

Greetings from the Indian Rice Exporters' Federation (IREF)

We are pleased to inform you that **Indian Rice Exporters' Federation (IREF)** in collaboration with, **Agricultural and Processed Food Products Export Development Authority (APEDA)**, a nodal Agricultural and Processed Food export promotion Authority, under Ministry of Commerce & Industry, Government of India is organizing the **Bharat International Rice Conference 2025 (BIRC 2025)**, scheduled to be held during **October 30–31, 2025** at **Bharat Mandapam, Pragati Maidan, New Delhi**.

As you may be aware that India is now globally the largest producer of rice and also largest exporter of rice including that of basmati rice and is well known for exporting excellent quality different varieties of rice at very competitive price. The **BIRC 2025** will be the biggest ever rice exhibition cum conference, bringing together various stakeholders in rice value chain such as rice, exporters, rice importers, research & technological organizations, various value-added products made by start-ups, Farmer Producer Organizations (FPOs), financial institutions, shipment agencies including related government organizations in India on one conferencing platform.

As India's agricultural production increases, India is well-positioned to play a crucial role in global agri-trade to meet the food security needs of the world while facilitating better foreign exchange earnings by expanding the overseas markets while ensuring better livelihood for farmers. The **BIRC 2025**, therefore, assumes strategic importance as a forum to reaffirm India's commitment to reliable and sustainable food exports, and to deepen partnerships with key importing nations. We respectfully seek the support of your esteemed Mission to:

Mobilization of Key Stakeholders	To provide wide publicity to the event BIRC 2025 and to extend invitations and encourage participation by major rice importers, food processing enterprises, retail conglomerates, trade promotion bodies, chambers of commerce in your host country.
Facilitating Importer Details	To enable targeted outreach and engagement, we would be grateful if the Mission could provide a list of major importers and distributors of Non-Basmati/Parboiled rice, Basmati rice within your jurisdiction
High-Level Government Engagement	We seek the Mission's support in facilitating the participation or nomination of the concerned Ministers for Commerce & Trade and senior government officials to represent your host nation at the conference.
Endorsement as a Flagship Event	We respectfully request the Mission to consider officially endorsing BIRC 2025 as a flagship trade promotion initiative and include it in its annual commercial engagement calendar.
Dissemination of Promotional Material	We shall shortly share the concept note, promotional collateral, and registration link for the Virtual Roadshow. We request the Mission to disseminate these materials through its commercial, trade, and diplomatic outreach

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For complete event details, please visit our website at www.birc.in . For further inquiries, email us at nvp@iref.net or contact us via Call/WhatsApp at +91-7303094407.