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INDIAN EXHIBITION INDUSTRY COMMUNIQUE JANUARY 2019

Tech@work

Transforming Indian exhibition industry P-08



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Future on a firm footing**



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FROM THE
EDITOR
SRINIVASAN S



Dear Reader,

A big hello from your new Editor!!

It is indeed a privilege to engage with all of you via EXHIBITS. I'm excited I have the opportunity to serve the industry that has helped me grow personally and professionally for over 16 years now.

As I sat and scratched my head over how I could contribute to making EXHIBITS the premier industry publication, which all of you would look forward to read issue after issue, I figured that EXHIBITS should firstly start appealing to all the stakeholders in the community or ecosystem.

The content should be nuanced to appeal to the diverse reader community of Organizers, Industry Associations, nodal Government Agencies, Policy Makers, Venue Owners, Service Providers and the community that is critical to the success of events – Exhibitors and Attendees.

I know I'm faced with the humongous task of curating and crafting content that will be appreciated by this heterogeneous audience with a common goal. However, I'm confident the challenge can be made to look insignificant by tapping into the abundance of knowledge, experience and expertise available within our industry, both domestic and international.

As I begin this journey to bring to you a revamped EXHIBITS that has, for some time now, been engaging with the Trade Show ecosystem to disseminate news, views, trends and informative content, I encourage you to start conversations with me – either via mail or calls – with your views, opinions and industry news.

I'm sure we can collectively help advocate and champion the Exhibition Industry via EXHIBITS.

In the meantime, I sure do hope that the first revamped edition that is in your hand now ticks all boxes for you and provides for a meaningful read. Here is wishing you all a Happy New Year!

Regards,

A handwritten signature in blue ink, appearing to be 'Srinivasan S', written in a cursive style.

Srinivasan S

Honorary Editor, EXHIBITS

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TECH @ WORK

As the Indian exhibition industry transforms into a credible, mature, acceptable marketing platform, the stakeholder community is raising the 'Expectation Bar'. The two key protagonists – the exhibitor and the visitor – are demanding more technology-driven, cutting-edge engagement models than mere on-site meeting opportunities. What can organizers do to meet this expectation? Are there global trends that can be adapted and cloned successfully in India?

With an estimated industry size of approximately Rs. 25,000 crore and 745 major trade shows annually, the Indian exhibition industry is growing at a rate of 8.8% on an annual basis. Globally, the exhibition market has witnessed growth on the back of the economic upsurge in the emerging markets, business-to-business marketing spend, corporate profitability, business investments and growth in the GDP of the nations across the world.

Moreover, the steady revival of economies across the world, increase in demand for luxury products, and the rising expectations of entrepreneurs have sent the growth graph of exhibition industry soaring.

Keeping in mind the ever-rising demand, the international exhibition industry is not only innovating and formulating new ways to deliver value, but also reinventing themselves in several ways in terms of innovative design, attendee acquisition plans, attendee engagement plans and much more.

In the past few years, exhibitors to have started relying on technology in finding new ways to attract and engage people at their exhibition stands. Today, the event and exhibition industry is observing tremendous change and has revolutionized everything, from food and drink, technology, venues to networking sessions and much more. Here's a sneak peek at what is happening globally:

Festivalization

The success of any trade fair primarily rides on creating a platform that balances the needs of the buyers and the rights of the sellers. But now with the often spoken 'Festivalization' concept pushing the envelope, organizers globally are blending traditional face-to-face meeting platforms with experiential events.

Blending experiential learning/knowledge dissemination events with traditional meeting platforms might be the game changer for your event. However, to avoid the risk of turning your exhibition into a carnival instead of a business event, sticking with activities that cater to industry-specific demographics could be the

differentiator.

Acting as a one-stop shop for knowledge, business and entertainment clearly means creating an atmosphere where, apart from traditional business mechanisms, incorporating a creative entertainment for knowledge dissemination.

The idea revolves around organisers giving any fair a wholesome approach wherein visitors can have a one-stop destination for learning, fun, networking and business generation. Therefore, creating a space which is set on the confluence of entertainment and business, giving visitors the best of both worlds is being widely practised globally.

Tech tools

Change is the rule of nature: from change comes progress. As we move towards an increasingly digitized world, organizers are adopting modern technology to engage better and offer cutting-edge engagement solutions to the buyers and sellers. Here are some tech-enabled solutions that are being successfully used in global events.

Making the entire event venue wifi-enabled has been considered a great value-addition in keeping the ecosystem engaged. However, in today's world, it doesn't make the cut for Generation Z and millennials.

To maximize their engagement time at the venue, it is mandatory today for the organizers to create and offer event App for ease of navigation and increasing productive time at the venue.

As organizers address a humongous universe within the marketing/sales window, utilization of Chatbots to handle FAQs saves time and opens it up for more productive activities. For example, tailor-made bots can cater to the attendee's pre-visit information needs or on-site needs.

Chatbots are also well-matched for smaller events and offer a communication technique on par with full-fledged event Apps. It is designed in such a manner that it is applicable to all types of events across the industry type and can answer all event-related queries.

One of the salient features of

this technology, which gives it an edge, is that it has a more rapid implementation timeline than event Apps. It only requires six to eight weeks setup time.

Artificial intelligence

Chatbots also provide real-time insight into levels of attendee engagement and satisfaction, and also provide a support that is of the level of a team, and that too 24/7. It takes off the pressure from the event planning team by preventing them from answering the same queries over and over and focus on relevant work.

A robot assisting visitors at an event in itself is experiential and can make for excellent PR at events, besides curbing staffing expenditure.

Radio frequency identification (RFID) is being used increasingly in more mature markets to create completely cashless events. RFID is moving from being an additional feature to a standard offering at events abroad.

Some of the larger Indian B2B events with a paid attendee model could look at creating RFID-enabled entry as attendees expect faster service and shorter queues.

Besides, RFID helps to link visitor's

emails, social media profiles, and even wallets, with their RFID wristbands or badges before the event, helping them to connect with the organisers in new ways.

It also helps in speeding up entrance, improving the event with real-time insights on the flow of traffic, decide about the layout of concession stands, toilets and sponsors booth, and also aid in figuring out the most popular speakers.

Moreover, RFID chips have a unique identifier system that makes them nearly impossible to duplicate. It also aids in creating new ways to engage the attendees – with RFID wristbands or badges attendees can enter raffles, join competitions, or 'vote' in any poll, by tapping their wristband or showing their badge.

This, in turn, helps the organizers to increase on-site engagement of the visitors, giving them an enhanced experience and knowing the audience on a completely new level.

Interestingly, as the Indian exhibition industry looks to engage with the next generation of exhibitors and attendees, adapting to new tech-enabled engagement tools and creating experiential events will no longer remain optional.



The latest technology tools are reducing waiting lines, easing traffic flow, offering better time management, and ensuring better experiences.

Wanted Evangelists – for the industry, from the industry

The crippling inadequacy of a talent pool must be addressed to help the organised exhibitions sector in India grow and prosper

BY SRINIVASAN S

As I reflect on the exhibition industry's struggles to attract, retain and build a pool of top talent, it strikes me that perhaps we haven't done enough to attract the best of young and educated people to buy into our industry's career opportunities story. But is there a story? If so, what is it? What would I do to play advocate for drawing talent to this sector?

This thought naturally took me back 16 years, when I was taking my baby steps, completely blind and unaware of the career scope the industry offered. I now realise that youngsters may still be finding their way into the industry by chance, rather than by well-designed advocacy! The existing pool of experienced human capital within our industry isn't growing, thereby creating a skewed employment scenario, driven purely by salary competence.

Why is it difficult to draw talent to a nascent yet promising sector that organises over 700 trade shows annually (as per reports) and generates about Rs 25,000 crore in revenue? The answer is simple: the exhibition sector hasn't been marketed effectively to new and emerging employable talent.

But who better than the existing, experienced and proven human resources within the industry to bring awareness about the exhibitions sector as a great career opportunity?! So here I am, making a pitch on behalf of the industry by sharing my own experience. I hope this will encourage my colleagues in the profession to similarly project the industry potential



with their own success stories.

Over a decade-and-a-half ago, when I walked into a "job opening" as a Sales and Marketing Manager in the industry, little did I realise that what started off as another "let's-see-how-this-goes" opportunity would transform into my dream career. My initial sardonic and resigned acceptance of a "job" in a tough employment scenario quickly changed to a euphoria and excited anticipation as a life opportunity began to blossom.

As the years went by I realised the exhibitions industry offered a great canvas to portray various functional roles within a single role. This attribute I found to be unique to the exhibition industry. All through my academic years – like most normal average students are wont to – I had not figured out what I wanted to do in my adult life.

My ambitions would fleetingly settle on various impressionable roles I was exposed to through various medium in my daily life. Among the roles that had the maximum impact on me (not consistently and not necessarily in this order) were: Journalism, Copy

writing, Creative Communication, Brand Management, Marketing Communication, Marketing Management and Management.

Although at that point in time I could not visualise all these roles into the respective designation or profile buckets I mentioned above, I was at various points of time excited to do one or the other of these activities without knowing what kind of career would allow me the bandwidth to do any or all of this!

It took me 15 years of my professional life and a chance opening to stumble upon a role that gave me scope to fulfil all these inspirational and impressionable roles I felt excited about as a student. As I share this story now as the Managing Director of the same company I walked into 16 years ago, I cannot help but think: What if someone had ushered me into the industry before I eventually (and accidentally) stumbled upon this career?

What a pity that the industry is not among the top options for the hordes of employable young talent India is home to! In the absence of role models – such as a Steve Jobs or a Larry Page or an Indira Nooyi – to look up to, how can the industry sell itself as a rewarding sector? Does our industry have good stories to tell? How can these stories be shared and top talent attracted when the industry is not even in the mainstream?

I can see there is a crying need to attract good young talent to the exhibitions industry, but who should take the onus of pushing this agenda for the industry? How should it be done? Is such a mandate the job of the industry association? Or can industry professionals be expected to be individual evangelists? Let the jury be out on this.

You can look forward to more of my thoughts in the future, on possible advocacy channels and strategies.

The writer is Managing Director of Bengaluru-based PDA Trade Fairs Pvt. Ltd.

AWARDS



India's Top
B2B Exhibition
2018

India's Top 10
Exhibition Organiser
2018



Mega Quality Award
2017-2018

Best use of Technology
2016

Corporate Excellence
2016

The Knowledge Hub
2016

Excellence in Operations
2016

Royal Show Category
2012



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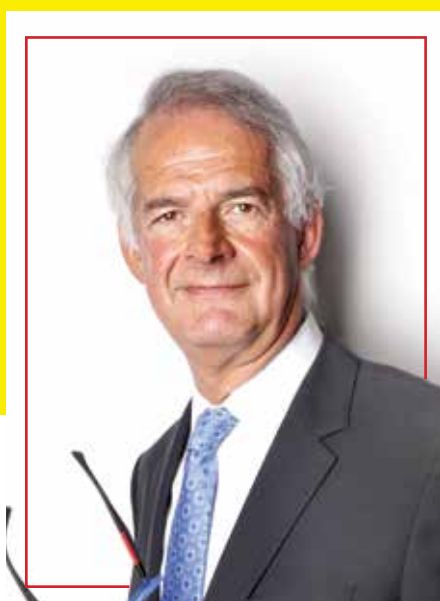
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Independent audit: One way to improve quality

BY CHRISTIAN ALIBAY



In France, as in many other countries in Europe, a large number of exhibitions and trade fairs take place throughout the year, covering all imaginable economic sectors.

All of these events are monitored by an auditor, who performs his/her mission as for any other company in order to issue an opinion on the financial statements of the entity which manages these exhibitions and trade fairs.

Our firm has been involved in this sector of activity for many years, which we are now familiar with and which we find fascinating. As a result, our firm was named chartered accountant of the UFI (the Global Association of the Exhibition Industry) whose registered office is in Paris, and for whom we intervene for the purpose of monitoring events.

Over a number of years France has developed – via the Fédération Nationale des Foires et Salons, to which are affiliated the majority of event organisers – a procedure for the monitoring of such events

which permits, over and above the verification of data generated, a benchmark for these activities.

This compulsory procedure for members consists firstly of completing a comprehensive questionnaire of a dozen pages plus appendices, according to a model established by the Federation.

This questionnaire is called a Procès-verbal of the analysis of numerical data for commercial events (exhibitions and trade fairs) in France. This document is completed by the organiser prior to the performance of tests, which are of two levels:

Level-1

This test is carried out within six weeks of the end of the event. The auditor has in his/her possession the document prepared by the organiser

prior to his/her arrival for the purpose of acquiring knowledge of the different elements of numerical data available and anticipates the time required to complete testing.

On completion of the mission, he/she co-signs with the organiser the Procès-verbal with any additional observations before transmission to the independent certification body.

Level-2

The certification body proceeds thereafter to Level-2 testing of the data in order to identify any differences. In the absence of observations, the definitive Procès-verbal is prepared. If significant differences are identified, the certification body will request further explanations from the organiser.

Finally, if all of the numerical data supplied is satisfactory, the definitive Procès-verbal is prepared, signed and the certification body forwards a copy to the organiser. It may contain additional observations in case of insufficient information and/or material unexplained differences.

The numerical data tested and included in the Procès-verbal is the following:

- Testing of the surface area and exhibitors
- Core components
- Number of entities represented (previously called indirect exhibitors)
- Data concerning testing of foreign exhibitors for international recognition
- Data concerning presentations/animations linked to the theme of the event
- Testing of data concerning attendance, visitors and number of visits
- Testing of total visits and number of visitors (only for professional trade fairs)
- Testing of exhibitor personnel
- Attendance
- Countries represented and split of foreign visitors.

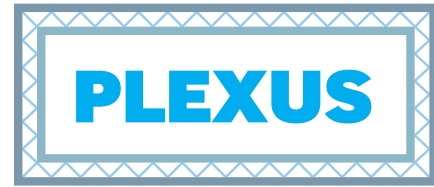
The auditor is also duty-bound to check the entrances to the event of visitors having presented a ticket purchased via pre-sales, or obtained via registration in advance, or visitors having presented a ticket purchased at an event ticket counter, or who had registered at the event site.

There is also testing of visitors having presented a ticket (from exhibitors and other bodies) full tariff, reduced tariff or free. It is also obligatory to record visitors having presented an invitation for free entry other than by pre-registration, registration on-site, or tickets obtained via the intermediary of the exhibitors or other bodies.

All of the information obtained during the course of these tests allows the auditor to obtain – independent of the statutory audit of the owner-entities of the exhibitions and trade fairs – whose purpose is to issue an opinion on the truth and fairness of their annual financial statements, an overall economic vision of these events and, by this means, the exhibition and trade fairs sector as a whole.

An objective and valid benchmark of this activity is thereby made possible. It allows, via the resulting statistics, to report to the members of the Federation who can thereby identify the areas of improvement in the quality and the performance to be made: the collective interest at the service of individual interests !

The writer is President and CEO, Baker Tilly Sofideec, France.



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Mr Bhupinder Singh, Secretary of IEIA & CEO of Messe Muenchen-India

The exhibition industry in India is aligned with the Government of India's vision and its initiatives such as 'Make in India', 'Invest India' and 'Skill India'.

Taking a step forward

The Indian Exhibition Industry Association (IEIA) organized a roundtable meet at Bombay Exhibition Centre, Mumbai, on September 14, 2018, to discuss the action plan that would help the exhibition industry in Mumbai to progress.

Building a strong future for the exhibition industry in Mumbai and fruitful interactions for formulating the action plan for advocating the importance of the exhibition industry to the Government of Maharashtra were the topics of discussion.

With a share of almost 25% of the country's exhibition and trade fair business, Mumbai enjoys the status of being India's commercial capital and is an important market and trade fairs destination today.

Hence, it is important that the local government is informed about the potential of the exhibition industry and its role in building the economy, various industries in the state and the country, and also its role in aligning

to support the development of world-class, purpose-built infrastructure.

Speaking on the occasion, Mr Bhupinder Singh, Secretary of IEIA & CEO of Messe Muenchen-India said, "Exhibitions are one of the best mediums to attract and improve the foreign trade interest in any country. A big surge in the number of state-sponsored events such as 'Make in India', 'Magnetic Maharashtra', 'Momentum Jharkhand', 'Vibrant Gujarat', etc. underlines the high importance of such networking platforms for the Government of India."

The exhibition industry in India is aligned with the Government of India's vision and its initiatives such as 'Make in India', 'Invest India' and 'Skill India'.

It may be noted that any successful idea of a B2B trade exhibition requires the basic components that facilitate foreign investment, which in turn, leads to manufacturing and eventually improving the skill sets of the local

demography, and by meeting all the basic components, exhibition industry rightly fits in in all the government initiatives.

Moreover, its impact on sectoral development is unmatched. Exhibitions create an ecosystem around that sector; boosts the economy of the state and subsequently drives the growth of the country.

Several stakeholders of the exhibition industry were invited to the roundtable meeting to solicit their opinions and accordingly make a concerted effort to impress Government of Maharashtra in creating a favourable ecosystem for the future of the exhibition industry in Mumbai.

Throwing light on the steps initiated by IEIA for the development of the exhibition industry in Mumbai, Mr Singh said, "IEIA's objective is to constantly improve the ecosystem that enables and nurtures trade platforms for the Indian market. Hence, on one hand, it empowers the Indian exhibition industry that contributes significantly to the Indian economy.

"On the other hand, it represents the industry issues with the government, seeks the required support from the authorities and works together for the benefit of the industry," he added.

At the meet, IEIA also planned to come up with the best strategy and form a delegation involving trade associations and key stakeholders to meet the Chief Minister of Maharashtra to stress upon him the importance of exhibitions on the economy of the state. The roundtable meeting was chaired by Mr Max Fernandes, Executive Committee member of IEIA.

While speaking on the need of government support, Mr Fernandes said, "A world-class infrastructure and supportive policies at the government's end are the need of the hour for the development of the exhibition industry in Mumbai. IEIA will take forward this agenda with the government to advocate the importance and interests of the exhibitions sector in Mumbai."

Building Synergies



IEIA and UFI Executive Committees come together for discussions on closer cooperation.

In a recent move to promote networking and exchange of ideas, the Indian Exhibition Industry Association held its 6th IEIA Connect programme in New Delhi recently.

The event saw the presence of dignitaries from across the exhibition industry and was also graced by the Executive Committee of UFI, the global association of exhibition industry, who were special guests on the occasion and saw the presence of several IEIA members.

Being an apex body, IEIA conducts Connect programmes throughout the year that aims at promoting and

supporting the Indian exhibition industry. The programmes are the regional networking events, which bring the stakeholders at the regional levels under the one umbrella to discuss issues related to the exhibition industry and connect with the other leading players of the industry in the region.

IEIA Connect programmes also provide the players with an ideal platform to network and interact. The event, exclusively attended by the representatives of exhibition industry who are at the decision-making levels of MD, CEO and Director, makes it one of the most pivotal networking

platforms.

The recently held meet saw Executive Committee of IEIA interacting with the UFI Executive Committee with regard to the CONNECT and exploring meaningful and fruitful ways to come up with collaborative initiatives that would help in the growth of the exhibition industry in India.

Speaking on the occasion, Mr Corrado Peraboni, UFI President said, "India is one of the most important regions for UFI in terms of membership and a promising exhibitions market. India is putting in place all the required efforts for the growth of the exhibitions sector in the country, whether it be infrastructure development or supportive initiatives for the organisers."

Expressing his pleasure over UFI's participation, Mr K.V. Nagendra Prasad, IEIA President said, "IEIA is happy to collaborate with UFI on various important matters for the growth of the exhibition industry in India. We are sure that this cooperation will further add to the progress of our members and the exhibition industry at large."

The event also felicitated the Winners of the GED18 (Global Exhibitions Day) India Awards.



Engaging the audience

Future on a firm footing

The 85th edition of UFI Global Congress held in St. Petersburg, Russia (31 October to 3, November, 2018) witnessed over 450 events professionals representing UFI members from more than 54 countries come under one roof

The 85th edition of UFI Global Congress and the 2018 UFI General Assembly were based on the theme, 'Our Industry's Complex Future'. Chaired by UFI's 2018 President, Mr Corrado Peraboni, the General Assembly was underlined by a wide range of new initiatives aimed at supporting 780 members of UFI across 86 countries.

The Global Congress is one of the largest global annual meetings, which is known for combining international networking with unique content and gives the members an ideal opportunity to gain insight into topics of strategic interest on the current industry trends and challenges.

The occasion also highlighted the fact that it witnessed a 5% increase in global membership for UFI.

Mr Peraboni said, "It has been a busy year serving the growing global community of UFI members around the world. Never before has the UFI team organised this many meetings and events for our industry, and we have seen a record number of participants."

Je highlight two developments: firstly, with the opening of its regional office in Bogota (Colombia), UFI now has a presence in all four regions around the world. This, he said, is a vital milestone in the UFI's strategic project of 'glocalisation', where UFI is investing to serve its members close to their respective homes.

Secondly, he added, UFI now has more than 1,000 "UFI approved events" in 75 countries. This certification is a globally recognised standard of quality, as all the shows that carry it are audited.



Mr Kai Hattendorf, UFI CEO & MD, making a presentation.

Global events

The occasion also proved to be a podium where UFI reflected on the achievements of 2018 and approved plans for the year ahead. The organisation celebrated the fact that UFI's Global CEO Summit, the exhibition industry's annual curtain-raiser event, which saw two global events, three regional conferences and three topical meetings worldwide, had many informal meetings and gatherings.

One of the year's focal points was UFI's inaugural Latin American conference held at the World Trade Center, Mexico City (18-19 September) by AMPROFEC, which saw about 120 people participating from 16 countries and a meeting being held on Latin America Chapter.

Besides, UFI's Global Congress that made a comeback in St. Petersburg for the first time, after a long hiatus

since 2005, also emphasised on revitalising the long-established relationship with Russia. The occasion witnessed the presence of Russian trade fair industry comprising 40 members and 115 trade fairs bearing the 'UFI Approved Event' label.

In addition, the organisation also used the event as a platform to highlight achievements like the increase in membership, the third Global Exhibitions Day held on 6 June, an expansion of the Next Generation Leadership Grant and the launch of the Latin American Conference in Mexico City.

NextGen Leadership

The year 2018 was also marked by the hosting of the 10th edition of the International Summer University held in collaboration with Kölnmesse and the University of Cologne that witnessed several UFI-EMD programme courses being held



Industry Partners Committee came together for the second time.



UFI Industry Partners Committee was headed by Mr Ravinder Sethi, Chairperson.

across the globe.

Another highlight was UFI's talent recognition programme, the 'Next Generation Leadership Grant', which further extended its scope and included competency like having individual mentoring for grantees.

Moreover, UFI's research activities also reported growth and the size and scope of UFI's research available to members nearly doubled in recent years. UFI has now evolved and progressed to deliver regular research insights on global, regional and topical themes.

As far as industry advocacy is concerned, the occasion saw UFI highlighting the 3rd Global Exhibitions Day held on 6 June, which happened to be the largest and far-reaching awareness campaign in the history of the exhibition industry.

It witnessed activities in 85 countries and regions worldwide with the active participation of the leading organisers, venues and service providers, and was coordinated by UFI along with the association's global network of association partners.

The 85th edition of UFI Global Congress was also marked by the release of two new studies:

- Global Visitor Insights, produced jointly with UFI research partner Explori, provides global trends on visitor experiences and expectations at trade shows. Based on a sample of more than 13,000 survey participants, the study has been based on the biggest ever international data set collected.

- Women in the exhibition industry, a joint research project between UFI and Media partner m+a, gave insights into questions relating to the advancement of women in the industry.

Partners committee

Summarising UFI's activities for 2018, Mr Kai Hattendorf, UFI Managing Director and CEO said, "The UFI team around the world is working every day to make sure we can serve our global member community of over 50,000 industry professionals. The fact that more industry leaders and professionals are attending our events, using our research, and joining our educational offers than ever before encourages us to continue on this path."

The year 2018 happens to be the second time that the group of industry professionals have held a meeting and discussion on relevant issues like membership matters, the position of the current working group within UFI, as well as the current status of the industry as a whole. The partner committee members also came together to set goals for the next 12 months.

The committee expressed its eagerness to collect the best practice examples, evaluate the ways to recognise synergies between industry partners and other industry players, and focus on quality assessment.

During the meet, Mr Jo-Anne Kelleway and Mr Jochen Witt accepted the role of Vice-Chair alongside Mr Ravinder Sethi, Committee Chair, and together they supported and drove the

**IEIA in Associations
Committee meeting**

IEIA was one of the 34 representatives from 21 UFI member associations present at the 85th annual Global Congress. Mr Ravinder Sethi, Vice-President, and Ms. Nidhi Sharma, Executive Director, represented the association at this forum.

The association confirmed active participation in Global Exhibitions Day (GED) campaign as the national partner and Global Task Force member of GED. It shall also take pro-active measures to work towards sustainability, security and safety initiatives for the exhibition industry in India.

interests, and addressed the needs of industry partners within the UFI family.

The UFI is all set to organize its European Conference 2019, at NEC in Birmingham, UK, from May 15-17, 2019. The date was announced following a meeting between Ms Kathryn James, MD, Conventions and Exhibitions, NEC Group and UFI President, Mr Corrado Peraboni, in Verona, Italy.



Messe Frankfurt-India

joins hands with Gifts & Accessories

Messe Frankfurt Trade Fairs India, in an attempt to magnify its presence in the country, has partnered with the exhibition division of Netlink Solutions (India) Ltd., 'Gifts & Accessories'.

Netlink Solutions is a public limited entity listed with the Bombay Stock Exchange for the stationery and writing, corporate gifts and house ware and kitchen ware shows.

This year Messe Frankfurt Trade Fairs-India celebrates its 20th anniversary and has the credit of holding 22 trade fairs and 35 conferences till date.

The show is one of India's largest exhibitions for stationery and writing instruments. This year, the 4th edition of the fair is being presented

by the Paperworld and features the innovative showcase corporate and promotional gifting as well as merchandising.

The market in India for the stationery and writing instruments or corporate gifting is touted as a lucrative one. While the writing instruments market is estimated at 2,400 million pieces a year and US\$ 32 million in value, the Indian gift market stands at US\$ 15 million, which is growing at a rate of 10%.

Messe Frankfurt aims to leverage its years of knowledge and expertise in this industry sector to support the further development of the show. The association of the two organisers

is also expected to include joint marketing and customer engagement strategies.

The stationery & write show, presented by Paperworld in 2018 featured 375 exhibitors and over 12,000 visitors, according to Mr. Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holding Ltd.

Mr. Minesh Modi, Director of Netlink Solutions said the fourth edition will be held on January 9-12, 2019, at the Bombay Exhibition Center, and is envisaged as larger and where the latest innovations, value-added products and the latest solutions in their respective segments are presented.

Messe Muenchen

secures Air Cargo in India, Africa

In an attempt to further strengthen its position in the logistics domain, Messe Muenchen has acquired Air Cargo India and Air Cargo Africa. Air Cargo enjoys an imperative position in the global transport logistics network.

Air Cargo plays a major role in the transport logistics network in China, India and Turkey, and in the globally leading trade fair in Munich. Messe Muenchen has purchased Air Cargo India and Air Cargo Africa from the Indian publishing house, Stat Media.

Mr Priyo Patra, the former owner of the acquisitions and co-owner of The Stat Media, will work with Messe Muenchen to make it a success.

Mr Bhupinder Singh, CEO of Messe



Muenchen-India said, "the addition of Air Cargo trade show in India and South Africa adds more competence to Messe Muenchen's growing portfolio of successful logistics events in the important markets."

"The Air Cargo shows have over the years grown to become the go-to events for the air freight industry in their respective markets. I am looking forward to being associated with them actively in the years ahead," Priyo Patra added.



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Right from running advocacy campaigns to organising events, ensuring international participation and providing knowledge platforms for its members and much more, IEIA added many feathers to its cap in 2018, further fortifying its position as an apex body of exhibitions in India.

Income up 45%

The 12th Annual General Meeting of IEIA was held in New Delhi on 19 December. It was chaired by Mr Ravinder Sethi (Vice President) and attended by several members of the association. The agenda of the meeting included a presentation on the adoption of the financial report for financial year 2017-18.

The association has fared well on the financial front in terms of 45% increase in the total income generated as compared to last FY. The report on activities was presented by Mr Bhupinder Singh (Honorary Secretary, IEIA), which were appreciated by one and all.

Industry Report 2017

One of the most awaited initiatives for the exhibition sector in India, 'The Indian Exhibition Industry Report 2017', initiated by IEIA with EAC as the knowledge partner, was launched this year. The report quantifies the economic impact and the size of the Indian exhibition industry and provides insights about the exhibition industry landscape in India, including information on various exhibitions, organisers, infrastructure availability, key drivers and challenges faced by the industry players in our country, vis-a-vis the role of government in supporting the growth of the sector.

Industry awards

The first edition of Indian Exhibition Industry Awards, an initiative by IEIA and Economic Times, was organised during the IEIA Open Seminar 2018. The awards recognise outstanding achievements of the exhibition industry players in India. They were based on the findings of the Indian Exhibition Industry Study report carried out by Euro Asia Consulting (EAC).

Several leading exhibitions and exhibition organisers were acknowledged and awarded for their outstanding achievements and contribution to the industry. Notably, the awards ceremony will continue to be organised by IEIA and Economic Times during the Annual Conclave of the Exhibition Industry in India- the 'IEIA Open Seminar', annually.

Business matchmaking

The Business Matchmaking session organised by IEIA during the IEIA Open Seminar turned out to be a huge success with 70 prefixed B2B meetings concluding successfully. It was the first such forum that facilitated the exchange of business opportunities for the members of the association.

CEM programme

Keeping up with its tradition of excellence, IEIA organised the 4th edition of globally recognised Certified in Exhibitions Management (CEM) programme, which was hosted by BIEC, Bengaluru.

Several leading organisations like FICCI, Messe Muenchen, India ITME, R.E. Rogers, HITEX, IMTMA, UBM, Meroform, Hannover Milano, Pharma Technology, 10Times, Noesis, Concept4Expo and Utex Exhibitions nominated their participants for the programme.

IEIA Connect

The 5th edition of IEIA Connect programme was held on March 16 at Taj Vivanta, Bengaluru. It was hosted by Bangalore International Exhibition Centre.

The 6th edition of IEIA Connect was held on September 16 at Le Meridien, New Delhi. The event was attended by the representatives of member organisations who came together to discuss matters of concern and exploring business networking and opportunities.

EEMA meeting

Another meeting for the Executive Committee members from IEIA and EEMA (Event & Entertainment Management Association) was also organised on September 7. Executive committee members of both the associations discussed ways to collaborate in terms of joint initiatives to deal with the concerns facing the industry and for initiating joint representations of matters to be represented to government bodies.

Reciprocity deals

The association expanded its global collaborations by signing eight more International Reciprocity Agreements at the IEIA Open Seminar' 2018. These were signed by IEIA with exhibition industry associations from various countries, including CENTREX (Central East Europe), AFE (Spain), KEOA (Korea), IELA (Switzerland), RUEF (Russia), SAACI and AAXO (South Africa) and SBE (Poland).

International partner's meet

A roundtable meeting was organised on May 9 in Hyderabad for the international partner associations of IEIA. It was held to discuss the agenda for achieving synergies and building cooperation among the partner associations for the growth of the members of IEIA and other partner associations. The meeting was attended by representatives of 15 international associations from various countries.

GED Award

IEIA won the GED Award under the 'Biggest Scale Physical Activity' category. The GED India campaign was led by Mr Max Fernandes, Executive Committee member of IEIA. GED awards were organised by UFI along with UK-based 'Exhibition World' to reward and acknowledge the best activities around Global Exhibitions Day' 2018 on June 6.

IEIA also launched the first GED India awards, supported by UFI. Several members from across the country participated in the GED 18 celebrations and an array of activities were organised to mark GED in India. The association recognised the best activities in various categories and awarded the winners in all the categories.

Representation to GoI

IEIA took a significant initiative for the progress of the Indian exhibition industry, by way of representation to the Government of India (GoI) to include the exhibitions sector in the list of champion sectors. An IEIA delegation comprising Mr KV Nagendra Prasad (President), Mr Bhupinder Singh (Honourary Secretary) and Ms Nidhi Sharma (Executive Director), met Mr Suresh Prabhu, the Union Minister of Commerce & Industry and Civil Aviation.

A detailed report on the challenges faced by the sector has already been submitted to the Union Ministry of Commerce, which gave a positive assurance to resolve the issues and concerns.

IEIA approaches SEPC

Mr KV Nagendra Prasad, President of IEIA, met the Director General of the Services Export Promotion Council (SEPC), Ms Sangeeta Godbole (IRS) to represent the

concerns staring at the exhibition industry. Matters such as GST, single window clearance, inclusion in Champions sector and financial support for organising world-class exhibitions in India were raised at the meeting.

Initiative on Mumbai

Following the sudden notification issued by the Brihat Mumbai Municipal Corporation (BMC) to ban the hosting of exhibitions at Bombay Exhibition Centre, Mumbai, IEIA initiated steps to represent the concerns faced by the industry in Mumbai, which was done with an objective to support the interests of the exhibition industry and advocate for government support.

A consultative roundtable meeting was held at BEC, chaired by Mr Max Fernandes, EC member, and headed by Mr Bhupinder Singh, Honorary Secretary, IEIA. A representation is now being made to the Chief Minister of Maharashtra with the involvement of Maharashtra Economic Development Council (MECD).

Advocacy campaigns

In order to support the interest of the exhibition industry in India, which is an integral part of the MICE sector, a delegation from IEIA, comprising Mr Ravinder Sethi (Vice President), Mr Gaurav Juneja (EC member), Mr Vipul Agarwal (EC member) and Ms Nidhi Sharma (Executive Director), met Ms Rashmi Varma, Secretary-Tourism.

Another IEIA delegation comprising Mr Gaurav Juneja (EC member) and Ms Nidhi Sharma (Executive Director) met Ms Sangeeta Saxena, Director, Department of Commerce, and Ministry of Commerce, to draw the department's focus on the Indian exhibition industry.

'Meet in India'

In order to promote India as a preferred exhibition and MICE destination, IEIA has spearheaded the ambitious 'Meet in India' campaign on the lines of 'Make in India'.

The association is developing a portal for promoting the campaign, which will be a repository of all information related to exhibitions and trade shows held in the country. Various trade bodies are being invited for endorsing this campaign across the country.

Representation on GST

The IEIA has submitted a representation to the GST Directorate, Ministry of Finance, for streamlining of GST related concerns faced by the industry. Ms Nidhi Sharma (Executive Director, IEIA) met Mr Yogendra Garg, Additional Director General- GST, to submit the representation with positive hearing and consideration of the concerns faced.

AWARD

India Expo Mart

receives double recognition



It seems there is no dearth of good news for India Expo Mart. Once again the venue has earned the 'Best MICE Venue of the Year' award. In addition, its Chairman, Mr Rakesh Kumar, has been honoured as the 'Best MICE Person for the year 2018'.

Both these titles were awarded at the 14th International Hospitality Travel Awards 2018 held in New Delhi in October, where Mr Ramdass

Athawale, Union Minister of State for Social Justice and Empowerment, gave away the awards.

Both the Expo Mart and Mr Rakesh won the recognition last year too, at the International Hospitality & Travel Awards. He said, "Our ultra-modern infrastructure is a testimony to our commitment to provide world-class facilities to event organizers. We are very pleased that event and exhibition

organizers have reinforced their trust in us."

Mr Rakesh announced the setting up of a new hall to provide 14,000 square metres of additional exhibition space for forthcoming events at the Mart. "Besides this, we will soon be unveiling the upcoming hotel project details at the IEML," he added.

Located in Greater Noida, near the JP Golf Course, and within easy reach of Central Delhi and the international airport on the new 8-lane Greater Noida Expressway, India Expo Centre is easily accessible by car and Delhi Metro.

Conceptualized by Mr Rakesh, IEML spreads over of 58 acres and has built up complex of 25 lakh square feet. It hosts major shows, exhibitions and conferences like Auto Expo, Printpack, Asian Development Bank (ADB) and FDI World Dental Congress.

In an attempt to reduce the carbon footprint, last year IEML installed a state-of-the-art 2-mW rooftop solar plant, which is expected to result in savings of Rs 380 million over the project lifetime of 25 years.

APPOINTMENT

UFI elects

its first woman President

Ms Mary Larkin has been appointed UFI's President for 2020, by the global exhibition industry association's Board of Directors. She is the first woman to hold the post in the association's history and the decision was made at the board meeting during the UFI European Conference in Verona, Italy.

On Larkin's appointment, the outgoing President, Mr Corrado Peraboni said, "It will be a great privilege for me to be part of the presidential trio,

together with Mr Craig Newman and Mr Andreas Gruchow, in this historical moment. Mary will be the first female President in UFI's history, and also the first to be based in the USA."

On her appointment, Ms Mary said, "I am delighted to be part of UFI's leadership in the coming years. I am particularly looking forward to representing and working with women to help increase the level of female representation in leadership positions within the industry."



APPOINTMENT

Thomas Cindric Jr. is IAEE Chairperson

Mr. Thomas Cindric Jr. has been appointed Chairperson of IAEE for the year 2019. In his role Mr. Cindric will put the focus on the changing trade show model, help IAEE's in expanding its global presence and work on the growth of IAEE's CEM Learning Program and Women's Initiatives.

Mr Cindric discussed this vision at the Annual Networking Luncheon and awards presentation held on December 13 at Expo! Expo!, the IAEE's Annual Meeting and Exhibition 2018 in New Orleans.

Mr. Cindric holds the position of Senior Vice-President at Informa Global Exhibitions.

NEW MEMBERS

Associate Members:

Indus Exhifab

Mr. Varun Tyagi (Director)
 tyagi@indus-exhifab.com
 www.indus-exhifab.com

Address: T-2, 3rd Floor, Aditya Mega City, Vaibhav Khand, Indirapuram, Ghaziabad-201014 (Uttar Pradesh).

Paras Art Studio

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19 Apr 2019	Strategic Planning and Management	Alfredo Lomas, CMP, CMM, CEF, CEM
20 Apr 2019	Event Marketing	K V Nagendra Prasad, CEM
05 Aug 2019	Finance, Budgeting and Contracts	Charlotte Pearson, CEM
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Gen Z

will usher in positive changes

As an association that aims at representing, promoting and supporting the business interests of its members and the exhibition industry as a whole across the world, UFI has made a well-orchestrated journey. Mr Corrado Peraboni, who recently completed his tenure as the President of UFI, throws light on the association's role and the challenges ahead.

Please elaborate on the role of UFI in promoting exhibition as an industry, worldwide.

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry.

At present, more than 780 member organizations and 60 associations in 89 countries take part in our activities, networking opportunities through our events, educational programmes and forums. We regularly conduct research and continually inform our network about the state of the industry.



India's trade fair industry
has been the "best
performing large market"
for the past 5 years.

How do you see the Indian exhibition industry progressing?

A few months ago, I was invited along with the UFI Executive Committee, key industry leaders and the board of IEIA to Delhi to discuss the Indian exhibition industry and the venue projects in the region. It was great to see and understand the remarkable progress of this vast country, which is full of opportunities.

According to the predictions in the latest UFI/BSG report on the trade fair industry in Asia, venue space in India will increase by more than 10% by the end of 2019. India's trade fair industry has been the "best performing large market" for the past 5 years.

In 2017, the net space sold went up by 11.4% to 1,187,000 square metres over the previous year. Over the past 5 years, the Indian market has grown by 39%, which is far ahead of the regional 5-year average of 27.3%.

How does the exhibition industry help build the economy of any country?

The importance of the exhibition industry for the national economy is manifold. It is necessary – not just in India – that national authorities openly support our industry. It promotes economic growth, which in turn has a positive impact on the country.

What are the challenges the industry is facing at the global level?

For a while now, we have seen mergers and acquisitions, and business models change. Exhibition and conference business models converge and the ConfEx formats are becoming ever more popular.

We also see that many of the fastest growing business events are driven by communities who want to meet in an environment that is part festival, part conference and part tradeshow – otherwise known as the "festivalisation" trend.

The quality of the visitors attending makes it highly attractive for companies to invest in a presence, but the focus of organisers lies first and foremost with visitors – not exhibitors, as is the case with the traditional exhibition model!

These developments bring challenges to organisers and venues alike, and there are valuable insights to be gained by looking at other sectors of business events. Millennials and Generation Z have completely changed the market dynamics in recent times.

How is the industry working to encourage their involvement with the exhibition industry?

Generational changes bringing in new challenges have always been there, only a different terminology was used. Millennials and Generation Z are independent individuals with a huge entrepreneurial desire and very high ambitions. They have been using the Internet from a very young age and are very comfortable with technology and social media.

Our industry has a lot to offer for those who are motivated and are willing to succeed despite their sex, origin or age. But surely, Millennials and Generation Z will bring changes that have a positive impact on our industry. If we don't want to miss out we, the older generation, will need to adapt.

As President of UFI, how was your journey?

I have been nominated as the UFI President a year ago, at the last UFI Congress in Johannesburg, and at our Global Congress in St. Petersburg, I passed on the reins to the next UFI President, Mr Craig Newman. Over the past 12 months, our association has grown stronger all over the world.

I am particularly proud that I was able to oversee the establishment of a new regional office in Latin America, as well as the inaugural event for this region. I wish all the best to my successor.

I can, I will... Never give up!

The first edition of the 'Women Leadership Forum, Connect Now India', organised by the Indian Exhibition Industry Association (IEIA) in collaboration with the India Chapter of the International Association of Exhibitions and Events (IAEE), at the Sheraton in New Delhi in October, saw leaders in the exhibition domain taking centre-stage.

Decision-making with speed and conviction, engaging for impact, adapting proactively and reliability – these are four factors that differentiate high-performing leader from the average ones. This was pointed out by the keynote speaker, Ms Bharti Ramola Gupta, former Partner at Pricewaterhouse Coopers Pvt. Ltd. (PwC).

She was quoting from the findings of a 10-year study, 'The CEO Genome Project', published in Howard Business Review, on effective leadership in Fortune 500 companies, carried out by four researchers in the US.

"The first factor is 'deciding with speed and conviction' – it was found that people who were decisive were 12 times more likely to be high performing than those who were not. The second factor that made an impact was 'engaging for impact' wherein the CEOs who focus on support from the stakeholders perform better," Ms Bharti said.

"The third factor that would pave the way for success is 'adapting proactively' – CEOs who excel at adaptability



Lamp lighting by the dignitaries

are 6.7 times more likely to succeed. It has been observed that the adaptable CEO spends significantly more time focussing on long-term goals. Finally, 'delivering reliably quickly' is yet another significant aspect of a successful CEO and this is the most powerful of the four behaviours," the keynote speaker added.

Four 'mantras'

Ms Bharti went on to give the audience her four mantras for success – I can; I can and I will prepare for it; I can, I will prepare and ask for that role; I can, I will prepare and ask for that role and never give up! She also advised the audience to believe in oneself and overcome perfectionism "because too much perfectionism can lead to indecisiveness".

Several women leaders in the exhibition sector participated and exchanged thoughts on fostering the idea of inclusive leadership and acknowledging women's contribution across the industry. The event, the first of its kind in the exhibition industry in India, was designed to encourage open discussion on topics unique to women, regardless of age, individual situation or current position held in their companies.

The occasion ensured knowledge dissemination and strategies for the participants that would not only help them succeed in their current positions, but also motivate and inspire them to take their career a notch higher.

Among the dignitaries attending the day-long workshop were Ms Sonia Prashar, Chairperson of WLF's Advisory Committee and MD of NürnbergMesse India; Ms Seema Srivastava, Executive Director of India ITME Society; Ms Monimita Sarkar, MD of KW Conferences; and Ms Savita Mahajan, Advisor & Former CEO of ISB, Mohali.

Ms Sonia highlighted the fact that talent diversity and inclusion creates a competitive environment, which in



Mr. Atul Todi, CEO, 10Times briefing on the role technology

turn acts as a catalyst for the growth of women leaders. She went on to point out that women are genetically engineered to be responsible, and leadership comes naturally to them. "They are inherently inclusive and stimulate an environment that helps others grow," she added.

Praising the commitment of women towards their work in her organisation, Ms Sonia said, "We have 90% women in our organisation and the kind of ownership women show about their work is quite amazing. Our partners and associations also say that women perform their task as if they own the business."

Women leaders

The programme focused on networking amongst the participants from different organisations, while sharing their own experiences, helping each other build connections and taking back learning with them.

In her address on Leadership Development, Ms Savita said, "Among things organisations can do to promote women's growth in an organisation for the leadership position is facilitating a flexible working environment. Secondly, the organisations can insist

on considering both men and women while hiring and for promotions and make sure that women workforce is not ignored."

She went on to say, "This will create a whole set of conversation that would break unconscious biases and promote women leaders. The third factor is inspirational encounter – such as sending your junior and mid-level women employees to attend conferences and networking events. This provide women a chance to not only network with male colleagues, but also give them the much-needed exposure and boost their confidence."

Answering a question on gender pay gap from the audience ratio, Ms Bharti pointed out that one of the most important ambiguities in the women workforce is that they have for ages undermined their worth. She cued, "Your positioning is determined what money you are making and your value in the marketplace, thus, get recognised."

One of the concerns raised during the discussion was the lack of assertiveness in women when it comes to applying for any position in an organisation. "Negotiation



Mr. Sooraj Dhawan, MD, Falcon Exhibitions talking about key leadership traits

SPECIAL FOCUS: WOMEN'S LEADERSHIP FORUM



Participants and important delegates interact with the keynote speaker, Ms Bharti Ramola Gupta (right) at the first Women's Leadership Forum in New Delhi.

is a must and one should try and understand its importance. Studies have suggested that women always put themselves down when it comes to asking for a salary package," Ms Bharti added.

Panel discussions

The event also featured two panel discussions. The first panel discussion on 'Entrepreneurship Development for Women Professionals in the Exhibition Industry' was moderated by Ms Aparna Bhargava, Regional Head of Messe Muenchen India and included Ms Himani Gulati, Director of Mex Exhibitions, Ms Vandana Malhotra, VP of Lotus Exhibitions, Dr Poonam Sinha, Joint Director of the National Institute for Entrepreneurship and Small Business Development (NIESBUD), and Ms Writuparna Dutta, Managing Partner of BizAnekdots.

Dr Poonam stressed, "It is important to analyze your potential and set goals slightly difficult but achievable. As a woman, we face both financial challenges and gender biases, but we have to find a way to win over them."

The second panel discussion, 'Leaders' Conclave', was moderated by Ms Rucheeka Chhugani, Assistant Director of NürnbergMesse India.

Speaking on the steps to be taken for more inclusion, all the panelists agreed on the need to create women-friendly work culture wherein emphasis would be on listening to employees and formation of better HR policies, managing gender parity, introduction of a salary slab system, promoting equal pay and opportunities, and flexible working hours for both men and women.



(L-R), Ms Aparna Bhargava, Regional Head of Messe Muenchen India, Ms Himani Gulati, Director of Mex Exhibitions, Dr Poonam Sinha, Joint Director at NIESBUD, Ms Vandana Malhotra, VP at Lotus Exhibitions, and Ms Writuparna Dutta, Managing Partner of BizAnekdots.

Ms Seema Srivastava, Executive Director at India ITME said, "In the exhibition industry in India it is generally self-owned companies where women are in the leadership position. Only a handful of companies have a woman as an operations head. We have to change this and we are the change."

Asked how she manages to maintain gender equity at work, Ms Monimita of KW Conferences revealed, "The majority of shareholders in my company are women. For us, everyone is equal and we do not have pay differences as we function on the slab system. We also employ senior citizens, now. I must say that ethics and integrity that come with such seniority is commendable."

Fast forward

Mr Sooraj Dhawan, MD of Falcon Exhibitions said, "My company runs on 96% women force and I must admit that women are best possible human resources and exhibit tremendous integrity and ownership. Today, the global MICE industry is 75% women-centric. From a leadership perspective, women understand the power of direct communication."

Women should focus on adapting new technologies in order to stay relevant and should learn higher

SPECIAL FOCUS: WOMEN'S LEADERSHIP FORUM



Ms. Bharati Ramola being felicitated by Ms. Sonia Prashar at the event



WLF advisory committee members in a panel discussion. (L-R) Ms Rucheeka Chhugani, Assistant Director of NürnbergMesse India, Ms Seema Srivastava Executive director at India ITME, Ms Sonia Prashar, MD of NürnbergMesse India, Ms Monimita Sarkar MD of KW Conferences, and Ms Anitha Niranjana, MD of CIM Global.

social and cognitive skills. "Women should also make a point to be heard, therefore, they need to record their achievements," he added.

Elaborating on the initiatives taken by IEIA to increase gender diversity at the workplace, Ms Nidhi Sharma, IEIA Programme Coordinator said, "We aim at creating awareness among industry players by bringing out the potential in women to take up challenging roles through open sessions, case studies, discussions in such kind of forums and by the way of motivating the existing women professionals to gear up for taking up the leadership roles."

IEIA is also connecting with event management institutes and related institutes to bring in awareness about the opportunities available in the exhibition industry, so as to have a broader base of gender diverse workforce in the industry. This will help attract young talent to the industry, she added.

The next edition of the Women's Leadership Forum will be organised by IEIA in Mumbai, Bengaluru and Hyderabad as part of the agenda to promote gender diversity and inclusive leadership in the exhibition industry in India.



Ms Savita Mahajan (left), Advisor & Former CEO of ISB, being felicitated by Ms Seema Srivastava (right), Executive Director of India ITME Society.



For Messe Frankfurt, strategic alliances are welcome



Underscoring its commitment to continued growth and to further fortify its position in the corporate gifting and stationery domain, Messe Frankfurt Trade Fairs India Pvt. Ltd. has tied-up with Gifts & Accessories, the exhibition division of Netlink Solutions (India) Ltd. Mr. Raj Manek, Managing Director and Board Member, Messe Frankfurt Asia Holding Ltd., reveals much about the partnership, the market scenario and his future plans.

Congratulations! Could you elaborate on this collaboration with NetLink Solutions (India)?

Thank you so much for your wishes. It was a logical step for Messe Frankfurt to form this exciting collaboration with Netlink Solutions (India) as the corporate gifting and stationery market holds tremendous growth potential in the country and very well fits our existing brand, Paperworld.

With the number of domestic and international players trying to make their mark in this sector, we are confident that this strategic alliance will highly benefit both the parties by combining our international knowledge and strength with Netlink's local knowledge and reach in this sector.

You organise some of the leading trade shows in the industry. How has the journey been so far and what are your future plans?

We are proud to say that we have been organising some of the largest and most successful events that have effectively cemented the buyer-seller gap for many established and new entrants alike. We are much more than an exhibition company; we consider ourselves 'market makers'; and the journey as a market maker is both enthralling and satisfying.

It is enthralling because we are constantly bombarded with new sectors and markets to explore. We are a people's industry, and being able to provide our buyers and sellers with platforms they can trust to meet their goals is highly satisfying.

Do you think that mergers and acquisitions are the current hot cake for the industry?

We are seeing a rapid consolidation of the industry from a global perspective. In general, I think the number of

Messe Frankfurt organises at least one show a month, and has 25 conferences under its umbrella. This demands maintaining and strictly meeting deadlines.

M&A transactions have been pretty consistent over the last few years in our industry.

There are many pros in this process: inheriting established events, increase market share, sector knowledge, perceived customer loyalty, and additional revenues and profits.

The cons are that you need to have experience and a very clear strategy in the integration process. Without this you could be taking a risk with your investment and the above pros could easily be irradiated or diminished.

How do you perceive India in terms of exhibitions?

The exhibition market in India is booming and is out-performing many developing countries in terms of their growth rate and the size of its economy. The exhibition sector gives us the advantage of being able to provide companies eyeing for a share in the country, the right platform to network and grow their business.

Also, the incredible support from the government with initiatives like 'Make in India', use of digital technology and opening of new venues has contributed largely to the development of the exhibition market.

Are you looking at expanding your portfolio of exhibitions in the country in the near future?

We are always looking at opportunities that will help us expand our business

and portfolio in India. We are also constantly reviewing and evaluating new sectors, which could help us with our expansion plans.

While expanding our exhibition portfolio will always be one of our fundamental goals, Messe Frankfurt has successfully maintained its profitable position balancing its upwards trajectory with its existing shows.

What are the key factors influencing exhibitor satisfaction?

I think the most important factor influencing exhibitors today is ensuring that you can deliver the right quality of visitor to the show. Today, many exhibitors are not very concerned about the 'footfall' but the quality of buyers and also new buyers – in other words, new leads that will help them expand their business.

I also feel that exhibitions act as an excellent platform to help companies launch their products and network with the right target audiences. When combined with the right marketing tools, participating in an exhibition can create immense business opportunities for a brand.

Which are the cities where Messe Frankfurt operates?

We are already covering Tier-I cities like Delhi, Mumbai, Bengaluru and Chennai. So far as exhibitor and visitor participation goes we are covering markets on a pan-India level.

Shows like Media Expo and LED Expo are some of our biggest shows hosted bi-annually, which attract various businesses from different regions and Tier-II towns across the country.

What do you like the most about exhibitions?

The exhibition sector revolves around stringent timelines. Messe Frankfurt organises at least one show a month, with about 25 conferences under its umbrella. This demands maintaining and strictly meeting deadlines.

It also includes strategies for new as well as existing shows, scouting for the right venue, data research, creating marketing collaterals and constant promotion of each and every show.

For me, the best part about this industry is that it gives us the opportunity to create meaningful platforms for a variety of sectors using our expertise, and create lasting relationships with the industry and the government that helps drive the economy.

What do you like to do in your leisure time?

I am a big sports lover, so a lot of my spare time is spent either playing or watching sports, mainly soccer. Apart from this, I prefer spending my precious time with the family. My travel schedule is very hectic, so I try to make the most of my time with my family.

IMTEX turns 50,

creates a tech-equipped future

In 1969, when the Indian Machine Tool Manufacturers' Association (IMTMA) organized its first-ever all-India Machine Tool Exhibition at Godrej's premises in Mumbai, it had only 23 Indian companies and institutions like Central Manufacturing Technology Institute (CMTI) and Indian Institute of Technology (IIT) as participants. Five decades later, IMTEX has turned into an iconic global machine tool and manufacturing technology show.

As IMTEX, a celebrated global machine tool and manufacturing technology exhibition turns 50 this year, IMTMA has announced two new special pavilions on 'Additive Manufacturing' and 'Industry 4.0'.

The exhibition will run 24-30 January, 2019, at Bengaluru International Exhibition Centre and will see high footfalls across six exhibition halls, including a newly constructed Hall 5 at BIEC.

Metal cutting being a primary vertical in the machine tool industry, IMTEX-2019 and Tooltech-2019 are all set to unveil some of the latest innovations in metal cutting technologies like Industry 4.0, hybrid machines, and 3D printing.

Expressing his view on the exponential growth of the exhibition over the last 50 years, Mr Jamshyd N. Godrej, Chairman (Exhibitions) at IMTMA, said that the organization has always endeavoured to broadbase the reach of IMTEX.

Moreover, he believes in taking the latest technologies to the doorsteps of the Indian manufacturing industry so that companies could move towards self-development and produce world-class products to match global standards, for which the exhibition has created a manufacturing ecosystem.

The show 'Tooltech' will be held

concurrently and showcase a range of peripherals and tools for metalworking machine tools.

Speaking about the technologies showcase, Mr P. Ramadas, President of IMTMA said, "IMTEX-2019 and Tooltech-2019 will showcase everything. Exhibitors will display turning machines, CNC multi-function machines, drilling machines, boring machines, milling machines, machining centres, tool grinding machines, robotics and manufacturing automation, machines for marking, machine tools for educational purposes, and machines for unconventional and other operations, among others."

The show will have over 80,000 square metres of exhibition space, exhibition halls, country-group participation, 21 overseas countries participation, special pavilion on 'Additive Manufacturing' and 'Industry 4.0', and an experience zone depicting IMTEX's 50-year journey.

An international seminar on machining technologies focusing on advancements in machining technologies, i2 Academia Pavilion connecting institutions with industry, will be platforms that will bring companies with students on a common platform to source talent for machine tool industry.

Jagruti, which will connect students from various cities with institutions, will also organize a buyer-seller meet to give a platform for companies to sell machines, and explore mutual business opportunities.

For the convenience of participants, IMTMA has also put up an Expo platform, an exclusive online registration portal for visitors and exhibitors to register and gain access to floor plans and product catalogues and fix up business meetings.

IMTEX-2019 platform will be an ideal platform for the companies to launch a number of new products for the Indian market, many of them being introduced for the first time.



3rd edition of 'Exhibition of Exhibitions' in January

The third edition of 'Exhibition of Exhibitions (EoE)', held by the Association of African Exhibition Organisers (AAXO) is scheduled to be held between January 30 and 31, 2019, at the Blue Wing Conference & Events Venues, Ticketpro Dome.

It is all set to draw people from across Africa and will display creative stand designs, latest exhibition technology and world-class training for exhibitors, organisers and suppliers. The event will also help visitors learn new ropes and establish a network with the best in the exhibition industry.

It will attract exhibitors, organisers, suppliers, service companies,



marketing agents, creative and various exhibition industry professionals who can connect with reputed organisers and suppliers in the exhibition industry.

Apart from the exhibition, AAXO will also host the third annual ROAR

awards on January 31 at Monte Casino in Johannesburg. The awards have been conceptualised with the objective of acknowledging and recognising excellence in the Africa's exhibition industry.

Nominations for the award will be measured on parameters such as successful exhibition strategy that incorporates marketing, public relations, operations and activation.

Besides recognition, the celebrated award will provide organisers with a platform to showcase their event, positioning the exhibition as an award-winning event and allowing further growth opportunities.

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Digitisation

is integral to logistics

With improved service delivery and customer satisfaction ruling the roost in the exhibition industry, the logistics domain has emerged as one of the strong pillars on which the future of the industry rests. Mr. Ravinder Sethi, Founder and MD, R.E. Rogers, who has been in the industry for three decades now, throws light on the challenges faced and his journey so far.



You have been in the exhibition logistics domain for decades now. Tell us about your journey.

In 1986, we handled a mammoth rock concert (Sting, Springsteen, Gabriel, etc.) held in Delhi. There was a Boeing-747 freighter-full of musical equipment handled with two forklifts, a rickety crane, and hundreds of workers. We also dug into the archives to find the rules for such clearances. It proved to be a success.

Though we handled it with true grit and professionalism, we were sleep deprived, had high blood pressure, and prayers on our lips.

The year 2011 witnessed the first Formula One being held in India. There were six Boeing-747 freighters, plus huge amounts of sea freight. At that time, with 30 forklifts, ample cranes, superb supervisors, limited workers, and digitalised quality systems, we efficiently managed everything.

This time, however, we didn't suffer from high blood pressure and sleepless nights! What I'm saying is that logistics has changed from an obsolete informal industry to a state-of-the-art, digitalised professional industry.

What are the biggest challenges faced by logistics service providers? How have you overcome them?

At the macro level, some bureaucratic hurdles still remain a challenge. A lot has improved in the last few years, but a lot more needs to be done. It's amazing how customer-friendly the Customs Department has become!

At the micro level, working in outdated venues still remains a challenge. But the future looks bright with the coming up of new and/or reconstructed, large state-of-the-art venues. The other

Plain and simple exhibition site management meetings among all the players on a daily basis are the answer.

micro challenges for almost all events today are the very short build-up and even shorter breakdown periods.

If you have to choose one single change in the logistics business, what would that be?

The very short build-up and breakdown periods are becoming a common mind-set of exhibition organizers. I fully appreciate the immense cost the organizers have to incur to do this; but it is a great safety risk for us. We must return to the days of reasonable build-up and breakdown periods.

Leaving pricing aside, does modern technology play any role in giving logistics companies a competitive edge?

Absolutely! Digitisation and advanced technologies are becoming an integral part of the logistics business. Those who do not adopt it will get left behind.

What helps you to visualize the likely challenges that you may face on-site and prepare better to mitigate them?

The most important aspect on-site is coordination between the organisers, stand fitters, service providers and exhibitors. It's important to know that site management does not start when build-up starts – it starts several months in advance.

In my opinion, plain and simple site management meetings among all the players on a daily basis are the answer. You do not need any high-tech digitalised technology for this!

With large multinationals establishing a large footprint in India through cloning and M&A, what does the future hold for home-grown organisers?

A free economy, deregulation, growth, and a good infrastructure are bound to bring in foreign investments. This applies to every industry and not just the exhibition vertical. One sees home-grown, owner-based organisers going in for joint ventures and/or outright sales.

At the same time, almost all Indian product-based association events are growing immensely. However, we will still see a mix in the growth of the home-grown organizers and the multinationals.

What are the trends you see in the exhibition industry worldwide?

“Glocalisation” and “Digitisation” are the buzzwords worldwide. India is already adopting them.

How do you think IEIA can champion and advocate the exhibition industry cause?

IEIA has a twofold objective. On the home front, we are taking up

industry-focussed issues with various government bodies. On the global front, we are ensuring that the face of India and our industry is projected in a healthy and positive manner.

I bring to your attention that the IEIA office bearers are serving on a voluntary basis, spending a huge amount of their own time and money. In my opinion, the biggest change needed here is that more volunteers should come forward.

What is the future of face-to-face events in 10 years from now?

Face-to-face meetings and handshakes will never fade away, no matter where digitisation, technology, and glocalization take us.

How do you keep yourself motivated to juggle responsibilities?

My wife, Kiran, and the highly dedicated and professional colleagues in my Rogers Family keep me motivated on a day-to day basis.

What would you say is the ‘mantra’ for your success?

My mantras are: Lead the way and set the rules; set quality standards for others to follow; keep pace with the fast changing digital and technical revolutions; maintain relationships, both internally and externally; and retain our culture and our humility.



IITF a success, despite space crunch

The 38th edition of India International Trade Fair, held from 14-27 November at Pragati Maidan, New Delhi, was organized on a smaller scale this year too, due to the reconstruction work on the site.

In its 38th edition, the India International Trade Fair, organised by India Trade Promotion Organisation (ITPO), was themed around 'Rural Enterprises in India' and saw the participation of around 800 hundred domestic and foreign companies, who showcased their products.

The initial four days (November 14-17) was earmarked for business visitors. The show was inaugurated by the Union Minister of State for Culture, Mr Mahesh Sharma.

Speaking on the occasion, Mr Sharma said the world is looking up to India as it has been growing even amidst global economic slowdown. The Union Minister of State for Commerce and Industry, Mr C.R. Chaudhary, was also present at the occasion.

This year, out of the 18 halls in Pragati Maidan, stalls were set up in only six halls as the rest of the hall had to be

demolished for reconstruction. As per the ITPO officers, there was a limit put on daily visitation so as to avoid mismanagement.

"There is a limitation of space this year due to the construction activity, therefore, we have limited the number of daily visitors and capped it at 25,000. This year, we have held the exhibition on a smaller scale to carry forward the tradition. However, next year, it will be on a grander scale," said Ms Hema Maity, General Manager of ITPO.

Speaking on the security arrangements, she said, "The venue is manned by CCTV and there are more than 2,000 police and staff present at the venue."

Several exhibitors from countries like South Africa, Thailand, China, Hong Kong, Iran and Myanmar, Afghanistan, Kyrgyzstan, Iran, Nepal,

Netherlands, South Africa, South Korea, Turkey, Tunisia, Vietnam and the UAE participated in the trade fair.

While Afghanistan was the partner country of the show, Nepal was given the status of 'focus country'. Among the participating states, Jharkhand was given 'focus state' status.

Over the years, IITF has emerged as one of the major events in India, providing an ideal platform for manufacturers, traders, exporters and importers. This year too, it succeeded in attracting a diverse crowd, despite the fact that the show size had been reduced to one-fourth of its original size.

This year, there was a mixed response from the traders participating in the event. While few of them were satisfied with the business, several complained about lesser space area and restricted footfall, and hoped for a bigger fair next year.

Mr Suresh Kumar, Kushwaha, owner of Everest Pashmina & Multi Dyeing Ind. (Pvt) Ltd. said, "The overall arrangement was good. However, the space has reduced significantly so we are facing problem in keeping our stuff. In terms of sale, we have done good business. We have sold a large number of women's items like Pashmina shawls and other Pashmina items."

The fair also saw the participation of around 800 participants from states/government departments, domestic and international companies and a sizable participation from rural artisans, craftsmen and SME entrepreneurs.

Theme for 2019

The last day of the fair saw the award ceremony and the announcement of next year's theme. Mr Suresh Prabhu, the Union Minister of Commerce & Industry, complimented the ITPO team for holding the fair and said that it was indeed a challenging task to hold the mega institutionalized event in a smaller format.

He pointed out that ITPO was playing a key role proactively through the



sectorial promotion of trade and industry. He also said that efforts are being made by the Government to take 'Ease of Doing Business' initiative to the district levels so that the benefits may reach to the grassroots, which can open new avenues for 'business and employment in the country.

The Minister also expressed his pleasure over the maiden participation of the Geographical Indications (GI) and said that in view of its commercial potential, adequate legal protection of GIs becomes necessary to prevent its misappropriation. He further added, "Notably, at the international level, the Agreement on trade-related aspects of Intellectual Property Rights (TRIPS) of the World Trade Organisation (WTO) sets out the minimum standards of GI protection."

Present on the occasion were Mr L.C. Goyal, Chairman and Managing Director of ITPO, Mr Deepak Kumar, Executive Director of ITPO, and participants from India and overseas.

The occasion witnessed the announcement of the next IITF theme which has been pegged as 'Ease of Doing Business'. Mr Goyal said that he hoped the next edition of the event would be largest ever, after completion of the redevelopment project of Pragati Maidan, which

will convert it into a world-class, iconic International Exhibition-cum-Convention Centre (IECC). He also revealed that the fair saw a footfall of around 5 lakh people.

In addition, he also complimented the winning teams who competed for several coveted positions under different categories at the fair. He also went on to appreciate the participants and visitors for their continued faith in IITF format, despite the fact that the fair was organized almost in 22% of the space available due to the implementation of IECC project.

Medals tally

Bihar won the gold medal in the category of states and Union territories, and the silver medal went

to Himachal Pradesh. The bronze medal in the same category was given to Uttarakhand. Uttar Pradesh managed to bag a special appreciation certificate.

In the foreign pavilions category, Tillo Hediyelek Esya (Turkey) garnered the gold medal, and Tengzhou Yushuo Glass Technology Co. Ltd. (China) won the silver. The bronze medal was won by Key Tech Electro Chemical Corp. (South Korea).

In the Ministries and Departments segment, PSUs, PSB and Commodity Boards category, the Directorate of Income Tax (Income Tax) bagged the gold medal and Ministry of Micro Small and Medium Enterprises (MSME) received the silver.

The Khadi & Village Industries Commission (KVIC) notched the bronze medal, while the Geographical Indication (GI) and Central Reserve Police Force (CRPF) were given special appreciation certificates.

In the North-East category, Assam won the gold medal, while Nagaland and Mizoram bagged the silver and bronze medals respectively.

Hari Darshan (India) stood out in the private sector by winning the gold, Prime Time Vintage (India) received the silver and Arvind Diary Pvt. Ltd. (India) won the bronze medal.

The 'Partner Country', the Islamic Republic of Afghanistan, the Federal Republic of Nepal, 'the Focus Country' and Jharkhand, the 'Focus State', were also honored with gold medals.



OSH to expand wings

across SAARC

South Asia's largest trade show for the Occupational Safety & Health industry (OSH) brought together several internationally acclaimed exhibitors, consultants, business experts and key officials under one roof.

The 7th edition of OSH India 2018 with the theme 'Augmenting Awareness and Necessity of Well-being at Workplace', was organised by UBM, India at the Bombay Exhibition Centre, Mumbai, from 29-30 November.

It proved to be an ideal platform for the players from the domain to update themselves on the best global practices in the area of safety and health at the workplace and possible solutions to challenges that could arise.

The renowned annual exhibition attracted a congregation of 130 exhibitors and over 150 renowned Indian and global brands. It was inaugurated in the presence of key dignitaries that included Mr. Hemant Sapra, President of SAMA; Mr H.R. Jagannath, CEO of Air India Engineering Services Ltd; and Mr Mike Robinson, Chief Executive of the British Safety Council.

The guests of honour included Mr Lalit Gabhane, Director-General of the National Safety Council; Mr Santosh Warrick, CFO and Advisor to MIDC; and Mr Sudhakar Prabhu Rathod, Director of DISH, Government of Maharashtra.

One of the major announcements was that OSH, the global brand, was now extending its wings to the SAARC region by launching a preview show in Dhaka, Bangladesh, scheduled for April 18-20, 2019.

The event was marked by a two-day



industry conference on Occupational Safety & Health. The OSH India safety awards, which acknowledged the contribution of key stakeholders in the occupational safety and health domain, were also presented during this time.

Major participants

This year, OSH awards received a total of 120 nominations from across industry verticals that included construction, pharma, chemicals, FMCG, BPO, banking, refineries, oil & gas, automobiles, logistics & transport, power, SMEs, agro, healthcare, food, iron & steel, IT, the rubber industry and more.

Since their inception, these awards have had a contributory role in building competitiveness among applicants,

encouraging innovation and promoting and establishing thought leadership within the occupational safety and health industry in India.

Some of the leading exhibitors who participated in the event were Amazon (Innovation Zone Partner); Jayco (VIP Partner); Acme Safety Wear and Venus Safety (Gold Partners); Atlas Protective (Silver Partner); Karam (Registration Partner); Allen Cooper (Lanyard Partner); Black & Decker (Visitor Bag & Cafeteria Partner); Prolife Autoglo (Safe Escape Partner); Drager (Confined Space Entry Partner); Tata Communications (Technology Partner); Sketchers (Safety Footgear Partner); and Narayana Hospitals (Health Partner).

Other partners included Youngwoo,

Safestart, Godrej Interio and Fall Arrest System & Technologies.

This year's event saw international participation from countries like the USA, China, the UK, Sri Lanka, Japan, Korea, Germany, Ireland, the Middle East and Malaysia.

Workers' contribution

Mr Yogesh Mudras, Managing Director, UBM India said, "Workers represent almost half the population and are major contributors to the social and economic development of the world today. Taking care of health, favourable working conditions, social and emotional well-being of employees should be on priority to retain the best of talent and ensure good productivity."

OSH India 2018 addressed the pressing need for raising awareness and standards by providing tangible solutions to organizations to meet and network with suppliers and service providers from across the world that showcased their innovations and knowledge in a vastly untapped Indian market, he added.

With the Indian maintenance, repair and overhaul (MRO) industry expected to grow to over US\$ 1.5 billion by 2020, the conference held discussions touching upon the OSH best practices in MRO in civil aviation and ergonomics, for the first time.

Key sessions and panel discussions on Day 1 of the conference included, 'The Role and Need for Accreditation in HSE'; 'The Future of Work & Risk: An update on ISO45001' by Mike Robinson; 'Communication to ensure Safety, Efficiency & Productivity' and 'Reducing Error and Influencing Behaviour'.

Besides there were discussions on 'Implementing Laws and legislation to Enforce Industrial Safety, Worker Safety and Industrial Hygiene: Key Responsibilities and Challenges'; and a Presentation on 'Fall Arrest Systems and Technologies'.

While giving his industry perspective, Mike Robinson said, "Work and workplaces are changing faster than ever. The new, rapidly-evolving technology is both our ally and our

foe. Simultaneously, it gives us more and less control of how we work. It allows us to work anyplace and anytime and cooperate with others across countries and continents, but it makes jobs and people redundant. The labour market has to accommodate both the requirements of older workers and the expectations of the X and Y generations who demand different work patterns. At the same time, companies face new demands as a result of environmental changes and regulatory pressures."

On Day 2, there were workshops on occupational safety and health; practical safety training at construction sites; best practices in ergonomics and occupational health; fire safety metrics in high-rise buildings, and the proper use of hazardous substances and chemicals.

There were sessions on best practice for managing plant shutdowns and turnarounds safely; improving business profitability through OSH, and a partner session on enterprise safety through technology adoption.

Expo!Expo! 2018

IAEE's Annual Meeting & Exhibition was held in New Orleans, USA, from 11-13 December

'Expo!Expo!', the Annual Meeting & Exhibition of the International Association of Exhibitions and Events (IAEE), was held 11-13 December, in New Orleans, USA. The event attracted more than 2,300 attendees representing members from 26 countries.

The "show for shows" was attended by exhibition and events industry professionals, where visitors learnt about the latest industry trends and technology. As in previous years, it also was an ideal networking platform for like-minded professionals.



EVENTS



Mr. KV Nagendra Prasad delivered a special address on the detailed insights about the Indian exhibition industry at IAAE's Expo! Expo! 2018.

The event provided the attendees with a diverse marketplace to view and assess the tools needed to plan and manage successful trade shows and events. The expo promotes an environment of thought leadership, best practices and innovative solutions for show organizers to apply in real time for effective results.

It also partners with technology innovators to provide attendees with the latest tools. The event was also marked by educational and interactive sessions to disseminate leadership knowledge in key targeted areas including leadership, strategy, design, marketing, management and technology – all of which help show organisers mature to the next level of event management.

"I cannot think of a better way to celebrate IAAE's 90th anniversary than with the 'Expo! Expo!' we had last week," said IAAE President and CEO, Mr David DuBois. "The diversity in learning experiences offered, combined with one of our largest trade show floors ever, and outstanding networking events in wonderful locations, provided attendees with information and resources that will serve them well in 2019 and beyond."

Some of the areas of interest for the case studies were Attendee Experience and Engagement; Back of House (venue related tech); Lead Generation (ROI); Learning Technology; Marketing (attendee acquisition); Networking, Revenue

Creation; Security and Compliance, and Sponsorships.

All featured use cases collected by the Technologies Committee and edited by Dahlia El Gazzar (Dahlia +) are catalogued in a searchable website, IAAE's Tech Guide. Launched earlier this year, this growing collection of over 50 use cases provides show organizers with a comprehensive and growing library of relevant and emerging technology applications taking place in the industry.

The strategic futurist, Ms Nancy Giordano, gave audience members a glimpse into the future of technology and business practices during her keynote presentation, followed by



Presentation on Indian Exhibition Industry and its potential by Ms Nidhi Sharma, Executive Director, IEIA, at Asian Council Roundtable held at IAAE's Expo! Expo! 2018 in New Orleans, US.

members being led to the trade show floor in true New Orleans style by a second line jazz band featuring Dancing Man 504.

This year's Expo! Expo! exhibition was the largest in 17 years, featuring a sold-out show floor with 298 exhibitors in 41,400 net square feet of sold exhibit space and more than 15,000 square feet of on-show floor education and networking activations.

August Robotics was announced as the winner of the second annual Tech Startup competition. This year, IAAE collaborated with the Experiential Designers and Producers Association (EDPA) in its first ever Student Design competition. Students from FIT and Bemidji State University were tasked with developing an activation theme, space and structure design, and pre- and post-show audience engagement ideas for a "brand activation" that aligns with IAAE's objectives and to be featured at Expo! Expo! 2019 in Las Vegas.

Mr. KV Nagendra Prasad, President, IEIA, delivered a special address on the opportunities in the exhibition industry in India with a sector-wise detailed analysis.

Ms. Nidhi Sharma, Executive Director, IEIA, gave a presentation at the Asian Council Roundtable about the potential of India as an exhibition destination, along with an update on the members and activities of IEIA.



IEIA's participation at Expo! Expo! '2018

Event on blockchain attracts top techies

Tefla's organised a 'Fortune Asia 2018', an event on Blockchain Future Tech & Currency' in Mumbai recently. It proved to be an ideal platform for the exchange of ideas and educating the masses about the latest trends in the blockchain market

Fortune Asia 2018, an event on 'Blockchain: Future Tech & Currency', was held in Mumbai recently, along with a global CIO Forum. It had several eminent speakers from the industry who spoke at length on the future technology and currency.

Some of the celebrated names to speak at the occasion were Mr Kumar Gaurav, Founder & CEO of Cashaa; Dr Evan Singh Luthra, CEO & Founder of EL Group International; Mr Shahin Noble Pilli, Founder of CoinAdvice & Asia Blockchain Expo; Mr Girish Bajaj, Global CEO of GB Blockchainer; Mr Arvind Ravindranath of Nishith Desai Associates (Legal & Tax Counselling Worldwide); Mr Sean H. Worthington, President of CloudCoin Consortium; Mr Kartik Iyer of Blockchain Monk; Mr Varun Sethi, Partner of Blockchain Lawyer; and Ms Sheetal Bhasin, Community Manager at YatraCoin.

Other notable participants were Dr. Ravi Chamria, CEO of Sofocle Technologies; Mr Mohit Mamoria, CEO of Authorito Capital; Mr Jaspreet Bindra, Co-Founder of Stealth Mode Startup Company; Mr N.S. Nappinai, Advocate; Mr Sarang Bhojar, Blockchain Leader at Infosys; Mr

Sameer Sibal, Partner at Jerome Merchant; Mr Vaibhav Domkundwar, CEO & Founder of Better Labs; Mr Anand Mahajan, CEO of Sphinx Solutions Pvt Ltd; Mr Naresh Jain, Co-Founder of Snapper Future Tech; and Mr Mithil Thakore, Co- Founder of Quillhash Technologies.

The participants were briefed and updated on the latest trends in the blockchain space and the whole concept of a blockchain being a distributed ledger technology that stores information across multiple systems securely to enable peer-to-peer transactions by creating a trustworthy source was explained in depth.

On November 5, Reliance received India's first payment using blockchain. The blockchain market is driven by the adoption of the technology that includes financial institutions and is disrupting the financial industry by modifying business operations and developing new business models.

On the future of blockchain technology, Mr Kailash Singh, Managing Director of Tefla's said, "Innovators are exploring ways to use blockchain to disrupt and transform

traditional business models across many industries, such as financial services, health care, government and many others.

"Many industry leaders have already achieved significant business benefits, including greater transparency, enhanced security, improved traceability, increased efficiency and speed of transaction, and reduced costs," he added.

Increasing investments by venture capitalists in the blockchain technology is a significant factor propelling the market growth, which is expected to cross US\$ 16 billion mark by 2024. In 2017, approximately US\$ 1 billion was invested in blockchain start-ups with more than 185 deals across the globe.

The event was marked by a high footfall and saw several players from the domain exhibit their recent developments and innovations in blockchain technology. It also proved to be an ideal platform for industry leaders and stakeholders to explore opportunities under the same roof. The event was also followed by an awards ceremony.

Flag-bearer of Indian organic farming

Biofach India, the country's largest trade fair on organic products, which was held from October 25-27, in its 10th edition, saw a surge in international visitation and a display of a wide variety of attractive products from food and beverage, natural care and wellness to textiles sectors.



With a high footfall and a 40% growth, Biofach India has set a new benchmark of excellence in its 10th edition and emerged as one of the leaders in the industry.

The three-day event, organized jointly by NürnbergMesse India and the Agricultural & Processed Food Products Export Development Authority (APEDA), was inaugurated by Mr Suresh Prabhu, Union Minister of Commerce & Industry and Civil Aviation, who also unveiled a new agricultural policy, aimed at boosting

the export of farm products to the international market.

Noting that India produces about 600 million tonnes of agricultural and horticultural products annually, Mr Prabhu said the new agriculture policy envisions doubling of farmers' incomes and increasing the share of agricultural exports from about US\$ 30 billion to over US\$ 60 billion by the year 2022.

An official from APEDA said that India exported about 458 thousand tonnes of organic products worth

US\$ 515 million in 2017-18, from US\$ 370 million in 2016-17, registering a whopping 39% increase from the previous year.

Several prominent organic associations met under the same roof to further fortify the positioning of Indian organic products and strengthen the organic movement. These include the International Federation of Organic Agriculture Movement (IFOAM), International Competence Centre of Organic Agriculture (ICCOA), Organic Farming

The new agriculture policy envisions doubling of farmers' incomes and increasing the share of agricultural exports from about US\$ 30 billion to over US\$ 60 billion by the year 2022

– Mr Suresh Prabhu, Union Minister of Commerce & Industry and Civil Aviation.

Association of India (OFAI), Food Safety Standard Authority of India (FSSAI), Biodynamic Association of India (BDAI) and Association of India Organic Industry (AIOI).

Focus on N-E

The event witnessed the presence of 50+ international buyers from over 20 countries across the world, who generated an all-time high business of Rs 47 crore. A total number of 170 business appointments were accomplished and the event managed to achieve promising goals over three days.

The event was marked by the co-location of Natural Expo India with Biofach India. The initiative was a huge success and saw the presence of players who exhibited an array of natural and wellness products.

It also witnessed the culmination of various business deals and created a conducive environment for investment opportunities, networking and building new contacts. The event painted a positive picture of the Indian organic products by flaunting more of an international character.

Marked by a high footfall this year, the event highlighted the fact that the organic industry in India is resilient and poised for great transformation in the coming years.

Several private companies,

government boards, states and certification bodies were seen participating and exhibiting their products, right from food and beverage to natural care and wellness to the textiles sectors.

Among all the state pavilions that showcased their products, the North-Eastern states stood out as organic farming is gaining momentum in these states and they are emerging as the hub of Indian organic farm products.

The occasion also had a special area, Farmer's Market, themed 'Organic for my Plate and Palate', which displayed all fresh organic products grown by the farmers.

Knowledge exchange

Besides hosting products par excellence, creating a business-friendly atmosphere, organising buyers-sellers meet and ideal networking platform, the event also witnessed several knowledge sessions that were well-received by the delegates.

The technical sessions that featured key national and international speakers from the organic industry, reflected on the current practices, trends and challenges faced by the organic sector. The 'Organic Farmers Conference' organized by OFAI kept the audience glued with the narration

of the success stories of farmers practicing organic farming from all across India.

Commenting on the success of the event, Mr P.K. Borthakur, Chairman of APEDA said, "The international buyers, apart from showing interest in Indian organic products, were also found engaging in interaction with Indian companies and farmers and exchanging information, resources and knowledge about agricultural practices and commodities."

For more than 10 years Biofach India has been the prominent platform for the organic sector in India and emerged as a confluence point where various national and international stakeholders freely exchange their knowledge and connect with experts from across the continent and around the world.

Ms. Sonia Prashar, Chairperson of the Board and Managing Director of NuernbergMesse India said, "The record-breaking success of Biofach India 2018 further reiterates its brand value, credibility and leading position in the Indian organic market."

The Biofach family of events spread across the globe in countries like Japan, the United States, South America, China and India, and brings over 3,000 exhibitors and 1,00,000 trade visitors together year after year.

China offers comprehensive, competitive products

The 6th edition of China Homelife and Machinex India was organised at the Bombay Exhibition Centre, 17-19 December in Mumbai

The China Homelife and Machinex India is among the UFI's list of major international exhibitions held across the world. The exhibition put on display over 25,000 innovative and latest technology products this year.

In the Homelife segment, there was be a wide range of products, including furniture, textile and garments, home appliances, household items and gifts. The show puts emphasis on increasing trade and building sustainable relationships between Chinese and Indian companies.

Besides India, it is also held annually in 12 other countries that include Poland, South Africa, Egypt, Turkey, Kazakhstan, Nigeria, Brazil, Mexico, the UAE, Jordan, Iran and Kenya.



Machinex featured building materials, hardware and tools, lighting, automobile parts, machinery and various other sectors. The exhibition has the credit of being the largest B2B sourcing China show in India and features nearly 1,500 exhibitors and over 20,000 business visitors.

The event also used the China Homelife 24x7 App, which provides a comprehensive overview of the entire China sourcing process and is an effective online-to-offline (O2O) trading platform for visitors to meet thousands of Chinese suppliers, find the latest products and even set up

meetings with the supplier.

A separate match-making lounge was set up at the exhibition to host meetings. Complimentary Chinese and English interpreters were also provided to the visitors and also refreshments to pre-registered visitors who availed of the facility.

The show is supported by the Confederation of Indian Industry (CII), which organized a one-day concurrent conference on how business with India and China is progressing and avenues for joint ventures, cooperation, foreign direct investment, etc.

Cosmoprof India engages audience on debut

The recently held Cosmoprof India in Mumbai proved to be an ideal platform of interaction for the players in the beauty sector. The event witnessed high footfall where the exhibitors and visitors were seen interacting and participating with great zeal.

After successful runs in Bologna, Las

Vegas and Hong Kong that together witnessed a participation of over 3,70,000 professionals and 7,000 companies worldwide, Cosmoprof India, in only its first show, has established itself as one of the most creditable shows for the sector.

The two-day event hosted around

107 companies, which included both national and international players. Exhibitors from around 15 countries participated in the show and presented new opportunities for finished products brands such as toiletries, salon, hair, nail and accessories. It also was an ideal platform for those in

the supply chains sector, with leaders in contract manufacturing and private labels, applicators, primary and secondary packaging, raw materials and ingredients, participating.

The Expo was well-received by the industry and was attended by importers, exporters, distributors, salon and spa owners, modern trade retailers, trade commissions, packaging and finished goods manufacturers, contract manufacturers and original equipment manufacturers in the beauty and cosmetic industry.

Speaking about the show, Mr Yogesh Mudras, Managing Director of UBM India said, "We are finally entering an era in which the Indian beauty industry is defining its claim in the world market, and thriving. A slew of established and upcoming companies are making themselves known as major contenders in the beauty space, owing to increase in purchasing power of the Indian economy and the rising interest in beauty-led activities."

Ms Cinzia Barbieri, Board Member of Bologna Fiere Cosmoprof and Bologna Fiere Group added, "We are very proud of the good results of this preview edition of Cosmoprof India. Nearly 3,900 Indian beauty professionals, buyers, distributors and companies visited the expo to



meet both local and international companies."

On his participation, Mr Samir Srivastav, CEO of Jean-Claude Biguine Salons said, "I am proud to be an integral part of the curtain raiser of one of the world's most coveted beauty exhibitions, now in India. It was heartening to see the magnificent show put up with great strategic planning and flawless execution."

In yet another development, Firmenich, the world's largest

privately-owned fragrance and flavour company, created three exclusive fragrances along with three nail enamels provided by ICC. The company picked up the nuances of Indian ingredients while designing the product and also kept the Indian consumer preference and colour interpretation in mind.

The next edition of Indian beauty industry will be at the Bombay Convention & Exhibition Centre (BCEC), from June 12 to 14, 2019.

FHIn 2018 ends on successful note

The first edition of the Food and Hotel India (FHIn) Expo, held in September in Mumbai, witnessed more than 10 countries making their presence felt. It attracted several leading Indian and international hospitality chains, consultants, suppliers and investors.

Organized in Asia by UBM Allworld, the participants included Food and Hotel Asia Singapore, HOFEX and Hotelex, among others. The three-day event showcased premium products and services from around the world

and offered innovative ideas in the food domain and solutions for the industry.

FHIn witnessed over 60 exhibitors participating, among them FnS, Feather Touch, Pascati Chocolates, Saimex Foods, Varahi, DL Corporation, Pam Hygiene, Metal Fabricator of India, Ace Technologies.

There was an overwhelming response that saw participation from 10 countries including Spain,

USA, Thailand, Turkey, Switzerland, Canada, Peru and the UK.

The Hospitality Strategy Summit' covered key topics: Hospitality Begins at Home; Creating a Thriving Company Culture; the Rise of the Sharing Economy; Brand, Operations or Design; and Embracing the Health-Conscious Traveller.

The Expo also saw ProWein India, a three-day event organised by UBM India and Messe Dusseldorf,

EVENTS

in association with WSET (Wine and Spirit Education Trust) and All things NICE, the world's leading knowledge-sharing platform for wine and spirits.

It featured an array of seminars, wine and spirit tasting sessions, discussions and presentations focusing on the sensory perception of wine, all focussed on the spirit and hospitality professionals.



India Pharma Week comes to Delhi-NCR

The third edition of the India Pharma Week alongside the 12th edition of its flagship expo CPhI and P-MEC India, featuring an array of events was held in Greater Noida from December 9 to 14.

This was the first time that South Asia's largest Pharma event chose the India Expo Centre, Greater Noida as its venue. The event organised by UBM India helped all the key stakeholders and professionals from the pharma industry to meet under the same roof and congregate and network at the marquee show for an entire week.

The occasion witnessed more than 7 events and activities being held catering to the pharma industry such as business, knowledge, leadership, innovation, recognition and networking commemorating the 12 years of the CPhI & P-MEC India expo. As a tribute to the city in which it was born and reared, the India Pharma

Week was teed off with a Pharma Leaders Golf in Mumbai.

The scene of action was then shifted to Greater Noida where the IPW was packed with a series of dynamic engagements such as Pharma Connect Congress, Women in Pharma, India Pharma Awards, Networking Evening, the CPhI & P-MEC India Exhibition and a closed-door CEO Roundtable, among others. The shift of the event to Delhi-NCR region helped develop and nurture a complete pharma ecosystem in the sectoral pockets of the North, also keeping in mind its power corridors.

The shift to the region, in close geographical proximity to the Centre, policymakers, consulates and government bodies will enhance our community building efforts. Apart from the business, and the medley of captivating events, key discussion areas included 'Growth of Indian

Pharmaceutical industry: Vision 2020', 'Transforming the Pharma industry architecture through collaborations', and 'Strategies to strengthen regulatory policies in India' among many others.

With an estimated spend of over US\$ 200 billion on medical infrastructure in the next decade India is keen to make drugs affordable as well as available in all corners of the country. What is also equally required to make India a global leader in end to end pharma manufacturing, as encapsulated by The 'Pharma Vision 2020' is a heightened appreciation and awareness about compliance requirements and investment in R&D.

These factors seem to have been comprehended by the pharma community with around 9 per cent of sales by organisations being re-invested in R&D and 46 mergers having been affected in 2017-18.

Bauma CONEXPO India 2018 leaves a mark

Bauma CONEXPO India 2018, held from December 11 to 14 at HUDA Ground in Gurugram, saw the presence of 39,173 participants in an exhibition space of 195,000 square meters, which was 30% bigger compared to 2016.

The event featured an eclectic display of machines, products and innovative technologies from the construction domain. Speaking about the success of the event Mr Bhupinder Singh, CEO of bC Expo India, said, "Bauma CONEXPO India 2018 was a great success. Together with our strong partner iCEMA (Indian Construction Equipment Manufacturers Association), we have prepared an excellent platform for the industry to present their products to the market."

On the partnership, Mr Arvind Garg,

President of iCEMA, said, "iCEMA for the first time has partnered with bauma CONEXPO India. All our members, 70 of us, have participated in bauma CONEXPO India in indoor or outdoor exhibition spaces."

With India painting a pretty picture for long-term growth, the construction industry is all set for a better future. The country provides brilliant opportunities for doing business in the construction industry and the major infrastructure projects, the booming transport sector and urban development projects are acting as a driving force for the domain.

The trade fair welcomed buyer delegations from Bangladesh, Bhutan, Nepal, Sri Lanka and other countries in the region. The show was marked by the presence of

celebrated companies in the domain like ACE, Ajax Fiori Engineering, Case, Caterpillar, Doosan Bobcat, JCB, Kobelco, L&T, Liugong, PERI, Putzmeister, Sany, Schwing Stetter, Volvo, Wirtgen, Zoomlion and several more.

The first-time exhibitors included the Indian manufacturers like Tata Hitachi, Escorts and the German company Kaeser Kompressoren.

This year, bauma CONEXPO India organised a Buyer-Seller Forum, for the first time, which gave the participants additional chance to network with the potential business partners. The initiative saw technology providers and buyers participating in 3,023 meetings under one roof.

The next bauma CONEXPO India will take place 2020 in Delhi.

Glasspro India brings experts together

Glasspro India 2018, held at Bombay Convention & Exhibition Centre in Mumbai in September, brought together dignitaries from the industry under the same umbrella, attracting 100 exhibitors from five countries and more than 4,400 visitors.

Co-organized by Messe Duesseldorf India and Glass Bulletin, it emerged as the ideal turf for industry experts, professionals and technocrats relating to the flat glass industry



where they exchanged ideas and united in their agenda to drive the sector forward. Besides, it also proved a good platform for the exhibitors to meet and interact with players in the sector and reach potential clients.

The 3rd edition of the Glass Bulletin

awards was organized by Glass Bulletin, a celebrated name in the flat glass domain in India. The awards recognised and honoured several well-known names in the industry and also the stakeholders for their outstanding contributions and achievements.

The event was supported by associations such as AIGMF, CCPS, Builders Association of India, The Madras Glass & Plywood Merchants Association, Chhattisgarh Glass Association, Ludhiana Glass Dealers Association and Noida Glass Traders Association.

Boosting India's renewables energy mission



Asia's leading Renewable Energy Expo, titled 'Empowering India's renewables mission to a new high,' which was held in September at the India Expo Center in Greater Noida, was organised by UBM India.

This year's show emphasized taking a 360-degree approach towards renewable energy sources like wind, hydropower, biomass and solar energy. The expo saw over 750 exhibitors participating from around 45 countries. There were about 1,000 delegates and 225 speakers who

participated in the 37 conference sessions.

The event was marked by the display of new products that would aid in switching over to renewable resources like charging stations, frameless glass to glass panels, solar inverters, solar kit solutions, bi-facial modules and testing lab facilities.

The occasion also witnessed an increased presence of floating solar equipment makers, which indicated the growing demand for such projects

in the country. The occasion was marked by several sessions and dialogues being organised for the benefit of start-ups and SMEs.

Sunrisers Pavilion, session on Advantage Telangana, crucial industry dialogues in the form of CEO Roundtable, Financial Leadership Forum, Quality & Future Round Table, 5th Indo-German Energy Symposium, EU-India Clean Energy & Climate Days and International Matchmaking, and the 4th edition of Renewable Energy India awards to recognize innovation & excellence in the field of renewable energy featured at the event and proved to be an informative platform.

India Clean Energy Days & International Matchmaking was also organised by Business beyond Borders (BBB) in association with the European Business and Technology Centre (EBTC) and was supported by the European Commission.

The event also held a closed-door CEO conclave and Finance Leadership Forum, where the topmost CEOs CFOs from India and overseas came together to deliberate and discuss the future of the RE sector.

The trade show was preceded by the 4th Renewable Energy India Awards, recognising the efforts, innovation, and excellence and promoting talent in the industry.

Africa Sign, Digital & Printing Expo enthrals audience

Africa Sign, Digital & Printing Expo, Africa's International Exhibition on signage, digital printing and the advertising Industry, was held November 21-23 at Kenyatta International Convention Centre, Nairobi.

The event, which was organized by MEX Exhibitions, an international

exhibition company with a strong presence of more than four decades in the advertising industry, over 20 years in publishing and 16 years in exhibitions, featured an orderly wide-space, with segmented opportunity in an already busy market to bring on new ideas, inventive solutions, intuitive flashes and technological upgrades.

In the past, the company has organized several successful exhibitions across India, Dubai, Singapore and Thailand, and now in Africa.

MrGaurav Juneja, Director of MEX Exhibitions said, "Our rich and formidable international exposure marks the beginning of an all-new era of promotional means in Africa. We are very sure that our efforts have brought the much-needed face-lift to a market."

Delhi jewellery and gem fair: A grand affair

The 7th edition of 'Delhi Jewellery and Gem Fair' held at Pragati Maidan, New Delhi, was a grand affair for many. Hosted by UBM India, it saw participation from prime jewellers, import and export merchants, and key players from the industry.

With over 700 participating brands and a significant growth of 25% in participation, the event has expanded its horizon and succeeded in becoming one of the most celebrated jewellery and gemstone sourcing destinations, for both existing and upcoming jewellers.

The three-day exhibition was supported by several eminent associations like the Bullion & Jewellers Association,

Delhi Jewellers Association, Maliwara Jewellers Association and the Karol Bagh Jewellers Association.



It proved to be an informative platform for jewellery wholesalers, retailers, importers and exporters, jewellery manufacturers, diamond, gemstone, pearl suppliers and traders, precious metal and jewellery mounting traders and suppliers, and representative from trade and governmental organisations, who met and established a fruitful network that would help them grow their business.

Some of the names that exhibited their eclectic collections were Shilpi Jewels, Vikas Chain, Unique Chain, Riddhima Chain, Swarnshilp, Rohtak Chain, Heera Jewellers, Shri Balaji Gold, Royal Chain and Classic Solitaires, among others.

Innovation

has taken baking to the next level



The cake market India is growing at a fast pace and so is the demand for the baked products. Mr Brijesh Edwards, Director, Synergy Exposures & Events India, talks about the market dynamics, the Bakers Technology Fair (BTF) and the challenges.

Bakers Technology Fair is a premium bakery show in India with a designated professional B2B trade platform. How is it helping the bakery industry in the country?

BTF caters to the needs of various segments of bakery business professionals, including large-scale bakeries and confectionery plants, bakery chains, mid-segment bakeries, artisanal bakeries, cafe chains, etc.

Synergy Exposures has taken the step of representing Hyderabad to be the “Biscuit capital” of India. Third-party manufacturers, master bakers, chefs, procurement professionals and food business operators find optimum solutions at BTF.

How do you see the bakery industry in India growing?

The Industry in India has always had a good market potential and the growth rate has not been monitored systematically as the unorganised players hold a significant market share. Large bakery chains and

cluster formats have proved quite successful in the last 5 years.

The revenue in bread and bakery products segment totalled US\$ 3,024 million in 2018. The market is expected to grow at 8.9% year-on-year (2018-2021).

Frozen baking technology has also entered the Indian market and this has been widely accepted by the retail food industry and end users. With a large per capita consumption India has welcomed this technology as it will be beneficial to the masses.

What are the challenges in the industry?

The use of additives, food colours and preservatives have been a challenge in the industry as the regulatory bodies have not been able to achieve the goals in controlling the use of the right ingredients. Synergy Exposures & Events India, under the guidance of Society of Indian Bakers, has unveiled a handbook for bakers on FSSAI standards, to streamline the

production process in all categories of bakeries.

The seminars, organised by Bakers Knowledge Sharing Forum, has been an eye-opener in areas such as hygiene, best practices in large-scale production, etc.

What role does technology play in the bakery industry?

Technology plays a vital role in food production and atomisation makes the baking process simpler. It supports hygienic environment and has definitely helped to achieve higher shelf life of products. Foaming technology, modern packaging trends and innovative storage solutions are the driving factors for a successful business model.

How evolved is the Indian market in terms of ingredients, flavours and baking technologies?

Ingredients and flavours determine the appeal and quality of a product

The revenue in bread and bakery products segment totalled US\$ 3,024 million in 2018.

and using organic raw materials in India have taken a twist! The right mix of products and the labelling factors needs to be re-looked by every production unit. Ingredient suppliers need to be more transparent in their approach while suggesting and marketing the product.

Overall, pre-mixes have stolen the game and have set standards in the growing market. The need to bake stable products in scratch recipes have made the supplier's role challenging. Readymade garnishes and innovative fillings have taken the confectionery industry to the next level.

What share of the market does bakery enjoy in food service domain?

The bakery and confectionery has about 35% of the market share in the food service domain with the rise in the ready-to-eat bakery products with a higher shelf life. The confectionery vertical focusing on frozen desserts is all set to move up the ladder to serve the masses.

Which are the leading countries in the field of bakery?

Germany, France, Switzerland, England, China, the Middle East, Australia and Spain are few of the leading countries who focus on bakery production extensively. India is a decade behind, but is catching up with the global players at a rapid pace. Mergers and franchisee models have bridged the gap in the last 4 years.

What are your plans for future editions of the BTF?

BTF-2018 attracted visitors from over 10 countries. Bakery industry professionals from across India have witnessed the 3-day business networking summit. The seminar organized by the Bakers Knowledge Sharing Forum was well attended by market leaders from the bakery, confectionery, sweets and snack fraternity.

Buyers were able to understand, compare and evaluate the products for future sourcing. Exhibitors were able to showcase their special products to the cream of the bakery industry and a fair deal of closures happened during the fair.

Synergy Exposures is all geared for a truly international event in 2019 with a larger floor space and interesting B2B attractions for the global attendees.

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Kinexin

looking for India partners for IICC

A consortium led by Korea's largest convention venue, Kintex, has won the bid to operate the India International Convention and Exhibition Center (IICC) in New Delhi for 20 years, paving the way for Korean convention centre operators into overseas markets.

The news comes 3 months after the company formed the consortium with E-Sang Networks to bid for the project. Kintex competed with global exhibition companies from France and Hong Kong.

The IICC operating company has been named Kinexin Convention Management Pvt. Ltd. Kintex presently operates three venues in two cities in Korea, and is building another huge venue as the 3rd phase of Kintex venue.

Mr Hyung Phil Chung, CEO and MD of

Kinexin Convention Management in Mehrauli, New Delhi, said his company is a globally experienced venue organizing, business development, consulting and tradeshow/convention organizing entity comprising of professionals from both India and Korea.

The IICC is India's national project to make the nation's signature venue next to the Indira Gandhi International airport in Dwarka. "Delhi also affords a great package to exhibition visitors – Red Fort, Lodhi Gardens, several national museums, the Taj Mahal nearby, so many elite clubs and fusion restaurants with Indian, Japanese and Korean cuisine," Mr Phil says.

The CEO has decades of experience in venue business development, producing and launching new international tradeshows and

conventions, M&A of related businesses, equity participation in promising businesses, and networking with global organizers at all the big venues in Japan, China, US, Thailand, Germany, UK and Dubai.

"As the CEO of the operating company, I am hiring more and more Indian workers. We are looking for marketing, HR and finance personnel, along with certified structural engineers," Mr Phil says.

There will be opportunities in the company's F&B stores within the venue, as well as for a reliable property management company who can partner with Kinexin.

"The jobs will be posted in Indian exhibition magazines or on our official website," he adds.

IELA

releases security guidelines

The International Exhibition Logistics Association (IELA) recently introduced its newest initiative in Shanghai, the IELA security guidelines, which are aimed towards a safer and more secure exhibition industry.

The guidelines feature proactively strengthening safety and security standards, which are essential for improving security awareness in the exhibition industry, thereby contributing to the venue security and exhibition safety and shouldering responsibility.

Since 2012, IELA has focused on safety and security through multiple

initiatives like developing safety and security standards and spreading knowledge, along with education and training programmes, and has also worked on reflecting new security challenges and concerns in the global logistics landscape.

Mr Simon Garrett, MD of X-Venture Global Risk Solutions and also a leading security expert in the exhibition industry, who was present at the 2016 IELA Forum held in Dublin, recommended certain ideas that helped IELA come up with the IELA occupational health and safety guidelines. The guidelines have now become an integral part of the IELA

training manual.

The IELA security guidelines have been written by Mr Dominique Geiser, Chair of the IELA Standards and Customs Working Group, in collaboration with Mr Garrett.

This initiative steers the industry in the right direction as exhibition professionals are confronted by high risks on a daily basis. In being prepared for all eventualities, IELA members will once again differentiate themselves from the crowd as a serious partner for organisers in the exhibitions industry worldwide.

IEIA inks new deal

with AMPROFEC

The Indian Exhibition Industry Association (IEIA) has signed a new reciprocity agreement with the exhibitions and events industry trade association, AMPROFEC, in Mexico. This agreement aims at developing and promoting closer cooperation among the members of both the associations.

In the past IEIA has also signed reciprocity agreements with IAEE, SACEOS, SISO, IELA, AEFI, UBRAFE, AFIDA, RUEF, KEOA, CENTREX, SAACI, AFE, AAXO and SBE. The Indian association is also a signatory to the BRICS MICE Forum.



Mr. KV Nagendra Prasad, President, IEIA, with Mr. Gonzalo Novelo Lujan, President, AMPROFEC.

2nd BRICS & Emerging Markets MICE Forum

The second edition of BRICS & Emerging Markets MICE Forum, held in Xiamen, China (November 24-27) proved to be an ideal platform for the members to network and establish a cooperation that extends beyond the BRICS countries.

Founded in the year 2017 at Xiamen in China, the 'BRICS MICE Forum' was initially formed by the collaboration of the Meetings, Incentives, Conferences and Exhibitions (MICE) associations and industry bodies from Brazil, Russia, India, China and South Africa (BRICS), following an earlier full BRICS Summit, where it was acknowledged that MICE cooperation would significantly benefit and drive the economic and trade agenda in the BRICS block.

Mr K.V. Nagendra Prasad, President of IEIA, represented the association and the country during the second edition of the Forum. He said, "We are happy to extend the cooperation beyond the BRICS countries and strongly believe that this will surely benefit our members in availing more business opportunities across the participating countries, thus, helping



Leaders at the BRICS and Emerging Markets MICE Forum.

achieve business expansions for the members.

"At the same time, we aim at making India the preferred MICE destination at the global level through such forums, so as to support economic development and benefits for our country," he added.

The Forum has extended its reach in 2018 by welcoming SACEOS (Singapore), MACEOS (Malaysia), PACEOS (Philippines), IECA

(Indonesia), TEA (Thailand) and AMPROFEC (Mexico) to the fold of BRICS and Emerging Countries MICE Cooperation Forum. At the Forum, the members were seen signing a MoU for cooperation and participated in the launch of dedicated BRICS MICE Forum website.

The summer edition of the BRICS MICE Forum was earlier hosted by IEIA during the IEIA Open Seminar held in May 2018 in Hyderabad.

RUEF Exhibition Centres

releases new brochure

The Russian Union of Exhibitions and Fairs (RUEF) has come up with a new edition of the 'RUEF Exhibition Centres' brochure. It contains information on 25 exhibition and convention venues belonging to its members of from 18 cities of Russia and Moldova. It talks about the total hall space of over 8,00,000 square metres.

This publication provides information that is relevant and useful to the exhibition industry and for congress activity like data on the state of venues,

their infrastructure and equipment, information on activities and services provided, and also photographs.

A unique feature of the brochure is that it is replete with information and it is the only publication containing systemized information of the kind.

Through this publication one can also find socio-economic and travel characteristics of regions, where venues are situated, and statistical figures of exhibition activity in each city.



AFECA

appoints new Board members

The 13th AFECA Annual General Meeting witnessed the election of the AFECA Board 2018-2020. The meeting was held October 22-25 at the Korea International Exhibition Centre in Goyang City.

The elected board members are Walter Yeh, President of the Taiwan Exhibition & Convention Association (TECA); Edward Liu, immediate past-president, Conference & Exhibition Management Services Pte. Ltd. (CEMS) of Singapore; Dilys Yong Mee Hiong, Honorary President, New Global Resources Pte Ltd of Singapore; Rosalind Ng, 1st Vice President, Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS); Ravinder Sethi, 2nd Vice President, R.E. Rogers India; Zheng Zhi, 3rd Vice President; Xiamen Convention & Exhibition Association (XMCEA), China; Wendy



Mr. Ravinder Sethi with Mr. Walter Yeh.

Lai., Secretary-General, Hong Kong Exhibition and Convention Industry Association (HKECIA); Talun Theng, Assistant Secretary-General, Thailand Exhibition Association (TEA); Marisa D. Nallana, Treasurer, Philippine Association of Convention/Exhibition Organizers and Suppliers, Inc. (PACEOS); Dato' Vincent Lim, Assistant Treasurer, Malaysian Association of Convention &

Exhibition Organisers and Suppliers (MACEOS); Sang Wook (Samuel) Kim, Board Member, Association of Korean Exhibition Industry (AKEI); Xiahui Li, Board Member, Guangzhou Convention & Exhibition Industry Association of China; Ir Effi Setiabudi, Board Member, Indonesia Exhibition Companies Association (IECA); Marina Yuan Yun-Hwa, Board Member, Kaohsiung Global MICE Association (KGMA) of Taiwan; Kazunori Shibamoto, Board Member, Nippon Display Federation (NDF) of Japan; Sumate Sudasna, Board Member, Thailand Incentive and Convention Association (TICA); Kitty Wong, Board Member, K&A International Co Ltd, Taiwan; Sandeep Gurwara, Board Member, Services International-India; Andrew Kay, Internal Auditor, CP Exhibition Ltd of Hong Kong; and Hongyu Lee, Internal Auditor, Korea Trade Fairs Ltd.

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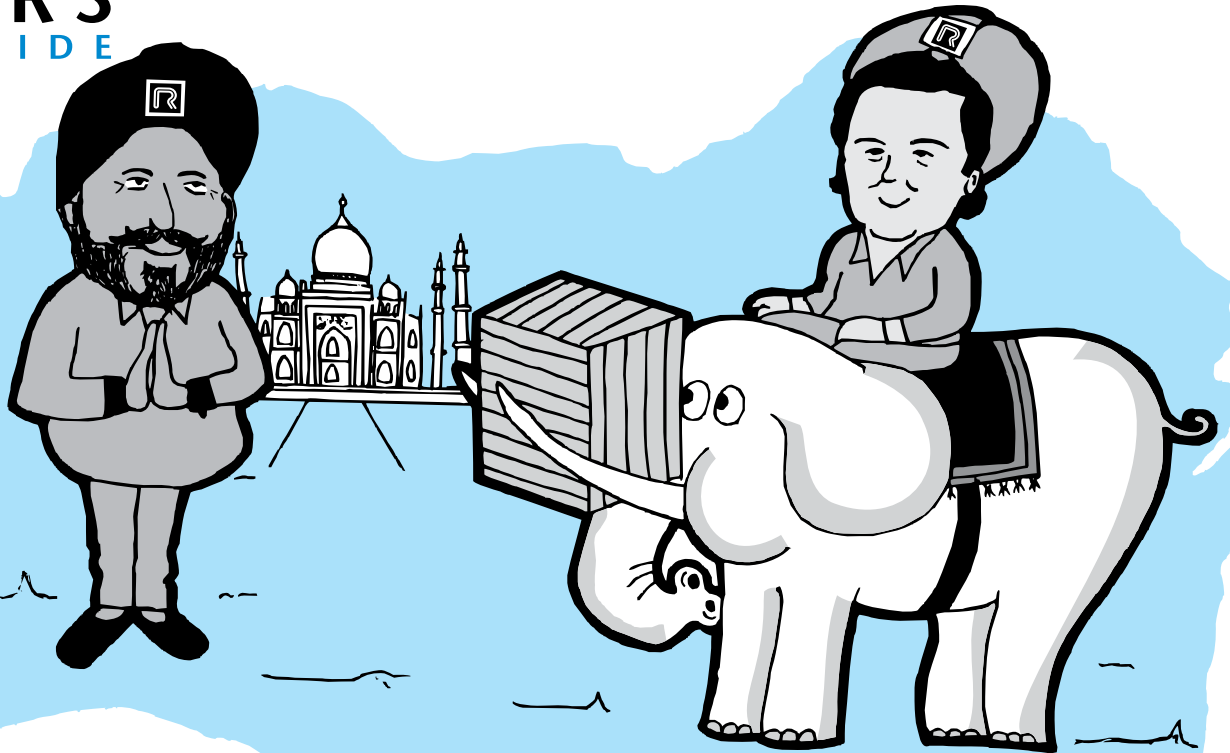
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