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FRIENDSHIP MOTOR RALLY

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Incredible India

Man made borders not to limit himself, but to have something to cross

The India Myanmar Thailand Friendship Motor Rally which flags off from Bhubaneswar, Kolkata and Guwahati in India will cross many borders on its 4618 km route to Bangkok, Thailand after traversing North East India and Myanmar.

India and Myanmar

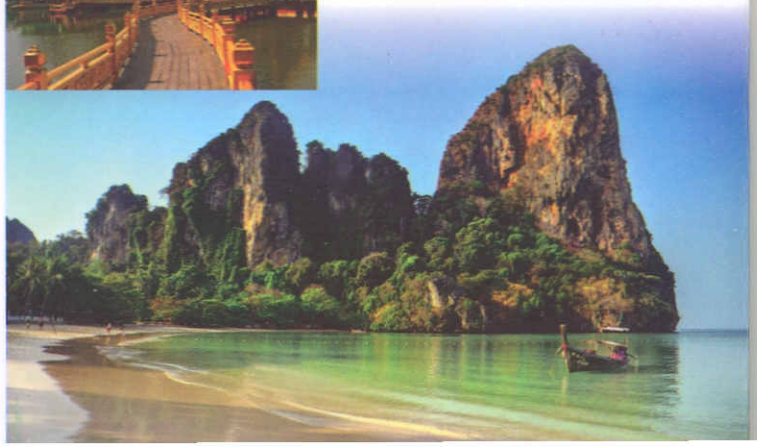
India has had a long historical relationship with Myanmar since antiquity, cultural exchanges included Buddhism and the Burmese script, which was based off the Indian Grantha script. In particular, Theravada Buddhism has tremendously influenced Burmese society and culture for millennia, with 90% continuing to follow the religion to this day.

India is the largest market for Burmese exports, buying about US$ 220 million worth of goods in 2000; India's exports to Burma stood at US$75.36 million. India is Burma's 4th largest trading partner after Thailand, China and Singapore, and second largest export market after Thailand, absorbing 25 percent of its total exports. While the involvement of India's private sector has been low and growing at a slow pace, both governments are proceeding to enhance cooperation in agriculture, telecommunications, information technology, steel, oil, natural gas, hydrocarbons and food processing. The bilateral border trade agreement provides for border trade to be carried out from three designated border points, one each in Manipur, Mizoram and Nagaland.

India and Thailand

Similar to other regions in Southeast Asia, Thailand was heavily influenced by the culture and religions of India. Indian influence on Siamese culture was partly the result of direct contact with Indian settlers, but mainly it was brought about indirectly via the Indianised kingdoms of Dvaravati, Srivijaya and the Khmer Empire. It is believed that Buddhism must have been flowing into Thailand from India in the time of the Indian emperor Ashoka. Later Thailand was influenced by the south Indian Pallava dynasty and north Indian Gupta Empire.

Bilateral Trade has multiplied eight times since 2000 to reach US$ 8.69 billion in 2013. Indian FDI into Thailand is estimated to be around US$ 2 billion since 1970s. In 2012, 25 investment proposals from India with a value of US $ 200 million were approved. During 2013, 16 new investment proposals worth US $ 53 million were approved. Thailand has invested US$ 179.20 million in India from April, 2000 to September, 2014].



On 15 November 2016, 25 teams with over 100 participants will start on an epic 4618 km journey. Ceremonial flag-off ceremonies will launch teams from Bhubaneswar and Kolkata. They will meet at Guwahati to continue their journey through Assam, Nagaland and Manipur to the start of the Friendship Road at Moreh. The India Myanmar Thailand Friendship Road runs from Moreh in India through Tamu, Kalewa, Yagyi, Monywa, Mandalay, Meiktila, Nay Pyi Taw, Payagyi, Theinzayat, Thaton, Hpa'an, Kawkareik, Myawaddy; all in Myanmar to Mae Sot in Thailand.

The IMT Friendship Motor Rally will seek

- → To promote direct physical connectivity by road, rail, air between North East India, Myanmar and Thailand for more Trans border Trade and investments
- → To promote Northeast India, Myanmar and Thailand as the land corridor and gateway to Southeast Asia and the Far East
- → To re-establish and strengthen the age-old historical linkages, culture and linguistic affinities of the people of the regions
- → To promote the 'Act East' policy of the Govt. of India in the perspective of NE India with Southeast Asian countries.

Event Highlights

To promote Northeast India, Myanmar and Thailand as the land corridor and gateway to Southeast Asia and the Far East Focus on Motor Vehicle Agreement among India-Mynamar-Thailand – to emerge as a gateway to ASEAN

GATEWAY TO ASEAN

Cultural programmes at several locations to re-establish and strengthen historical linkages, culture and linguistic affinities of the people of the regions

CULTURAL ACTIVITY

FRIENDSHIP RALLY

25 car teams with over 100 participants will drive 4618 kms from India through Myanmar to Bangkok on the Friendship Road

BUSINESS SEMINARS

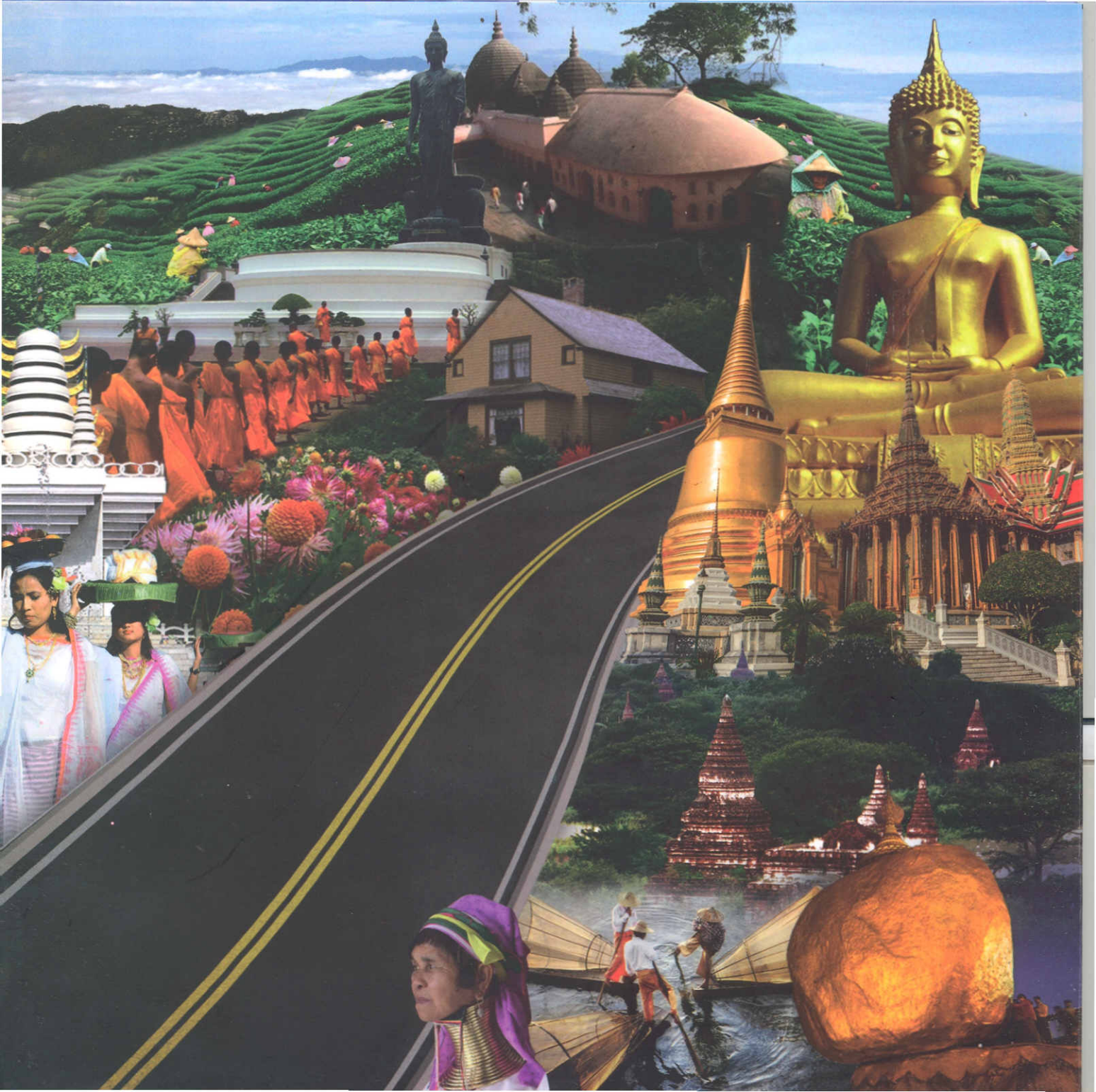
Business seminars at Kolkata, Guwahati, Yangon, Bangkok to promote India's 'Act East' policy

Ceremonial flag off ceremonies at Bhubaneswar, Kolkata, Guwahati and other places with international media in attendance

FLAG OFF CEREMONIES

To promote direct physical connectivity by road, rail, air between North East India, Myanmar and Thailand for more trans-border trade and investment

BUSINESS CONNECTIVITY



The Route

Bhubaneswar
Kolkata
Siliguri
Guwahati
Nagaon
Naltoli
Kaziranga
Dimapur
Kohima
Imphal
Moreh

Tamu
Kale
Monywa
Mandalay
Meiktila
Nay Pyi Taw
Yangon
Bago
Kyaikto
Thaton
Hpa-an
Kawkareik
Myawaddy

Maesot
Sukothai
Phitsanulok
Bangkok

Attractive Participation Opportunities in INR

PLATINUM SPONSOR 15 lacs

Excellent branding, visibility, invitation to various important events in Myanmar & Thailand
Two people can join the Rally for 10 – 14 days. Package includes travel, stay, food, visa, seminars, musical events etc

GOLD SPONSOR 10 lacs

Reasonable branding, visibility, invitation to various important events in Myanmar & Thailand
One person can join the Rally for 10 – 14 days. Package includes travel, stay, food, visa, seminars, musical events etc

For more details, please contact

Indian Chamber of Commerce
ICC Towers, 4 India Exchange Place, Kolkata 700001
P +91 33 2230 3242-44 F +91 33 2231 3377/80 E sg@indianchamber.net

Kalinga Motors
Qtr No VII – 3, Unit 1, Bhubaneswar 751009
Telefax 0674 2536767 M +91 9437020800 E kmsc.orissa@gmail.com