



# Exhibitions Drive Business Tourism

“The tourism industry in India is a sunrise sector with several attractions like the heritage, culture, monuments, deserts, snow, mountains and valleys. But the only thing missing is a concerted effort to develop business tourism,” said the **Hon'ble Minister of Tourism, Subodh Kant Sahai**, inaugurating the **Indian Exhibition Industry Association (IEIA) Open Seminar** on March 25, 2011 at The Leela Kempinski, New Delhi. He felt that Exhibitions could be used to develop business tourism.



**Subodh Kant Sahai, Hon'ble Minister of Tourism**

Exhibitions are a part of MICE sector and its development depend upon having new and modern venues. This, according to the Minister, needs to be brought on the political agenda. He suggested on developing a PPP model for this and also invited IEIA to submit a proposal to the government highlighting the social and economic prospects of the industry. Assuring the association of his full support, the Minister called for recommendations that could be forwarded internally in the tourism as well as other concerned ministries.



**Lighting the inaugural lamp**



**Speakers sharing their extensive knowledge at the Seminar**

Eric Everard, President, UFI, in his key note address, mentioned that successful exhibitions can translate into new businesses and more jobs for the local communities. “India needs to make a calculated and determined move to develop a strong exhibition industry,” he said. He declared that UFI will support IEIA in training, information and whatever intellectual inputs would be required to develop the market.

The seminar was a huge success in bringing together leading industry experts to discuss burning topics related to the industry.

Attracting 150 attendees from all over the world, it was a truly global event where entrepreneurs, managers, administrators, and representatives of exhibition industry found a common ground to discuss issues pertaining to the development of the industry.

In his presentation on 'The German exhibition & trade fair industry- current results & perspectives of the national & international activities,' **Dr Peter Neven, Managing Director, Association of the German Trade Fair Industry (AUMA)** shared several interesting vital statistics on the Indian and world exhibition industry.

As compared to the international standard and quality of the exhibitions, Indian events lack in providing a similar environment to the global participant. This, according to **Sanjeev Khaira, Managing Director, UBM India**, is a challenge. In his presentation on 'Challenges for an MNC doing exhibitions in India – both imported and home grown', he suggested that the Indian companies have to be more

*Contd. on page 2*

## Inside this issue:

Page 20367

- Exhibition Industry Deserves To Be Awarded Industry Status 3
- An Evening With The UFI President 4
- UEM Extends Its Presence In India 4

## ex-po-nent

[ik-spoh-nuh nt]

### - noun

1. a person or thing that expounds, explains, or interprets.
2. a person or thing that is a representative, advocate, type, or symbol of something.

- from Dictionary.com



**Indra Mohan, President, IEIA**



**Eric Everard, President, UFI**



**Paul Woodward, MD, UFI**

# Exhibitions Drive...

realistic in their pricing strategies. "There is also a huge undercutting in the marketing amongst competing shows making it tough to maintain quality standards. Foreign exhibition organizers must give a long term commitment to develop shows in India," he added.

**Gerald Boese, CEO, Koelnmesse GmbH**, talked about 'International co-operation-possibilities & challenges,' highlighting the various activities of Koelnmesse and extended its support in the development of the Indian Exhibition Industry. In response to the concern raised by Sanjeev Khaira, he made a long term commitment to continuing the presence of Koelnmesse in the country.

In the panel discussion on 'Marketing tool for growth of exhibition - role of media', moderated by **S. Srinivasan, President & Director, PDA**, it was clear that exhibition organizers need to be vocal on how the readers can benefit from the exhibitions or the products and services exhibited therein. Also as exhibitions are held only in the large cities, it results in a minimal reach to the rural markets. It was felt that media can work as an effective tool in widening the reach of exhibition and so, the exhibition organizers should have a clear-cut media strategy. **S. Zarabi, Sr. Editor, CNBC India; H. Singh, Editor, Economic Danik Bhaskar / Business Bhaskar** and **R. Sodhi, PR Consult** were the panelists at the discussion.

Talking about the 'New pricing methods in the trade fair industry', **Graeme Selby, Diversified Communications Asia**, said that India being a different market, it is not rational for the international organizers to implement international strategies of executing exhibitions here. "India will match the global standards in days to come and it would become a leading exhibition destination once the venues and related

facilities are upgraded," he said.

**Ms. Karla Juegel, Messe-und Veranstaltungs-Management**, in a presentation on 'Changing perspectives- the power of demand,' touched upon the needs of the visitors to facilitate a better experience of visiting trade fairs through emotional and experiential planning and execution of trade fairs.

The panel discussion on 'Sustainability through team effort,' was moderated by **Ashish Gupta, Director, Winmark Services Pvt. Ltd.** The esteemed list of panelists included **Sonia Prashar, Head-Exhibitions, IGCC; Darryl DaSilva, CEO, MMI India; Ravinder Sethi, MD, RE Rogers; V. Anbu, Exec. Director, BIEC** and **Rick Prioletti, AGM, PICO**. In the discussion it was felt that amongst the 5 Ps of successful exhibitions- Purpose, Planning, Passion, Patience and Persistence, it is the passion that helps India exhibition organizers and service providers to open a Show successfully. It was clearly understood that there needs to be greater interaction between all service providers and exhibition organizers to achieve greater transparency for the comfort of visitors and success for the exhibitors.

**L K Singh, VP- National Executive Council, Plastindia Foundation** gave a presentation on 'Operational planning for execution of a successful mega exhibition in India.' Being the organizer of the largest exhibition held in the country, L K Singh highlighted the problems faced by the foundation at the venue front. "Ranging from big issues like security, cleanliness, electricity, car park and maintenance, we also face problems pertaining to clean toilets,



water supply, hygienic eating joints and wi-fi facility," said Singh. He said that besides enforcing rules on the exhibition organisers, the venue owners must also work towards solving the basic issues within the venue. His wish list included a 200,000 sqm venue with world class facilities.

**Andreas Hitzler, CEO, MEPLAN GmbH**, gave a presentation on 'How to make exhibitions more successful- for exhibitors, visitors & organizers'. He highlighted some new applications that an organizer can provide for the exhibitors and visitors to enhance their exhibition experience and profitability.

The seminar concluded with the final panel discussion on exhibitors' outlook towards exhibitions. Moderated by **Ashwani Pande, CEO, Koelnmesse India**, the discussion was held by panelists **B.B. Shukla, Head-Corp. Communication, L&T; S. Patil, MD, Hannover Milano Fairs India** and **Vikas Saxena, Head-Marcom, Honeywell**. In the discussion, it was felt that exhibitors need to be more professional in their approach and work together for the progress of the industry.



Peter Neven, MD, AUMA



Sanjeev Khaira, MD, UBM India



Gerald Boese, CEO, Koelnmesse GmbH



Graeme Selby, Diversified Communications Asia



Karla Juegel, Messe-und Veranstaltungs-Management



L K Singh, VP-NEC, Plastindia Foundation



Andreas Hitzler, CEO, MEPLAN GmbH



Ashish Gupta, Director, Winmark Services



Ashwani Pande, CEO, Koelnmesse India



Panel Discussion I



Panel Discussion II



Panel Discussion III



# “Exhibition Industry Deserves To Be Awarded Industry Status”

Acknowledging that the Indian exhibitions have the potential to make a huge contribution to the country's economy, Arvind Mehta, Joint Secretary, Ministry of Commerce & Industry said that it was a fit case for recommendation to the Ministry of Finance for grant of Industry Status. He was speaking as a special guest at the Industry Conclave of The Indian Exhibition Industry Association (IEIA) on the 24th March 2011 held at the newly opened Leela Kempinski Hotel at Chanakyapuri, New Delhi.



Arvind Mehta, Joint Secretary, Ministry of Commerce & Industry

"The Ministry would be positively inclined to deal with representations from the Industry body and you are welcome to start a dialogue with the concerned Joint Secretaries to address the problems highlighted in this forum," said Mehta. He also revealed that a decision to modernise Pragati Maidan under a PPP model had already been taken and an announcement could be expected soon.

Earlier, the conclave had got on to a brisk start with Indra Mohan, the Association President, welcoming the guests and the gathering of over 140 delegates comprising exhibition organisers from India and abroad as well as service providers, trade commission and chamber representatives of various countries.

An International perspective of the impact of exhibitions was provided by Eric Everard, President, UFI- The Global Association of Exhibition Industry who was the other special Guest of the evening and at the last stop of his whirlwind trip of Mumbai, Bangalore, Chennai, Hyderabad and Delhi, where he had visited the major exhibition venues. Everard spoke about the huge gap in the available venue space in India as compared to other Asian countries and opined that like elsewhere in the world, the state has to play a major role in building the infrastructure.

"There is a huge wasted potential here, which can

also translate into a big opportunity if the infrastructural problems can be addressed quickly," said Everard.

The multiplier effect that the exhibitions have on the economy was highlighted by Anil Arora, Honorary Secretary of the Association. He drew upon the recently commissioned survey by the Association of the German Trade Fair Industry (AUMA) that had concluded that each Euro spent on stall rental brought in over 14 Euros



Anil Arora, President, Print-Packaging.Com Pvt. Ltd.

into the economy because of the collateral benefit that accrues to tourism and other industries during a trade fair. Arora also highlighted the incentives given by the state in various countries to the exhibition industry while articulating on the impediments faced by the Indian exhibition organisers.

Apart from the problem of paucity of venue space, the abysmal quality and the high prices, the exhibition organisers had to contend with the requirement of a mind boggling array of NOCs and Permissions, application of multiplicity of taxes, non-uniform policies of the State Governments and unfair competition from state owned venue owners.

In an interactive session after the presentations, Mehta, Everard and Indra Mohan fielded several questions from an eager audience.

## An Evening With The UFI President

Indian Exhibition Industry Association (IEIA) organized an evening with Eric Everard, President, UFI- The Global Association of the Exhibition Industry on 21 March 2011 at The Leela, Mumbai, to welcome him on his first visit to India. The UFI President was in town as part of his four city tour of Mumbai, Bangalore, Chennai and Hyderabad ahead of the IEIA open

started Eric. "The limitations, however, appear on the venue and capacity front of the industry. Despite its terrific potential, India is one of the few trade fair markets in Asia, which has not added significant capacity over a past few years. The situation can be improved and that is where associations like UFI and IEIA come on the forefront," he said.



seminar at Delhi.

The event gave an opportunity to the IEIA members, exhibition organizers, service providers and media companies to meet Eric in an informal ambience.

IEIA became part of the UFI family in the year 2009 and since then both the associations have worked together to facilitate the all-round growth and development of the exhibition industry. Eric informed the attendees about UFI membership opportunity and the benefits of the partnership.

The evening was concluded with an invitation to all the attendees to be a part of the Industry Conclave meeting and IEIA Open Seminar, scheduled on 24-25 March 2011 at The Leela Palace, New Delhi.

<secretariat@ieia.in>

"The Indian economy is witnessing an incredible pace of development, providing lot of opportunity to the exhibition industry,"

**FOR PRIVATE CIRCULATION BY EMAIL**

**Published by:**

Communication & Public Relations Group (CPR)  
Indian Exhibition Industry Association (IEIA)  
F-101/102, Tower 7, International Infotech Park,  
Navi Mumbai - 400 705.  
Tel.: 91-22-27812093 Fax: 91-22-27812578  
Email: secretariat@ieia.in

**Members:** Anil Arora, Rajiv Malhotra,  
Kiran Mittal, Rupen Vikamsi

**Editor:** Neha Mishra

© Copyright: All right reserved. The newsletter may not be reproduced in whole or in part and in any form without the prior and written permission of the Hon. Secretary, IEIA.

**IEIA Open Seminar 2011 Partners**

<p>Platinum Sponsor</p> <p>R.E. ROGERS INDIA</p>	<p>Gold Sponsor</p> <p>Deepali</p>	<p>Dinner Sponsor</p> <p>BIEC Bangalore International Exhibition Centre</p>	<p>Silver Sponsors</p> <p>pico Total Brand Activation</p>
<p>Registration Sponsor</p> <p>VIAIBLESOFT SOLUTIONS PVT. LTD.</p>	<p>Tea Sponsor</p> <p>SANCHI CARPETS</p>	<p>Lanyard Sponsor</p> <p>TRANS LINK</p>	<p>Media Partner</p> <p>Events Venues &amp; Avenues A Quarterly Publication for MICE Industry</p>

## The IEIA Members

- Bangalore Intl. Exhibition Centre new
- Business Live
- Electronics Today
- Exhibitions India Pvt. Ltd.
- Export Prom. Council for Handicrafts
- Hannover Milano Fairs India Pvt. Ltd.
- Hitex Ltd.
- Indian Machine Tool Manufacturers Association (IMTMA)
- Informa Exhibitions - India
- Inter Ads Exhibitions Pvt. Ltd.
- Koelnmesse Ya Tradefair Pvt. Ltd.
- Lalooji & Sons
- Lotus Exhibitions & Mktg. Services
- Manch Communications
- Media Exposition & Events
- Media Today Pvt. Ltd.
- Messe Düsseldorf India Pvt. Ltd.
- Orbitz Exhibitions Pvt. Ltd.
- PDA Trade Fairs
- P. S. Bedi & Co. Pvt. Ltd.
- Pixie Consulting Solutions Ltd.
- Print- Packaging Com. Pvt. Ltd.
- R. E. Rogers India Pvt. Ltd.
- Reed Exhibitions
- Services International
- Siddhartha Logistics Company Pvt. Ltd.
- Tafcon Projects (India) Pvt. Ltd.
- Translink Express (I) Pvt. Ltd. new
- UBM India Pvt. Ltd.
- Unitech Exhibitions Pvt. Ltd.
- Universal Expositions Ltd.
- Virtual Info Systems Pvt. Ltd.
- Winmark Services Pvt. Ltd.
- Worldwide Exhibitions Pvt. Ltd.

### Associate Members:

- First Rain Exhibits (India) Pvt. Ltd.
- Ink Business Media Pvt. Ltd.
- K W Conference Pvt. Ltd.
- Saffron Exhibition Services new

## EKF Third Season Surpasses Old Records

Setting standards in enhancing exhibitor efficiency, **Exhibitors Knowledge Forum (EKF)**, in its third season, was held at Mumbai, Pune, Ahmedabad and New Delhi. Scheduled on 7<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup> and 14<sup>th</sup> March 2011 respectively, the forum was organized by the online trade show portal Exhibitor World and Federation of Indian Export Organisations (FIEO).

EKF covered a comprehensive variety of trade show planning topics, ranging from selecting

held outside India.

The organizers were overwhelmed with the humungous response that EKF generated in



all previous seasons, which clearly emphasized the tremendous potential that EKF commanded. Other than the positive response the event generated, the feedback received during the programme also turned out to be quite inspiring. Moreover, along with feedbacks, the organizers also received suggestions from attendees recommending cities where EKF should be organized in future.

the most targeted shows, setting goals and objectives, to creating targeted messaging that draws qualified prospects to the booth. Further, it also delved in the important aspects like gathering qualified leads, booth staff training, post-show reporting and all other skills required to make the entire exhibiting endeavour a success. In addition, the program also aimed to provide knowledge on how to leverage exhibitions

Cochin and Coimbatore are two such cities where EKF will be organized for the first time during the second leg of the third season of EKF in August 2011. The decision to organize EKF in the said two cities was based exclusively on the recommendation received from attendees. Thus, it can be said that there exists significant scope for EKF in future too.

[<mradul@inkbusinessmedia.com>](mailto:mradul@inkbusinessmedia.com)

## UEM Extends Its Presence in India

*The New Delhi venture is first of two offices to launch and produce major tradeshow events in India*

**Universal Event Management, LLC (UEM)**, a premier tradeshow and event management company for associations and corporations, recently announced the opening of an office in New Delhi. UEM has spent a year exploring new tradeshow market opportunities in India and this new full capacity office will embrace this exploding events market.

“We are very excited about our new and extensive presence in India,” said Anthony Greco, President & COO, UEM. “We are globalising in potential markets and are acting as a conduit for those organizers who do not have direct market reach to India,” he continued.

Greco added, “We will soon announce the partnerships and joint ventures ranging from launching tradeshow events in India to the production of Indian tradeshow events in Macau, P.R.C.”

UEM had opened an international office in Macau last year where MICE activities continue to outpace many of the other Asian market sectors. The full capacity Indian office will also bridge activity in India with that of Macau, taking full advantage of the expertise and resources in both growing markets.

[<info@uemmanagement.com>](mailto:info@uemmanagement.com)