

Indian Herbal
Expo 2019
BANGKOK, THAILAND

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FEB, 2019

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BANGKOK, THAILAND.



EXHIBITORS PROFILE

Ayurvedic & Unani Products :

Manufacture Of Medicines Powder, Herbal Product, Cosmetic Product, Etc.

Essential Oils & Spa :

Cosmetics, Make-up, Skin & Hair, Dental, Baby Care, Fragrances & Perfumes, Body Care & Hygiene, Massage & Spa Products
Essential oils & Aromatherapy.

Raw Material & Ingredients :

Plant Extract Raw And Encapsulated Herbs, Spices, Natural Ingredients, Cosmeceutical, Oil & Oilseed Extract, Nature Essence, Etc.

Natural Medicinal Product :

Herbal, Ayurveda, Naturopathy, Homeopathy, Unani, Siddha, Chinese Medicines and Other Traditional Medicines.

Other Natural Product :

Textile Fibers, Detergents, Pesticides, Fertilizers & Crop Care, Household Cleaners, Forest Product, Bio-energetic & Essence Sticks.

Processing Equipment/Packaging :

Food, Beverage, Medicine, etc, Processing Technology, Specialized Packaging, Encapsulation Equipment, and Labeling.

ORGANISER



CO - ORGANISER



Indian Exhibitions, Conferences and Events Services Association

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Presents



COMING SOON

MESSAGE FROM THE PRESIDENT DESK



Dear Friends,

Hope you all had a great time with your family & friends during this festive season.

Year 2018 is about to end. This year has been quite eventful for IESA. There has been an increase in membership from 100 to 300+ from 25 different cities of India.

We are stronger only if we are together. This statement especially stands true in case of IESA community. IESA was founded to provide a platform to grow together and will continue to strive for this very core purpose.

We are proud of completing one year of IESA TIMES E-Newsletter this month. I especially appreciate the efforts of Mr. Surinder Vasisht, General Secretary and Ms. Anita, Executive Secretary, IESA for their continued support to publish newsletter with the updates of association activities, industry news and members works/projects. A word of applause for all the contributors as well. In this edition, in the Q & A Session, we publish our dialogue with Mr. Ajit Thakkar, Vice President (West), IESA. He has highlighted the business scope of events & exhibitions on an international platform. In my view also, we must, slowly but steadily spread out our Indian exhibitions globally.

I welcome all the members and industry colleagues to share their suggestions for the upgrading of this newsletter and make more helpful for all of us. We will keep everyone up to date on IESA future events and progress. More details and information will follow in our upcoming editions.

Best Wishes,

H.K. Bhattad
President, IESA

IESA NEWLY JOINED MEMBERS

SL.	COMPANY	CONTACT PERSON	NATURE OF BUSINESS	CITY
1	FEC	Ms. S. Kalpana Bonsala	Event & Exhibition Production & Management	Chennai
2	EVENTURES	Mr. Sathya Radhakrishnan	Event Management	Chennai

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LOW & BONAR SHADED THE WORLD EXPO 2015 IN MILAN

Tensile constructions had been the favoured design feature at Expo 2015 in Milan, Italy. Low and Bonar had benefited of its excellent reputation of high quality coated textiles. The company provided material for the huge sun shading systems of the Expo 2015 paths. The idea of the two axes derives from the ancient Roman concept of a town's grid with rectangular streets. These are the typical features of Roman town planning which can not only be seen in the grids of old Roman towns in Italy but as well in New York for example.

As Milan gets quite hot during summer the designers of the Expo area decided to cover the two axes in a way that the old Romans would certainly have appreciated as well: it seemed that the fabrics were only loosely fitted to the rectangular frames. Of course, there were engineered to do now a days, but it was really good to see textile structures in a way that seemed natural – indeed a straightforward approach to this ephemeral structure. Here it was easy to imagine that there would be a second life for these fabrics after

the Expo closed its gates. Low and Bonar had spoken with NGO's organizing shelters for refugees. As the huge structures at the Expo follow a rather simple cutting pattern, it was easy to recycle the material for tents.

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AN EXCLUSIVE Q & A INTERVIEW WITH

Mr. Ajit Thakker

Vice President (West), IESA and Director, Jess Ideas Pvt. Ltd.



IESA - Being the Vice President (West) of IESA, in your perspective, what is the IESA's role in the Indian Exhibition Industry for the benefits of its members in the field of service providers.

Ajit Thakker - The sphere of services providers in Events & Exhibitions had largely been disorganised during the inception years of the industry. Quality control, punctuality, professionalism and operating procedures were not structured and were dealt with haphazardly. IESA has become a melting pot for ideas and has offered its members a way in which to explore, con-

nect and collaborate with the thought leaders of the industry and incorporate these attributes in a daily business operations. Established members and start-ups in the industry have gained insights that can be adopted to prosper in the field.

IESA - What makes a distinction IESA from another association of the industry. Please share your views on your role at IESA? What are the initiatives planned by IESA for the enlargement of the industry.

Ajit Thakker - IESA is the only association of the industry that conducts regular seminars to offer understanding and clarity on emerging regulations and technologies. Seminars on GST and E-way Bill Systems have been fruitful in the last quarter. IESA has been actively promoting the events & exhibition sphere to receive an 'industry' status from the government. This will open a wide array of opportunities and possibilities when successful. IESA is one such industry body which has a support / membership from all elements of the supply chain in the industry and this is its unique

aspect. IESA is an inclusive body which offers a collaborative space for all stakeholders in the Industry.

IESA - In your opinion, what are the business prospects for Indian Exhibition industry at international platforms in future?

Ajit Thakker- International Expos have never been more accessible to the Indian events industry. Various genre based expos have emerged over the last few years in Italy, Japan and Dubai. TQM, safety and timeline compliance play a huge role in successful events on the international platform.

IESA - Recently, many fire incidents have occurred at event venues, what do you suggest to avoid such incidents?

Ajit Thakker - Total compliance to the fire department and their officers is necessary. The fire retardant liquid must be sprayed on all fabrics and flammables in the venue without any compromise. Electricals and power teams must have equipment and goods which are in good condition and make-do quality must not be accepted. Pyrotechnics teams must conduct a thorough run through and have an assessment of the run through validated by the local authorities and event organisers. A complete behavioral change towards improved safety standards must be ingrained in all the team members of a company. In case an unavoidable calamity has occurred, organisers must be ready to deploy a Quick Reaction Team of professionals who have

prior training in evacuation & first aid.

IESA - How far are safety guidelines important to avoid incidents at work in the venue of every event? Do you think organizer & event management companies are paying attention to that area.

Ajit Thakker- Safety is of paramount importance. Each event service provider must have a habit of providing safety to their team members and the event visitors. Hard hat, boots, safety belt are the bare minimum that a service provider must include in their safety procedure. Insurance policies are a measure for post injury; we must work towards avoiding injuries and accidents altogether.

IESA - How important is it that the government acknowledges the Indian exhibitions & events industry as an 'Industry' status and how can government play an active role in this sector?

Ajit Thakker - The government has shown tremendous activity in constructing and inaugurating large convention and exhibition centres throughout the country. Notably, we have seen a spur in the last 4 years. India has become a hotspot for international conventions to activate properties in the country and state-of-art exhibitions and convention centres have accelerated this process. Exhibitions and conventions offer a macro-marketing exercise that is unparalleled. The government has been attracting investment aggressively in the last few years and our industry act as the right tool to invite in-

vestors and offer understanding of the augmented product and opportunity. The government should indeed incorporate the Exhibition and events sphere in the 'industry' status category; this would make compliances, permissions, fundraising and skill development more structured. This will result in a feedback loop of complimenting the government with larger scale events and exhibition and in turn greater ability to attract investment from overseas and globally market local companies.

IESA - To what extent is technical skill development of workers important to the Exhibitions and Events sphere of India?

Ajit Thakker - India has the luxury of demographic dividend, the ability to capitalize on this would depend on the extensive training and development of workers and team members. Exhibitions and Events is an extremely dynamic sphere; being regularly updated on technology, inventory, safety and operating procedures is the only way to be ahead of the curve. Our industry is heavy on human resources, we must acknowledge the importance of their continual skill development and employ techniques within our organization to optimize the potential of each team member. The Indian Exhibition and Events Industry habitually uses more laborers per event than most developed and successful countries like Germany, Australia or Japan. In order to save time of the organisers' venue booking and streamline human resource cost we have to train our teams regularly.

6 TIPS FOR A MORE ECO-FRIENDLY EVENT OR EXHIBITION

Going green, being more eco-friendly and watching your carbon footprint, are all phrases that every business has to take more seriously. While the benefits are obviously environmental, going greener can also help you boost profits by cutting out waste and drive brand loyalty too.

While it's quite straight forward to be eco-friendly in your work place, how do you stay green when exhibiting at events?

Trade shows and exhibitions have a bad reputation of being wasteful and the idea of huge quantities of materials being thrown away after each show is far from sustainable. As Skyline Whitespace explains, exhibitions can be both economical and eco-friendly and your next exhibition or event can effortlessly fit into your green marketing strategy.

1. One off Show? Time to hire

If you're planning to attend a small number of events, such as an occasional trade or business expo, hiring and exhibition stand will not only save you a considerable amount on the purchasing cost, but it will also be re-usable. Rental exhibition stands can be easily re-skinned and reconfigured to reflect your new messaging or brand reducing any unnecessary waste.

2. Take advantage of international suppliers

Using a supplier with an international network, will not only help

the environment but will also save your money on expensive shipping fees. Many suppliers have a network of offices in major cities across the world, so your stand can be hired locally nearer the exhibition hall, cutting on your business carbon emission and energy. Some suppliers will also have teams that manage the whole process for you, ensuring your international exhibiting experience is hassle-free.

3. Choose reusable stands

Modular exhibition stands are an efficient, cost-effective and eco-friendly option for business that attend multiple show per year. Modular exhibition stands are re-usable, reconfigurable and recyclable. Aluminium frames can be fully recycled and modular structures can be reconfigured to different sizes, allowing total flexibility for environmentally friendly exhibiting. What's more, no waste is left after your stand has been constructed.

4. Recyclable flooring

Carpet tiles are durable and easy to clean which makes them a perfect reusable and green flooring solution. You can also dispose of them in an eco-friendly manner. Carpet tiles can be recycled by separating the fibres and turned into yarns or moulded into plants pots. If carpet tiles are not right for your exhibition stand, choose flooring made from natural materials that can be recycled after the exhibition.

5. Keep your lighting efficient

To increase your eco-friendliness, replace standard light fixtures on your exhibition stand with energy efficient lighting. LED lights contain no toxic elements, draw less power and are up to 80% more efficient than traditional lighting. Energy efficient light bulbs cost less to operate; they come in a range of colours to fit your exhibiting needs and last longer than traditional bulbs reducing the need for frequent replacements.

6. Embrace digital, stay paperless

You can start being more green today just by rethinking your printed promotional materials. QR codes, USBs and digital hand-outs are a great way to communicate your marketing messages and stay green at exhibitions. They save paper, ink, solvents, energy and time. If you do have to print, make sure to use recycled paper or paper from sustainable forests.

The 'going green' concept may feel like just the latest trend, but it is a trend that will help protect the environment and will greatly benefit your business. When planning your next exhibition or event, consider the energy-efficiency, ability to recycle and reuse, and the ease of transport.

Source : Ms. Marta Gorka from Skyline Whitespace by www.eventindustrynews.com



RMB EVENT

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BEACONS THE FUTURE TECHNOLOGY FOR TRADE SHOWS - INTERFACE DATA & DESIGN

At Interface data and design, we believe that "Visitor Experience", "Visitor Engagement", "Recall Points" and "Quick Access" to visitor information are extremely important for an exhibitor. The advent of "Beacons" adds a completely new dimension to the visitor experience. Beacons are small devices that stick to the walls of an event venue. They emit Bluetooth Signals, which attendees can detect and follow using their smartphones.

A study conducted by in Market states that events and conferences that use the beacon technology report a 45% increase in interaction rate with attendees.

1. Automated Event Registration

A beacon enabled event app helps attendees scan an in-app QR code at a kiosk or simply check-in with the app and pick up their badge to complete the registration process.

2. Smart Networking

In a crowded room of a very happening networking session, hunting for that perfect networking opportunity by checking out name badges are so passé!

3. Heat Map using Wearable Beacons

Implementation of beacons helps gather real time data on the traffic

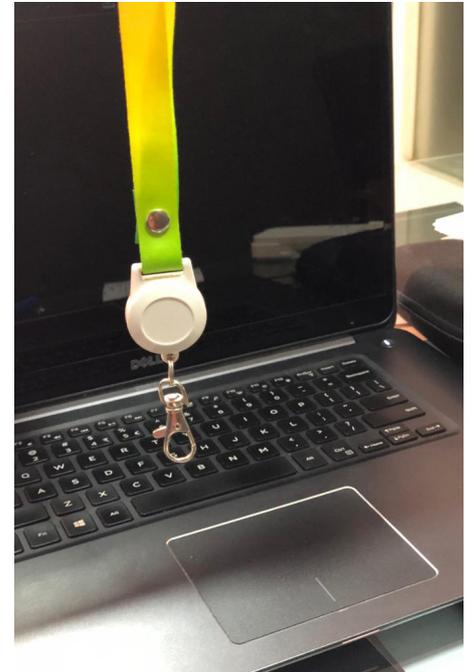
and dwell time of attendees.

4. Navigation

Floor maps powered by beacons are a great way of guiding attendees through the venue. Push notifications are also sent to attendees alerting them of sessions.

5. Lead Exchange

When a prospective lead spends more than a set amount of time at a single booth, the beacons send out a gentle alert asking if they would like to receive a follow up from the respective organization.



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UPCOMING EXHIBITIONS / EVENTS

DATE	EXHIBITION / EVENT	LOCATION
22-25 November, 2018	Labelexpo India	New Delhi, India
22-25 November, 2018	The Manufacturers Summit & Expo 2018	Bengaluru, India
22-25 November, 2018	India Art Festival	New Delhi, India
23-25 November, 2018	Fashionista Lifestyle Exhibition	Lucknow, India
23-25 November, 2018	India Warehousing & Logistics Show	Pune, India
23-25 November, 2018	India International Travel Mart Hyderabad	Hyderabad, India
26-29 November, 2018	Urban Design & Landscaping Expo	Dubai, UAE
27-28 November, 2018	AusRail 2018	Canberra, Australia
27-29 November, 2018	Wire & Cable Industry	Mumbai, India
28-30 November, 2018	The Buildings Show Toronto 2018	Toronto, Canada
28-30 November, 2018	Construct Canada	Toronto, Canada
29 Nov. - 01 Dec., 2018	CITE Chengdu International Travel Expo	Chengdu, China
29 Nov. - 02 Dec., 2018	China International Games & Amusement Fair	Zhongshan, China
01-04 December, 2018	CII Agro Tech, India Premier Biennial Agro Tech. & Business Fair	Chandigarh, India
05-07 December, 2018	IFSEC India	New Delhi, India
05-07 December, 2018	Filtration & Separation Asia	Shanghai, China
05-07 December, 2018	China International Fire & Emergency Expo	Shanghai, China
06-08 December, 2018	Food Tech India	Kochi, India
06-08 December, 2018	Led Expo Delhi	New Delhi, India
07-09 December, 2018	Dubai Property Show	Mumbai, India
07-10 December, 2018	China International Gold, Jewellery & Gem Fair	Shanghai, China
09-11 December, 2018	Cafeex Shanghai	Shanghai, China
13-15 December, 2018	India Cold Chain Show	Mumbai, India
14-16 December, 2018	Transport Expo Eastern Region	Kolkata, India
14-16 December, 2018	India Med Expo	Hyderabad, India
06-08 December, 2018	Led Expo Delhi	New Delhi, India
07-09 December, 2018	Dubai Property Show	Mumbai, India
13-15 December, 2018	India Cold Chain Show	Mumbai, India
14-16 December, 2018	Transport Expo Eastern Region	Kolkata, India
14-16 December, 2018	India Med Expo	Hyderabad, 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 the edition for the month of November, 2018 - No.9 of the IESA TIMES!

This is to inform that IESA is organizing "Indian Herbal Expo 2018" schedule to be held from 01-03 February, 2019 at MCC Hall & Convention Centre, Bangkok, Thailand. We request our readers who are doing business in Ayurvedic & other natural products to take part of this expo. For more details, please write to us, we will be happy to assist you.

In this edition, we are sharing the project report of Low & Bonar & Interface Data and an exclusive interview with Mr. Ajit Thakker, Vice President (West), IESA. We are very grateful to everyone involved in this edition.

Hoping that you are reading this issue with the pleasure and if you have anything to share with us, you're most welcome. We invite comments, suggestions and any valuable contributions from our readers and members. This will go a long way in enabling us of improving our Newsletter.

Submit the technical articles, event reports and news for the upcoming issue and the deadline is 10th December, 2018. Below are the guidelines for submitting articles to add on in the IESA Times:

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

Appreciate your contribution and look forward to your continuous support in the coming edition.

IESA Secretariat:

Ms. Anita, Executive Secretary

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