningful opportunities for entrepreneurs to explore new markets and enhance the commercial viability of their enterprises.

Expanding Meghalaya's Presence in National Trade Ecosystems

The Assembly Speaker underlined the wider benefits of participating in national-level events such as *IITF* and *World Food India*, including:

- **Direct engagement with buyers, distributors and trade partners**
- **Exposure to broader business ecosystems—packaging, logistics, certification, technology, machinery and financial services**
- **Greater brand visibility for Meghalaya's distinctive products**
- **Insights into market trends and competitive landscapes**
- **Strengthened entrepreneurial capacity and confidence**

He reiterated that Meghalaya's consistent participation in such platforms is key to elevating the State's entrepreneurial landscape and integrating it effectively with national markets.



The inaugural ceremony was attended by Shri Andrew Simons, Commissioner & Secretary, Meghalaya Legislative Assembly; Smti Sabrella B. Marak, MCS, Additional Resident Commissioner, Meghalaya House, New Delhi; and other dignitaries and officials.