



Reference No.IEIA/1034/2020

19<sup>th</sup> November 2020

Mr. Vijay Kumar Dev, IAS  
Chief Secretary  
Government of Delhi  
New Delhi

Dear Mr. Dev,

**Sub: Regarding re-opening of B2B Exhibitions in Delhi as per Unlock 5.0 Guidelines**

We are writing to your good office with regard to the recent announcement by Govt of India to restart B2B Exhibitions in India through the Unlock 5.0 Guidelines issued by Ministry of Home Affairs as on September 30, 2020 and the subsequent SOPs issued by Ministry of Commerce, Govt. of India dated October 14, 2020.

The said Unlock 5.0 Guidelines covered the country wide re-opening of B2B Exhibitions with effect from October 15, 2020 under Point 3 of the Notification subject to the SOPs issued by Ministry of Commerce, Govt. of India.

We also like to draw reference to the Delhi Disaster Management Authority's Notification No. F.24/DDMA/COVID-19/2020/ 338 issued by your good office dated October 31, 2020. The aforementioned notification lists out the prohibited/ permitted activities in Delhi specifically referring to gatherings as specified under Point 6 of the annexed Unlock 5.0 Guidelines.

Now, whereas the DDMA notification dated October 30, 2020 does not relate to B2B Exhibitions, which are categorically specified under Unlock 5.0 Guidelines to be re-opened subject to SOPs issued by Ministry of Commerce, we would like to draw your kind attention to the matter of misinterpretation of the DDMA Guidelines by concerned authorities in Delhi with regard to issuing necessary routine permissions which are required for organizing exhibitions irrespective of the impact of COVID. The Office of DCP (Licensing), Police Station, Defence Colony, New Delhi has requested for a letter/notification from DDMA specifying that the earlier issued notification does not apply to B2B Exhibitions. The officials in the department are quoting reference to the Delhi Disaster Management Authority (DDMA) orders dated October 31, 2020 (copy enclosed) which pertains to the restrictions on normal gatherings for functions, weddings etc. at 50% of hall capacity and with an upper ceiling of 200 persons

Despite the fact that the said notification issued by DDMA does not anywhere refer to any restrictions on B2B Exhibitions, the DCP (Licensing) office is apparently considering B2B Exhibitions under the same category of 'gatherings' as against an organized and structured economic activity. This appears to be a case of misunderstanding and having misinterpreted B2B Exhibitions under the category of 'gatherings'. This requires immediate correction in order to enable re-opening of B2B Exhibitions in Delhi as per the Unlock 5.0 guidelines and SOPs announced for the sector.

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Industrial exhibitions are the Economic Growth Engines that act as the catalysts for promoting trade and commerce across countries. The exhibition industry facilitates trade and business transactions for exhibitors worth over Rs. 3 lac crores supporting the growth of all industries, besides generating government revenues estimated at around Rs. 19,500 crores annually at the Centre and State levels. The average exhibitor spend to business generation multiplier ratio goes as high as 1:12, which is a large output for industry and significant revenues for the government. Exhibitions largely stimulate the growth of local economies of the regions where these are held, while generating colossal employment opportunities both in the organized and informal sectors. Moreover, the exhibition industry also acts as the backbone of MSMEs who largely rely on exhibitions for their business orders and sustenance, while a large chunk of the direct stakeholders of the sector comprising the Exhibition venue owners, Exhibition organizers & Service providers themselves fall under the category of MSME.

**Delhi being a national hub for exhibitions, this sector has been tremendously supporting the State's economy by way of taxes, employment, and business growth across sectors along with many other benefits brought in by exhibitions. The confusion and misunderstanding about considering B2B Exhibitions under the category of social gatherings will adversely impact the business and trade across many sectors that rely on exhibitions in the state of Delhi.**

**We hereby request your kind intervention and support in this matter through a letter clarifying the distinction of B2B Exhibitions from other gatherings in light of the Unlock 5.0 Guidelines issued by Ministry of Home Affairs and subsequent SOPs issued by Ministry of Commerce for organizing such business exhibitions throughout the country.**

We shall be highly grateful to you for this kind support.

With warm regards,



**S. Balasubramanian  
President  
Indian Exhibition Industry Association (IEIA)**

**Enclosures:**

1. Unlock 5.0 Guidelines issued by Ministry of Home Affairs dated September 30, 2020
2. DDMA Notification dated October 31, 2020