



Reference No.- IEIA/1000/2020

Date: August 8, 2020

To

**Mr. T V Narendran**  
President- Designate, & Chairman, Associations' Council,  
Confederation of Indian Industry  
New Delhi

**Subject: Request letter for Inclusion of Exhibitions Sector in CII's Guidelines on Unlock4.0**

Dear Mr. Narendran,

Greetings from Indian Exhibition Industry Association (IEIA)!

Our country is heading towards the revival of the economy with opening up of various sectors including Manufacturing, Travel, Retail malls, F&B, Airlines etc. Govt. of India's vision of an **Atmanirbhar Bharat** lays the foundation of strong economic growth in the country in near future.

With most of other sectors allowed for a restart, exhibition sector should also restart during Unlock 4.0, which play a significant role in catalysing the growth of various sectors and the overall economy of the country. Indian exhibition industry contributes INR 3 lac crores worth of business across the country with approximately 15 lac livelihoods connected with the sector. Moreover, the sector also facilitates an effective platform for bringing in foreign exchange, trade and investments to the country while stimulating the growth of Travel, Tourism, Hospitality and other allied sectors. Furthermore, exhibitions enable business and trade for a huge base of MSMEs and self-employed in the country who largely depend on exhibitions for their businesses and livelihoods.

Many countries across the globe including **UK, Thailand, Spain, Italy, Hong Kong, China, Indonesia, Malaysia, Taiwan, Australia, New Zealand, South Korea etc.** have already opened the doors and announced the restart of exhibitions considering the catalytic effect brought in by this sector. The earliest opening up of the exhibitions sector in India will facilitate the growth of many other sectors and support achieving the Govt.'s vision of an Atmanirbhar Bharat. A further delay in re-opening the sector will lead to an opportunity loss for the country to other competing countries where exhibitions have restarted.

It is worth noting that Exhibitions are **Organised gatherings** which are structured in terms of movement of people and goods. B2B exhibitions witness participation of business visitors who make planned and informed decisions for participation in a trade show depending on their business interests.

Indian Exhibition Industry Association (IEIA) has developed the Standard Operating Procedures for conducting exhibitions with all safety protocols in place and the industry stakeholders are competent and committed to abide by all SOPs. As the minimum gestation period for conducting exhibitions is approximately 6 to 8 weeks, it is most important to announce a restart date for exhibitions at the earliest in the absence of which the organisers shall not be able to conduct exhibitions even in Q4 of the sector. Also like to share that IEIA has been conducting consultative meets with various leading trade bodies and other stakeholders including exhibition venues for restart of exhibitions. As an outcome of these deliberations, we assure the alignment of all important stakeholders about the urgent need for getting a re-opening date for exhibitions in India considering the multiplier role played by this sector and has the support of all these trade bodies and stakeholders in ensuring the conduct of safe and secure B2B exhibitions.

Page 1 of 2

# A-337, LGF, Shivalik, Malviya Nagar, New Delhi 110 017, India | Telefax: +91 11 4104 5481 | Email: ed@ieia.in | [www.ieia.in](http://www.ieia.in)

Associated Bodies



Indian  
Exhibition  
Industry  
Association



We hereby request CII to include '**Exhibitions Sector**' in its recommendation to Govt. of India as part of their re-opening guidelines for Unlock 4.0 in the country. The SOPs developed by IEIA are attached herewith for your ready reference.

Look forward to your kind support.

Best regards,

Sincerely

S. Balasubramanian

President

