

## IT IS TIME THAT AS SERVICE PROVIDERS WE COME TOGETHER TO FUEL THE GROWTH OF THE INDIAN MICE INDUSTRY



The Meetings, Incentives, Conferences and Exhibition industry in India is predicted to triple in the coming 3 years. It is important as service providers to understand the status of the industry and how its various aspects can impact our business growth. As the New Year rings in, IESA wants to present the impact of the Industry changes on service providers and their businesses.

The two main service areas of the industry in India include — Event Tourism & Event Management. Event Tourism includes the travel, accommodation and management of business events & networking shows at various destinations across the globe. This provides a substantial business boost to the travel (inter city and intra-city) & hospitality sector. A large number of travelers on a daily basis include event managers travelling for managing events and attendees & sponsors travelling to attend the events.

The Event Management services include the hosting, managing, coordinating and publicizing of business events, exhibitions and conferences.

The key stakeholders in the Event Management services include: Infrastructure Services (Venues, Hanger Providers & Stand Contractors); Organizers; & Other Support Services (Safety, Security, Manpower, Branding, Audio Visuals, Logistics, Technology Support & Attendee Management, Media & PR, Catering, Entertainment & Engagement).

The number of business events per

year has expanded by 3 folds in the last 2 years due to various government initiatives, digitization and an increase in international funding for the trade events industry. Also, the innovations introduced in audience engagement for business growth by event organizers have provided a boost to the industry; incentivizing increase in the participation of corporates and businesses in exhibitions and conferences. The last 2 years has witnessed an increase in the number of mergers & acquisitions of various Indian exhibitions & conferences by International event organizers. This has also been a prime factor in the growth of the Indian MICE industry.

Conference organizers have introduced live streaming, live app interactions, live presentation downloads, webinars, virtual speaker models, alternate venue options, enhanced audience engagement, etc. These have led to the service providers of conferences to evolve and provide the latest technology and trending products for the benefit of the event experience.

Exhibition organizers have adopted various new practices in the last few years including “go-green & sustainability”, “crowd engagement”, “digital streaming”, “digital marketing”, “innovative branding solutions”, “logistics & travel support”, “business to business meets”, “pavilion focused marketing”, “PR engagement”, “innovation in auxiliary areas set up”, “guest reception”, etc. Such initiatives by the orga-

nizers in an attempt to provide additional engagement to the exhibitors and visitors has also driven the service providers to adopt and provide innovative options including sustainable branding options, recycled material for printing, onsite attendee and exhibitor engagement, VIP management services, enhanced registration technology, stand design & furniture innovation, creative innovations, budget monitoring tools, exhibitor support tools, innovative onsite management of exhibitors, etc. It is important for service providers to innovate and enhance their service ranges and delivery.

In addition to innovation in services, organizers have an expectation of 24/7 support from service providers and value added services wherever possible. The expense which stem from such requirements have led to dissonance in the industry in the last few years. However, as service providers we should attempt to imbibe value added services & enhanced support options to justify the increased costs to the organizers and customers.

It is time that as service providers we come together to further fuel the growth of the Indian MICE Industry with our innovations for the benefit of the organizers, sponsors, exhibitors and attendees.

Himakshi Gupta  
*Managing Partner,*  
Shivom Enterprises, Mumbai

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## MESSAGE FROM THE PRESIDENT DESK



Dear Friends,

Allow me to wish a Happy New Year to all our members and supporters!

The year 2020 promises to be an exciting year and I am looking forward to working with you all – as individuals, organizations and experts. Together we can work on arriving at the best solutions for the challenges faced so as to trigger growth of the Indian Exhibition Industry.

Four months ago, I took up the presidency of IESA along with the executive committee and we prioritize our objectives for the upcoming period and have committed ourselves implementing them. Apart from other activities, we are planning our Flagship Event, the IESA annual exhibition “INDIA EXPO SHOP 2020” which will be announced very soon.

A hearty congratulations to the new IEIA President, Mr. S. Balasubramanian and his entire team and I wish them great success in their new positions. The newly elected IEIA executive committee is featuring in this Edition. Mr. Balasubramanian brings in years of industry experience which I am sure will take IEIA to newer heights. At IESA, we are looking forward to work together with IEIA for the benefit of our industry.

In this Newsletter, we are covering a Report on “Exhibition Service Providers helps the Growth of the Indian Mice Industry” prepared by Himakshi Gupta, Managing Partner, Shivom Enterprises, Mumbai. Hope you will get ample information through this Report.

IESA is supporting the 5th Exhibition Excellence Awards 2020, being held on 28th March, 2020 at CIDCO, Mumbai. Exhibition Excellence Awards is an initiative that has been successful in promoting the champions of Indian Exhibition and Convention industry. I extend my best wishes to all participates in the competition.

I welcome all newly joined IESA Members.

On behalf of my fellow board members, I wish you all a Happy, Peaceful and a Prosperous New Year!

Best Regards,

**Sunil More**  
President, IESA

## IESA NEWLY JOINED MEMBERS

SL.	COMPANY	CONTACT PERSON	NATURE OF BUSINESS	CITY
1	HANNU MARKETING PVT. LTD.	Mr. Vinod Kumar Gupta/ Ms. Seema Gupta	Advertising Services	Delhi
2	RNR CELEBRATIONS PVT. LTD.	Mr. Ranjit Sahoo/ Ms. Dipisha Samal	Event Management	Odisha
3	NS LED DISPLAY	Mr. K. Nagarathinam / Mr. S Senthil Kumar	LED Display	Chennai
4	FAA DIGITAL & DISPLAYS	Mr. A Fakrudhin Ali Ahamed	Printing & Raw Material Supply	Chennai

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# 13<sup>TH</sup> IEIA AGM - MR. S. BALASUBRAMANIAN ELECTED NEW PRESIDENT FOR THE TERM 2019-2021

On 18<sup>th</sup> December 2019, Indian Exhibition Industry Association (IEIA) was held its 13<sup>th</sup> Annual General Meeting at Mirador Hotel, Mumbai. The day was marked by elections for the Executive Committee positions, for electing the office bearers for the term 2019-2021 and the results of the elections were declared immediately thereafter.

Mr. S. Balasubramanian, COO & Executive Director, IMTMA was elected as the President, while Mr. Sudeep Sarcar, CEO, India Expo Mart was elected as Vice President; Mr. Bhupinder Singh, CEO, Messe Muenchen India as Honorary Secretary; Mr. Gaurav Juneja,



Director, MEX Exhibitions as Honorary Treasurer for the term 2019-2021. Other members of the EC included Ex Officio Past President Mr. K.V. Nagendra Prasad, COO HITEX, and Executive Committee Members—Mr. Ravinder Sethi, MD, RE Rogers; Ms. Sonia Prashar, CMD,

NuernbergMesse India; Mr. Yogesh Mudras, MD, Informa Markets India; Mr. Dharampal Singh, Executive Director, Namdhari Events & Promotions and Mr. Sooraj Dhawan, Director, Falcon Exhibitions. Mr. Ravinder Sethi was also bestowed a special designation as International Ambassador of IEIA by the new Executive Committee.

## IEIA NEWLY ELECTED EXECUTIVE COMMITTEE: 2019-21

 <p><b>President</b> Mr. S. Balasubramanian COO &amp; Executive Director, IMTMA</p>				
 <p><b>Ex officio, Past President</b> Mr. K V Nagendra Prasad COO, HITEX</p>	 <p><b>Vice President</b> Mr. Sudeep Sarcar CEO, India Expo Mart</p>	 <p><b>Honorary Secretary</b> Mr. Bhupinder Singh CEO, Messe Muenchen India</p>	 <p><b>Honorary Treasurer</b> Mr. Gaurav Juneja Director MEX Exhibitions</p>	
 <p><b>Executive Member</b> International Ambassador Mr. Ravinder Sethi Managing Director R E Rogers</p>	 <p><b>Executive Member</b> Ms. Sonia Prashar CMD NurnbergMesse India</p>	 <p><b>Executive Member</b> Mr. Yogesh Mudras Managing Director, Informa Markets India</p>	 <p><b>Executive Member</b> Mr. Dharampal Singh Executive Director, Namdhari Events &amp; Promotions</p>	 <p><b>Executive Member</b> Mr. Sooraj Dhawan Director, Falcon Exhibitions</p>

President, IEIA for the term 2019-21, said, “With great humility and happiness, I thank the Executive Committee members for placing their trust in me and giving me this opportunity to take up the mantle. I am aware that I have a large shoe to fit into but I see this possible with your cooperation and support. We will work together as a team and scale greater heights in developing the Indian exhibition industry.”

Source : Press Release-IEIA



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# EAST INDIA WELCOMES EXHIBITION INDUSTRY FOR FUTURE GROWTH

## CubeX Truss™ by Sardana's Exhicon

After a successful 200Sqm SIAL India 2019 at New Delhi, Meghalaya Pavilion setup at that turned to be a curtain

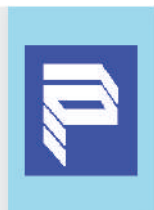
raiser for the event. CubeX Truss™ by Sardana's Exhicon partners up with Rockski EMG yet again, to curate and build the Meghalaya Pavilion at The North East Food Show in Shillong, Meghalaya. (By the Govt. of Meghalaya in collaboration with Inter-Ads Exhibitions Pvt. Ltd.)



India's first & only lightweight and modular truss display system - CubeX Truss, was chosen to create a 300 Sqm pavilion dedicated to the promotion and marketing of over 30 upcoming entrepreneurs of Meghalaya exhibiting locally and organically sourced food products ranging from spices, honey, jams, pickles, squashes, meat, etc.



The Meghalaya Pavilion was also attached with a 143 sqm pavilion created especially for Meghalaya's tea industry showcasing over 7 upcoming brands / entrepreneurs from the state.



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Lounge, Registration Counters, Entry Gate and also the 20+ signages that summed up over 600 Sq Mtr area at the entire show.

It may be mentioned here, that the CubeX Truss offers unmatched flexibility, modularity and utility in terms of various aspects such as aesthetics & de-

With an aim to create modular, waste-free and sustainable structures and displays for the Government of Meghalaya, All of brandings were displayed using eco-friendly fabric prints along with the unique modular display system for the Meghalaya Pavilion, Meg Tea Pavilion, VIP



sign, installation time, etc. No wooden work or flexes were used in the entire scope of work. To add, all the CubeX Modules and Accessories were sent to Shillong in a Single Truck. Completion of all structures and displays were done in less than 48 Hours by only 10 installation workmen.



For more details:

**Sankalp Sardana**

Co-Founder,

**CubeX Truss**

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# THE 5<sup>TH</sup> EXHIBITION EXCELLENCE AWARDS 2020 WILL BE HELD ON 28<sup>TH</sup> MARCH, 2020 AT CIDCO, MUMBAI.



Nominations for the 5th mega edition of Exhibition Excellence Awards, that will be held on 28th March 2020 at the CIDCO Exhibition & Convention Center, in Mumbai, are now open. The Exhibition Excellence Awards is an initiative that has been successful in promoting the champions of Indian Exhibition & Convention industry at a global level. The policymakers & the government have shown support to this noble initiative -- a feat unprecedented! There are 60 nomination categories for Exhibition Organisers, Conference Organisers, Event Service Providers and Event Venues.

**Leading bodies like The Ministry of Skill Development & Entrepreneurship, National Small Industries Corporation, Trade Promotion Council Of India, PHD Chamber of Commerce and renowned industry associations like India Convention Promotion Bureau, Event & Entertainment Management Association, Indian Exhibition Services Association, TCEI, Skal International, ADTOI & The Italian Trade-fair Association have already extended their support towards this mega initiative.**

EEA 2020 details can be fetched at: [www.exhibitionexcellenceawards.com](http://www.exhibitionexcellenceawards.com) Internationally renowned advisory firm JWC Consulting headed by Mr. Jochen Witt, has been appointed as the Process Adviser for EEA2020 and a supremely accomplished panel of the jury from diverse backgrounds has been set up to scrutinize the nomination process.

### At this year's EEA 2020 we will witness:

- India's Leading Exhibitions In Various Industries (25 Sectors)
- India's Most Respected Exhibitions
- India's Fastest Growing Exhibitions
- India's Leading Conferences
- India's Leading Event Venues
- India's Leading Service Providers

### You can nominate online at:

**For Exhibition Organisers:** Please Click here to view the nomination form and apply online:  
<https://forms.gle/oKHsQyQr8wmWscJj8>

**For Conference Organisers :** Please Click here to view the nomination form and apply online:  
<https://forms.gle/SGfTcoFvZiRRSeX57>

**For Exhibition & Conference Service Providers :** Please Click here to view the nomination form and apply online:  
<https://forms.gle/SFJwGTxhyjsUMfUM6>

**For Exhibition Venues & MICE Hotels :** Please Click here to view the nomination form and apply online:  
<https://forms.gle/kqmsBdo45k2myr28>

### Some of the Jury members:

- **Mr. Paul Woodward** - President, Paul Woodward Advisory
- **Mr. Alexander Stedtfeld** - Economic Counsellor, Embassy of the Federal Republic of Germany
- **Mr. Mathias Tesi Baur** - Director, MBB Consulting (UK)
- **Mr. Leighton Wood** - CEO, Melbourne Convention & Exhibition Center
- **Mr. Stuart Bailey** - CEO, Hong Kong Exhibition & Convention Industry Association
- **Ms. Karla Jaguel** - Messe, Trainer
- **Mr. Vinod Zutshi** - Former Secretary, Ministry of Tourism
- **Mr. Siddharth Gautam** - Adviser – ASSOCHAM
- **Mr. Sanjay Datta** – President, Skal International Asia
- **Mr. Rajnish Goenka** - National Convener, MSME Cell
- **Mr. Ashish Gupta** - Consulting CEO, Federation of Associations in Indian Tourism & Hospitality
- **Mr. Sanjoy Roy** - President - Event & Entertainment Mgt. Association
- **Mr. HH Maharaja Gajsingh** - President, Indian Heritage Hotels Association
- **Mr. Asif Iqbal** - President, Indian Economic Trade Organization



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Former Secretary,  
Ministry of Tourism



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Special Editor,  
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## UPCOMING EXHIBITIONS / EVENTS

DATE	EXHIBITION / EVENT	LOCATION
10-12 January, 2020	International Horti Expo	Pune, India
10-13 January, 2020	Garment Technology Expo	New Delhi, India
12-15 January, 2020	Giving & Living Trade Show	Exeter, UK
15-16 January, 2020	The London Textile Fair	London, UK
16-19 January, 2020	Power On Battery Exhibition	Indore, India
16-20 January, 2020	Plastivision India	Mumbai, India
17-23 January, 2020	Lucknow Mahotsav	Lucknow, India
18-19 January, 2020	The Hemp World Expo	Atlanta, USA
18-22 January, 2020	ELECRAMA	Greater Noida, India
18-22 January, 2020	Build ELEC	Greater Noida, India
18-22 January, 2020	eTECHNxt	Greater Noida, India
18-22 January, 2020	Renewable Energy Pavilion	Greater Noida, India
19-21 January, 2020	Army Navy Military Expo	Las Vegas, USA
22-24 January, 2020	Automotive Testing Expo India	Chennai, India
22-24 January, 2020	Express Food & Hospitality (EF&H)	Mumbai, India
23-25 January, 2020	India International Travel Mart Expo	Kochi, India
23-25 January, 2020	DAP Expo (Agri Progress Expo)	Chandigarh, India
23-28 January, 2020	IMTEX Forming	Bengaluru, India
24-26 January, 2020	Corr Ex-Asia Expo	Ahmedabad, India
29-31 January, 2020	IFAT Delhi	New Delhi, India
29-31 January, 2020	Dairy & Feed Tech Expo	Bhopal, India
29 Jan. - 09 Feb., 2020	International Kolkata Book Fair	Kolkata, India
30 Jan. - 01 Feb., 2020	Travel & Tourism Fair-Delhi (TTF)	New Delhi, India
31 Jan. - 02 Feb., 2020	Arogya Fest	Mumbai, India
01-04 February, 2020	Farm Tech Asia	Raipur, India
05-07 February, 2020	Deccan Hospitality Show (DHS)	Pune, India
05-08 February, 2020	DEFEXPO INDIA	Lucknow, India
06-07 February, 2020	Home & Personal Care Ingredients Exh. Conf.	Mumbai, India
07-08 February, 2020	AMPTECH INDIA	Haridwar, India
09-11 February, 2020	DPES Sign Expo China	Guangzhou, China
09-11 February, 2020	Pure London	London, UK
10-13 February, 2020	Tex World	Paris, France
13-14 February, 2020	Smart Home Asia Summit & Mini Expo	Shanghai, China
13-15 February, 2020	Water Expo	Chennai, India
13-15 February, 2020	Clean India Show	Mumbai, India

**IMPORTANT NOTICE :** We advice to all readers, please double check the Dates / Venue and general information by directly visiting to the exhibitions' websites. The above info might be changed due to unknown reason to us.

### FROM THE NEWSLETTER EDITOR

Dear Readers,

Welcome to IESA Times E-newsletter of December, 2019 edition. Happy New Year 2020 to our readership and members. We wish everyone a healthy, happy and successful 2020.

On behalf of IESA, a hearty congratulation to IEIA newly elected President and his entire team. Wish them for dynamic involvement of the exhibition industry in coming future. We have summed up the press release of newest member of IEIA Executive Committee in this newsletter.

In this edition, you will also read the cover story on "Exhibition Service Providers helps the Growth of the Indian Mice Industry". Hoping you will certainly get the little bit knowledge of Indian MICE & Exhibition Industry.

IESA is supporting 5th Exhibition Excellence Awards 2020 (EEA) being held on 28th March, 2020 at CIDCO, Mumbai, India. The EEA was initiated by Exhibition Showcase and supported by various leading Ministry of

India & exhibition industry association from national and global as well. We urge all our members to be part of the event and make it huge successful.

December, 2019 edition is ready for our readers. Hope you'll have the benefit of reading this. We are now welcoming submissions of event project reports, technical write-up, taxation updates, etc. for a future issue of the E-Newsletter.

Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is 15<sup>th</sup> January, 2020:

1. Document Format: MS Word Format
2. Article Length: Maximum 250-300 words
3. Photographs: TIFF or JPG format in high resolution
4. Advertisement: Strip Advertisement (Paid only)

Your feedback will definitely help us in continuously upgrading and improving the contents of our E-newsletter. We therefore look forward to our continued teamwork in 2020 and beyond.

**IESA Secretariat:**

**Ms. Anita**

*Executive Secretary*

**INDIAN EXHIBITIONS, CONFERENCES AND EVENTS SERVICES ASSOCIATION (IESA)**

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