

Trade Fair Business

Growth through Enhanced Product Quality



29 - 30
August, 2014 - Hyderabad

Organised by



Platinum Sponsor



Official Host:



Media Partners



TradeFairTimes
Monthly Journal for Trade Show Community

exhibition
showcase

IEIA Open Seminar 29-30 August 2014 – Hyderabad

Dear Industry Colleague,

I am delighted to announce the fourth edition of IEIA Open Seminar to be held on 29-30 August 2014 at Hitex - Hyderabad.

As the only event run by the industry for the industry, it is the premier networking and knowledge event for the Indian Exhibition sector. The first three editions have been extremely successful with participation by industry representatives from India and abroad. In fact the last edition held earlier this year in New Delhi saw participation by over three hundred delegates from India and ten other countries including Australia, Colombia, France, Germany, Hong Kong, Italy, Netherlands, Russia, UAE and USA.

The theme of the Seminar is: **"Trade Fair Business: Growth through Enhanced Product Quality"**

No one can deny the importance of quality improvement and the association's efforts during the last one year have precisely been on improving qualitative aspects of our business as is evident from various activities it is currently undertaking, such as: the project of implementing Standards and Codes for the industry, Human Resource development through Training and various other projects in line with its vision statement.

Besides Trade Fair infrastructure development there are also other issues which have an important bearing on the outcome of our shows and growth of our industry. These must also be addressed for our common benefit. Through the proposed theme the idea is to encourage debate and brain-storming in the awareness that there is always room for improvement and, more importantly, of working more efficiently in view of challenges that the industry in India faces, many of which are peculiar to the Indian market.

IEIA is delighted to invite you and your team to participate in this important event. You can be involved through:

- Sponsorship of the event or any of the sessions, functions, lunches, dinners or print material;
- Advertising;
- Register yourself and your colleagues to attend the seminar; and
- Providing meaningful contribution in shaping the programme, making a presentation, participating as speaker in one of the proposed sessions.

If you are not already a member, I invite you to take this opportunity to join the association

On behalf of the IEIA Executive Committee and Open Seminar Organizing Committee, I look forward to welcome you at the event. Do block your diary and ensure attendance.

Sincerely,



Rakesh Kumar
President IEIA

IEIA – Indian Exhibitions Industry Association

LGF, A-337, Shivalik, New Delhi-110017

Telefax: +91 11 41045481

Email: secretariat@ieia.in **Website:** www.ieia.in

Trade Fair Business

Growth through Enhanced Product Quality



www.ieia.in

29-30 August 2014

Proposed Agenda

Friday, 29 August 2014

- Inaugural Address by IEIA President
- Special Address by the Guest of Honour
- Keynote Address by the Chief Guest
- Panel Discussion : Trade Fair Marketing in Today's World

Saturday, 30 August 2014

- Panel Discussion : Internet, Web media, E-Commerce: Compromise through Co-existence or Instruments of Growth?
- Panel Discussion : Standards & Codes: Guidelines for Trade Fair Organization in India
- Panel Discussion : India's Exhibition Venues: Scope for Improvement, Capacity Creation and Optimizing Utilization
- Panel Discussion : Human Resource Development: Creating Professionals for Sustainable Growth of Industry
- Panel Discussion : How to bring auxiliary Services in India at par with International Standards?
- CEOs Round Table: Making India's Exhibition Business a Multi Billion Dollar Industry



Introduction to IEIA

Indian Exhibition Industry Association (IEIA), was registered with the Registrar of Societies, under Societies Registration Act XXI of 1860 Under No. 55/63 of 2006, in New Delhi.

The association brings together all the exhibition organizers, managers, designers & stand contractors, freight forwarders, services & facilities providers, venue owners etc. so that there is a common platform available to the entire industry to consider ways and means for the sound and scientific development of various segments of the industry.

The Association represents the entire country and all segments related to the exhibition industry.

IEIA aims to be your one stop source of information pertaining to exhibition industry, various exhibitions / trade shows organized in the country, exhibition industry news, information on various agencies, private and public organizations operating in the exhibition industry in India.

The main objectives of IEIA as per its constitution are to :

- Promote the development of exhibition industry and support its orderly growth
- Protect and promote the common interest of its members
- Provide a common platform where members meet informally through Councils / Committees, Seminars / Workshops to exchange views and information on developments, improvements and problems in the industry
- Represent the industry in all matters nationally and internationally in relation to Government, media and public
- Organize training programmes, bring out publications, compile, tabulate and analyze statistics on the exhibitions for the benefit of the industry
- Keep close contact with the press and media with the objective of achieving a higher share of advertising and promotional market of the industry
- Promote Indian Exhibitions and Trade Fairs as cost effective marketing medium nationally and internationally
- Devise and implement a system of auditing of Trade Shows and Exhibitions so as to lend credibility
- Maintain high ethical standards by laying down a code of ethics for conducting business and safeguard high quality of services to the exhibitors and visitors to events organized by its members
- Do all other things as may be considered by the Association to be incidental or conducive for the benefit of the industry

Elected Office Bearers of IEIA (2014-2015)

Mr. Rakesh Kumar

President

Mr. K. V. Nagendra Pasad

Vice President

Mr. Indra Mohan Gupta

Immediate Past President

Mr. Rajiv Malhotra

Hon. Treasurer

Mr. Joji George

Executive Member

Mr. M. B. Naqvi

Executive Member

Mr. Sanjiv Kumar Agarwal

Executive Member

Mr. Siddartha Sen

Executive Member

Mr. Ravinder S. Sethi

Executive Member

Organised by



Indian
Exhibition
Industry
Association

For all enquiries contact:

IEIA – Indian Exhibitions Industry Association

LGF, A-337, Shivalik, New Delhi-110017

Telefax: +91 11 41045481 **Email:** secretariat@ieia.in