



ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE APRIL - MAY 2019

AT AGE 50

IMTEX is a pool of multi-faceted talent

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India Rubber Expo 2019 grows by leaps and bounds



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PPP model is the way forward for government's mega events



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Interview:
Mr. Walter Yeh, President, Asian Federation of Exhibitions and Conventions Association

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Honorary Editor | Srinivasan S

Associate Editor | Shikha Swaroop

Design | Infant Vikas

Marketing | Sharath Rao

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Indian Exhibition Industry Association (IEIA).

Lower Ground Floor, A-337, Shivalik, Malviya Nagar, New Delhi - 110017, India
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FROM THE
EDITOR

SRINIVASAN S



Dear Reader,

Believing the content in the first revamped issue in Feb-March 2019 was a good read and engaging, I'm happy to present the second revamped issue (April-May 2019) of *ExhiBits* under my stewardship and hope you enjoy the read.

As in other sectors the biggest buzzword in our industry today is mergers and acquisitions. A plethora of organically grown domestic shows have been acquired by multinationals in the immediate past and, perhaps as you read this, many more M&A deals are under way. Whilst obviously all the action augurs well for the future, I can't help but reflect on the many challenges and risks we in the exhibition industry face as we build successful trade shows.

Obviously, the fire accident during the recently concluded Aero India show in Bengaluru, which gutted more than 300 cars (thankfully there was no loss of life or limb!) got me thinking. Although the organiser and the show are subject to several risks that are unpredictable, the one risk that keeps me on tenterhooks as an organizer is that of a fire. The exhibition industry is at greater risk of fire accidents, given the short window in which "individual showrooms" need to go up from scratch onsite whilst using electricity extensively for fabrication in environments not conducive to best practices. Given the vastness of the area and the volume of temporary labor force executing the works it is practically impossible to keep a strict preventive vigil.

A scenario where thousands of workers are running against time to build temporary showrooms from scratch whilst fabricating them onsite with wood, metal and paint can send shivers up any fire chief's spine. This risk goes up exponentially when shows are organised in temporary structures. Power lines drawn over temporary wooden floor boards and connected to working machinery and equipment is not the ideal environment.

Permanent venues are perhaps a tad better off in mitigating the risk as some of them have fire prevention or fire-fighting equipment built into the infrastructure. However, given the inherent risks, it is imperative for the industry to revisit the current approach towards mitigating fire risks. But this is a task easier said than done.

In a multi-stakeholder environment safety should be a shared responsibility. The onus on ensuring safety is currently completely with the organiser. So how does the organiser co-opt the other in the ecosystem to buy into the risk mitigation plan? Is a specialised consultancy service offering comprehensive services in audit and implementation of fire prevention and protection for events the need of the hour?

Will spending time, effort and money in doing mock fire drills before each show help organisers in containing and limiting potential disasters? Can venue owners help create a more secure environment? Can exhibitors be educated on potential fire hazards and be co-opted in ensuring adherence to safety standards?

As you chew on that, I leave you to peruse the copy in your hand & invite you to voice your candid feedback.

Regards,

A handwritten signature in blue ink, appearing to read 'Srinivasan S'. The signature is stylized and fluid.

Srinivasan S
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Winning ways!

How India Rubber Expo 2019 posted 60% profit over previous nine biennial editions (combined) makes for compulsive reading...

The All India Rubber Industries Association (AIRIA) was established in 1945. Comprising of four zone offices – Delhi, Chennai, Kolkata & Mumbai (West Zone office & HQ) – the association has championed the cause of the industry for over 74 years now. It currently has 1,400 members across the country.

To bridge over 9,000 pan-India MSMEs manufacturing rubber-based products with knowledge and technology, AIRIA conceived the India Rubber Expo (IRexpo) in 2001.

The biennial trade show, which began from a modest 3,000 square metres of space in 2001, stood at a whopping 26,000 square metres in the 2019 edition. In this freewheeling interview with the show's Chief Convenor, Mr. Vishnu Bhimrajka (VB), ExhiBits captures the objectives and journey of IRexpo.

What was the rationale behind AIRIA's initiative to conceive and host a B2B trade show?

In 2001, while India had opened up on account of economic liberalisation, it still had not attracted enough attention in global markets for rubber goods. In the early 1990s, China and India were almost similar in scale and numbers so far as the rubber industry is concerned. But China surged ahead in the following years.

Also, there was no interactive platform for the industry on a national level. It was but natural and necessary that all stakeholders from the industry set up this platform to showcase their products to customers, mingle



Headlined by Union Minister for Industry and Commerce, Mr Suresh Prabhu, the government's 'Make in India' mission has seen more investments flowing into the rubber industry.

informally, and exchange notes on almost every aspect of the rubber goods industry.

After 10 editions of IRexpo now, would you say the initial vision and objectives have been met?

Though progress was reasonably good in 2013, 2015 and in 2017, the objectives were altered a bit to make the 10th edition of IRexpo (2019) more robust and more focussed. What we achieved was a 60% increase in the bottom line as compared to all the previous nine editions of the show!

For the first time, IRexpo 2019 was completely sold out and we had to deny bookings. This is a significant and big change. We also organised additional important activities alongside the IRexpo in 2019, such as an international rubber conference, a

domestic reverse buyer-seller meet and workshops.

For the inauguration the Union Minister for Industry and Commerce, Mr Suresh Prabhu, was the chief guest. His passionate speech and his spending quality time at the expo were much appreciated.

We also had Mr Tinku Roy, Chairman of the Tripura Industrial Development Corporation, and Mr Vipul Shah, COO of Reliance Industries, joining us and giving us valuable insights.

How did the participation go in 2019?

We had the entire ecosystem of the rubber industry in attendance: Raw and synthetic rubber producers and suppliers, rubber machinery producers, rubber dies and mould producers, rubber testing equipment

CASE STUDY: ALL INDIA RUBBER INDUSTRIES ASSOCIATION

manufacturers and laboratories, educational and trade associations connected with the rubber industry.

Apart from the Rubber Board of India, we also got international companies, publishing houses, trade exhibition organisations to participate.

The 10th IRExpo had so much more meaningful footfalls from various sectors, including defence and aerospace companies, automotive (tyres and electric vehicles) and railway establishments, marine and mining specialists, and representatives of companies and institutes in pharmaceuticals, textiles, construction, footwear, water management, consumer durables and sports.

How did this translate in terms of commerce for the industry?

Even though there is no process of recording of transactions, very frankly I can say on the basis of feedback that our 400-odd exhibitors have struck deals, including some export orders, in excess of Rs 1,000 crore!

Besides, several proposals were converted into joint ventures, there are serious new investments in the industry, and many expansion plans are going off the drawing boards and into reality.

This year, visitors and exhibitors, including those from overseas, appreciated the truly international levels of facilities, ambience, content and execution of the show – perhaps a first for the country in the rubber sector!

Over the last 10 editions IRExpo has moved from city to city. Is there a case to keep the show anchored to one city?

It makes sense to hold this expo in the country's commercial capital, Mumbai. It has all requisite infrastructure in terms of ease of global accessibility, top-class accommodation cuisine, comfort and



IRExpo 2019 ensured the world's best and relevant were present to interact, discuss, understand needs and execute deals.

its cosmopolitan character.

The risk of shifting to another location for the next edition could be lower participation and less meaningful footfalls, and that could hamper the great achievements of IRExpo 2019.

Where does the Indian rubber industry stand in global comparison?

India is among the top five countries in terms of innovations, applications and sustainable practices. But what is important is that the India growth story is very much visible now. The industry sees many opportunities to expand and diversify – and IRExpo gives them that accessible platform in one place!

What are the current trends in the rubber industry? What role is IRExpo playing in it?

There is probably nothing man-made where some rubber goods or components are not used. From rubber bands and LPG tubing to surgical gloves, condoms and

mattresses; from sports goods and home appliances to furniture and sanitary ware – they all use rubber and its components.

Rubber also plays a significant role in India's growth story – we are amongst the top five economies already and progressing. The burgeoning commercial buildings (malls & offices), power generation and irrigation projects, new roads, waterways and bridges, aviation and aerospace, the proposed 'smart' cities and towns – they will all consume rubber and its components. Higher performance rubber types and grades are being used.

What are the growth drivers in this sector? What are the challenges?

There is no other country in the world today that has reached a fantastic cross-road, where opportunity and reality coincide. Although we have a sizeable population of young people, India's per capita consumption of rubber is still low. I can imagine that we would be close to double-digit

CASE STUDY: ALL INDIA RUBBER INDUSTRIES ASSOCIATION

growth, year-on-year, for the next 20 years!

IRexpo 2019 had the vision to ensure the world's best and relevant were present. Decision-making representatives from all high-growth sectors were present, which allowed them to interact, discuss, understand needs and execute deals. The 2019 expo helped in achieving so much more.

Do automation and digital technology affect the industry?

The answer to this is 'Yes' and 'No'. Yes for traditional businesses that manufacture manually and with unskilled labour. But those who adopted automation and digital technology have managed to make finer and more robust products, are able to deliver faster, increase productivity and drastically reduced product rejections.

How has 'Make in India' influenced this sector?

Projects running into billions of dollars need 70% localisation. You cannot execute them with each and every thing imported. I can cite the examples of our own projects: the Bullet train, defence upgradation, 'Smart' cities, Ganga rejuvenation and inland waterways, nuclear and aerospace projects, power generation and electric vehicles, to name a few.

The government's 'Make in India' mission has influenced the rubber industry positively – more investments have been flowing into this core sector!

How have the quality of exhibitors and nature of visitors changed over these past 10 years?

Honestly, the growth momentum in these past 5 years is a significant attraction for multi-nationals and technology companies from abroad have come to India seeking

opportunities and business cooperation. With the advent of the Goods and Sales Tax (GST) regime, with greater rationalisation of business laws, and with increasing accountability within the government, the business atmosphere has only improved.

Most organisers are moving away from conventional media and adapting digital channels for promotions. What are your views on this?

I think there are no "conventional" media. Organisers of events have to connect with the entire industry ecosystem. That said, for IRexpo 2019 we did road shows, involved newspapers and trade magazines, and used written communication as much as we employed Twitter, Facebook, LinkedIn, radio, WhatsApp, and mass mailers.

What are the challenges your exhibition has faced over the years?

The main challenge was to form an industry association, have committed and passionate involvement in it, and to professionalise it. With the help of my colleague and by inducting professionals, we have managed it all in less than 14 months!

Organising trade shows requires time, effort, money and a dedicated, skilled workforce with expertise in marketing, sales, operations and administration. How does AIRIA manage such a workload without affecting its business?

You have got it right. My colleagues and I had to sacrifice our business interests for more than 2 years. Professionals were hired. Vendors were selected. But rotation makes it all go to waste. There should be continuity by setting up a permanent trade show secretariat and retaining professionals. I hope this will be implemented in AIRIA in the near future.

Is there scope for associations such as AIRIA to engage the services of a professional show organiser for a fee or on a revenue sharing model?

I think a professional show organiser has to be one which with the ability to understand the sector, and also have a committed approach that will deliver actual numbers. Otherwise, it spells disaster!

I have met some such professional show organisers, but I could not see in them the ability to deliver top- or bottom-line results, or generate meaningful content, or capable of ensuring meaningful footfalls for us.

There is no other country in the world today that has reached a fantastic cross-road, where opportunity and reality coincide. I can imagine that the rubber industry would be close to double-digit growth, year-on-year, for the next 20 years!



– Mr. Vishnu Bhimrajka,
Chief Convenor,
All India Rubber Industries Association.

Comexposium gets new Chief Strategy Officer, Director- M&A

Comexposium, one of the world's leading event organizers headquartered in France, which hosts more than 135 B2B and B2B2C events across several sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council, has announced that Severine Dubarry-Bardon will become the new Chief Strategy Officer for the Group. Currently, Bardon holds the position of the Chief Development Officer at Comexposium. With Bardon assuming a new strategic role, Driss Tazi will take the position of Director of mergers & acquisitions of the Group.



Ms. Severine Dubarry-Bardon

In order to achieve their objectives, in their new roles, both Bardon and Tazi are to work closely with Renaud Hamaide, President of Comexposium, and Simon Foster, the CEO.

Whilst Bardon, in her new role, is all set to lead the Group's strategy by partnering with the business unit director and working on the many facets of growth that the business has been targeting like acquisitions, launches and organic growth, Tazi's responsibilities will include entire M&A activity of the business and managing the whole procedure of acquisition through to the full integration of newly acquired company.

Messe Frankfurt Middle-East appoints new Managing Director

Simon Mellor has been appointed as the new Managing Director of Messe Frankfurt Middle East, Messe

that includes his recent stint as the Managing Partner at Oak Tree Event Consultants. Prior to that, Mellor spent 13 years at DMG events, which is a leading trade fair organiser headquartered in London, in various capacities.

The Middle East portfolio of Messe Frankfurt includes Automechanika Dubai, Intersec, Light Middle East, Beautyworld Middle East and Paperworld Middle East. Equipped with a 145-strong workforce, the Messe Frankfurt subsidiary has the credit of organising a total of 16 trade fairs in the region.

Frankfurt's subsidiary in Dubai replacing Ahmed Pauwels.

Speaking on his appointment, Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said, "We are delighted to have secured Simon Mellor for our subsidiary in the Middle East. He has many years of experience in trade fair management and has an excellent international network at his disposal, particularly in the Middle East. In addition, he has extensive knowledge of the relevant industry sector and region and has close ties with key multipliers and venue operators."

With this appointment, British-born Simon Mellor, whose CV flaunts proven event expertise, will be joining the ranks of the Messe Frankfurt subsidiary that was acquired in 2002. Mellor has a rich experience



Mr. Simon Mellor

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PPP is the way forward for govt's mega events

Private enterprises can make a difference in building magnitude for trade shows and contribute to building value for stakeholders.



With participation from private collaborators, this year's Kumbh Mela in Uttar Pradesh was true to the government's aim: 'divya' (holy) and 'bhavya' (grand).

BY SRINIVASAN S

Trade events are expected to foster a symbiotic relationship between the supply and demand sides while offering scope for converting business potential to commerce. Besides, trade shows/events are also expected to catalyse the growth of domestic industries by bridging industry with technology and knowledge.

A successful trade show needs to deliver value to the attendees by offering an adequate volume of exhibitors representing the entire spectrum of the supply-side ecosystem. It also has to deliver value

to exhibitors by attracting robust volumes of attendees representing the entire demand side.

Obviously, this exercise requires dedicated skilled manpower that can map the entire ecosystem, gather market intelligence, build data and communicate effectively to influence participation. From engagement to conversion is typically a 12-14 month exercise for experienced, professional trade event organising companies that are happy to commit resources, time, effort and money to the enterprise.

Whilst the vision of governments

and government-led agencies in organising trade events is praiseworthy – they may attract foreign direct investment, catalyse domestic industrial growth, push the 'Make in India' agenda and even open opportunities for export earnings – they are neither mandated nor expected to commit such resources, time or monies to foster successful trade events.

PPP model

Hence there may be a strong case for public-private partnership (PPP) models in hosting trade events hitherto being organised by governments. Let

us look at some popular government-run trade events and their models.

The recently concluded Aero India – the biggest and most prestigious air show in Asia, held biennially in Bengaluru – has since its inception displayed India's air prowess to the world with more than 400 exhibitors from the around the world taking part to offer defence, aerospace and aeronautical solutions to India.

Putting behind the sombre loss of an Indian Air Force pilot of the Surya Kiran aerobatic team during rehearsals, the recently concluded 2019 edition of the mega air show (February 20 to 24), dazzled the Bengaluru sky with magnificent steel birds. There were the light combat aircraft Tejas, the trainer aircraft HTT-40 and Hawk-I, civil utility Dornier-228, the advanced light helicopter Dhruv, and the 4th-generation Sukhoi-Mk1 fighter, all from the HAL's (Hindustan Aeronautics Limited) stables.

The display and fly-pasts of the Rafale, the F-16 Fighting Falcon, F/A-18 Super Hornet and the mighty B-52 Stratofortress bomber also impressed the lay visitors as much as decision-makers in the defence and aviation sectors.

Missed chances

HAL was mandated to manage the air show at the Air Force Station Yelahanka and provide end-to-end logistic support to the successful

The biggest challenge is to match the government's commitment with global industry's aspirations. Who would know the pulse of the industry better than the events industry itself?

biennial event. Though the HAL did a good job in organising the air show, the trade events industry felt that the government should have engaged a professional trade event organiser to conduct the country's signature air show.

HAL is a defence public sector undertaking (PSU) set up for defence production, not organising trade fairs. The government could have given the events industry an opportunity to organise a global event of this scale. The popular industry perception was that a professional event organiser could have used its business expertise and outreach in showcasing India on a global platform.

The essence of 'Make in India' and the Aero India motto, 'Innovate, Integrate and Lead', could have been retained and promoted better.

The government or its PSUs are not mandated to staff talent proficient in organising and managing global trade shows. It is also not fair to expect a PSU to operate as well as a professional trade show organiser.

Perhaps recognising the complexities of organising a trade event of this scale the Ministry of Defence (MoD) had in the earlier editions partnered with the Federation of Indian Chambers of Commerce & Industry (FICCI) and the Confederation of Indian Industry (CII), which have their own specialised trade show

organising units, to organise Aero India from 2005 to 2015.

While still retaining ownership, the MoD used to call for technical and commercial bids at least 14 months prior to the event, and the entity with the best royalty bid and technical bid would get to organise the event. The winning bidder successfully worked with the MoD on the blueprint and infrastructure for the mega event.

While the flying display from steel birds of participating nations caught the imagination of thousands of visitors, the business deals on the ground were well planned and organised for future billion-dollar defence deals. There was value for both the attendees and the business visitors.

Govt. protocol

The MoD decided to appoint HAL to organise Aero India 2019 just a few months prior to the event. It was a woefully small window to host a successful event, even for professional show organisers. The

result was a global event – which hitherto attracted top manufacturers, suppliers and solution providers in aerospace and aircraft engineering – failed to enlist participation from some important companies.

As reported by The Times of India, both the Gripen fighter by Saab and Eurofighter's Typhoon were conspicuous by their absence at Aero India 2019 due to delays in venue announcements and engagement with participants.

The preparation for big-ticket events like Aero India, Defexpo or any international trade fair begins months in advance. Since government protocols require participation with the private sector only through tenders, the procedure begins at least 15 months prior to the event. It requires a lot of planning and team work.

One has to work within the government framework and budgets. The biggest challenge is to match the government's commitment with global industry's aspirations. Who would know the pulse of the industry better than the industry itself?

Data is a critical component of the entire infrastructure for any broad-based, intra- and inter-country engagement. It is a laborious team exercise to mine, clean and update data for productive use. This exercise also needs a PPP model.

There are many aspects that need to be factored in to make an international trade fair or business expo a success. Shifting of venues for global trade and

defence fairs tends to add negative value, and Defexpo 2018 was an example.

By moving Defexpo to Goa first and later to Chennai last year, the MoD threw the primary rationale of a trade show out of the window. Participation at Chennai is said to have dropped by 40% and the qualified attendee turnout dropped proportionately.

Better synergy

Successful trade shows across the globe are anchored to a particular location. The world's leading construction fair has been anchored to Munich (Germany) for ages, and the world descends on the event every three years when it is held.

The proposal to shift Aero India from Bengaluru to Lucknow would have adversely impacted the air show. This is another area where the industry experts can advise the government. Apparently, CII prepared a concept paper the need to remain in Bengaluru and had presented it to MoD.

In the West and in Israel, there is a high level of synergy between the state, academia and industry. Israel, which supports and encourages innovation, is called the startup nation and innovation hub. Industry or innovation-related fairs and trade shows are successfully held in partnership between the state and private industry. In India, we are yet to reach that synergy.

But when it does happen it creates magic, as in the case of the recently concluded Kumbh Mela at Prayagraj in Uttar Pradesh. The largest

congregation of people on earth this year was a glorious example of public-private partnership.

The government of Uttar Pradesh wanted to project the Kumbh as a showcase of India's religio-cultural values and to make it a success it engaged Ernst & Young after an open tender process. The state created an authority, the Prayagraj Mela Pradhikaran under the Industries Act. True to intent, the Kumbh this year was "divya" (holy) and "bhavya" (grand)!

India is the world's largest democracy and, according to a Bloomberg analysis, the country will have the largest workforce by the year 2027 with a billion people aged between 15 and 64 years. A healthy partnership between government and its young entrepreneurs to showcase India through its multidimensional events and business fairs will catapult the image of the country to greater heights.



– Mr Srinivasan is Managing Director of Bengaluru-based PDA Trade Fairs Pvt. Ltd. He is also Honorary Editor, ExhiBits.

IMTEX

is a pool of multi-faceted talent

Indian Machine Tool Industry Association has come a long way since its pre-independence inception. Its flagship show, IMTEX has proved to be a perfect platform for exhibiting latest innovations and networking for the visitors.



Back in 1946, just a year before independence, when the Indian Machine Tool Industry Association (IMTMA) was formed by the coming together of 20 machine tool manufacturers at the Godrej Campus in Vikhroli, Mumbai, it knew that it was there for a long haul and will shape the future of India. With its relentless efforts, the association went on to build the machine tools association brick by brick and eventually expanded its reach to become the face of the Machine tool industry.

Given the gradual growth, the

association later shifted its office to Delhi and then made Bangalore International Exhibition Centre in Bengaluru its permanent residence.

Nearly two decades after it laid its foundation, IMTMA, in 1969, expanded its horizon by hosting its first-ever flagship event, IMTEX, attested to be a prominent B2B machine tool exhibition. The exhibition, now conducted at BIEC, has grown in size and after 50 years, is arguably one of the largest machine tool exhibitions in South and South East Asia.

Besides, the exhibition, IMTMA also

invest in education and spreading awareness about the domain by conducting short-term seminars and workshops, organising 'Technology Mission' at the international trade fair specifically meant for enlightening the CEOs. The association has invested a lot of effort to raise the machine tool's industry concern in front of the government.

One of the major focus areas of the association is training programs which it conducts throughout the year and has skill development as one of its vision. It runs short-term and long-



term programmes for up-scaling the talents, which not only helps create a talent pool but also fill the existing gap between academia in the industry and the professionals. Through its wide range of programmes, it emphasises on up-skilling and up-scaling of talents for the viability of the machine tool industry.

Flaunting memberships of some of the most illustrious bodies worldwide, IMTMA has the credit of coming up with initiatives that aim at enhancing the positioning of the machine tool industry and aid in increasing the

sales and export volumes. Akin to this, the association has equipped itself with a comprehensive database of foreign importers, R&D, latest technologies and related products. , the association has made a sincere effort in equipping itself with relevant and handy information on R&D and the latest manufacturing technologies to help its members become globally competitive.

Besides, objectives to build a strong brand for the Indian machine tool industry, enhance productivity and competitiveness in manufacturing,

support technology and skill development, develop vision, mission and strategies both at association and industry level, interact with customers and users, interact with the Government on policy issues important to the industry, Interact with other industry associations on matters of mutual interest, foster international linkages, disseminate information about the industry and its achievements and provide business opportunities through exhibitions, trade missions and related activities the association practise, the association follows a strict code of

conduct and has a vigil mechanism policy in place.

IMTEX and Tooltech

In order to give the machine and tooling industry the best of technical innovations and prowess, IMTEX and Tooltech Exhibition over the years, have brought together best of both worlds under one roof.

Recently in January, the Indian Machine Tool Manufacturers' Association (IMTMA) marked the 50th year of the IMTEX and Tooltech exhibition, which was held at Bangalore International Exhibition Centre (BIEC) from Jan 24 to 30 in an area of 80,000 square metres. The occasion saw the participation of around 1222 exhibitors and a footfall of about 91,446 and flaunted 7 country pavilions. The exhibition also saw participations from 26 countries and featured several domestic and foreign visitors who were seen visiting the stalls for sourcing the machines for their production units. Several



latest technologies in the field of manufacturing were put on display.

Whilst, IMTEX has the credit of being the flagship event for the Indian metal cutting industry and being South and South East Asia's apex exhibition that put on display both the technological advancement in the field, Tooltech 2019 happened to be a concurrent premier event displaying the recent machine tool accessories, metrology and CAD/CAM cutting tools, tooling

systems and highlighting the latest trends in the tooling industry.

The venue, BIEC, saw the visitation of players from a wide spectrum of manufacturing and ancillary industries, wherein key decision and policy makers were also present. The occasion was also marked by the presence of people at the helm of the affairs in terms of technology curation and sourcing the breakthrough technology and manufacturing solutions for their product lines.

Speaking on the occasion, Jamshyd N. Godrej, Chairman, Exhibitions-IMTMA, said, "Understanding the needs of the manufacturing industry has been IMTMA's core strength over these years. IMTMA took a lead in showcasing global developments when the Indian manufacturing industry was in a nascent stage. We made a start 50 years ago and we are immensely proud of how the show has evolved in 5 decades and fostered an understanding among the manufacturing fraternity".

Speaking about IMTEX's relevance, President-IMTMA, P. Ramadas said, "IMTEX is a must-attend exhibition for technology enthusiasts. It is at IMTEX that latest technologies which are widely prevalent in overseas countries are launched and displayed live. The current edition of IMTEX will showcase advanced technologies like 3D printing, internet of things, automation, robotics, and Industry 4.0."

The whole exhibition saw the presence of many players exhibiting their products. One of the participants at the exhibition, Dr. H. Raja Simha, Technical Advisor for Tumakuru Machine Tool Park, said, "IMTEX is an excellent platform for the players in the industry. The ambience is good and the footfall is commendable with visitors from France, Japan, Germany



and other countries.”

On its 50th anniversary, the event was marked by a series of new initiatives, which focused on exhibiting the latest trends besides technological refinements from India and players worldwide, with 'Additive Manufacturing and Factory of the Future (Industry 4.0)' the way for a new era in manufacturing and leveraging the industry's position' as the focus. The occasion also witnessed a live demo on implementing Industry 4.0 in manufacturing. There was also an Experience Zone set up adjacent to



hall 4 At BIEC and had several vintage machines and pictures put on display. The event was also marked by the screening of a short film on the IMTEX journey and the launch of IMTEX's coffee table book, which traces the history of IMTEX and talks about its journey so far.

Boasting of 7 country pavilions, the event was marked by the presence of several exhibitors who put on display their latest innovations.

An official from Toolcraft machine tools, one of the leading manufacturer of CNC Mini milling & Engraving Machines and Spark Erosion Machines (EDMs) in India, which has been participating at the event for more than four decades now, said, "Over the years, IMTEX and Tooltech

have evolved into a world-class exhibition equipped with a state-of-the-art infrastructure.”

A representative from Strategi Automation Solution Pvt.Ltd., a company in the business of Machine building, Factory Automation and Motion Control noted "We are happy with the footfall this year. We had inquiries from Bangalore, and other cities in India and from countries like Italy, China.”

The event has been one of the premier events in the machine & tool domain and in five decades of its functioning, it has brought together the leading names, diverse groups and stakeholders under one roof wherein there has been a healthy exchanger of ideas. Like every year, this year too, the event witnessed an eclectic display of state-of-the-art tools and machines.

Speaking about the show, Selvageshan M, Manager at GEDEE Weiler Private Limited, that manufacture important components for the industries like textile, automobile, medical, domestic appliances and aerospace among others, said, "IMTEX is one of the paramount exhibitions in Asia. This year, we have got lots of inquiries wherein buyers from all over India visited our stall. We have also had several overseas visitations.”

When asked about the event, S.K. Thakkur, Proprietor of Seventh International, a well-known exporter of magnetic products said, "We have been participating in the event for more than three decades. The event has grown from small size to a big one and now it has managed to garner a good response due to the world-class arrangements and offerings. the event provides us the ample exposure to both national and international clients. This year, we have had a larger number of visitors

from Russia, Germany, China and other countries besides India.”

To mark its 50th anniversary, the event was marked by several discussions and seminars, and witnessed the institution of Ecodesign awards to promulgate the idea of encouraging sustainable practices encompassing the entire value-chain; exhibitors, designers and stall fabricators.

Overall, the event proved to be a Mecca of learning for the visitors and a good business platform for the buyers. It also witnessed a high number of students footfall.





On the 50th edition of the show, Mr V. Anbu, Secretary, Director General & CEO, IMTMA, spoke at length to ExhiBits about the exhibition, venue and industry as a whole.



IMTEX, which is among the biggest trade fairs in India for machine tools has completed 50 years. How has the machine tool industry evolved over the years and what were the challenges it has faced?

The history of machine tool industry in India can roughly be traced back to the Second World War period. In 1946, a group of manufacturers came together to form Indian Machine Tool Manufacturers' Association (IMTMA) to nurture and promote the machine tool industry. In the same year, the Association received recognition from the Government of India as a representative organization for Indian machine tool industry. Its goal was to make India self-sufficient in the manufacturing of machine tools. The Association worked closely with the government and various industry bodies to explore possibilities of meeting the requirements of various industry segments.

The idea of organizing an exhibition along the lines of the Hannover Fair to display Indian manufacturing development strengths and explore possibilities of exports was mooted. As a result, in 1969, the first All India Machine Tool Exhibition, which would in later years gain popularity as IMTEX was organized in Bombay. In the last 50 years the event has

grown exponentially and kept pace with global developments in terms of technologies. Today it is the biggest brand in South East Asia.

Where does the Indian machine tool industry stand in global comparison? What is the current market size of machine tool industry and what are the trends which are changing its dynamics?

Indian machine tool industry was ranked 10th in production and 8th in consumption (in 2017) as per Gardner's 'World Machine Tool Output Survey 2018' in the global list of world machine tool consuming and producing countries. The market size of Indian machine tool industry in 2017-18 was around US\$2.2 billion with a growth of around 26% in production and around 27% in consumption. It is expected that machine tool production during 2018-19 could reach US\$2.7 billion and consumption may touch US\$2.7 billion. Growth is expected to be around 30% during the period.

Customer needs are changing significantly and it is important to align to their requirements in the changing scenario. This can be achievable when manufacturing industry deploys game-changing technologies such as artificial intelligence, machine learning, Industry 4.0, big data, IoT, robotics, automation.

What are the growth drivers in this sector and what are the challenges that face the industry?

One of the primary growth drivers, the Indian automotive industry is on its way to becoming the third largest in the world by 2026. Automobile manufacturing is the main driver of Make in India and private vehicle production. Indian automotive industry (including component manufacturing) is expected to reach US\$251-283 billion by 2026. Some of the other drivers are the Defence industry, which has opened manufacturing to private sector. Modernization of railways, Strong demand for consumer durables and Infrastructure development will be the other strong drivers.

Challenges include high demand of user industries for high-quality end products at competitive prices. This has made it imperative for the machine tool industry to take an inventory of present technologies and then bridge the technology gap with upgradation.

The Indian machine tool industry has improved considerably in terms of technology for manufacturing machines in various industry sectors. Challenges remain in terms of meeting some requirements in strategic and other services sectors

which needs to be bridged.

The industry has to compete for talent with other industries such as IT and retail. The industry is taking steps to develop skills through larger academic and industry partnership in manufacturing for all round development of skills.

BIEC is one of the most modern international exhibition centers in India. How does it compare with other international venues and with other Metro's such as Delhi or Mumbai?

Indian Machine Tool Manufacturers' Association (IMTMA) built Bangalore International Exhibition Centre (BIEC) as a centre of excellence for primarily conducting IMTEX shows and other events of IMTMA as well as for supporting other industry sectors in organizing exhibitions, conferences and B2B events.

The venue's architecture, design, and columnless exhibition halls give an advantage to utilize the space to the maximum extent. The exhibition centre also has a separate conference facility, a dedicated food court with vendors who can cater to any kind of cuisines which suit domestic and international tastes. The exhibition facility is located in Bangalore which is known for its salubrious climate. The city is well connected with road, rail and air network to many destinations in India as well as overseas. People can travel from any part of the world to Bangalore today. Many prominent hotels such as Taj, Sheraton and others are in the vicinity of the exhibition centre.

Bangalore is famous as an IT city and as a manufacturing hub with the presence of many machine tool companies and many other industrial units. The city has many hotels catering to all kind of tastes and BIEC



for conducting large-scale industrial exhibitions and conferences.

Can you describe BIEC's journey, thus far? What has been achieved?

BIEC is recognized for hosting events organized by national and international organizers. The venue has successfully attracted large shows and conferences from exhibition organizers such as Hannover Messe, Messe Munich India, Koelnmesse, UBM Asia, Nürnberg Messe, Pacific Asia Travel Association, Taiwan External Development Council, etc. Government of India and the Government of Karnataka have held many of their prestigious events at the venue.

The exhibition centre has also attracted many medical fraternity and associations besides international brands such as SAP, Google, Herbalife, and many more. In 12 years since 2007 BIEC has hosted over 280 shows occupying over 1600 days.

It is thought that most of the venues in India are packed during peak periods, and is poor during off-peak seasons. Do you agree with this and what has BIEC's experience been?

The industry has made significant progress in the past few years and

now events are being organized across the year keeping in view the market demands and the period of business for products. To encourage organizers to use the facility throughout the year venues are offering differential rates for peak and off-peak seasons. This has proved to be an advantage for small organizers to use large-scale exhibition facilities instead of organizing them in open grounds and improve the standards of their exhibition.

Are there any expansion plans. If yes, please elaborate.

BIEC was launched in the year 2007 and reached a capacity of 42,000 square metres in 2009. Since then BIEC has added around 35,000 square metres exhibition space in its campus to make it a leading venue in the country. With the addition of Hall 5 BIEC has an exhibition space of 77,200 square metres. In future as demand for large-scale exhibitions grow BIEC may look for further opportunities to meet the demand.

Is there any green initiative taken by BIEC in its campus? Do you plan to use or using renewable resources for energy consumption?

BIEC is India's first exhibition centre to be certified as a "Green Project" for the following reasons that include the use of 50% fly ash in construction in non-critical areas, Rain water harvesting, Maintenance of natural contour of land, Ozone friendly air-conditioning systems, Recycling of waste water through a treatment process.

In addition, the Halls designated to get maximum natural lighting during the daytime, Close to 100 species of plants and 3500 trees in the campus and the use of battery-driven vehicles, reduces pollution and land development adds to the green initiative.



BIEC has also obtained IMS certification: ISO 9001 (Quality Management System), ISO 14001 (Environmental Management System) and OHSAS 18001 (Occupational Health and Safety Management System) and Hall 4 of BIEC was conferred with 'Gold' rating by Indian Green Building Council. The award has been a crowning achievement for BIEC's efforts in ushering a green building movement in India.

How has 'Make in India' affected the machine tool sector and how have IMTEX and Tooltech made a difference to the exhibitors?

Make in India has given the manufacturing industry a certain direction and enabled the Indian manufacturing sector to upgrade their technological capabilities and explore possibilities of tie-ups and joint ventures. Many companies have made India their manufacturing base by shifting their plants and transferring their technology and knowhow to Indian manufacturers. This exchange has resulted in shop-floors upgrading their technology and manpower for better results. It is important to show India in the

best light to cement its place in manufacturing and IMTEX is the best place to do so. The kind of innovation which exists in the industry at every level, small, medium or large, finds a place in IMTEX. Visitors are enthralled when they see 'Live' machines as against reading a catalogue or surfing a website. By touching and feeling the product and interacting with different exhibitors they are able to take the right decisions for their production lines. The most recent edition of IMTEX 2019 & Tooltech 2019 recorded booked orders worth ₹ 2,446 crores and enquiries generated to the tune of ₹ 23,780 crores.

What is your vision for IMTEX and Tooltech in the coming years?

IMTMA by organizing IMTEX has endeavoured to bring new industries and latest technologies in the market to the doorsteps of even the small manufacturers. This enables their self-development and helps them manufacture products which they can sell globally. IMTEX has always been a catalyst and trend-setter in developing the manufacturing ecosystem and will continue to do so. Technologies such as Industry 4.0 and additive

manufacturing are revolutionizing the manufacturing sector in a big way. Machines are able to take care of predictive maintenance, prescriptive maintenance, storing of information for future use, etc. Industry is able to manufacture products with newer designs that are cleaner, lighter and safer. IMTEX 2019 & Tooltech 2019 had on display these technologies.

IMTEX will continue to reach out to the new generation with future technologies. Further, with greater partnership between industry and academics IMTMA will continue to bridge the gaps between institutions and industries for a better R&D which will help the manufacturing sector grow immensely in the coming years.

In your opinion, what does the future hold for the Indian exhibition industry?

Indian exhibition industry grew at a CAGR of 8.8% from 2012 to 2016 and is expected to record a growth of 10.7% by 2021. Several new and niche industry sectors are keen on organizing shows. With the entry of foreign exhibition organizers Indian exhibition industry is becoming vibrant and competitive. As the manufacturing industry and service industry grows the size of exhibitions will also grow parallelly. Association-led exhibitions in India are still playing a dominant role in Indian Exhibition industry growth whereas mergers, acquisitions and joint ventures between Indian and foreign players would also enable the exhibition industry to record a 10 - 12% growth in the coming future. At the same time infrastructure development for venue and skill sets of human resource needs to be constantly upgraded or enhanced. As we meet these growing demands the exhibition industry of India could match international standards in a short time.

Ecodesign Awards that aim at sustainable practices



With the sustainability buzz gaining momentum across the globe and its increasing importance in every business domain, sustainable stall design has become the need of the hour in the exhibition industry as well. With the environment and sustainability becoming a priority in recent years, ecologically aligned booths at exhibitions have become a medium to attract new customers.

Keeping in mind the sustainability need, IMTEX has incepted Ecodesign awards that aim to sensitise and encourage stakeholders in the value chain, establish body of knowledge/guidelines in stand design and fabrication for the future shows, improve vendor empanelment by IMTMA for future IMTEX/Tooltech & other exhibitions, spread awareness and implementation in other BIEC exhibitions through its introduction. IMTEX also aims at building on and encouraging the concept of sustainability among the exhibitors.

Rolled out with the aim to 'promote sustainable lifecycle practices in exhibitions that balance quality, environment and economics with compliance to health and safety obligations', the awards concept includes environmental and cost-

effective design, design of products & services with an environmental life cycle perspective, minimising resource consumption during construction, reducing pollution during set-up, reducing waste post-use and promote re-use to the extent possible.

IMTMA at IMTEX 2019 constituted the Eco Design Awards as an endeavour to encourage exhibitors to use eco-friendly materials in the construction of their booths. The award has also been designed to promote sustainable lifecycle practices in exhibitions that balance quality, environment and economics with compliance to health and safety obligations. It also promotes modularity and recycling approach in design so as to ensure better set-up and dismantling, helps strengthen exhibitor's design brief to the stand contractor on sustainability and works towards 'designing in' quality & eco-friendly design.

This year, several categories were created under the designated award and exhibitors were encouraged to participate and contribute towards creating minimum 'carbon footprint'. While designing the award, several factors like environmental and cost-effective design, reduced

resource consumption during both construction, reduced pollution set up, minimal waste post-use, and re-use of the materials were considered.

The stall set up by the exhibitors at BIEC were scrutinised by the jury members, Mr Sharukh Mistry, the celebrated architect in India and founder, Mistry Architects, Mr K V Nagendra Prasad, President, IEIA & Chief Operating Officer, HITEX Ltd. and Mr Praveen Kumar Soma, Senior Counsellor, CII under the stall categories of the area of 30 to 50 m², 51 to 100 m², 101 to 250 m² and above 250 m² and included the award categories of top Performer (TP) and Commendations for Achievement and Commitment to Excel. About 13 companies were given awards under 6 groups.

Mr V. Anbu, Secretary, Director General & CEO, IMTMA, while addressing the audience in his inaugural speech at the award ceremony, explained details about the award and said, "Ecodesign award aims at promoting sustainable practices, especially sustainable and human management practices covering the entire value-chain, i.e., exhibitors, designers, stall fabricators. We strongly believe that rewarding those stalls and exhibitors with eco-design principles would certainly set



an example for others to follow. The award assessment involves not only upfront design planning, choice of material, but also the exclusion during construction, particularly, during the set-up period."

Elaborating further on the awards process, Mr Sharukh Mistry, the celebrated architect and the founder of Mistry Architects said, "There have been many firsts for IMTMA and BIEC and its leadership remains unchallenged. The way I see it, the Ecodesign award is one more initiative that we can be proud of. We noticed a fair amount of sensitive responses including wheelchair friendly accesses, and awareness towards green issues like volatile organic compounds. However, the prime focus was their engagement with the customers and I must say it's a great beginning."

Mr Jamshed N. Godrej, Chairman Exhibitions, IMTMA, said, "The background as to why this award was introduced is that we are aware of the fact that a lot of material used in making an exhibit eventually results in a non-sustainable process. The criteria set up for the award is to encourage everyone to use materials and processes that are eco-friendly. This award is a part of our sustainability initiative for IMTMA and IMTEX wherein we want to see how best we can be on materials, which would, in turn, encourage the green process. This is a great initiative and I hope that we can keep on improving this process in time to come."

With an increasing emphasis on sustainable development, the exhibition industry too needs to embrace the eco-friendly approach,

according to Mr K.V. Nagendra Prasad, President of IEIA and Chief Operating Officer of HITEX Ltd.

He said, "I was invited to the 50th anniversary edition of IMTEX to judge the exhibitors participating in the Ecodesign Awards programme. I find the concept very interesting and relevant to the exhibition industry."

"We usually find tons of both construction, exhibit packing material, product collaterals, etc. being scrapped by the majority of exhibiting companies, which requires additional manpower and dismantling time," he noted.

The eco-design concept not only encourages the use of eco-friendly materials in stall construction, but also reuse of the same in future trade shows, he said, adding that the eco-design concept also promotes modular design and material, which can last long and can be assembled and disassembled quickly.

"Attention to detail helps conserve the environment. Exhibitors could avoid the use of disposable plastic water bottles and glasses. Instead of printing collaterals on paper, exhibitors could provide e-catalogues and e-brochures, and source their booth material from local source," he added.

Mr Praveen Kumar Soma, Senior Counsellor, Indian Green Building Council and Jury member, said, "IMTEX has taken the lead from the front and started it as an initiative in order to bring awareness among the stall owners. Besides, there is also a sustainability element wherein instead of using new materials for stalls every time, they can reuse and recycle, thus,



saving a lot on materials."

The awards were given away to several companies both under Tooltech and IMTEX under the categories 30-50 m², 51-100 m², 101-250 m², above 250 m². Some of the winners who won the awards expressed delight over the whole process and said that they were encouraged to participate in the future with more energy.

Some of the award winners included Dynascan Inspection Systems, HAWE Hydraulics, GH Induction, Taegu Tec India, YG Cutting Tools Corporation, Fuel Instruments & Engineers, Ace Micromatic Group, Kennametal India, UCAM, Renishaw Metrology Systems and Manar Tools.

Expressing their delight over the awards, participants said that the award encouraged them to use and include a more eco-friendlier design alternative in the future. They said that they had been actively participating in greener initiative and the award was a step towards encouraging a greener and sustainable model.

India Art Fair strikes a chord

In its 11th edition, India Art Fair 2019, held from Jan 31-Feb 3, 2019 at NSIC Exhibition Complex, New Delhi, witnessed an eclectic display of artworks from India, South Asia region and across the world.

Art, once thought of as elitist, is now finding more takers from amongst the common Indians and millennials. The edition proved to be a testimony of an evolving taste of Indian crowd, and the increasing popularity of Indian art and the South Asian market eventually finding its spark.

Thanks to the relentless efforts of the 'India Art fair', which has been bringing together an array of artists, mediums of art and art galleries, both national and international, under one roof.

The fair has the credit of working on leveraging the South Asian art ecosystem, and it also provides an ideal platform to the galleries, museums and shows from across India to be exhibited both among the regional and international audience.

This year, the fair leveraged the domain by featuring inaugural performance art programme and artist talks. The occasion was also



marked by the launch of India Art Fair's magazine. Several gallerists, collectors, artists, museum professionals and philanthropists visited the show and the edition saw yet another season of new collectors entering both the contemporary and modern markets.

Expressing her views on the 11th edition, Jagdip Jagpal, Fair Director of India Art Fair, said, "As India Art Fair

enters a new decade, we welcome our strongest line-up of exhibitors from across South Asia and the world. Modern and contemporary South Asian art remains the focus of the fair, with 70% of the floor space dedicated to Indian galleries, and some incredible artists."

Good show & good business

As many as 75 modern, contemporary and institutional exhibitors displayed their collections at the fair. The fair also saw several modernists display their work. Whilst, old galleries like DAG and Dhoomimal Gallery from New Delhi exhibited the works of Raja Ravi Varma, Tyeb Mehta, F. N. Souza, Akbar Padamsee and Ram Kumar, as returning participants, several international galleries also participated in the show.

Throwing light on his experience at the event, James Green, Director, David Zwirner London, New York and Hong Kong, said, "We have built on our experience of last year's fair, working hard during the year to build relationships with collectors here and this has really paid off this week. Sales have been strong."



EVENT REVIEW



The 11th edition's Focus section, however, was solo shows wherein galleries and institutions curating solo presentations featured 7 artists.

At the show, Suchithra Nedungadi, Gallery Manager, Sanchit Art, speaking about the footfall said, "We have been participating in the art fair since 2012 and this time we are happy with the footfall and the overall response has been good. Several buyers from countries like Indonesia, Singapore, USA, France and Korea visited our stall."

The 'Art Projects' at the event witnessed an extensive display of interactive installations, sculptures and video work. Reporting a good business, Roshini Vadehra, Director, Vadehra Art Gallery, New Delhi, said, "We had a great start at the fair, with major pieces selling. We've met several new international collectors from Dubai, Europe and the USA."

Other emerging art practices and art collectives from South Asia like Tribal Art Forms, Delhi Crafts Council and Blueprint 12 and Swaraj Art Archive (Noida) and Britto Art Trust (Dhaka, Bangladesh). Metta Contemporary (Navi Mumbai) also exhibited at the

fair.

Several leading cultural organisations and foundations from the South Asia region, including the Foundation for Indian Contemporary Art (FICA), Kiran Nadar Museum of Art, New Delhi, Museum of Art and Photography (MAP), Bangalore, Nepal Photo Library, Nepal and the Bengal Foundation, Dhaka exhibited their work. Inlaks Shivdasani Foundation also displayed the works created by the recipients of the Inlaks Fine Art Awards throughout the fair. It also saw Delhi-based Italian Embassy

Cultural Centre and Korean Cultural Centre India making their presence felt. Among all the eclectic display of art, The #14 Art car- BMW 850 CSI, 1995 created by David Hockney struck a chord and stood out as a brilliant piece of art.

Several art aficionados were seen visiting the show from across India, the South Asia region and overseas. Institutional collectors from countries like China, the UK, the USA, Germany, France, Switzerland, Russia and Dubai visited the show. Curators and Directors also paid a visit.

The fair also coincided with the launch of Art Tactic's 2019 South Asia Art Market Report, which recorded 7.7% increase in the South Asian art market and an increase in gallery sales of 9.1%. In addition, the new philanthropic initiatives across the country reflect a steady market and the long-term investments being made into the South Asian art scene.

India Art Fair, in its 11th edition, was an inclusive event, with a new programme featuring dedicated tours for people needing special assistance. Art-making workshops attracted school students and families. The refreshed layout and diversity of focused and curated displays was noted by many visitors, along with the high standard of gallery presentations.



SATTE2019: A one-stop shop for travel offerings

India's largest B2B trade show, in its 26th edition, saw over 1,000 participants from over 50 countries and 28 Indian states.



Held between Jan 16 to 18, 2019, SATTE, South Asia's leading travel and trade show organised by UBM India at India Expo Centre, Greater Noida, witnessed high footfall. The three-day event proved to be a comprehensive platform for both domestic and international buyers to display their offerings. The event also gave ample exposure and opportunity to the hospitality and tourism industry

to come together and promote both inbound and outbound tourism in India.

The show was supported by the Ministry of Tourism, Government of India and backed by Indian and international organizations. Some of the organisations supporting the events included World Tourism Organisation (UNWTO), Indian

Association of Tour Operators (IATO), Travel Agents Association of India (TAAI), Association of Domestic Tour Operators of India (ADTOI), Travel Agents Federation of India (TAFI), IATA Agents Association of India (IAAI), India Convention Promotion Bureau (ICPB), Universal Federation of Travel Agents Association (UFTAA), Pacific Asia Travel Association (PATA)

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and Enterprising Travel Agents Association (ETAA) and several more.

The event was inaugurated by the Chief Guest Dr. Mahesh Sharma, Union Minister of state for culture, Government of India. Other eminent personalities present at the occasion were Mr. John Amaratunga, Minister of Tourism Development, Christian Affairs and Wildlife, Government of Sri Lanka; Mr. YB Tuan Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts and Culture, Malaysia; Ms. Nia Niscaya, Deputy Minister of Tourism Marketing,

Ministry of Tourism of the Republic of Indonesia; Ms. Eunji Tae, Officer, Regional Department for Asia and the Pacific, UNWTO and Mr. Subhash Goyal, Member, National Tourism Advisory Committee.

SATTE, this year, saw several countries making their presence felt and using the opportunity to display their culture. Indonesia was assigned the status of featured destination, while Thailand, Malaysia and Sri Lanka were the partner countries. Among the India states, Rajasthan, Goa and Madhya Pradesh were

the partner states. The event also witnessed the first time participation of countries like Qatar, Iceland, and Cyprus.

Speaking on the occasion, Dr. Mahesh Sharma said, "SATTE is the tourism maestro and this platform has taken the tourism to a new height. The potential of tourism in India is high. Currently, it contributes 6.8 per cent of the country's GDP and has shown a growth of 9 per cent to 13 per cent in the number of tourists visiting India."

Expressing his view on the growing popularity and importance of the Indian tourism market for Sri Lanka Mr. John Amaratunga said, "The expo enabled professionals to congregate and conduct business and promote inbound, outbound and domestic tourism in India. Our goal is to make Sri Lanka the most preferred destination for Indian tourists."

Speaking on Indonesia being the featured destination, Ms. Nia Niscaya said, "India is a very important market for Indonesia and is growing at the rate of over 30 per cent. This year, we are targeting 700,000 travellers from India."

Mr. Yasa, Operation Manager, SASA Tours, Bali said, "SATTE is a good platform and we are glad to be here and to present Bali as an attraction to the Indian tourist."

Speaking at the inauguration, Mr. Yogesh Mudras, Managing Director, UBM India, said, "Tourism is a competitive business in a global context. In India, the industry is growing at an unprecedented pace with the travel sector expected to grow to a USD 56 billion market opportunity by 2020. Also, with proactive measures from the Government such as ease of visa, Regional Connectivity Scheme, the launch of Incredible India 2.0 campaign, and various other schemes, the tourism industry is set to flourish."

As per the UN World Tourism Organisation (UNWTO) estimates, India's as well as the South Asia's position in world tourism is increasingly becoming more





destination briefing sessions by Dubai Tourism and Skai International, Day 2 witnessed several education sessions on GDS Content, NDC, Corporate Travel , Way Forward and Business Visa and Ground Transport. It included topics of discussion like 'Is Handholding the Only Way to Manage Conference Business or Online will become the solution – A Perspective'; 'Maintaining Balance in Relationships between the Vendor, Agent and the Customer while Planning Events and Exhibitions'.

There was also a workshop held on MICE and destination briefing sessions by Czech Republic Tourism, Dubai Tourism and Singapore

significant, both as a destination and as a source market. Tourism is among one of the leading economic sectors of the world, surpassing 1.4 billion in international arrivals in 2018, two years ahead of the forecasted time.

This year, the show was marked by quite a high number of admissions for the Domestic Buyer Programme with 500 domestic buyers comprising tour operators, travel agents, wedding planners, corporate travel decision makers, and potential investors in the field of hospitality, leisure and travel industries registering for the exhibition.

Besides, the expo also featured insightful conferences, sessions and discussion. Whilst, the highlight of Day 1 was sessions held by United Nations World Tourism Organization (UNWTO) on 'Tourism and Jobs: A better Future for all'; a session by CLIA on 'Cruise Tourism: 'India Ahoy!' and a workshop on 'Cruise Tourism' for agents and operators; 'Are NTO's India Ready?'; 'Digital Marketing and Social Media in MICE promotion and Its Impact'; 'Changing Perception of Customers Towards Incentive Services'; and



Tourism.

The I-Pledge campaign, inception last year, organized in association with Green Yatra, a non-profit organisation, which works on environmental conservation and 'Pedh Lagao' mission received over 40,000 pledges.

The three-day event was also marked by an award ceremony where several key stakeholders in the Travel and Tourism domain were covered under 21 award segments for their outstanding contribution in the field.

Neighbours' envy is also their pride!

Among the top two B2B technology shows for the wood-based furniture manufacturing sector in Asia, DelhiWood 2019, which concluded in Greater Noida recently, demonstrated the importance of such events not only for the domestic audience, but also for woodworking professionals from neighbouring countries.



Close to 70% of India's furniture requirements are met through imports from China and South Asian countries. This is primarily because as the demand size becomes more organised, driven by corporate or brand specifications, the supply side has to increase its quality standards and delivery orientation.

High customer expectations are now the driving factor to upgrade manufacturing technology, adopt scientific production processes, and set quality standards to meet these

requirements of global corporations and end users.

To help meet this need, DelhiWood has consistently offered an all-encompassing platform for both the demand and supply sides to equip themselves with latest in technology, design, machinery, raw materials and unlimited market opportunities.

The 4-day trade show (13-16 March) in Greater Noida again offered the furniture manufacturing industry an impressive 42,000 square metres of demonstration and display space

for machinery, raw materials and semi-finished products, components and consumables, hardware and fittings for the interior and furniture manufacturing sector.

There were more than 550 exhibitors from 30 countries and 12 country pavilions.

Furniture and kitchen manufacturers, architects, interior designers, timber traders, saw millers, builders, contractors, hardware distributors, dealers from all over the country – including those from Nepal, Bhutan,

Sri Lanka and West Asia – came to participate in 2019.

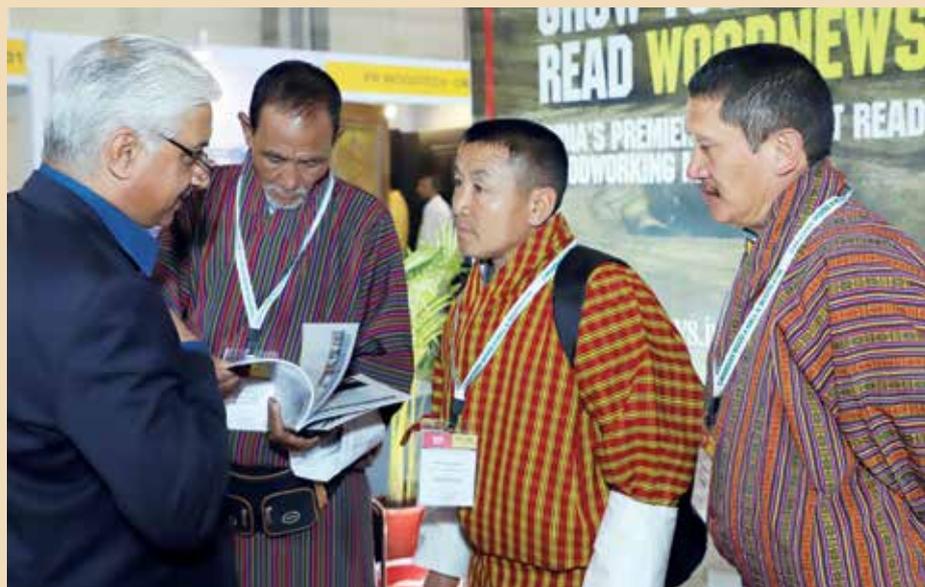
Neighbour's envy

Mr Channa Wijesakara, the owner of Lima Interiors in Sri Lanka, speaks with equal measures of envy and pride, about how DelhiWood and its bigger avatar, IndiaWood in Bengaluru, have benefitted him personally. Envy because his country does not have similar technology fairs in woodworking; and pride because these events help the furniture ecosystem develop in the entire sub-continent.

He should know, because he is a trained engineer; runs one of Sri Lanka's largest furniture and interiors' company; is President of the Sri Lanka Wood-Based Industries Association; and heads the advisory committee on woodworking in the government's Ministry of Industries. To boot, he is a trained woodworking professional from a German university – he prefers to call himself a carpenter, rather than a businessman!

He has been attending the biennial IndiaWood since 2004, and visited DelhiWood for the first time. "It is important for all manufacturers to learn, upgrade and scale up in order to go up the business ladder," he said. "One needs to go beyond the traditional skills handed from one generation of carpenters to the next."

In an ever-demanding and changing market, it is essential to upgrade manufacturing technology, use better material, increase productivity and add value to factory production. "And what better opportunity to explore and gain exposure through such fairs as IndiaWood and DelhiWood!" he stresses.



Green & self-reliant

On the other end of the scale is Mr Tshering Dorji, a manufacturer of furniture in Haas district of Bhutan. He, along with a dozen other operators of the Yangen Wood-Based Industry cluster in the Himalayan kingdom, visited DelhiWood for the first time.

They were bowled over with the vast line-up of woodworking machinery, new and better materials (wood-based composite boards and panels) and consumables such as abrasives, adhesives and paints. However, they had a different take on the importance of DelhiWood.

"In Bhutan we are self-sufficient in timber, we harvest our forests in a sustainable manner, and we aim to remain self-sufficient in wood-based furniture, architectural and interior elements. We don't aim to exploit more than we need, and certainly not for export," Dorji said.

So, how does DelhiWood make sense? "In Bhutan we are very careful about

conserving nature and not exploiting it for greed. But in conserving our resources, we see tremendous potential in modern machinery and tools; in using the 'green' adhesives and coatings; in employing correct fittings and accessories for our furniture," he explains.

And at DelhiWood the Bhutanese delegation found many solutions to reducing waste, increasing productivity, harvesting and seasoning the best raw material, and adding value to their furniture and wood-based architectural requirements.

Along with India, the economy of the sub-continent is deemed to be robust, with higher potential for growth. Some of the key factors for this positive prognosis are government support, sustained investment in scientific manufacturing and strong domestic consumption. Trade and technology shows are an opportunity to help us and our neighbours to upgrade, upscale and compete.

Industrial Exhibitions foster the process of learning

BY CYRIL PEREIRA

Industrial Exhibitions are an opportunity for companies to showcase and demonstrate their products and services, meet up with prospects, initiate partners and attract customers, get to know of one's competition. It also gives them a chance to understand recent changes in market trends and values all under one roof and for face-to-face interactions with key industry players.

Entrepreneurs or decision makers, especially new to the industry, come with an open mind to learn in detail. This, in turn, helps them in their decision-making process. It gives an opportunity to such entrepreneurs to engage in making new connections and partnerships with well-established companies.

Well-established companies make use of industrial exhibitions to keep abreast of the competition, the industry and also have the unique advantage of understanding and meeting their competitor's in a single platform. They also have the opportunity to showcase their product offerings to others.

Developing connections with the core industry players can result in a unique experience for new businesses. They help define the business's journey in



the future and aid in creating value for the relationship and services.

Industrial Exhibitions in a broader sense, helps one gather as much information while trying to expanding business in the same space and time. It helps in understanding the market, updating and improving marketing strategies and making participation worthwhile.

Beyond just business, these exhibitions share a positive range of information and knowledge about the industry for one to learn. They are also an ideal platform for social interaction and involvement.

Companies get the chance to collect market information on basic features and benefits and quality standards of the businesses that visit the exhibitions. In that way, feedback can

be collected on what they are about to release or on plans that are activated. The feedback gives them an idea on how to improve themselves further and get to know the businesses better. Learning through such exhibitions help gain confidence and advancement, in the short-term and long-term planning of the company.

Thus, attending an industrial exhibition fosters the process of learning not only for companies in the Industry but also for people related to that Industry, directly.



- Mr. Cyril Pereira is the Managing Director, Reed Triune Exhibitors Pvt. Ltd (TEPL), and the organiser of Indiaplast.

India charting a successful economic story

The 5th edition of the Global Business Summit organised by The Economic Times and YES Bank, and powered by Facebook, was held at New Delhi from 22-23 February.



The two-day Global Business Summit, held at Taj Hotels, New Delhi, witnessed several global CEOs, economists, innovators, young entrepreneurs and high-ranking government representatives coming in droves to participate in this high profile event and hear the views of world leaders on India's economic growth.

In sync with the prevailing optimism, Shri Narendra Modi, Honourable Prime Minister of India, in his chief guest address 'Preparing India for the Future Day' said, "Since we have formed the Government, hesitations have changed to hopes, obstacles to optimism and issues to initiatives. Since 2014, India has made a significant improvement in almost all international rankings. The world's perception of India is changing."

The same optimism has also been shared in a report published by the World Bank recently in which it has forecasted India's Gross Domestic Product (GDP) to grow at 7.3 per cent for 2018-19 and 7.5% in 2019-20 despite a warning that if a trade war between the US and China leads to a global slowdown, the spill over effects on emerging market and developing economies (EMDEs) could be profound. It has cited upswing in consumption and investments as the drivers of growth.

Speaking about the event, Mr Vineet Jain, Managing Director of the Times group, in his welcome address said, "Our mission is for GBS to establish itself as the Davos of the East. It may not snow in Delhi but the sun is shining on the world's fastest-growing large economy."

The event was marked by several keynote speakers sharing their perspective on themes spanning sustainability, scalability and social change and discussed the challenges staring at the world in transition due to digital disruption and an emerging shared economy.

Several big names from all over the world flew down especially to participate and see for themselves the exciting developments in what is, arguably the fastest growing economy in the world. It also provided an opportunity to network with decision makers and other movers and shakers.

For the past several years, the summit has proven to be an ideal podium for Business to Business, Government to Government and



Business to Government meetings and have become one of the preferred destinations for the economy and business stakeholders in various domains.

The event had several sessions on subjects like Navigating a World in Transition, Driving Disruption:

Unleashing the Next Wave of Radical Transformation, the Digital Advantage: Outperforming the Competition, Panel Discussions on Data Regulation, Privacy & Transparency: Striking the Right Balance and several other relevant topics. The summit also held sessions on Infrastructure, Women

Leadership, Ease of Doing Business and Sustainability.

This year, it brought together about 2,000 delegates from UK, Ireland, Maldives, Myanmar, Bangladesh, Jamaica, Poland, Oman, Cyprus and India under one roof.

DMG unveils Aluminium Expo in Dubai

The Dubai headquartered DMG Events, a leading organiser of face-to-face events and a publisher of trade magazines, announced the launch of Aluminium Expo, scheduled from 24 to 26 September 2019, at Dubai World Trade Centre.

Speaking about the event, Chris Kilbee, senior vice president – construction at DMG Events, said, “The UAE is a well-known exporter of aluminium and with no existing platform to gather international and local professionals, it felt natural for us to launch an event for this industry. It is also a perfect fit for the entire industry value chain represented by our co-located events

‘Windows, Doors & Facades and Gulf Glass’. These complement Aluminium Expo and make this event a complete destination for facades and exteriors.”

The expo will be an ideal platform for the visitors to meet suppliers from across the entire aluminium value chain, including the providers of raw materials, finished products and the machinery that produces the products. The demand for aluminium products across the Middle East, as a dynamic product for the construction industry, has created enough room for innovations and new creations.

The launch of Aluminium Expo is an

addition to DMG Events’ expanding construction division, which has already established successful shows in the UAE, Saudi Arabia, and Egypt and across Africa.

The event will be marked by a host of networking and learning sessions alongside the exhibition, thus, giving the attendees an opportunity to gain knowledge and debate with experts in the industry.

About 10,000 professionals are expected to attend Aluminium Expo, Gulf Glass and Windows Doors & Facades in September.

IHGF-Delhi Fair Spring 2019 generates a good response

The 47th edition of IHGF-Delhi Fair Spring'2019, held from 18 to 22 February at the India Expo Centre & Mart, Greater Noida, ends on a positive note.



IHGF-Delhi Fair Spring 2019, a five-day event, displayed an eclectic collection of home, lifestyle, fashion and textiles products by around 3200 Indian handicraft exporters from different parts of the country and acted as an ideal convergence point for the handicraft merchant and buyers.

This year's edition showcased over 2000 products and more than 300 trends specific design developments that spread across 14 product categories, including houseware,

home furnishing, furniture, gifts and decoratives, lamps and lighting, Christmas & festive décor, fashion jewellery & accessories, spa & wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products and stationery, and leather bags spread over an exhibit area of over 1,90,000 square meters.

Besides buyers, the show was also visited by the Government and State Government, including Shri Ajay Kumar Tamta, Honourable Union

Minister of State for Textiles, Shri P.P. Chaudhary, Union Minister of State for Law and Justice, Shri Raghvendra Singh, Secretary Textiles, Shri Shantmanu, Development Commissioner, Shri Ratnesh Kumar Jha, Additional Development Commissioner, Handicrafts and the officials of State of Uttar Pradesh.

Speaking about the show, Rakesh Kumar, Director General, EPCH, said, "The uniqueness of the products showcased at this fair will continue to be the domination of hand crafted

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and hand made products where machines are used only for finishing purposes. Unlike other countries, India still has predominance in handcrafted and handmade products and this is the reason that India offers uniqueness in craftsmanship, finish and presentation, which brings further value- addition to the finished products.”

The show had an impressive range of visitors, including wholesalers, distributors, chain stores, departmental stores, retailers, mail-order companies, brand owners,

buying houses, designers and trend forecasters.

It also saw overseas buyers from 110 countries including Albania, Austria, Australia, Belgium, Argentina Brazil, Chile, Colombia, Canada, China, Denmark, France, Ghana, Germany, Greece, Holland, Hong Kong, Italy, Israel, Iran, Japan, Korea, Mexico, New Zealand, Norway, Nigeria, Netherlands, Oman, Philippines, Poland, Qatar, Romania, Russia, Saudi Arabia, South Africa, Slovakia, Spain, Sweden, Switzerland, Thailand, Togo, Turkey, USA, UAE, Vietnam and



Zimbabwe along with first-time buyers from Albania, Togo and Barbados who sourced their requirement from around 3200 Indian handicrafts exhibitors.

Amongst the international visitors, were several representatives of International companies and departmental stores. Prominent Indian retail and online brands including FabnRugs, Raymonds, Godrej, FabIndia, Goodearth, Archie’s Westside, Pepperfry, Paytm and India Bazar also sourced several of their requirements from the fair.

Elaborating on the business front, Kumar said, “This fair has always played a positive and important role in providing a world-class marketing platform to the exporters to showcase their creativity and craftsmanship. This has led to foreign exchange earnings through exports to reach Rs. 23,029.36 crores in 2017-18 and will easily surpass the target of Rs. 26,500 crores set for 2018-19.”

In terms of participation, the maximum number of exhibitors were from Uttar Pradesh followed by Rajasthan Delhi, Mumbai, Kolkata, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu. Besides, exhibitors in small numbers from other parts of the country also displayed their exquisite products to generate export orders from the





overseas buying community.

One of the regular features of the event has been highlighting the themes of North Eastern Region, which flaunts a rich tradition of eco-friendly crafts and products made from cane, bamboo, timber, silk, clay, natural fibre, etc. EPCH's efforts have leveraged their positions and there has been an evident growth in the export of the products from the North Eastern states. In order to promote crafts from Jammu & Kashmir, a pavilion was also set up for the state.

The fair also focussed on promoting young designers by setting up a

'Designer theme' pavilion where various innovative products created by designers flaunting the traditional crafts and materials like banana fibre, sustainable indigo crafts and dried pumpkins as a sustainable substitute to plastic and innovation in khadi, hand spun and hand woven home textiles, products made from coconut coir were put on display.

Seminars & Awards

Several knowledge seminars on relevant topics on international trade like 'How to safeguard against cyber crimes', 'Indo Iran Trade-Prospects and Challenges', 'Regulatory policies

governing online business', 'Explore export opportunities in African markets', 'Trends and forecasts', 'What Indian vendors and factories can do better to grow their business with the USA', 'Availability of alternative species for wooden handicrafts', 'The risk assessment & management and Financial disputes and solutions' were also held.

The curtain of the fair came down with an award ceremony wherein the Ajai Shankar memorial along with P.N. Suri memorial awards for the best design and display stands were handed out.



Women's Leadership Forum: Walking beyond the stereotypes

In its second edition, the Women's Leadership Forum, organised by the Indian Exhibition Industry Association (IEIA) in collaboration with the India Chapter of International Association of Exhibitions and Events (IAEE), proved to be a celebration of women power.



The recently held 'Women's leadership Forum: Connect Now India' at Hilton, Mumbai, saw several celebrated women from across the industry making their presence felt. The event that was held on the occasion of Women's Day, took the vision of inclusive leadership and promoting gender parity forward. Credited as one of its kind in the exhibition industry, it saw women power in its full and women of all ages participating, regardless of the individual situation and current position held in their companies.

Ms Seema Srivastava and Ms Neetu Arora, advisory committee members of WLF, Ms Nidhi Sharma, ED, IEIA, and Program coordinator WLF, and

Ms Riddhi Parikh Mehta, Founder-Leaders Track were present.

Ms Nidhi Sharma, Executive Director, IEIA; Program Coordinator, Women's Leadership Forum in her welcome address reiterated the importance of inclusive leadership in the exhibition industry.

Elaborating on the sole purpose of the inception of Women's Leadership Forum, she said, "IEIA, in collaboration with IAEE's India Chapter, has come up with the initiative of this Women's Leadership Forum. The idea is to bring in gender parity and inclusive leadership in the exhibition industry. We know there are challenges but we need to bring in the change in ourselves and also in the mind-set of

people as well as the stakeholders."

She further added, "The WLF Advisory Committee is continuously working on the agenda of bringing in the awareness amongst the stakeholders for building a strong exhibition industry with equal opportunities for men and women."

The program then proceeded with a video message from Ms Sonia Prashar, Chairperson WLF Advisory Committee, who, quoting the example of her own organisation, stated that her female colleagues have been exhibiting exemplary ownership and taking up all challenging roles with strong commitment. She further urged the audiences to build an environment for equal work



Ms. Aneeta Pankaj, VP-Lamhas Satellite Services Ltd. speaking on 'Women as Effective Leaders'.

opportunities for all in the sector.

With gender inequality in India staring us at the face and being one of the most persistent issues affecting the economic growth, there is a need to come up with more policy initiatives, forums and women empowerment programs, which would not only work toward their emancipation but also inclusion. Women's Leadership Forum is one such initiative where women are not only included in the growth process but also encouraged to represent. The forum is extensively working on promoting gender parity as it is one of the most ignored aspects of growth in India.

A report released by McKinsey India last year that stated India's annual gross domestic product (GDP) could raise an additional 18 per cent or the US \$770 billion over its business-as-usual GDP, by 2025, if more women were to be a part of the paid labour force, was also discussed.

Another report that grabbed the attention of the forum was the McKinsey Global Institute (MGI) in its India-focused extract from the 'The Power of Parity: Advancing Women's Equality in Asia Pacific' report, originally made public in May 2018, that revealed only 18 % of the 612.2 million women in India, contribute to the GDP. With the global average of 36 per cent women in the workforce, India's low percentage led it to score a lowly GPS of 0.30, in terms of gender equality at work. This was quite low for the economy, which generates almost 10 per cent of regional GDP and is home to 33 per cent of the region's combined female population.

The day-long program focused on networking, engagement and inculcating leadership among the audience that would not only strengthen their role as an individual, but also leaders. Several speakers at the event shared anecdotes about

Audience all ears



Ms. Riddhi Parikh Mehta, Founder-Leaders Track sharing her experience with the crowd.

Ms. Aveesha Desai, Senior Project Director, Messe Muenchen India, moderating the panel discussion.



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their personal journey and talked about how they took the challenges head-on and emerged as the leader in their said domain.

The welcome address was followed by a keynote address on 'Leadership Development' by Ms Riddhi Parikh Mehta, Founder-Leaders Track, who shared the detail of her life experiences that moulded her into a good leader and pointed out that for becoming a good leader, we should build connections and network, put ourselves out there and strengthen our expertise."

She encouraged the audience to be open to learning and added that research says that 70% of learning happens when we take a new challenge at our job, 20% through networking, forums and mentors, and 10 % via classrooms and new courses and to take the needed leap in careers, it was important to create your circle of influence and build a network and

Ms. Sandhya Purohit, Director-HR, Capgemini briefing on Building Strong Teams.



Ms. Seema Srivastava and Ms. Neetu Arora sharing their opinions as panellist.



Ms. Sharmi Sheth, Public Sector & Sustainability Consultant briefing on Gender Diversity for Organisational Development.



Ms. Shweta Pathak, Talent Acquisition Specialist talking about the importance of social media.

gather experience in your journey.

Speaking on the topic, Gender Diversity for Organisational Development, Ms Sharmi Sheth, Public Sector & Sustainability Consultant, said, "I strongly believe that gender diversity is not just a pressing moral or social issue, but a critical economic challenge as well. The global economy cannot operate at its full potential with constraints holding back a significant proportion of the world's population".

She further added, "I strongly believe practices like reassessing job requirements, expanding the applicant pool, considering your biases, rethinking your interview process, providing uniform access to opportunity, minimising gender pay gap, addressing work-life balance, becoming mentor for all, fair evaluation, will help organizations bring in gender equity and gender equality across all generations."

Briefing the audience on the topic, 'Women as Effective Leaders', Ms



Aneeta Pankaj, VP-Lamhas Satellite Services Ltd. said, "Many of us have taken a risk and we have not been perfect. It is all about how much risk you can take and how much courage you can muster when you actually face the problems. Risk has to be taken in both personal and professional level. Sometimes you will pass, sometimes you will fail and at other occasions, you will just thrive. But you must have the resilience to bounce back."

She added further, "You have to be optimistic and have integrity towards the organisation you are working for

while supporting and felicitating your team at the right moments. I believe in the exhibition industry, these qualities are imperative as a lot of coordination and efforts from different functions are needed."

The event also featured a talk by Ms Shweta Pathak, Talent Acquisition Specialist, who spoke extensively on the theme, 'Leading the Virtual World- Leveraging Social Media & Technology for Professional & Organisational growth'. She highlighted the importance of social media and how it has helped people

to voice out their concern.

Ms Sandhya Purohit, Director-HR, Caggemini, also spoke on the subject of 'Building Strong Teams', which was followed by a panel discussion comprising Q&A session on topics like how to attract more women talent in the exhibition industry, Gender Diversity and Financial Equality. The panel discussion was moderated by Ms Avesha Desai, Senior Project Director, Messe Muenchen India with panellists, Ms Seema Srivastava ED, India ITME and Ms Neetu Arora Director, Print Packaging Exhibitions.

An important factor adding to the success of this Women's Leadership program was the participation of the industry leaders from the other gender who came forward to support this important initiative as thought leaders of the industry. The event ended with a vote of thanks by Ms Nidhi Sharma along with the felicitation of the panellists, speakers and partners.

The WLF program will be next organised in Hyderabad and Bengaluru in the immediate future.



WLF ends on a successful note

Open Seminar 2019: Catalysing India's economic growth



The annual edition of IEIA Open Seminar 2019, which will be held from 13-15 June, at India Expo Centre & Mart (IEML), Noida, is the Association's flagship international conclave, where the Indian Exhibition Industry comes together with its members, associates and international delegates to deliberate on the happenings in the industry and build on the business, presence and network.

With the theme 'Catalysing India's Economic Growth', the Seminar, in its 9th edition, is all set to create a meaningful platform for peers to meet, share knowledge, discuss collaborations and developments, address industry challenges and, most importantly, network with members and participants.

With Indian economy registering a consistent growth of over 7%, the country is attracting investors from all over the world. The Indian exhibition industry is also witnessing rapid growth over the past few years (over 10.4% annually in the last 3 years) and thus attracting exhibitions from all corners of the globe.

The last edition of the IEIA Open Seminar witnessed participation of stalwarts of the industry from 30 countries with heads of 33 international exhibition and conference industry bodies present at the event.

This year, around 600 exhibition industry professionals with around 100 international delegates from various countries including leading players from the Indian exhibition industry will be expected to attend,

providing one-of-its-kind networking opportunity for all participating organizations.

The 9th edition will bring discuss and debate new topics of importance to the sector, facilitating a high level of knowledge exchange through the pool of eminent and expert speakers.

Event Highlights

- The keynote address and panel discussions will see Global leaders and experts from the Indian and global exhibition industries participating in Panel Discussions highlighting industry trends and initiatives. Eminent speakers will address the delegates and share their experiences.
- The Exhibition Services Expo is an integral part of the Open Seminar. Organizations from the exhibition industry will exhibit their products, services and event portfolio to national and international delegates and members of the association.
- The Indian Exhibition Industry Awards celebrate the achievements of IEIA Members and acknowledge the talent, creativity and dedication they render for the Exhibition Industry. It honours organizers, venue owners, technology providers, logistics providers, suppliers and people working in different areas of exhibition industry with diverse award categories.
- Companies offering various products and services in technology and automation, exhibition management, logistics solutions, safety solution, material handling etc., will participate in prefixed Business Match Making sessions to build strategic partnerships.
- More and more young professionals are entering the exhibition industry and striving for excellence. The Young Professionals Meet up is a unique platform to bring them together at one place and provide them with an opportunity to meet peers, make new friends and excel in the industry.
- Women's Leadership Forum (WLF) aims at fostering inclusive leadership and gender diversity in the exhibitions and events industry in India. WLF provides a platform to network with the women leaders of the industry and builds leadership skills for positive growth in their careers.
- Exhibition industry professionals who have recently completed Certified in Exhibition Management (CEM) programs will be presented with their certificates in the graduation ceremony in the presence of industry leaders

Concurrent Events

AFECA Asian Federation and Convention Association board meeting, BRICS Mice forum meeting, IEIA association board meeting and the IAEE India chapter board meeting are the events that will be held during this time.

For more details please contact: ed@ieia.in

ITB comes to India



ITB India 2020, one of the leading travel trade shows, organised by Messe Berlin, is all set test Indian waters. Scheduled to be held from 15 -17 April, 2020, in Mumbai, the opening edition of ITB India will feature B2B travel trade show and convention, putting light on the Indian travel market.

The three-day event will take place at the Bombay Exhibition Centre in Mumbai and will act as a platform for the players in the domain to interact under the same roof. The show will be marked by the visitation of key travel industry leaders and buyers from cities across India, and international exhibitors from the MICE, leisure and corporate sector.

The occasion will also feature a 'Hosted Buyers' Programme', which will cater to buyers from first, second, and third tier cities in India.

Among all the buyers at ITB India, 50% are expected to focus on leisure travel, while MICE and corporate travel buyers will form up to 25%, respectively. It has been assessed that almost a third of all buyers at ITB India are expected to have a purchasing power of more than US\$1 million. C-suite level players and key decision makers are anticipated to make their presence felt at the show and 70% of the crowd would be from this segment. The show will also see 86% of the expected buyers from the western and northern parts of India.

With India's growth graph showing

an upward swing with its fastest-growing economy and having the second-largest population in the world, the country exhibits a strong growth potential for both inbound and outbound travel. The Indian travel industry is expected to be valued at US\$56 billion, by 2020, with UNTWO, the World Tourism Organization, predicting that there will be 50 million outbound travellers by then. ITB India, with its extensive list of participants and visitors, is going to offer a major opportunity for National Tourism Organisations (NTOs), travel, and hospitality companies.

Speaking about the move, Dr. Christian Göke, Chief Executive Officer of Messe Berlin said, "In recent years, we have given the ITB brand an increasingly international dimension. From a global and regional perspective, India is a vast source market for the travel industry with a huge growth potential. We are delighted that ITB India will, in future, complement the trio of ITB Berlin, ITB Asia and ITB China, making it a quartet and strengthening the global ITB brand."

According to an estimate, India's outbound travel expenditure increased 7% on average year-on-year between 2006 and 2016 and saw an even higher growth rate of 8.5% in travel expenditure from 2015 to 2016. This rate was considerably higher than growth rates seen by other major countries including China, Indonesia, and Brazil for the same period.

"Having successfully run eleven

editions of ITB Asia, it is logical for us to progress to the next frontier of travel in Asia. India represents an extremely promising market with a growing purchasing power among travellers from the region. We are optimistic that ITB India will be a prominent platform for attendees from the MICE, leisure and corporate sectors to come together to further grow the Indian travel market," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB India.

"We're proud to be supporting Messe Berlin in organising its premier event in the Indian market. As ITB is a renowned international brand, we're delighted to be a key partner and together, make ITB India the leading travel trade event for the India market," added Bernhard Steinrücke, Director General, Indo-German Chamber of Commerce.

As for other ITB shows, exhibitors will be drawn from a wide range of companies and representatives from travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport.

EVENT CALENDAR

Secutech India

April 25-27, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
ABEC Exhibitions and Conferences Pvt Ltd.

Palmexpo

May 30-1 June, 2019
Bombay Exhibition Centre, Mumbai
ABEC Exhibitions and Conferences Pvt Ltd.

Fire & Safety India

April 25-27 2019
Bombay Exhibition Centre (BEC), Mumbai, India
ABEC Exhibitions and Conferences Pvt Ltd.

Led Expo Mumbai

May 09-11, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
Messe Frankfurt Trade Fairs India Pvt. Ltd. India

Home Expo India

April 16-18, 2019
India Exposition Mart, Greater Noida, India
Export Promotion Council for Handicrafts

Roof India

April 25-27, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
International Trade & Exhibitions India Pvt. Ltd

Blech India

April 25-27, 2019
Bombay Convention & Exhibition Centre (BEC), Mumbai, India
Inter Ads Exhibitions Private Limited

Fastener Fair

April, 25-26, 2019
Bombay Convention & Exhibition Centre (BEC), Mumbai, India
Inter Ads Exhibitions Private Limited

RenewX

April, 26-27, 2019
Hitex Exhibition Center, Hyderabad, India
UBM India Pvt. Ltd.

Concrete Show

May, 16-18, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
UBM India

Global Pharma Regulatory Summit

May 29- 31, 2019
The Lalit Mumbai, India
UBM India

PharmaLytics'2019

June 10 - 12, 2019
Bombay Exhibition Centre, Mumbai
UBM, India

Cosmoprof'2019

June 12 -14, 2019
Bombay Exhibition Centre, Mumbai
UBM , India

Hyderabad Jewellery Fair

June 14 - 16, 2019
HICC, Novotel, Hyderabad
UBM India

Security and Fire Expo

June 27- 29, 2019
Hitex Exhibition Center, Hyderabad
UBM India

OSH India

June 27 -28. 2019
Hitex Exhibition Center, Hyderabad
UBM India

ITMA 2019

June 20-26, 2019
Firo de Barcelona, Via Barcelona , Spain,
Falcon Exhibition

India Commercial Real Estate Expo

June 21-23, 2019
Hitex Exhibition Center, Hyderabad, India
HITEX Ltd.

Hotelier Summit India

May 20-21, 2019
W Goa, Vagator, India
IDE Consulting Services Private Limited

MEDIKO India

May 3-5, 2019
HITEX Exhibition Centre
Hyderabad, India
Messe India

eAge Print

31 May - 03 June 2019
Chennai Trade Centre, Chennai, INDIA
Messe India

Fastener Fair-Mumbai

April 25-26, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
Inter Ads Exhibitions Private Limited

Great Indian Travel Bazaar

28-30 Apr 2019
Jaipur Exhibition & Convention Centre,
Jaipur, India
FICCI

FAMDENT'2019

June 7- 9, 2019
Bombay Exhibition Centre
Messe Düsseldorf India Pvt. Ltd.

Natural Gas Vehicles India Summit

09-10 May, 2019
The Lalit New Delhi, India
Messe Frankfurt Trade Fairs India Pvt. Ltd.

Heimtextil India

June 13-15, 2019
NSIC Exhibition Complex, New Delhi, India
Messe Frankfurt Trade Fairs India Pvt. Ltd.

Ambiente India

June 13-15, 2019
NSIC Exhibition Complex, New Delhi, India
Messe Frankfurt Trade Fairs India Pvt. Ltd.

LED Expo Thailand

June 27-29, 2019
IMPACT Exhibition Center, PakKred District, Thailand
Mex Exhibitions Pvt. Ltd.

it-sa India - India's IT Security Expo and Conference

May 15-16, 2019
Bombay Exhibition Centre (BEC), Mumbai, India
NürnbergMesse India Pvt. Ltd.

Pharmac South

June 28-29, 2019
Chennai Trade Centre, Chennai, India
Orbit Exhibitions Pvt. Ltd.

Flea Expo

Apr 12 – May 10, 2019
Shipra Mall, Delhi/NCR
Orient Exhibitions & Events

Flea Market

May 1 – Jun 29, 2019
VIP Mall, Gaziabad
Orient Exhibitions & Events

Navrang Exhibition

Unity One Mall,
Apr 20 – 30, 2019
Unity Mall, Rohini
Orient Exhibitions & Events

KW DELHI- 6

May 20 – June 18, 2019
KW DELHI 6, Raj Nagar Extension
Orient Exhibitions & Events

Non-Woven Tech Asia

June 06-08, 2019
Pragati Maidan, New Delhi, India
Radeecal Communications

Dairy Livestock & Poultry Expo

June, 19-21, 2019
Kenyatta International Convention Centre,
Nairobi, Kenya
Radeecal Communications

Agritec Africa

June 19-21, 2019
Kenyatta International Convention Centre,
Nairobi, Kenya
Radeecal Communications

Graintech Africa

June 19-21, 2019
Kenyatta International Convention Centre,
Nairobi, Kenya
Radeecal Communications

Globoil International

April 28-30, 2019
The St. Regis Dubai Al Habtoor Polo Resort
& Club, Dubai, UAE
Tefla's

Commodity Equity Outlook Weekend

June 26-27, 2019
Renaissance Mumbai Convention Centre
Hotel, Mumbai, India
Tefla's

Think Literature - Festival of Ideas

June 30, 2019,
Novotel, Mumbai, India
Tefla's

Indie Fashion & Lifestyle confluence

April 29, 2019
Al Habtoor Polo Resort, Dubai
Tefla's

Indie SME Conclave & Awards 2019

June 26-27, 2019
Renaissance Mumbai Convention Centre
Hotel, Mumbai,
Tefla's

CEO Weekend 2019

June 26-27, 2019
Renaissance, Mumbai
Tefla's

Thaifex-World of Food Asia

May 28, 2019
Impact Exhibition & Convention Centre,
Bangkok, Thailand
Trade Promotion Council of India



The future of events is digitally driven

BY KAILASH SINGH

The positive repercussion of technology adoption across the world has resulted in an era of globalization of the world we live in. Access to information and international markets has never before been as convenient. With the advent of social platforms and evolving digital landscape, connecting with potential prospects and building business relations is no longer a tedious task; but then the question arises... is that good enough!?!

There is no denying the strategic impact of creating a strong digital footprint for organizations has created an overwhelming clutter of online marketing channels. It is because of this multiplicity that connecting, enticing and engaging the right target market now has a complex layering and it has become a time-consuming activity.

All said and done, despite the prevalent digital ecology 'Face Time' a primary human essence, is what truly drives business value at the end of it all. According to a recent study by Meeting Professionals International (MPI), face-to-face meetings have the potential to convert over 40% of prospects into new customers, and around 28% of existing business could be lost without it.

Today's modern business ecosystem demands brand visibility through multiple touch points while aligning strategic lead generation activations, and what better platform than networking events. Efficient execution can help capture high impact clients and lead to conversions faster than any digital initiations.

While events are considered to be the most effective marketing channel for a majority of the world's most influential organizations, there still exists a misconception of being an unpredictable, non-trackable, and not an ROI-driven model.

Mindset transition

Up until the recent decade, events were regarded as a sophisticated communication medium, but have now been repositioned to be experiential marketing activations focused at sampling, lead-generation and demographic build-up to brands in a focused market. There has been an evident mindset transition, with both clients as well as the audiences now taking events as a serious sales tool; hence ensuring wholesome, engaging and fun experiences are delivered while achieving financial goals, which is the epitome of a successful event.

The event industry is undergoing a metamorphosis with growing investments alongside innovative technology adoption; there is a whole revolution of the ecosystem, globally. Live events are now considered to be the tipping point for marketers, as with the implementation of new execution models backed with technology, the impact level has increased multifold.

According to American Express Meetings and Events – 2018, Global Meetings and Events Forecast, the ongoing evolution of mobile apps and hybrid meeting solutions, combined with the potential applications for newer technologies, such as virtual reality (VR) and artificial intelligence (AI), have exciting implications for meeting owners and attendees alike.

Future landscape

Smart mobile apps, hybrid meeting solutions, virtual reality (VR) and artificial intelligence (AI) tools, will be pivotal in revolutionizing the event management backdrop. Event planners will soon be able to analyze the audience data and leverage technologies such as AI and VR to engage delegates with tailored content while delivering immersive experiences. Data can be harnessed from a variety of sources and it is possible to use software tools to automate project management and capture information such as content interest as well as location and logistic preferences from attendees.

Online tracking tools within project management software are steadily replacing spreadsheets and can cover every aspect of project delivery. The latest meeting management tools assist with venue sourcing solutions, marketing, attendee management, budgeting and post-event analytics. It also enables speakers and exhibitors to see tasks through a self-service portal and receive automated prompts.

Modern attendees seek to leverage digital experiences to have a better grasp of the event content and enhance their face-to-face interactions. Event planners have been on a constant lookout to implement the right solutions to live up to these expectations and understand the need to embrace innovative event management tools. Studies have proved how effective implementation of the right event management technology can decrease costs by as much as 30%, increase productivity by 27% and attendance by 20%.



Mr Kailash Singh is the Managing Director of Tefla's - Creator of Global Business Platforms through Conferences and Events.



‘We are the node for regional development’

The Asian Federation of Exhibition and Convention Associations (AFECA) is a platform that binds international organisations and acts as a stage for its members to meet, interact exchange and benefit. ExhiBits recently interacted with AFECA President, Mr Walter Yeh, at his Singapore headquarters to find out more...

Can you briefly describe your role at AFECA?

In the past 4 years as president of AFECA, I have been working to realise my great expectations for the organisation and the changes it can create for Asia’s MICE industry.

In organizing events such as the annual general meetings, board meetings and joint meetings with the IAEE, I invite member representatives to personally attend the events. These occasions are opportunities to cooperate and partner, and therefore explore more business possibilities.

While Europe and North America have strong MICE development and traditions, Asia’s MICE industry has been slower. However, the recent global economic shift toward Asia has resulted in the surging development of its MICE industry.

I actively recruit members from

AFECA strives to find solutions to the talent shortage among member nations, which has been a problem in the Asian MICE industry for several years.

– Mr Walter Yeh, President, Asian Federation of Exhibition and Convention Associations.

Asian MICE associations to join AFECA, and make AFECA the most powerful organisation in the Asian MICE industry. This year AFECA will organise events such as Young Professional Awards, Youth Challenge and AFECA Awards.

These events not only encourage students to enter the MICE industry but also select and recognise outstanding young MICE professionals and companies and honour their contribution to the industry.

What is the rationale behind establishing AFECA, its mandate, short-term goals, and long-term objectives?

The rationale behind establishing AFECA is to act as a vehicle that will shape the destiny of the industry in Asia; to serve as a focal point to tackle regional development; to face challenges in the global arena as a united front; and to act as a collective voice for the exhibition and convention industry in Asia.

AFECA's main objectives are to promote the growth and development of the exhibition and convention industry in Asia; to promote and establish common industry standards in Asia; and to represent Asian interests at the international level.

What activities does AFECA plan to promote individual member region industries?

AFECA assists the Asian MICE industry to communicate and interact with each other, supporting and promoting the outstanding organizations MICE industry and events in Asia, and promoting training for young Asian people and workers.

AFECA's Board and Advisory Council meeting and annual general meeting are hosted by a single member every year. These two AFECA events have been held in Malaysia, Singapore, South Korea, Taiwan, Thailand, India, Xiamen, mainland China, and have become important annual events in Asia's MICE industry.

This year, the board meeting will be held in June in New Delhi, India. We are grateful to the Indian Exhibition Industry Association (IEIA) for hosting the event once again.

AFECA has six sub-committees on Education and Training, Membership Recruitment and Marketing, Sustainable Development, AFECA Asian Awards, Asia MICE Youth Challenge and Young Professional.

The AFECA Asian Awards consist of competition for Outstanding Trade Exhibition, Outstanding Consumer Exhibition, Outstanding Convention or Congress, Outstanding Service,

Outstanding Venue, and AFECA Young Professionals.

The Asia MICE Youth Challenge competition is for students in Asia to cultivate young talent studying business management, tourism, travel management and more. The 5th AFECA Asia MICE Youth Challenge application kit was released in March (<https://afeca.asia/news/164/detail>).

How does AFECA collaborate with regional member associations to promote the industry?

AFECA aims to share, support, collaborate with, as well as learn from regional member associations. These connections have inspired much exchange and interaction: the Malaysian Association of Convention & Exhibition Organisers and Suppliers (MACEOS), Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), Philippine Association of Convention/Exhibition Organizers and Suppliers (PACEOS), and Thailand Incentive and Convention Association (TICA).

In November 2018, our association members and the Myanmar Exhibition Association and MACEOS, signed an MOU. In the same month, the China City Association of Convention and Exhibition (CCACE) signed an MOU with the Indian Exhibition Industry



The Asia MICE Youth Challenge is for students in Asia to cultivate young talent in business management, tourism, travel management and more.

Association (IEIA), MACEOS, SACEOS, Thailand Exhibition Association (TEA), PACEOS, IECA, and the Indonesian Exhibition Industry Association (IECA).

In December, 2018, our association members IECA and the Taiwan Exhibition Conference Association (TECA) signed an MOU. These are just a few examples of mutual cooperation and interaction that have generated more and more business cooperation.

Does AFECA host summits, conferences or workshops to educate and offer member associations knowledge and technology opportunities?

Cultivating MICE professionals has always been an important mission for AFECA as the talent shortage among member nations has been a problem

in the Asian MICE industry for several years.

This year (2019), our education and training sub-committee surveyed the MICE curriculum lists of our members and would also like to examine the needs of MICE courses. In the near future, we hope to be able to provide education training programmes exclusively for Asia.

Does AFECA join forces with city councils, tourism boards and regulatory authorities to lobby on behalf of the industry?

AFECA strives to voice the opinions of the MICE industry and advocate better working environments and regulations among member countries. For example, besides being President of AFECA, I am also

the President of the Taiwan Exhibition and Convention Association (TECA) and CEO of the Taiwan External Trade Development Council (TAITRA).

These organisations promote MICE industry opinions regarding the amending of labour standard laws to the Ministry of Labour in Taiwan. AFECA has met with success in initiating changes in regulations affecting the MICE industry.

With interaction between members during AFECA events and meetings, MICE and tourism government units from different nations are also involved, which further encourages exchange between Asian governments. This, in turn, can result in new trends and ideas for Asian government leaders to draft new policies and initiate change.

CEIR releases 2018 Fourth Quarter Results

A report released by the Center for Exhibition Industry Research (CEIR) says that the recent growth of the exhibition industry continued during the fourth quarter of 2018. The growth of the industry, as measured by the CEIR Total Index, accelerated from a year-over-year gain of 0.9% in the third quarter to 2.5% in the fourth quarter (see Figure 1). With this stronger performance, the exhibition industry has narrowed the growth gap with inflation-adjusted GDP (see Figure 2).

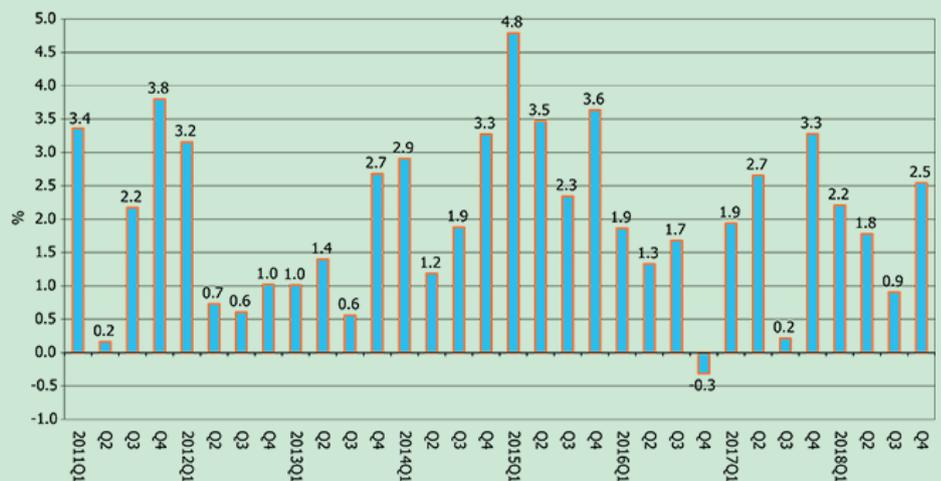


Figure 1: Quarterly CEIR Total Index for the Overall Exhibition Industry, Year-over-Year Growth, 2011Q1-2018Q4

The Center for Exhibition Industry Research (CEIR) works toward advancing the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position.

CEIR Economist, Allen Shaw, Ph.D., Chief Economist for Global Economic Consulting Associates, Inc. said, "The performance during the fourth quarter shows the resilience of the exhibition industry despite uncertainties surrounding the trade negotiation with China, volatile stock markets and slowing world economic growth."

Food; government; and raw materials and science all registered robust



Figure 2: Quarterly CEIR Total Index for the Overall Exhibition Industry vs. Quarterly Real GDP, Year-over-Year Growth, 2008Q1-2018Q4.

year-over-year gains. By contrast, consumer goods and retail trade; financial, legal, and real estate; and transportation posted year-over-year declines.

All exhibition metrics in the fourth quarter posted positive year-over-year gains (Figures 3 and 4). Real revenues (nominal revenues adjusted for inflation) and attendees posted the largest increase of 4.4% and 3.2%, respectively. Net square feet (NSF) rose 1.6% and exhibitors expanded 1.0%.

For the year 2018 as a whole, the Total Index increased by 1.9%, just slightly lower than the 2.0% gain in 2017. At 109.0 (2014=100), the Total Index in 2018 surpassed the previous peak of 107.6 in 2007.

“Nearly a decade after the great recession, the exhibition industry in 2018 has finally entered an aggregate size above the previous peak,” said CEIR CEO Cathy Breden, CMP, CAE. “Barring an unexpected recession, the overall growth for the industry in 2019 will continue, albeit at a modest pace, as the economy remains healthy, even though a little softer than 2018.”

In addition to compiling the quarterly exhibition index, CEIR also offers analytical tools, an annual in-depth report and an outlook conference.

The CEIR Event Performance Analyzer provides exhibition organizers with a tool to measure how an event is performing in its sector, as well as in the overall industry. The CEIR Index Report provides an economic overview of the exhibition industry, including key indicators for growth. Together, these resources provide insights for developing business strategies and goals.

The 2019 CEIR Index Report will be released in April and will include a

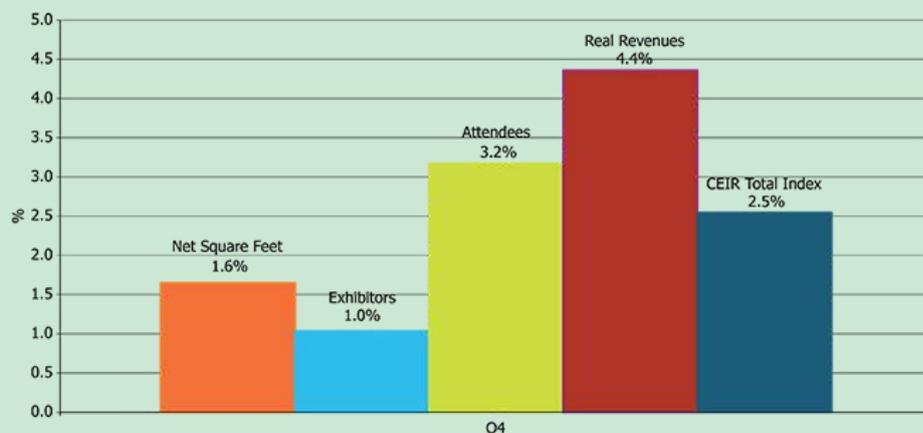


Figure 3: Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-over-Year Growth, 2018Q4

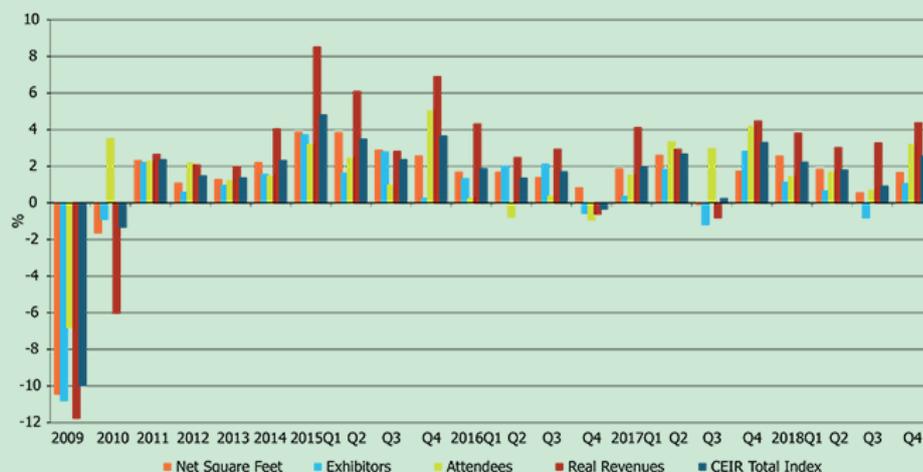


Figure 4: Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-over-Year Growth, 2009-2018Q4

three-year forecast for the business-to-business exhibitions and events industry.

The annual CEIR Predict Conference, scheduled for 16-17 September 2019 at the MGM National Harbor, will

provide exhibition professionals with macroeconomic insights and help attendees understand the economic and political factors impacting the exhibition industry.

Source: iae.informz.net

Industry must influence academia to train talent

BY ANDREW LEE

Opportunities in the MICE industry (meetings, incentives, conferences and exhibitions) are advocated at different levels in South-East Asia. For countries like Singapore and Thailand, where MICE is seen as an integral component of the economy, the advocacy starts from the government level and trickles down to the educational institutions.

Therefore, the youth is exposed to the term 'MICE' in their curriculum and the aspiration to join the industry starts from there. So, with an industry agenda of attracting, growing and retaining talent, the key to the MICE industry and government working together lies in the "attract" part of that agenda. The MICE industry will/must do the rest in growing and retaining that talent.

Education and skills training are integral to increasing the talent pool for the MICE industry. The inclusion of subject matter related to the MICE industry in the curriculum of polytechnics and universities in South-East Asia is gaining traction. Skills training for the existing workforce in other industries to join the MICE industry is another effective plan to increase the talent pool.

The MICE sector does not have a clearly identified career path, and so recruiting into such a sector is difficult because of the uncertainty of where such positions lead. However, students gaining some element of work experience within an events management degree programme, including a placement year, has been found to be beneficial to both the graduates and industry.



Government support

It is possible to exercise influence with mainstream academia to relook at integrating courses suitable for MICE industry in the curriculum. However, the level of success depends on the support of the respective governments and MICE associations.

In Indonesia, Malaysia, Singapore and Thailand, there are dedicated MICE bureaus backed by the government and very active local MICE associations, which have successfully backed schools and overseas education institutions to roll out courses and programmes on the MICE industry.

Events management is yet to achieve professional status, and the increasing use of volunteer and casual staff is a worrying trend that will not further the status of the sector. A strong formal structure for professional advancement with accredited degrees and training routes would surely benefit the industry.

In South-East Asia, industry associations are already championing MICE activities in academic institutions. Private enterprises are driven by revenues and profits. While there is money to be made in the MICE industry, there will always be players jumping in!

However, the problem is that there is little indication that these organisations are addressing the underpinning issues of poor recruitment, inappropriate education, lack of professional training and appropriate job fit on any significant scale.

So, it is clear that events industry educators have joint responsibility with industrial bodies and associations to create courses and routes to qualifications that meet the needs of employers, with increased opportunities for practical experience.

Student expectations

Students are generally motivated by an interest in the subject and a desire

Given India's growth in the exhibitions and conferences industry space, a talent search and placement service acts as an outsourced and external partner, but plays an integral role in the overall human resources process.

– Mr Andrew Lee, Managing Partner, tfconnect Asia.

for creative expression, rather than an expectation that they will follow a particular career route. Road shows, career fairs and industry lecturers are some of the best platforms to engage the academic community and attract young talent into the industry.

Given India's growth in the exhibitions and conferences industry space, a talent search and placement service acts as an outsourced and external partner, but plays an integral role in the overall human resources process of the MICE companies. Many of these companies, including the well-known players, have been streamlining their business structures.

Some companies do not even have an HR department – just an office manager! Therefore, specialist search and placement services are there to help these companies find the best talent to join their teams.

That said, the MICE industry suffers from an aspiration image problem for a number of reasons. The industry is often not thought of as a profession in the same way other more formal career choices would be. The

career structure within our industry is often not clearly identifiable, notwithstanding exceptions within the large corporates.

But this means it can be difficult for ambitious talent to see a way through to the top. We seek talent with experience over and above qualifications, and yet it is difficult for talent to move into the industry and get that experience.

Aspiration & passion

When growing up, we might aspire to be doctors, engineers, lawyers – even a policeman or firefighter – but hardly to be a MICE professional, unless you are born into the business. But passion is passion and talent is talent!

I have personally witnessed industry colleagues who were previously from the banking and engineering sectors and came to embrace the MICE industry as their profession of choice. As long as our industry maintains a high level of standards and ethics, and embraces the idea of transferable skills, learning and development, we should be able to attract more talent

from other business sectors.

With no single professional structure to follow, talented and valued recruits to the MICE industry can come from any background – the fact that they are not proven within the industry itself shouldn't be considered an issue.

Skills are skills, attitude is attitude. One of the challenges within the industry is that of thinking we are special and require a special kind of talent. Such beliefs may be limiting the way in which we look at and attract talent from outside our industry.

– Mr Andrew Lee is Managing Partner, tfconnect Asia. His company is an international MICE talent recruiter and senior executive search consultancy, which recently opened a regional office in Singapore. Andrew has worked at Reed Exhibitions, AsiaWorld Expo, Pico Group, International Association of Amusement Parks & Attractions, and Six Flags Entertainment.

Apps that can go beyond exhibitions

BY HEMANTH SHETTY

In today's world we encounter digital technology in every aspect of our lives. Even businesses are moving from traditional to digital in planning, production, inventory, accounting and sales functions across the world. This includes digital marketing to stay connected to prospective customers and business partners.

According to Google's 'Mobile & Website Design Statistics', most B2B buyers perform up to 12 online searches before interacting with a vendor's website. They are 57% of the way through the buying process before they speak with a sales representative. Digital marketing tools influence 67% of purchases for multiple industrial manufacturing and pack-and-ship industries.

The mobile phone platform drives or influences more than 40% of revenue in leading B2B organisations. More than 50% of B2B search queries today are made on 'smart' phones, and this percentage is expected to grow to 70% by the year 2020.

The Google study also states that 46% visitors leave a website because of a lack of message (it is not clear what the company does), and 37% leave because of poor design or navigation of the website.

To be a part of the new B2B marketing strategy, one has to be in his/her customers' (business partners') mobile phone. The Internet and mobile connects buyers and sellers on the go.

Today event organisers are running with many mobile App solutions offered in the market. As a trend, most of them are investing in traditional event Apps, which typically serve



only before and during the event. But this throws up many questions about these very Apps:

- Do they help to connect the supply with the demand side?
- Does the time and investment on the App substantiate return on investment?
- Does the user (visitor and/or exhibitor) see real value of your App?

Future of Apps

The future of App-driven technology is focussing on enabling and supporting the exhibition industry to stay connected with business partners, which should lead to a business eventually. How does it help the events community?

Apart from online visitor or exhibitor registration and basic search functionality, next generation apps are focussing on bringing additional online registrations from the listed exhibitors too!

It gives more leverage to the organiser, and provides more value to the exhibitor by connecting with visitors even after the exhibition. Organisers

get instant feedback during and after the exhibition.

Apps can also host active catalogues, which should help exhibitors reduce their cost of printing them. Exhibitors can connect with visitors by instant push messages and get voice feedback of customers on the go.

For visitors, an event App should do more than digital registration. It should also save visitors time by easy and advanced navigation system to reach exhibitors. They need to stay easily connected with relevant exhibitors and suppliers even after the exhibition.

Visitors these days are already digital-savvy, and are willing to access live digital catalogue of exhibitors, which eventually reduce the strain of carrying catalogues across the event venue.

– Mr Hemanth Shetty is Co-Founder of Bizebrand, a Bengaluru-based Nasscom 10K start-up certified by the Union government's Department of Industrial Policy and Promotion. Bizebrand is an engagement App to stay connected with business partners globally. (www.bizebrand.com)

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UFI's Global Exhibition Barometer focuses on trade shows' growth entertainment factor

Published semi-annually by UFI, the Global Association for the Exhibition Industry, the UFI Global Exhibition Barometer, is an important document and plays a pivotal role in reporting about the global trade show health. The recently published report in February has revealed a positive outlook for 2019.

The data shows that between mid-2018 and the end of 2019, a majority of companies from all four global regions has indicated gross turnover increases. This positive outlook is especially strong in the Asia/Pacific and Middle East/Africa regions, wherein each recorded their highest levels in the last five years.

The report also says that a growing number of companies are also trying to expand into new geographical

markets around the globe. Regions in the Americas and Europe recorded very high increases in gross turnover in recent years, yet fewer companies are expecting growth to remain as strong as it has been.

Kai Hattendorf, Managing Director and CEO, UFI, said, "The data shows that the exhibition industry is set to continue to grow globally as a whole, but foresees obstacles in various markets and regions."

The recent Global Visitors Insights published by UFI and Explori reported that, many companies are getting more creative with the on-site experience, planning new activities either in the classic range of exhibition industry activities including the entertainment component of the exhibition.

The newest UFI survey, completed in January, included data from 302 companies in 53 countries and delivers analysis for markets including Australia, Brazil, China, Germany, India, Indonesia, Japan (for the first time), Italy, Macau, Mexico, Russia, South Africa, Thailand, the UK and the U.S.



Africa Sign Digital & Printing Expo Postponed

The Africa Sign, Digital & Printing Expo, which was scheduled during 21-23 November 2018 in Kenya, has been postponed indefinitely due to certain unavoidable reasons. Fresh dates for the show will be announced shortly.

BuildMat 2019 organised in Coimbatore

The Builders Association of India (BAI) in association with the Coimbatore centres of Indian Institute of Architects (IIA), Association of Consulting Civil Engineers (ACCE-I) organised the ninth edition of construction and interiors fair BuildMat 2019 at the CODISSIA Trade Fair Complex, Coimbatore, from 14 to 17 February 2019.

V. Lakshminarayanan, president of the Indian Chamber of Commerce and Industry, Coimbatore, pointed out that new technologies are making inroads in the construction sector, buyers are educated about their requirements

and trends, and developers are also focusing on addressing the concerns of the buyers. The building industry is significant as it generates employment in large numbers. With credit rate cuts, the housing sector is expected to see demand picking up. The developers should focus on green buildings, he said.

Speaking about the event, P. Arun Prasad, chairman of the event, said the expo, which is held once in two years, was started in 2003 and is now rated among the leading construction fairs in the country. This year, the exhibition has more than 600 stalls

and all proceeds from it will be used for the betterment of the industry. The exhibition was held in a total display area of nearly two lakh square feet and one hall with 114 stalls was dedicated to affordable housing.

The event proved to be an ideal platform for manufacturers, professionals, and customers to showcase their products and interact. Several national and international players from the construction sector participated in the exhibition and also showcased environment-friendly products.

EN Awards declares partnership with MICE Concierge

Organised by Mash Media, the EN Awards, announced a partnership with MICE Concierge keeping in mind the 2019 event, which took place on 22 March at Battersea Evolution, UK.

The partnership is aimed at minimising hassle for the visitors at the event and avail benefits with the help of MICE Concierge team, which will be offering top rates for hotels close to the venue,

a live online booking service, visit planning including restaurants and airport transfers and exclusive food and beverage discounts at selected hotels.

On the association, Simon Farnfield, EN portfolio director, said, "We're thrilled to be partnering with MICE Concierge for the 2019 EN Awards. Thanks to this partnership visitors have an expertly curated experience for the duration of their visit."

Messe Düsseldorf India acquires FAMDENT

Further fortifying its position, Messe Düsseldorf India has acquired the FAMDENT Shows, one of the leading Indian trade events for dental medicine. With this acquisition, the event will become a member of the MEDICAlliance, the umbrella brand for all global healthcare exhibition activities of the Messe Düsseldorf Group. There was also a signing of a corresponding agreement between Thomas Schlitt, Managing Director of Messe Düsseldorf India Pvt. Ltd., and Dr. Anil Arora and Dr. Jyotika Arora, the organisers of the FAMDENT Shows.

The agreement was signed during the 25th Medical Fair India, which was held from 21 – 23 February 2019.

The event which has the credit of being one of the leading medical fairs in India and forms part of the MEDICAlliance, attracted over 600 exhibitors and about 15,000 trade visitors.

Expressing his views over the acquisition, Thomas Schlitt, Managing Director of Messe Düsseldorf India Pvt. Ltd., said, "Over the coming years we will develop the FAMDENT Shows further in close cooperation with Dr Anil Arora. It perfectly fits in with our growth strategy through which we install new trade fair themes for India while also capitalising on promising investment opportunities by acquiring already established industry events."

With the rise in per capita income and growing health awareness,



India is eventually opening up to healthcare provisions. As per the market study released by the Indian Dental Association (IDA), the national market volume for dental services amounts to about US\$ 1.2 billion and its annual growth rate is estimated at 20%. Furthermore, the subcontinent is benefiting from global digitalisation because dental technology services are being outsourced to Indian laboratories in its wake.

Further highlighting a competitive edge here, Schlitt said, "Held in parallel with the trade fairs are conferences and workshops for continuous dental education rewarded with CDE credits. Accordingly, these side events primarily address a skilled professional audience. In addition, every year sees the 'FAMDENT Awards' presented to honour outstanding achievements in dental medicine."

Dr Anil Arora, Founder and CEO of

FAMDENT, added, "I am excited with this development. Messe Dusseldorf India is a leader in medical exhibitions and brings global and local expertise. I am confident that this synergy with Messe Dusseldorf India will help FAMDENT Shows achieve new heights by making the shows international – both in terms of exhibitors and visitors."

He further added, "Our publications Famdent & Endodent will continue to stay within the Famdent Group's umbrella under the leadership of Jyotika and myself and we will continue our endeavours to utilize this effectively to grow the exhibition and award portfolio. I am looking forward to work in close cooperation with Messe Dusseldorf India. Our loyal dental community across India that attend our shows year after year will have access to more international exhibitors and speakers in addition to reputed Indian speakers and exhibitors."

Messe Frankfurt India and MEX Exhibitions join hands to host Gartex Texprocess India

MEX Exhibitions, the organisation which holds the apparel and textile trade fair, Gartex India, has entered into strategic agreement Texprocess India, Messe Frankfurt's international trade fair for processing textiles and flexible materials. This union has resulted in creating a common industry platform, Gartex Texprocess India will be the part of Messe Frankfurt's Texpertise Network and will leverage the group's strong global network and expertise in the sector.

Speaking about this association, Raj Manek, executive Director and Board Member, Messe Frankfurt Asia Holding said, "Our shared commitment for industry development has led to the decision of working in collaboration with MEX Exhibitions., which is a strong brand of enhanced offerings through a single-source business platform - Gartex Texprocess India."

Indian textile industry is one of the largest industries in India, second only to China. It is the second largest industry in terms of providing employment opportunities to more



than 35 million people in the country. By 2024, the country's export volume is expected to reach more than 300 billion US dollars. Besides, India also has the second largest textile manufacturing capacity globally with the textile machinery sector witnessing a growth of 8 to 10%, year on year.

Both, Texprocess India and Gartex India, is supported by leading associations and companies, and aims to support the increase in manufacturing capacities, upgrading

technologies and encourages more and better automation processes for the textile and apparel sector.

"Gartex India has grown multifold in size since its debut in 2016, making the event wider in scope and greater in significance year after year. It has created new standards for the industry. Now, it is time to take it to the next level and this strategic alliance with Texprocess of Messe Frankfurt Trade Fairs India, Gartex India will take it to even greater heights," said Gaurav Juneja, director, MEX Exhibitions Pvt Ltd.

Reed Exhibitions acquires Mack Brooks Exhibitions

A division of RELX Group, Reed Exhibitions, has inked a definitive agreement to acquire Mack Brooks Exhibitions. This acquisition will not only boost the already rich global portfolio of the organisation, but also help it attain an impressive assortment of industry-leading brands. The agreement also gives access to innovation and new value in both face-to-face and digital formats for the more than 175,000 Mack Brooks customers around the world.

Mack Brooks Exhibitions based in St. Albans, United Kingdom, and established in 1965 and features more

than 30 business-to-business events in 14 countries, including Germany and the United Kingdom, serving nine industry sectors. Flagship brands include EuroBLECH (sheet metal working technology); inter airport (airport infrastructure and technology); Fastener Fair (fastener and fixing technology); Chemspec (fine and speciality chemicals); RAILTEX (rail infrastructure and technology); ICE Europe (paper, film and foil converting); CCE (manufacturing and converting corrugated and carton board); PSE Europe (plastics) and InPrint (print technology for industrial

manufacturing). A broad programme of geo-cloning has successfully positioned many of these brands and related adjacencies outside Germany and the United Kingdom to include a presence today in countries including France, Italy, the United States, Mexico, China, Singapore, Thailand, India and Turkey.

Expressing his delight over the agreement, Stephen Brooks, Chairman of Mack Brooks, said, "I am delighted for our customers and staff and extremely positive about the future of Mack Brooks as part of Reed Exhibitions."

The transaction is subject to customary regulatory consents and is expected to close during the first half of 2019.

Vitafoods Europe '19 to explore collaborations for nutra sector's future

The 2019 edition of Vitafoods Europe, organised by Informa Exhibitions and scheduled to take place at Palexpo, Geneva, from 7 to 9 May, is all set to explore the possibility of collaboration in order to create a better and sustainable future for the nutraceutical industry.

There has been increased popularity of plant-based ingredients in recent years and growth in the demand for responsible farming methods, worldwide. The focus of the three-day event is to align consumer demands with manufacturers and seek a balance between naturally sourced ingredients and sustainably produced nutraceuticals, via innovative new

products, processes and packaging.

The event will also include an array of popular interactive events, including innovation tours, a tasting centre, a new ingredient zone and a distributor matchmaking service.

The exhibition will also be marked by Vitafoods Education Programme, that aims at giving the visitors ample opportunity to learn and network with the world's leading nutraceutical, supplement and functional food industry experts, who would be seen discussing topics including personalised nutrition, sustainability, contract manufacturing and technological innovation.

Chris Lee, Managing Director, Global Health and Nutrition Network, Europe, Informa Exhibitions, said, "The move towards true circularity requires a monumental shift across the entire nutraceutical product lifecycle – from ingredient to shelf – and can only be made possible by collaboration across the entire supply chain."

"Our goal is to get the industry talking to understand how we can create a sustainable future, as well as to inspire the nutraceutical community with trends, insights and solutions that support market-leading product development and business growth," he added.

IoTShow.in focuses on 'The Power of Internet of Things'

The fourth edition of IoTShow.in was organised by EFY Group and the Karnataka Trade Promotion Organization, in Bengaluru from 26 – 28 February, with 'The Power of Internet of Things' being this year's theme.

the inaugural address was delivered by Ramesh Chopra, Founder and Chairman, EFY Group who emphasised on the importance of IoT for business and how industry leaders can leverage the power of IoT to maximise profits.

Welcoming the dignitaries, Chopra, said, "I want to thank those who have supported us including the Ministry of Electronics and Information Technology (MeitY), our other partners, sponsors, participants and well-wishers. This year, besides focus on electronics design and

new product development, we have conference tracks on Artificial intelligence, Machine Learning and Deep Learning, Blockchain and Distributed Ledgers, Cloud, Fog and Edge Computing and similar subjects that are important for our engineers to master."

Virendra Chaudhari, IoT Sales Head - India, Intelligent Cloud, Microsoft delivered the keynote address on "The Power of Internet of Things", which was followed by a panel discussion on – Profit from IoT. The topic of the discussion was, "The Macro Dynamics - Shifting Paradigms in Strategies, Policies, Disruptive Technologies and their impact on business revenue."

There were several talks by experts and industry leaders on topics as varied as cybersecurity in IoT, blockchain, 5G to IoT's applications

in various segments. The eminent speakers included, Divyanshu Verma, Senior Engineering Manager, Intel R&D; Shahcindra and Shreya Saha, REVotic Engineering; Rittu Sachdev, RF engineer, TI; Ratnakar Gandhe, Head - Product Engineering Services and IoT solutions Group, Mindteck; Hemalatha Bhaskar, Director - Platform Engineering, VISA; Poonam J Prasad, Senior Scientist, CSIR - National Environmental Engineering Research Institute; Sumanth Naropanth, CEO, Deep Armor; Anand V, Managing Director, Anasup Consulting; Yogendran Gopalakrishnan Gopithenna, IoT & Big Data Architect and Technical Product Owner, and Sunil Kumar Verma, Senior IoT and Big Data Engineer, SAP Labs; and Dr. Manjunath Iyer, Principal Consultant, Wipro.

The IoTShow, was co-located event of the India Electronics Week (IEW) 2019 - one of the largest global events to promote Indian electronics industry. The event was supported by the Ministry of Electronics and Information Technology (MeitY), Digital India and Electronics India.

Exhibitions Market to Exhibit Impressive Growth by 2025

HTF Market Intelligence Report recently announced their Global Exhibitions study with over 100 market data tables and figures on Exhibitions. The research allows you to get different methods for maximizing your profit and provides estimates for

Global Exhibitions Forecast till 2025*.

The leading key companies covered in the research are Fiera Milano, GL Events, ITE Group, MCH Group, Messe Frankfurt, RELX Group & UBM and the report focuses on the global Exhibitions status, future forecast,

growth opportunity, key market and key players.

The study objectives are to present the Exhibitions development in the United States, Europe and China.

The 'Global Exhibitions Research' is for a leading company and is an intelligent process of gathering and analyzing the numerical data related to services and products, gives an idea about aiming the targeted customer's understanding, needs and wants, and how effectively a company can meet its requirements.

Medical Fair India 2019 to attract industry experts

Organised by Messe Dusseldorf India, from 21 – 23 February at the Pragati Maidan Exhibition Center, New Delhi, the 25th edition of Medical Fair India 2019, saw several Indian health industry stalwarts collect under one roof.

There were over 15,000 trade visitors seen visiting the fair and more than 600 exhibitors participating in the trade fair which is an ideal platform for the healthcare domain.

A new feature was introduced at

the show this year, REHAINDIA, powered by REHACARE, included ranges for rehabilitation and nursing care. Besides, exhibitors from segments like medical products and devices, laboratory technology and diagnostics, clinic and health centre furniture, and the health IT and mobile health solutions were also present.

The event also featured Clin Lab India, a conference with exhibition on lab medicine trends conceived and organised by Scherago (USA)

in cooperation with the Messe Düsseldorf Group, and the FTR4H Conference (Future for Health). This is the third time in a row that the event has been held and it addresses all the issues associated with the digital transformation of healthcare.

The 'Voice of Healthcare', a 2-day conference dealing with various cross-sector topics related to the implementation of a modern healthcare system was also held, which was about trends in technology such as Artificial Intelligence, aspects of international cooperation through joint ventures with manufacturers and institutions or other countries as well as about best practices for start-up companies and company management.

AFECA-IAEE Joint Meeting during CEFCO 2019 in Qionghai!

Mr Walter Yeh, AFECA President and Mr Edward Liu, IPP, hosted a meeting with Mr Tom Cindric, IAEE Chairman and David DuBois, President & CEO, where AFECA was introduced the latest global and Asian industry trends shared along with the recent highlights of CES 2019. AFECA advisor, Irene Lau (who represented

Mr. Jackson Chang, IPIM, Macao), Andrew Phau, STB, Singapore, as well as AFECA's members Haikou Convention and Exhibition Industry Association, SINEC and several more joined the meeting, which saw more than 60 participants.

President Yeh was also invited to

speak during the plenary session: New Era, New Mission, at CEFCO 2019, and therefore had the opportunity to promote AFECA to an audience of over 600 international, Asian, and China MICE industry professionals.

Vasai Industrial Expo marks MSME growth in Maharashtra

EXHICON organised the 4th edition of Vasai Industrial Expo from 16 to 18 February, at the Hitendra Thakur Appa ground, Vasai (east). The expo, covering an area of over 20,000 square metres, is a platform for more than 175 companies from Vasai and Thane industrial belt to get exposure to the global market. The event was organized in association with Govalis Industries Association, MACCIA, Udyami Maharashtra, VIA, PMAL, SME Chamber of India, Imamia Chamber of Commerce and Industry, TSSAI, and COSIA.

The exhibition was aimed at facilitating International Trade and Investment and was marked by the presence of a 10-member high profile delegation from a globally renowned Automobile Company from Iran. Several new and existing industrial products were displayed and launched at the exhibition.

Mr. M. Q Syed, Managing Director, EXHICON said, " EXHICON has been a trendsetter and pioneer in conceptualizing geographic industrial shows at various industrial belts of Maharashtra. The growth of Vasai Industrial Expo 2019 is a subsequent step in consistently providing a platform to SME's, MSME's, and local businesses. With the exhibition growing multi-laterally year on year, trade in Vasai is set to get a tremendous boost".

The exhibition boasted of around 175 participants and over 10000 visitors and provided an interactive platform for the participants and visitors. Some of the highlights in association with PSUs, Private Sector Majors, MNCs, Utility & Services, Automobile Giants etc., MSME & National Small Industries Corporation (NSIC) Pavilion, VIE SME Awards 2019 and seminars, and workshops on

important industrial topics.

This year was marked by the first-ever Vasai Start-up Challenge which aimed at facilitating and boosting young entrepreneurs in Vasai. Five semi-finalists were selected and were given a chance to present their ideas in front of a panel of peers. The winners got full funding and mentoring by Exhicon to build their businesses. Besides, there was also distribution of food licenses to 1000 women from across the region to help them start their own business ventures in the food industry in Mumbai.

The expo witnessed product launches and displays from sectors like plastic & polymers, engineering & manufacturing, electrical, luminaire & electronics, print & packaging, renewable, solar energy, LED, food processing, plants & equipment.

Record participation by Indian exhibitors at Ambiente trade fair in Germany

Organised by Messe Frankfurt, Ambiente 2019, which was held from February 8 to 12 2019, saw the participation of over 500 exhibitors from India displaying Indian handicrafts. The exhibition, held in Germany's with India as the partner country, is one of the world's leading trade fairs for consumer goods.

The event, is an annual trade fair of home decors, kitchenware and textiles, with more than 4000 exhibitors from about 80 countries participating. The textiles ministry, along with Messe Frankfurt India had also launched a global campaign

called 'Handmade in India' at the fair to promote local Indian handicraft products.

Messe Frankfurt's India head Raj Manak pointed out that around 35 special Geographical Indication (GI) tagged products representing the crafts of India were the main highlight of the fair this year. He further added that traditional crafts such as Rajasthan's gemstone carvings and metal craft, Kashmir's Kani Shawl, Delhi's Mughal wood carving, West Bengal's Masland Mat weaving were showcased and five Indian craftsmen also gave live demos at the fair.

He also said that more than 500 Indian exhibitors participated in this international fair making India one of the top participants.

It is estimated that approximately Rs 1,200 crore business by over 500 Indian participants and another Rs 2,000 crore of business inquiries were generated during Ambiente 2019. With more than 4000 exhibitors from about 80 countries, it is the preferred ground for décor trend spotting, colour trends and getting the first look at some of the most revolutionary products in the living and dining categories.

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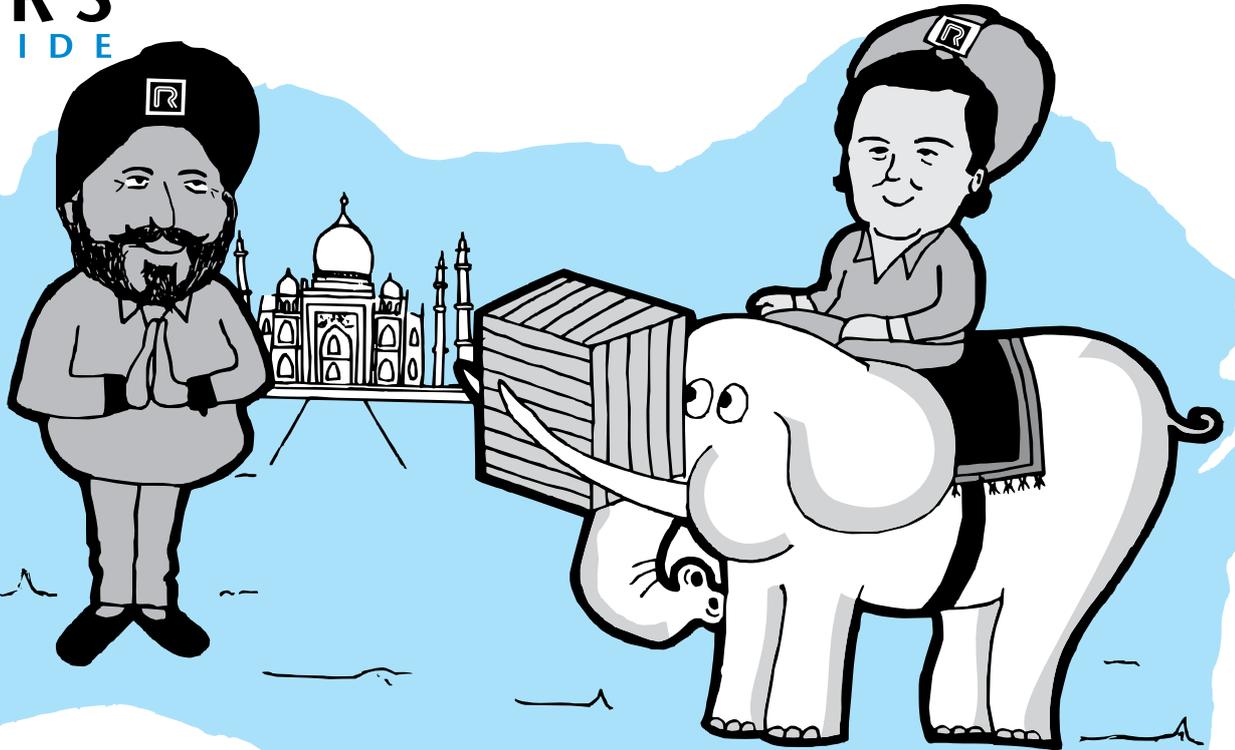




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Tel: 91-11-2694 9801/9802; Fax: 91-11-2694 9803

Mail: rerid@rogersworldwideindia.com; Web: www.rogersworldwideindia.com

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