



Reference No.IEIA/1016/2020

29th July 2020

Shri. Ajay Kumar Bhalla, IAS
Home Secretary
Ministry of Home Affairs
Government of India
North Block
New Delhi - 110 001

Dear Mr. Bhalla,

Sub: Follow up for our attached letter for request for re-start of exhibitions during Unlock Phase 3.0.
Ref: Our Letter No. IEIA/1015/2020 Dt.17th July 2020

This has reference to our earlier letter dated 17th July 2020 regarding our request for announcing re-start of exhibitions during Unlock Phase 3.0 across the country.

May we reiterate that Exhibitions are Organised business activities and countries across the globe including UK, Germany, Italy, Malaysia, Hong Kong, Spain, China, Thailand, Poland, South Korea, Australia, New Zealand Taiwan and many other leading economies have announced and **allowed re-start of exhibitions** owing to the organised eco-system and the economic value brought in by these towards boosting the trade and commerce. Moreover, **Exhibitions are the catalytic sectors that boost the Domestic Economies and can support Govt.'s vision of an "Atmanirbhar Bharat"**

The ongoing uncertainty around the re-start of exhibitions and the standstill brought in by COVID 19 has already impacted many livelihoods with mass lay-offs and no work available to the huge base of permanent and contractual workforce.

As exhibitions require **at least 6 to 8 weeks of advance planning**, it is of high urgency that the sector be supported for immediate revival by announcing of an **earliest re-start date please.**

It is to be noted that the **re-opening of malls during Unlock Phase 2.0 in India, further strengthens the case for re-opening of Indoor exhibitions.** Exhibitions enable 'organized gathering' of exhibitors and business visitors to facilitate trade and business, as opposed to 'mass gatherings'. Business and industrial exhibitions are structured in terms of process and movement of people from start to end, and are designed to create a market place for business. The human density inside an exhibition is not higher than that of a mall which are already permitted to be opened as part of Unlock 2.0. **Hence, Business to Business exhibitions can easily be conducted with strict adherence to the SOPs to ensure the safety protocols.**



Also like to bring to your kind information that sector specific SOPs for 'Exhibitions' have also already been prepared by IEIA and ITPO with industry wide acceptance to ensure adherence to all required safety norms.

Therefore we request you to kindly include opening of Business Exhibitions as a part of Unlock 3.0 and include the SOP as prepared by India Trade Promotion Organisation. This is enclosed for your reference.

In this regard, may we request you for an appointment for the office bearers of our association to meet you at your office to apprise you further at your earliest kind convenience please.

Look forward to your positive acceptance of our request.

With warm regards

S. Balasubramanian
President
Indian Exhibition Industry Association (IEIA)



Associated Bodies