



Reference No.IEIA/1007/2020

22nd June 2020

Shri Nitin Jairam Gadkari
Hon'ble Minister of MSME, Road Transport & Highways
Government of India
New Delhi

Dear Mr. Gadkari,

Sub: Request for support in re-opening of exhibitions during the Unlock Phase II
Ref: Our Letter No. IEIA/1002/2020 Dt.21/05/2020.

This refers to the discussions held during your E-interaction organised by IEIA with Indian exhibition industry players on 15th May 2020.

We are once again extremely thankful to you for your kind assurances of support for the growth of the **exhibitions sector in India which has the potential to act as the catalyst for growth of overall economy of the country.**

As apprised to you, **Indian Exhibition industry facilitates business worth 3 lac crores** on an annual basis through the deals and orders procured during exhibitions focussed on various industry sectors. The global pandemic has brought this sector to a standstill which is not only impacting the direct stakeholders, but also adversely impacting a large number of MSME players who rely on these exhibitions for their necessary business survival.

Exhibitions, with their multiplier effect, can highly stimulate business generation across sectors and support the Govt's vision of an **"Atmanirbhar Bharat"**. Many countries across the globe have been leveraging exhibitions since decades to achieve the overall growth of their economies and consider trade fairs as a priority sector due to the multifarious benefits attached to this sector.

In the current scenario as well, considering exhibitions as critical **'Economic Growth Engines'**, countries like Germany, China, Thailand, Hong Kong, Poland, South Korea etc., have already announced re-opening of exhibitions with safety protocols.

With the opening up of the airlines, hospitality, travel and retail sectors, we earnestly request your kind support in Govt's consideration and announcement of re-opening exhibitions during the Unlock Phase II with all safety protocols in place. It may also be noted the organisers would anyhow require a time period of atleast 2 months and an early announcement for the re-opening will help them prepare in advance.

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Our Association has already prepared and submitted the **Standard Operating Procedures (SOPs) for conducting exhibitions in a safe and secure manner**, which shall be followed by all members of the association including all leading exhibition venues. These **SOPs are based on the necessary safety measures recommendations by the World Health Organisation (WHO) and the Global Association of the Exhibition Industry (UFI)**.

We truly hope and look forward to your kind support in facilitating the earliest re-opening of exhibitions.

In this regard, may we request for a time to meet you at your office in New Delhi so that the office bearers of the association may apprise you with further details about our sector, any time during this week as per your kind convenience please.

Look forward to your kind acceptance of our request.

With warm regards,



S. Balasubramanian
President
Indian Exhibition Industry Association (IEIA)