



Reference No.IEIA/1008/2020

03rd July 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/1007/2020 Dt.22/06/2020.

This has reference to our previous requests dated May 21 and June 22, 2020 seeking your kind support for re-opening of exhibitions during the Unlock Phase II.

Sir, as apprised to you, **a large number of MSME entities are dependent on the exhibitions sector for their livelihoods.** COVID-19 has completely jeopardised this sector with absolutely no economic activity conducted since March 2020 till date, which has adversely affected all the stakeholders including the Exhibition organisers, service providers, stand fabricators, freight forwarders and exhibition venues along with the MSME exhibitors from various sectors in the country.

Further to the information shared through our previous email dated June 22, 2020, many more countries have announced the re-opening of exhibitions considering the multi-fold benefits and multiplier role played by these exhibitions not only for the direct stakeholders, but also for various allied sectors including hospitality, travel, transport and tourism. **Countries like Germany, Italy, Spain, Poland, Switzerland, Malaysia, South Korea, Thailand, Bulgaria, Hong Kong, New Zealand, Australia, Denmark, Austria, France and many others have started allowing exhibitions** since June or have announced the re-opening in the months of July- August, providing for the minimum lead time required for organising exhibitions.

With the opening up of majority of sectors in India including travel, airlines, shopping malls, religious places, hospitality etc, we once again like to request your kind support towards announcement of re-opening of exhibitions in our country at the earliest.

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Exhibitions being an organised activity, the stakeholders can assure adherence to all safety norms and protocols, while immensely contributing to the economic rejuvenation of the country. The **SOPs prepared and submitted by IEIA in May 2020 will help ensure conducting of exhibitions in a safe and secure manner.** We would like to reiterate that a lot of planning goes behind conducting these business exhibitions requiring a minimum of 2-3 months' time. An immediate announcement of a re-opening date to conduct exhibitions in July or August 2020, will allow for the adequate planning time for the organisers and stakeholders in making the requisite necessary arrangements for conducting their shows.

We earnestly request your kind attention and support for above and also request for an appointment for the Office bearers to meet you in Delhi or Nagpur, or else apprise you further through a Video Conference as per your kind convenience please.

Look forward to a positive consideration of our request.

With warm regards,

S. Balasubramanian
President
Indian Exhibition Industry Association (IEIA)