

## السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

استكمالاً للجهود المستمرة والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين، وحرصاً على تعزيز التعاون مع الجهات الدولية وفتح آفاق جديدة أمام مجتمع الأعمال المصري والأفريقي، فقد ورد إلينا من سفارة الهند بالقاهرة دعوة للمشاركة في مؤتمر دولي متخصص في قطاع الأرز، والذي يُعد منصة تجمع كبار المصدرين والمستوردين والمشتريين الدوليين والشركات العاملة في مجالات الزراعة والصناعات الغذائية واللوجستيات والتكنولوجيا المرتبطة بالقطاع.

ويهدف الحدث إلى تعزيز الشراكات التجارية، وتبادل الخبرات، واستكشاف فرص جديدة للتعاون والاستثمار، إلى جانب إتاحة الفرصة لعقد لقاءات أعمال مباشرة مع الشركات والمؤسسات الدولية العاملة في سلسلة القيمة الخاصة بقطاع الأرز والصناعات المرتبطة به.

رئيس مجلس إدارة جمعية  
رجال الأعمال المصريين الأفارقة

الشقاوي

د/ يسري الشقاوي

جمعية رجال الأعمال المصريين الأفارقة  
مشهرة برقم 11455 لسنة 2021  
Egyptian African Businessmen's Association  
6779/2020

الأمين العام لجمعية  
رجال الأعمال المصريين الأفارقة

مصطفى الامير

م / مصطفى الامير



**Bharat International Rice Conference (BIRC) 2026**  
**23–25 October 2026 | Hall Nos. 4 & 5, Bharat Mandapam, New Delhi, India**

The **Bharat International Rice Conference (BIRC) 2026** invites international rice buyers, importers, machinery manufacturers, agri-tech companies, shipping lines, packaging manufacturers, custom house agents, media, distributors, retailers, food companies, trade bodies and country delegations to New Delhi for one of the most important global gatherings dedicated exclusively to the rice sector.

BIRC is a dedicated international platform for the rice industry. It brings together all stakeholders directly or indirectly serving the rice sector including exporters, millers, international buyers, policymakers, farmers, technology providers, logistics companies, financial institutions, certification agencies, packaging companies, machinery manufacturers and allied service providers under one roof.

Unlike generic food exhibitions, BIRC is focused entirely on rice. It is designed to help international buyers discover suppliers, compare varieties, understand market trends, build relationships, access technical knowledge and explore new sourcing and partnership opportunities in the world's most dynamic rice market.

### **BIRC 2025: A Proven Global Platform**

The **Ernst & Young Post Conference Report on BIRC 2025** established the 2025 edition as the **world's largest ever dedicated rice conference in terms of scale and participation**. The report highlighted that BIRC successfully created a focused international platform for the rice sector and brought together the complete rice value chain for trade, collaboration, technical learning, policy dialogue and global market engagement.

### **Key highlights of BIRC 2025 included:**

- **10,854 total visitors**
- **1,083 international buyers**
- **Participation from 90+ countries**
- **₹33,453 crore / USD 3.02 billion export value generated**
- **8.63 million MT export commitments**



**The Largest Rice Event of the World**



**IREF Regd. off:** 73 LGF, World Trade Centre, Barakhamba Avenue, Connaught Place, New Delhi 110001  
**Tel:** +91-7303093821, 7303093484 | **Email:** booking@birc.in | visit@birc.in | **Website:** www.birc.in

- **Average business of USD 19.60 million per exhibitor**
- **16.9 crore digital impressions**
- **118x PR return**

Building on this success, **BIRC 2026** is planned as a significantly larger, more international and more buyer-focused edition.

### **Why International Buyers Should Attend BIRC 2026**

BIRC 2026 offers international buyers a unique opportunity to engage directly with India's complete rice ecosystem at the source. India is one of the world's most important rice economies, with leadership across production, exports, varietal diversity, processing capacity and global supply networks.

For international buyers, BIRC 2026 will provide:

- **Direct access to Indian rice exporters and millers**
- **Opportunities to meet new suppliers and strengthen existing sourcing relationships**
- **Exposure to Basmati, non-Basmati, GI-tagged, specialty and value-added rice products**
- **A proposed showcase of around 1,000 rice varieties from India and other countries**
- **Curated B2B meetings and buyer-seller engagement**
- **Access to policymakers, trade bodies, port authorities, certification agencies and logistics providers**
- **Insights into crop outlook, demand-supply trends, pricing, quality standards and market access**
- **Technical sessions on shipping, risk management, arbitration, compliance, traceability and food safety**
- **Opportunities to explore packaging, processing, agri-tech, AI-based solutions and efficiency-improving innovations**
- **Knowledge on value-added rice products, cost structures, new markets and diversification opportunities**

BIRC is not only a place to buy rice. It is a place to understand the future of rice trade.



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## Why India, and Why October?

India is central to the global rice trade. It is the world's leading rice exporter and producer, supplying rice to more than 172 countries. India's diverse agro-climatic regions, large milling base, established export ecosystem and wide variety portfolio make it an essential destination for global rice buyers.

The timing of BIRC 2026 is especially relevant for buyers. The event is scheduled in late October, around the North Indian kharif harvest period, when fresh crop arrivals, active supplier engagement and supply discussions are highly relevant to the trade. This gives buyers an opportunity to interact with exporters, millers and local trade participants at a time when sourcing, pricing and forward-contract discussions are commercially important.

The event also coincides with the festive season in India and pleasant weather in New Delhi, making it an ideal time for international delegates to combine business engagement with cultural and market exposure.

## What to Expect at BIRC 2026

BIRC 2026 is proposed to be held from **23–25 October 2026** at **Hall Nos. 4 & 5, Bharat Mandapam, New Delhi**, one of India's premier international convention and exhibition venues.

The 2026 edition is expected to be nearly **three times larger** than the previous edition, with:

- **30,000+ expected visitors**
- **3,000+ international buyers and delegates**
- **300+ exhibitors**
- **Participation from 120+ countries**
- **9 curated experience zones**
- **A first-class VIP Business Lounge**
- **Structured B2B meeting systems**
- **Dedicated knowledge sessions, presentations and workshops**
- **A third-day food festival and consumer experience targeting approximately 5,00,000 affluent households**



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**BHARAT INTERNATIONAL  
RICE CONFERENCE 2026**  
23-24-25 October 2026 | Bharat Manadapam, New Delhi, India



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The 2026 edition will place stronger emphasis on trade, buyer-seller conversion, innovation, value addition, technology, sustainability and global rice partnerships.

## **A Focused International Exhibition for the Rice Sector**

BIRC 2026 will showcase the full rice value chain, including:

- Rice exporters and millers
- Basmati and non-Basmati rice suppliers
- GI-tagged and specialty rice products
- Value-added rice products and rice-based foods
- Packaging and processing machinery
- Agri-tech and AI-based solutions
- Testing laboratories and certification agencies
- Shipping, logistics and warehousing companies
- Financial and insurance institutions
- Start-ups and innovation-led rice solutions

This category focus is BIRC's greatest strength. A generic international food fair may include thousands of companies across food categories, but only a limited number may be directly relevant to rice. BIRC brings together the companies, institutions and decision-makers that matter specifically to the rice trade.

## **Objectives of BIRC 2026**

BIRC 2026 aims to:

- Strengthen global rice trade partnerships
- Showcase India's leadership in rice production, exports, quality and diversity
- Promote Basmati, non-Basmati, GI-tagged, specialty and value-added rice products
- Facilitate international buyer-seller meetings and trade opportunities
- Support market access, compliance, traceability and quality assurance
- Encourage sustainable and climate-resilient rice cultivation



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- Promote technology adoption in farming, milling, storage, packaging and logistics
- Build technical capacity on arbitration, finance, risk mitigation and trade policy
- Create new opportunities for exporters, millers, farmers, FPOs, MSMEs, start-ups and allied industries

## Expected Outcomes

BIRC 2026 is expected to support:

- New sourcing relationships for international buyers
- Expansion of rice trade into new markets
- Increased export opportunities and trade agreements
- Stronger collaboration between industry, government and research institutions
- Greater visibility for Indian and international rice brands
- Increased adoption of sustainable and technology-driven rice solutions
- Growth of value-added products and innovation-led businesses in the rice sector

## An Invitation to the Global Rice Industry

BIRC 2026 is envisioned as more than a trade exhibition. It is a strategic global platform for shaping the future of the rice economy.

International buyers, importers, distributors, retailers, food companies, investors, technology providers and trade delegations are invited to participate in BIRC 2026 and engage with one of the world's most important rice ecosystems.

For any organisation connected with rice, BIRC 2026 offers a focused, high-value and commercially relevant opportunity to meet the right people, discover the right products and understand the future direction of the global rice trade.

**BIRC 2026 — Where the world rice industry connects, trades and shapes its future.**



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