



A showpiece of heightened creativity and innovation

The third India Expo Shop was organised by Indian Exhibitions, Conferences & Events Services Association at Bombay Exhibition Centre in Mumbai



The third India Expo Shop, held at Bombay Exhibition Centre in Mumbai on May 15-18, 2018, proved to be a 'showpiece' of heightened creativity and innovation in event and exhibition services. More than 150 Exhibitors showcased their best creativity.

Organised by Indian Exhibitions, Conferences & Events Services Association (IESA), the India Expo Show (IES) is perhaps the only premier Platform for Exhibition, Event, and Decoration & Retail Design Industry in

India. The 3rd IES featured the entire gamut of event and exhibition venue set up. The IES is a very special expo in the sense, it was devoted to the service providers of exhibition, event & retail design industry.

IES was held, as a part of the Global Exhibition on Services (GES) held in Mumbai on May 15-18, 2018. IES had the backing of Department of Commerce, Ministry of Commerce & Industry, (Government of India); Govt of Maharashtra, Confederation of India Industry (CII) and Services Export

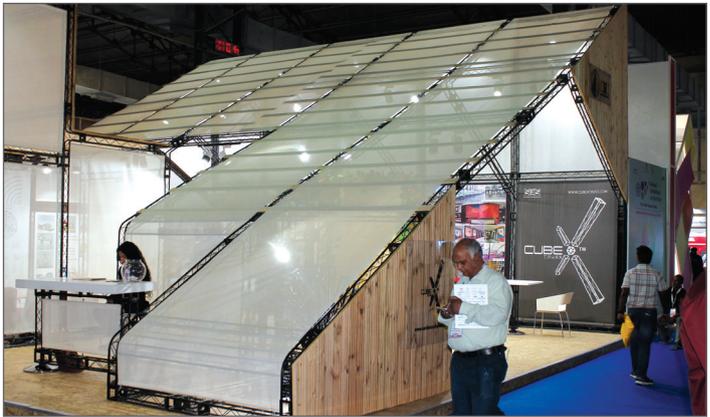
India Expo Shop 2018



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Promotion Council (SEPC). Other supporting Associations included: Event & Entertainment Management Association (EEMA), Indian Exhibition Industry Association (IEIA). And, Event, Venues & Avenues magazine was one of the media supporters.

IESA had also organized a get-together for the exhibitors on May 16, 2018 at Hotel Sahara Star, which was also marked by sharing of industry experiences by Veterans, entertainment, networking and of course a reminder to join a grand celebrations of Global Exhibition Day on June 6, 2018 in Mumbai.

Some of the prominent players who showcased their services and products included: Arun Steel Fabrication, BV Membranes, Dara Projects, Deepali Designs & Exhibits, GLS, Jess Ideas, Losberger GmbH (Germany), Mehler, N.K. Kapur & Co, Namdhari Events, Paras Art Studio, RMB Event Management, Sardanas Exicom Services, Shelter Tent Manufacturing, Shri Balaji Exims, Sanchi Enterprises, Vasisht Agencies, Liri Tent Technology.

Usually these days, in any B2B exhibitions once finds 'China Pavilion'

putting together Chinese exhibitions at one designated area. But interestingly, in IES expo there was a special row of shell space stalls occupied by Chennai/Tamil Nadu based service providers.

Following trends were observed:

- 1) The exhibition also brought the gen-next entrepreneurs in the forefront, backed by veterans in the events and exhibition industry.
- 2) Green, eco-friendly/user friendly, aesthetically elevating products.
- 3) Paradigm shift from wood to aluminum structures (e.g. China based Lingtong had showcased their complete range of Exhibition Systems combining Aluminum, Wood and Glass structures).
- 4) Paradim shift from flex to fabric stall banners.
- 5) Trendy designer carpets in lieu of plain carpets, (offering fire safety features).
- 6) Reusable customized stall structures, some with 360 degree bending feature.
- 7) Platform with recycled wood, with classic looks.

8) Unmatching 3-4D structuring, amusing 'out of the box' thinking in stall structure (e.g. Deepali's stall depicting 'Container'.

9) Providing tools, structures, equipment, solutions on hire, e.g. furniture, carpets, security system, barricades, etc.

A Chennai based Design and Printing service provider by accident got into providing Steel Barricades (under the name 'Y Buy V Rent' on hire for events and exhibitions !).

One can say that for the Indian Event and Exhibition industry, sky is the limit when it comes to creativity and innovation, and it is hoped that customers (the exhibition service buyers) appreciate and value their work and be a partners in their growth and progress.

Indian Exhibitions, Conferences & Events Services Association (IESA), the organisers of India Expo Shop, is an apex organization working towards the growth of exhibitions, conferences and events sector service providers.

www.indiaexposhop.in



An end-to-end solutions provider for conferences, exhibitions and events

Sunil More, Chief Promoter, FairAct, explains how event organisers benefit from their experience and expertise along with the company's USP



How have your countless years of experience in exhibition management given FairAct an edge ?

During my years as a chief executive of an Association with added responsibility of organizing a very large-scale exhibition, I realized that it was challenging and uneconomical for the industry associations to maintain operations staff since most of the Associations, unlike exhibition organizers, organize exhibitions once in two or three years. On the other hand, exhibition organizers were looking for off-loading such work loads to efficient service providers and concentrating on marketing of their events. During these years, we had gathered necessary skills to handle any exhibition. FairAct was thus formed with an objective of providing exhibition management

services to the exhibition organizers.

How do event organisers benefit from your experience and expertise ?

Our experience in managing large exhibition had already given us insight into successfully managing events and handling delicate as well as desperate situations. The unique flexible approach of FairAct creates conducive environment not only in ensuring timely delivery of all services but also in resolving and diffusing conflicts and helping Organizers in presenting a successful Show with seamless operations.

How does each member of the Fair Act founder team play a key role in its success ? Would you consider that FairAct's USP ?

The partners of FairAct come from





Sunil More
Chief Promoter, FairAct

FairAct can even handle entire on-site management including security, registration, events management and so on.

FairAct offers various services to exhibition and conference organizers ranging from co-ordination with event venue owners, receipt of all statutory permissions and approvals, planning for promotion and marketing of the event in India and abroad through a network of agents and associates etc. All ground management activities like floor space designing, preparing Rules and Regulations, designing stall booking forms, exhibitors' manuals as well as publishing of promotional material including manuals, brochures, advertisements etc. can also be undertaken.

Individual exhibitors can benefit from the comprehensive consultancy services offered by FairAct such as study of the industry, activities of competitors and suggestions on possible exhibitions for participation in line with growth and marketing plans. FairAct can also undertake all co-ordination with organizers on behalf of the exhibitors. In addition, FairAct extends its support to designing and printing of branding material.

What are some of the key events and exhibitor brands that FairAct has been associated with ?

FairAct is associated with a large number of exhibition organizers and manages more than 20 shows in a year. Few of the important events managed by FairAct are; PLASTIVISION by All India Plastic Manufacturers Association,

different educational backgrounds with wide ranging experience in different areas. While one partner is an electrical engineer with management post graduation and has work experience of managing an all India Association, a large exhibition and running a monthly. The second partner, an IIT Alumni, is running his family business of publishing and helps in designing, processing and printing of promotion and publicity material. The last partner but not the least, is a commerce graduate and a certified exhibition manager who is responsible for handling the exhibitions and events both off site and on site.

What is the range of services that FairAct provides ? What are the advantages of interacting with an end-to-end services provider ?

FairAct provides end-to-end solutions to its clients with respect to conferences, exhibitions and events. These include services to the exhibition and event organizers as well as individual exhibitors. The areas where FairAct can offer active support are brand creation, marketing, consultation, planning and co-ordination, operations and management services, data compilation and directory publication, international group participations etc.



ITME India and GTES India by India ITME Society, bCIndia, Stationary Show, CEEAMATECH by CEEAMA and most of the Shows organized by NM India including ACREX and HPCI, INFOCOMM.

What have been some of the key challenges faced and how did you overcome them ?

Trained manpower plays an essential role in effectively and efficiently managing exhibitions and events. Retention of such trained manpower is a major challenge, particularly because of the size of industry and availability of limited resources. Some of the challenges FairAct faced during its journey include quick adoption of new technologies, delayed payments and resulting cash flow pressures.

Going forward, how do you see FairAct playing a bigger role where the events industry in India is concerned ?

Initially started as Exhibition Management Consultancy Company, FairAct has now entered into providing 'turn-key solutions' to exhibition organizers. FairAct has already graduated from 'exhibition managers' to 'exhibition organizers'

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with four concurrent shows organized in Accra, Ghana in Africa. These are an annual feature and are held in the month of September every year. We are also exploring possibilities of organizing exhibitions on some of the sectors, which are hitherto to remain unexploited.

How would you analyse the Indian MICE industry compared to other countries ?

Indian MICE industry is still in its nascent stage though there are many large exhibitions happening in India. Assimilation of technology, professional approach and adherence to statutory regulations, disciplined approach are some of the shortcomings of the Indian MICE industry. Safety is of prime importance in international exhibitions, which is by and large overlooked in India. Common to Indian style of

functioning, cutting corners at the cost of quality of delivery is very common in the industry.

What are the strengths, weaknesses, opportunities and threats it faces ?

The industry has necessary proven capabilities in terms of human resources and equipment as well as has experience in organizing very large exhibitions comparable in size to exhibitions held outside India. India has a very large consumer base and hence provides excellent opportunities to the industry. Exhibitors, not only from India but also from world over, like to participate in good exhibitions in India in order to increase their market shares. However, there are many bottlenecks in the growth of the industry, most important being quality of infrastructure, statutory and legal regulations, inability of the Governments to look at the broader picture etc.

What steps would give the MICE industry in India a boost ?

The major difficulty faced by the industry is that the industry does not enjoy the status of 'Industry' by the Government. Regulations and incentives specific to the industry are therefore not possible in absence of such status. I believe, such 'Industry' Status will allow the Government to look holistically at the Industry. The business generated by this industry is not only for the organizers and the participants in such events alone but to a wider sections, such as hospitality industry, travel industry, tax collections by the Government, employment generation during the event etc.

