



ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE JUNE - JULY 2019



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Mecca for the
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LED EXPO sees
growth in visitor profile

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ExhiBits

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FROM THE
EDITOR
SRINIVASAN S



Dear Reader,

A shout out to all my peers, who celebrated Global Exhibitions Day on 5th June, 2019!

Perhaps the *Exposição Industrial da Índia Portuguesa* – organised in the year 1860 in Goa with 230 exhibitors – might well have been the first exhibition in India to use the term “industrial” in its description. The rationale behind the colonisers organising an industrial exhibition in the colonised land may make for an interesting study. But I’m going out on a limb here and hazarding a guess: the primary motivation would have been the opportunity of harnessing the industrial potential of the said colony.

From the days of an industrial exhibition organised by colonisers, ours is an industry that continues to uniquely serve the demand and supply sides of industry clusters, catalysing the conversion of sectoral potential to commerce.

As I sat down to write this piece to resonate this “Meet in India” issue of ExhiBits, my thoughts travelled back in time to the early years of this millennium when I began travelling the world, attending trade shows as a sales guy, hoping to convince international companies to sign up to buy exhibition space in our shows in India. Into my first day at an overseas trade show disappointment and frustration hit me hard.

I realised that international companies that were exhibiting there weren’t too excited about committing marketing spends for a show in India. Many of them wouldn’t even give me time the minute I said “trade show in India”. I realised I had to reinvent the sales pitch and had to sell India as a potential market before I sold my show.

Cut to the current scenario, with the tag of the fastest growing economy, India now sells itself. Practically every leading or ambitious international company across industry clusters, makes a beeline to benefit from the market opportunities India offers. Every sector-specific meaningful trade show that draws quality audience is seeing upwards of 40% of international participation.

India is today home to over 700 trade shows. the Indian home-grown organiser is competing alongside international trade show companies that have set shop here. However, the dichotomy in our exhibition industry story needs a closer look. The Indian exhibition industry is an exception among major economies with weaker positioning, but still contributes billions to the economy.

With a clear mandate for a single party in the recent Lok Sabha elections one can only presume the reforms agenda will be fast-tracked, thereby aiding the estimated growth rate. The GDP growth is forecast to average above 7% from the 2019-2023 period. If this feat is pulled off by the current government, it will result in India becoming the 5th largest economy globally by the end of 2019 and 2nd in the APAC region by 2025.

This growth will obviously augur well for our industry, because growing investment in innovative technologies will build more robust trade shows. Recognition from the powers that be – in the form of industry status, combined with the industry’s entrepreneurial zeal and passion – will propel the Indian exhibition industry to a ranking consistent with our contribution to the economy.

Regards,

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

Srinivasan S
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Expanding capacities to ride economic surge

Strong economic growth, coupled with the rapid emergence of India on the global stage, is poised to drive the growth of MICE (meetings, incentives, conferences and exhibitions) space at a much faster rate. Taking a hint from such a remarkable growth saga, IEIA's initiative, 'Meet in India', aims to leverage the country as a coveted destination and promote trade shows and exhibitions for overall economic growth across verticals.

BY SHIKHA SWAROOP





For long the exhibition industry has been the unsung hero of the Indian economy. For more than a decade it has steered sectorial growth, boosted trade, come up with innovations and created better understanding between nations, to generate new employment opportunities and helped develop a host of ancillary businesses linked to exhibitions.

Over the years, the exhibition domain has grown exponentially and the upbeat policies of the Indian government have created an ecosystem that has acted as a fertile ground for businesses to flourish and grow effortlessly. The footprint of exhibitions has been expanding and, according to a new industry report by FICCI-Yes Bank, the MICE domain in India is set to triple over the next 5 years.

Despite being a late entrant in the segment India has a promising future.

Out of 12, 563 international meetings in a year, it hosts only 175 (1.4%) to rank 24th worldwide. In 2018, MICE tourism in India was pegged at Rs 25,000 crore, with a year-on-year growth of 8%, according to the report. "India Inbound Tourism: Unlocking the Opportunity".

India ranks 5th in the Asia-Pacific region, after Japan, China, South Korea and Australia. However, it has a variety of destinations that can be clubbed with diverse tourism offerings to enhance MICE tourism.

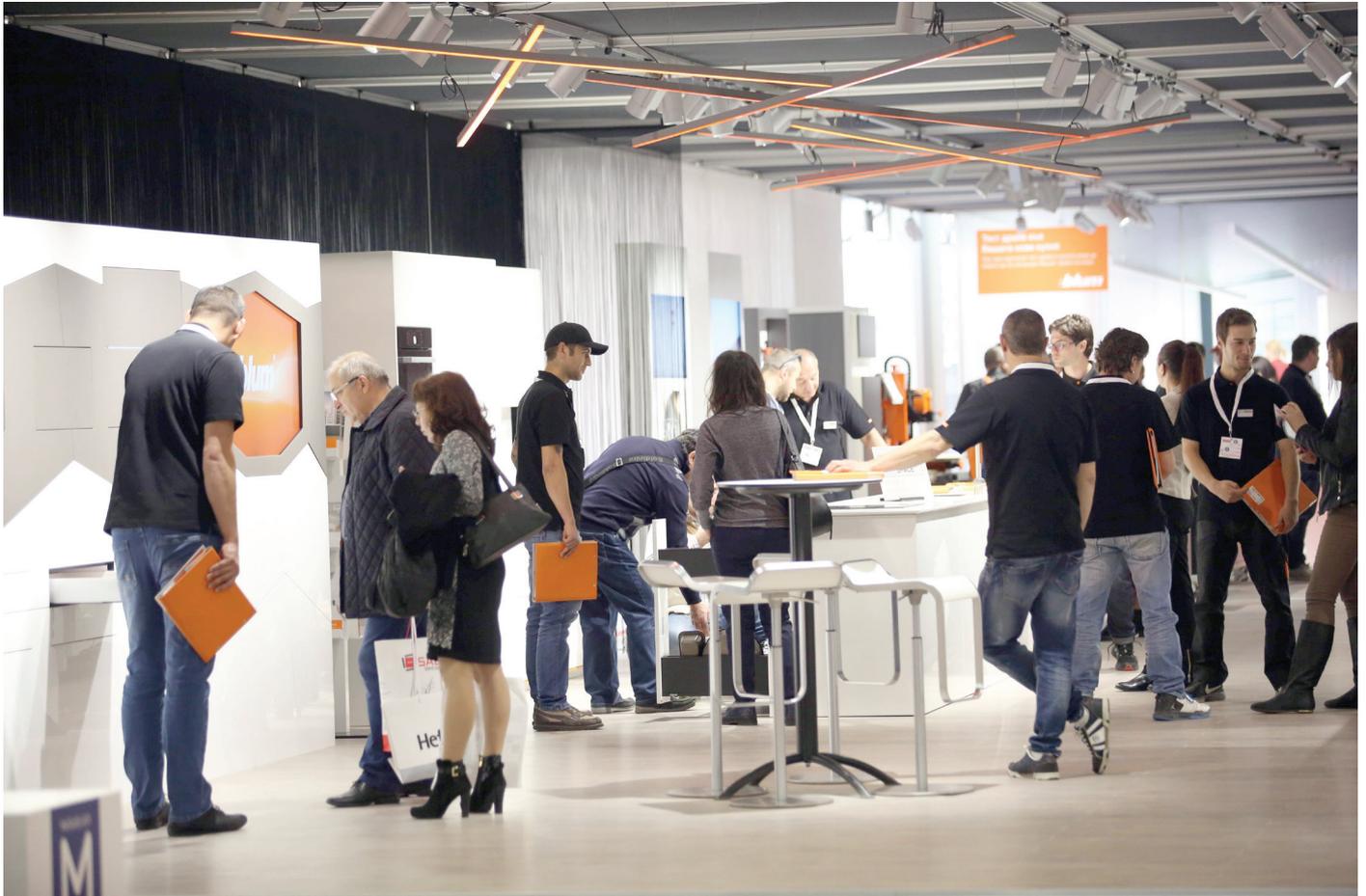
Space expansion

With more than 10 new MICE venues coming up in various parts of the country, and the expansion of existing venues being undertaken, space is set to triple. According to Mr KV Nagendra Prasad, President of the Indian Exhibition Industry Association (IEIA), "Right now, the Indian MICE

industry has a consolidated space of about 5,00,000 square metres. More than 12 new venues, including the proposed exhibition-cum-convention centre in Dwarka and expansion of existing venues at Pragati Maidan, New Delhi, Hyderabad, Bangalore, Ahmedabad, Pune and others will ensure that the MICE space in India will cross 10,00,000 square metres over the next 5 years. Once this happens, the industry's growth rate will double from the existing 10% to 20% in the short to medium term."

The Union government and several state governments' initiatives to set up MICE venues to attract business and leisure travellers are paying dividends and aiding the industry in growth.

Even the Centre's target to increase the share of Indian MICE industry to 2% globally by 2025 (from the existing 0.5%) is set to leverage the industry



positioning and accelerate its growth.

According to IEIA's 'Exhibition Industry Outlook 2019', the exhibition industry contributes around Rs 275 billion to the Indian economy; Rs 39.1 billion is the direct impact through spend by exhibitors towards rental and services and another Rs 235.6 billion is the estimate of indirect impact.

About Rs 235.6 billion was indirectly contributed to the Indian economy through spending by visitors and exhibitors on accommodation, domestic travel, food and beverage, and shopping/ entertainment during trade events.

Economic growth

According to IMF estimates, India's

economy grew 7.1% in fiscal 2019 and is expected to accelerate to 7.3% this fiscal year and to 7.5% in 2021. According to an IBEF report, India has emerged as the fastest growing major economy in the world and is expected to be one of the top three economic powers of the world over the next 10-15 years.

A study by ASSOCHAM and the Thought Arbitrage Research Institute has stated that, one of the most encouraging factors is India's labour force, which is expected to touch 170 million by 2020, based on the rate of population growth, increased labour force participation, and higher education enrolment.

With all these positive developments,

India has managed to accelerate growth in all domains and attract investments in various sectors. As per the IBEF estimate, the M&A activity in India reached a record US\$ 129.4 billion in 2018 while private equity (PE) and venture capital (VC) investments touched US\$ 20.5 billion.

While presenting the 2019 budget, Mr Piyush Goyal, the former Finance Minister, said India has received massive foreign direct investment worth US\$ 239 billion in the last 5 years on account of a stable and predictable regulatory regime, growing economy and strong fundamentals.

Government initiatives

Given the tremendous growth opportunities created by the

government under initiatives like 'Make in India' and 'Digital India', numerous foreign companies are setting up their facilities in the country. These have considerably improved and boosted the manufacturing sectors and increased the purchasing power of an average Indian consumer, boosted demand and spurred development and attracted more investors.

In terms of infrastructure and capacity, there has been persistence towards facilitating India's manufacturing and design initiatives, such as the new "smart cities" and industrial clusters being developed in identified industrial corridors.

The government's priority to revive domestic manufacturing by attracting domestic and foreign investments through reforms and infrastructure spending and internationalisation of the economy through exports has been paying off.

The government has been focusing and been making concrete efforts to further liberalise the sectors to attract investments. It has been also working on facilitating market access through liberal tax agreements and diversifying exports basket through the promotion of high-value products in sectors like engineering, electronics and chemicals segments.

The tangible effort taken by the government in reforming the business environment by introducing GST, rationalising corporate taxes and reforming labour laws has worked in India's favour. There has been a considerable amount of investment in sectors like roads, railways, ports, airports, power and several more.

To secure foreign direct investment the government has permitted 100% FDI in telecom, single-brand retail, rail infrastructure, suburban rail, metro rail, dedicated freight lines and railway electrification.

KEY TRENDS IN INDIA

- About 1,99,000 square metres of new indoor capacity is being added by 2020
- Upcoming new venues in Dwarka (Delhi) and Mumbai will raise capacity
- Expansion of HITECH, Pragati Maidan and Milan Mela will add to exhibition infrastructure
- With current capacity, expansion and construction of new venues, North to soon become the exhibition hub
- Large B2B events are mainly in established sectors like construction, automotive, chemicals which are held by industry associations supported by govt. institutions
- Emerging sectors exhibition like fitness & wellness luxury wear & collections, food & beverage are gaining influence from foreign events
- Focus of large domestic and international organizers is providing quality of services to exhibitors which results in increased industry participation. Hence, they are able to charge premium pricing for their events
- Associations tying up with local & foreign organisers have opened opportunities for new exhibitions as well enhancing the growth of current exhibitions

Source: EAC/IEIA Outlook 2019

Ease of business

Regulatory norms have been simplified, timelines for clearances defined and single window clearance for manufacturing have further simplified the process. These reforms have helped India climb 23 points in the World Bank's 'ease of doing business index' to 77th place, becoming the top-ranked country in South Asia for the first time and third among BRICS nations.

In the last 3 years the country has climbed 53 notches, a performance matched in the past only by Bhutan. The biggest gain was in construction permits, where India climbed 129

ranks to 52nd place on the back of targeted government effort to remove hurdles.

In addition, India now ranks in the top 25 in the world on three indicators: access to electricity, getting credit and protecting minority investors, according to a report by the Department of Industrial Policy and Research.

Impact on exhibitions

The exhibition industry today has a holistic impact on the business of companies. It not only contributes to trade and investment outcomes, innovation and jobs creation but also



enhances domestic and international visitations, thus, boosting tourism. According to UFI, the Global Association of Exhibition Industry, the Indian exhibition industry will grow at a rate of 12% per annum, with over 700 major trade shows organised every year.

Though the B2B information market has significantly evolved with digital disruption, the demand for the value of face-to-face experiences through exhibitions has seen a surge and has been generating good results for businesses and is helping them grow.

GST has been a blessing in disguise for the industry as the unified tax has reduced the burden of multiple taxes and has resulted in a hassle-free and efficient supply chain, primarily in the emerging infrastructure of Tier II and Tier III cities.

According to the 'EAC/IEIA Outlook

2019', the exhibition industry organised 615 events in 2018 contributing Rs 275 billion (directly and indirectly) to the Indian economy. The total gross area demand is in the vicinity of 5.1 million square metres, of which B2B accounts for 2/3rd of the gross area.

Domestic organisers dominate the industry with 337 events, accounting for 31.4% of total area. The average pricing in India is around Rs 10,000 per square metre, far below that offered by international organisers.

Meet in India

Last year the tourism ministry, in association with ICPB, conducted roadshows in Paris, Brussels, Geneva and Zurich. The government is also working on incentivising the MICE sector, relaxing visa norms and appointing an agency to study the size of the market and revenue generation

potential through MICE activities.

However, the vastness of the MICE sector leaves a very narrow bandwidth of direct benefit for the exhibition industry from the government initiative. Hence the 'Meet in India' initiative by IEIA is an effort towards bringing the entire exhibition value chain under one umbrella boosting India as a preferred exhibitions destination across the world attracting large scale international trade shows to the country.

Shows and events across verticals such as health & education, printing & packaging, textile & apparel, agriculture & dairy, metals & minerals, food & beverages, automotive & transportation, building & construction, manufacturing & engineering, fashion & lifestyle, medial & pharmaceuticals, electrical & electronics, aerospace & defence are given due focus.

PRESIDENT'S MESSAGE



Dear Friends from the Industry,

It is amazing how time flies by! The year 2019 has ushered us into yet another edition of IEIA Open Seminar- a podium that facilitates the exchange of ideas and networking among the exhibition industry players. IEIA as an association has always stood firm to its commitment to work towards the betterment of the industry and the Open Seminar, since the day of its inception, has been working towards it. Besides, the industry itself has been contributing positively towards the Indian economy.

Today, the Indian economy has the credit of being the most promising economy in the world, registering a consistent growth of over 7%. This rapid socio-economic growth is not only increasing the country's positioning on the world map but also helping attract investors from all over the world. Following closely with such stupendous growth is the exhibition industry, which due to its market attractiveness and progressive government support, is witnessing rapid growth over the past few years (growing by over 10.4% annually in the last 3 years), hence, attracting exhibitions from all the corners of the globe.

The IEIA Open seminar, over the years, has boosted the morale of the industry and in the last 8 successfully-held editions, it has succeeded in becoming a platform that facilitates the best of networking among the members and exhibition industry players from across the world.

The 2019 edition of the seminar will be marked by the participation of stalwarts of our industry from about 28 countries with several heads of international exhibition and conference industry bodies gracing the event. With 'Catalysing India's Economic Growth' as its theme, IEIA Open Seminar 2019 happens to be a platform to build a long-term business network, explore partnerships, share knowledge, discuss concerns, developments, and address industry challenges for building a stronger exhibition industry.

I welcome you all to experience unmatched networking and learning at this premier event of the Indian Exhibition Industry.

You will not only get a 360-degree overview of the industry but the event will also act as a prelude to your future growth and help you conquer uncharted territories that are full of opportunities!!!

With best wishes,

KV Nagendra Prasad

Mecca for the exhibition industry

Incepted in 2011, IEIA Open Seminar has eventually evolved into a one-stop destination for the exhibition industry professionals with its premier networking and knowledge sharing platform.



IEIA Open Seminar, over the years, has witnessed high footfall and participation both from national and international players. The event scores high on the list of exhibitors, vendors, organizers and trade fair professionals and has the credit of being the only event run by the industry for the industry in India.

With the size of exhibitions /trade shows industry pegged at the US \$ 55 billion and over 31,000 major trade shows and exhibitions taking place every year, the industry has perked up the global economy.

At a time when the Indian economy is headed for brighter days, the exhibition industry has been consistently adding

to its growth and boosting its GDP. Besides, it also plays a pivotal role in boosting trade, innovation and creating a better understanding between nations. The industry is not only steering sectorial growth, perking up tourism, hotel reservations and accelerating government initiatives, advancing event companies and

The 8th IEIA Open Seminar has brought to the exhibition Industry in India and abroad a great opportunity to think and discuss the business, beyond the amazing doors opened for relevant networking. It was a great event

- Corrado Peraboni,
Former President, UFI.

supplier businesses but also acting as a lifeline for the host of ancillary businesses linked directly or indirectly to the exhibitions.

Since the day of its foundation, the 'IEIA Open Seminar' has made efforts to leverage the industry position by providing a platform for the industry professionals to network and exchange ideas. The last eight editions of the seminar have witnessed more than 500 delegates from India and

countries like Australia, Colombia, France, Germany, Hong Kong, Italy, Netherlands, Russia, the UAE, the USA and several more countries.

Mr Yogesh Mudras, Managing Director, UBM India feels that the IEIA Open Seminar in India in 2018 has reached an entirely new level with so many international delegations and co-operation agreements signed and this has proved to be an eye opener for several participants.

In the last 8 editions, the 'Open Seminar' has consecutively opened up a plethora of opportunities for the participants and has provided them with an ideal platform for business networking. The eighth edition of the 'Open Seminar' witnessed delegates visiting from about 30 countries with heads of 33 international exhibition and conference industry bodies present at the event.

Talking about the last edition that



It was a pleasure to attend this very special IEIA Conclave. I've learned a lot about India and will join your team in singing the potential that the country has to offer to the UK Organisers

- Chris Skeith,
CEO, Association of Event Organisers, UK



was held in India, Corrado Peraboni, former President, UFI says, "This event has certainly brought to the exhibition Industry in India and abroad a great opportunity to think and discuss the business, beyond the amazing doors opened for relevant networking. It was a great event."

Expressing a similar sentiment Chris Skeith, CEO, Association of Event Organisers, UK, says "It was a pleasure to attend this very special IEIA Conclave. I've learned a lot about India and will join your team in singing the potential that the country has to offer to the UK Organisers."

In its 9th edition, the seminar with its expanded reach is expected to be attended by around 600 exhibition industry professionals along with around 100 international delegates from various countries.

Programme Highlights

Some of the highlights of this year's event would include the Keynote Address / Panel Discussions where Global leaders and experts from the Indian and global exhibition industries will participate in panel discussions wherein they will talk about the industry trends and initiatives. Several eminent speakers will



address the delegates and share their experiences.

The IEIA Exhibition Services Expo 2019, which is an integral part of the Open Seminar, will witness organizations from the exhibition industry exhibiting their products, services and event portfolio to the national and international delegates and members of IEIA.

Indian Exhibition Industry Awards celebrate the achievements of IEIA Members and acknowledge the talent, creativity and dedication they have exhibited for the exhibition industry. In the award section, IEIA honours organizers, venue owners, technology providers, logistics providers, suppliers and people working in different areas of exhibition industry with awards in designated diverse categories.

Companies offering various products and services in technology and automation, exhibition management,



logistics solutions, safety solution, material handling, etc., will participate in pre-fixed Business Match Making sessions to build strategic partnerships.

With the increasing number of young professionals entering the exhibition industry and striving for excellence, there is a need to encourage their enthusiasm. IEIA acknowledges and





The IEIA Open Seminar has reached an entirely new level with so many international delegations and co-operation agreements signed. Kudos the entire team behind it

- Yogesh Mudras,
Managing Director, UBM India Pvt Ltd

boosts their morale through holding 'The Young Professionals Meetup', a unique platform to bring young talents together under one roof and provide them with an opportunity to meet peers, make new friends that would, in turn, help them excel in the industry.

The 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 up leadership skills for positive growth in your 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 and colleagues.



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Precision and quality are the hallmarks of SWIFT

Founded in 1968 by late Mr Omi Wadhwa and Mr Satish Wadhwa as a company into graphics production and signages, SWIFT has since made a well-crafted journey. Today, it has prospered into a leading Exhibition & Corporate events company with a large international network. In a tête-à-tête with ExhiBits, Mr Rohit Wadhwa talks about the company, the industry and the challenges faced.



Indo German Urban Mela

Please brief us about SWIFT's journey from inception? What motivated it to get into the high-pressure custom-stand-building business?

Swifts journey started in 1968 with graphics and signage production and soon expanded into Exhibitions and Corporate events.

Our late founder, Mr Omi Wadhwa's fascination with exhibitions started in the early '70s with his visit to exhibitions in Germany and the USA. The energy and dynamism in

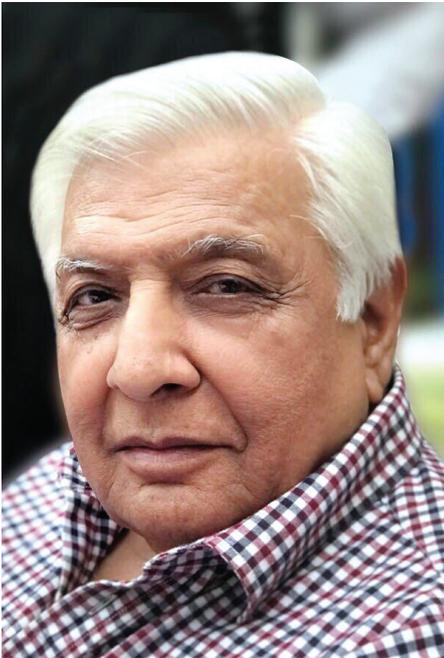
this industry excited him. At that time, exhibitions were at a nascent stage but his readiness for any challenge paid up and Mr Mohammed Younus, the then Chairman of ITPO awarded a prestigious project to him and rest is history.

He understood quickly that exhibitions are, primarily, a people business. His creative and analytical skills, backed with innovative solutions, crafted the way for Swift to excel in the field. A true perfectionist and his vision "nothing but the best" helped Swift

greatly at every stage.

With the expansion of business, Mr Satish Wadhwa joined Swift and helped it grow with his skills in management. He then completed several International projects for ITPO and CII, during the '80s.

During the mid-'90s, both Sanjay and I joined the business. Our training with international exhibit houses helped us to think differently and introduce several new processes for higher efficiency. We were good but soon realized that we needed to create a



Late Mr Omi Wadhwa,
Founder - SWIFT



(L to R) Rohit Wadhwa, Satish Wadhwa, Sanjay Wadhwa

higher benchmark in the industry as the competition was gradually increasing.

Further, with our early exposure to various international associations and federations, we formed good relations with various international companies and soon a good exchange of business started. Great support was provided by some of our international associates who invested in Swift with equipment, technology and training for incorporating better building techniques and this helped us deliver high-quality projects.

In 2004, we started another vertical for event projects, thanks to our esteemed customer JCB India, who believed in us and gave us the first breakthrough. They saw our strengths and understood our commitment to deliver more than expected. Since then there has been no turning back and we have been doing several corporate events pan India.

Today, we are proud of SWIFT being the premium exhibition and event service provider in India who can realize projects with finesse worldwide. We are thankful to the great legacy left behind by Late Mr Omi Wadhwa and

his enormous experience, which remains an invaluable asset to us.

What is SWIFT'S USP? What are the special skill sets that have helped it stay competitive in a crowded market place?

SWIFT's experience in various dimensions and personalised service, quick turnaround with solutions to match the client's budget, and flexible nature makes it unique.

We offer a range of services – exhibitions, corporate events (conferences, seminar, multi-city road shows, inaugural functions, customer engagement programs, product launch, and entertainment programs), interiors, branding, etc.

SWIFT maintains a high level of service and quality for each project with timely delivery, irrespective of its size, nature and location. We work in India and abroad with the same level of precision, attention to detail and commitment to quality.

Besides, we also have standardization and processes for planning, production and construction, a

no-compromise policy along with continuous innovation aligned to international trends and standards. All this is complemented with strong in-house production (wood, steel, aluminium, plastics, signage's, and graphics) capabilities and services to provide end-to-end solutions.

What are the challenges faced by the custom stand community in India? How can they be overcome?

Some of the biggest challenges are health and safety, innovation in building techniques, training and navigating reasonable timelines for pre-fabrication and installation.

Health and safety norms need to be set. Implementation across organised and unorganised fabricators is an enormous but not impossible task. It's a big challenge as the majority of workers are illiterate. They are highly skilled but due to lack of education, the seriousness of HSE is ignored. The process has to start from top management and they need to address this to achieve results.

Training centres like ITI should be better equipped and have trained staff.



JCB Pavilion

All the stakeholders (equipment, manufacturers, exhibition contractors and exhibition organisers) need to participate to guide these centres to achieve higher efficiency. We need to encourage the next generation by creating awareness and making these facilities approachable.

Moreover, inviting international experts to address innovation in building methods can go a long way. Some of us have the means to travel and exposed to international markets, but this needs to be addressed at the local level also.

There has to be a healthy and neutral discussion between organisers and contractors for better installation timelines and standardization for rules and regulations. Jointly, we need to address this to the stakeholders so that everyone is on the same platform and suitable solutions found.

What were the most challenging custom-stands executed by you? Why do you consider them challenging and how did you overcome them?

Some of the challenging customed

stands we have executed in the past include the Indo-German Urban Mela 2012 – 2013 the 5 City Tour (Mumbai, Bengaluru, Chennai, New Delhi and Pune). It involved more than 120 tons of engineered steel production together with engineered membrane for building 22 individual gemstone-shaped pavilions. Each pavilion had its own unique characteristics and challenges for construction. Being a multicity project spread over one year, it had to be robust to withstand the weather. In addition, it had more than 2000 components and required meticulous logistic planning.

The JCB Pavilion @ Excon 2015 was of approximately 5000 square metres. We had to build this custom-made, outdoor booth in harsh weather conditions as it rained non-stop during installation. The entire area was waterlogged and it became very difficult to transport material to the building site. It was extremely challenging but in the end, we were able to deliver the pavilion successfully.

The Italy & India Business Week 2005 was a challenge as it had more than 15000 square metres of space with the combination of Indian and Italian

materials, and had to be set up in short span of time.

Most Indian companies still adopt the age-old methods of fabricating stands on site. Is there scope for professional stand builders to offer modular-stand solutions, given that each stand is unique?

There is a difference between professional stand builders and unorganised stand builders. They both build custom stands but there is a vast gap in terms of planning and building techniques. Traditional methods for fabricating stands onsite will still be practised by the unorganised sector because of the cheaper price. Although many exhibitors are moving towards professional stand builders.

There are limitations with modular stand solutions but most projects could use both modular and custom solutions and still be creative, thus reducing wastage caused by custom stands. Creativity and innovation is the key.

Is there a need to educate the stand building community on best practices? If yes, how can

Green stands are the buzz in the European and US market. India can offer the same together with the support of our clients/exhibitors to a great extent. But the Government also need to step in so we offer the greener solutions to our clients where possible.



– Mr Rohit Wadhwa,
General Manager, SWIFT.

an educational program be implemented?

There exists a big gap and we strongly feel education is must for the industry. A forum needs to be created to provide educational camps/seminars. Best practices should be included as part of the curriculum at educational institutes providing courses. And most importantly, we must have joint meetings with organizers to ensure everyone is on the same platform. International community / experts should be invited to help us create this platform.

How do you meet exhibitor expectations to execute stands in the limited stipulated time? How do you bridge the exhibitor's requirement with organizers stipulations?

We provide practical solutions to our clients to make the right decisions, which is crucial for the timely and quality delivery of the project. This is achievable with our strong in-house project planning consisting of a detailed timeline, extensive pre-production and booth mock-up, to avoid faster installation on site.

How do you assess risks before submitting RFPs to exhibitors? Are there standard parameters you

follow for risk assessment? If yes, what are they?

Each stand is assessed individually with parameters like design, venue and timelines. The standard parameters are design, pre-fabrication, venue, logistics, booth location, installation time, and safety gears.

Where do you see the custom stand-building industry moving in the short 5- year and the longer 10-year period? What changes do you foresee?

The custom stand building industry is the future as more and more exhibitors want unique designs. In India, modular options are very limited in nature, thus, we don't see much shift in the next 5 years. With limited means and high exposure with the unorganized exhibition fabricators, custom fabrication will continue to dominate the exhibition industry.

Internationally, a lot of innovations are happening where modular structures are being used for custom stands wherein they are adapting to the custom look and feel. Wooden structures are being replaced with fabric structures and more eco-friendly methods are being adapted. Some of the above solution will definitely influence the industry in the next 10 years.

Given there is tremendous wastage of material and with sustainability being a big buzzword, how have you realigned your offerings? Are you switching over to greener solutions and recycling?

Green stands are the buzz in the European and US markets. To a great extent India can offer the same with the support of our clients/exhibitors. But the Government also need to step in to ensure we offer the greener solutions to our clients where possible. We already use re-usable customized modular structures and fabrics in place of PVC banners (flex) in many of our projects.

How practical is reusing and recycling in the stand building world?

Re-using and recycling are both viable and practical in many ways. The easiest and fastest way is to educate everyone in the organization. More importantly, the exhibitor community need to adapt thus allowing us to implement.

How do you manage to meet last minute changes once you have fabricated/ created ready-to-assemble kits as per original brief?

A strong in-house fabrication



Launch

capability, vast resource base, dedicated back-up team for each project, along with an experienced team helps us to find practical solutions in short time to meet such requirements.

How often do you interact with organizers prior to executing a large stand? Do you feel tripartite meeting between the organiser, exhibitor & stand builder will foster enthusiasm and help overcome challenges?

It's important for teams to interact regularly and tripartite meeting are a must to overcome all pre-assumed challenges and delays. Yes, the three parties should meet and discuss as it is in the best interest for all stakeholders.

The dynamics of the exhibition industry are changing fast. Today, there is an increased demand for shorter build-up and break-up time. How are you adapting yourself to the change?

We innovate designs and educate the exhibitors to be practical in their expectations, educate the teams to adapt and deliver as required, plan pre-production to reduce the installation and dismantling time. We

also provide an adequate team and plan the logistics well.

Has digitisation any way affected the segment? What are the latest trends in stall building and do you get inquiries for eco-friendly stalls?

Yes, digitisation has helped the exhibition & event sector in a great way. Designs in 3D help clients visualise and take decisions faster. Various production techniques are digitised using CNC routers, laser machines, etc., that perform production activities with less manpower and greater efficiency.



Toyota Pavilion

Exhibitors are ignorant about eco-friendly stalls. They are exposed to international trade fairs but a lack of DIY concept in India does not allow for a common man to understand this term and they are not able to relate this with exhibition stalls. However, we use eco-friendly methods for stand fabrication.

How does stall fabrication demand differ in different nations and regions? How do you work on building trust with the exhibitor?

Stand fabrication trends differ across the globe. Each continent offers different solutions and challenges.

A major part of our work is to educate the exhibitors about the local customs, norms and challenges, especially for first-time exhibitors. The stand needs to be planned keeping in mind local regulations and challenges. We are able to achieve this through our strong international network.

How have stall designs evolved over the years?

It has evolved tremendously over the years! With globalisation and exposure to trends across the globe, our teams together with the exhibitors are moving towards innovation for every stand. A move towards simplicity in design and use of digital medium can be seen clearly.

AR and VR could be a game changer for the Exhibition Industry



As the Indian Exhibition industry grapples with the various infrastructure issues that continue to plague it, would adoption of technology, in the form of Augmented Reality and Virtual Reality help it overcome issues like financial constraints, to stay relevant?

By Zarine Susan George

I strapped myself to my seat in the spaceship at Star Tours ride at Disneyland, California. I put on my 3D glasses and before long we hurtled through an asteroid field, ducking and dodging various space obstacles, abruptly changing direction and altitude every few seconds. I gripped my armrests tightly, various emotions of excitement, thrill, fear and euphoria rushing through me. Then the ride was over and we came back to the real world. But that experience lingered in my mind long afterwards.

Now, what if that same experience could be replicated in solid brick and mortar exhibitions? No this is not a script for a sci-fi movie, but

the present and emerging reality made possible through Augmented Reality (AR) and Virtual Reality (VR). Marketing is moving to unprecedented levels of customer engagement with power in the hands of consumers like never before.

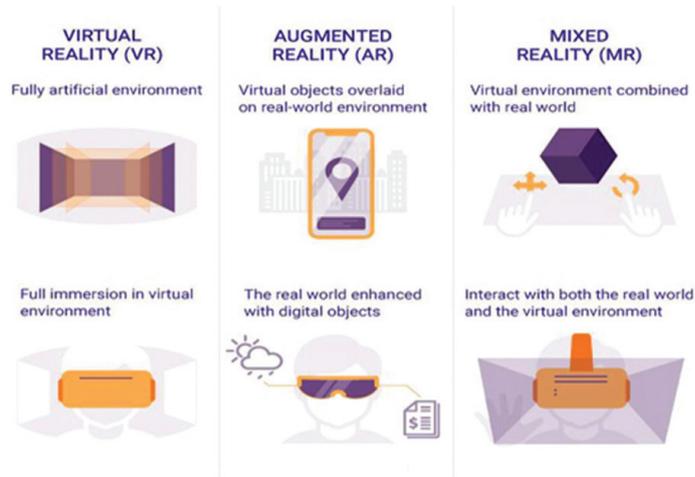
The huge success of AR apps such as Ikea Place and Amazon's AR View indicates that customers would like to supplement their brick and mortar experience with the latest technology. Take the case of a sporting goods exhibition focusing on adventure sports gear such as rafting and kayaking gear. At the exhibition, the customer can don a VR headset and can be immersed into a thrilling whitewater-rafting experience.

Their affinity for the brand and inclination to purchase increases exponentially after this roller-coaster experience. Marketing can leverage the emotional state change to enhance their brand image and create loyal customers. The brand and experience that marketers can provide to customers through AR and VR is limited only by the creativity of content strategists.

Augmented Reality, Virtual Reality and Mixed Reality

The below definitions have been given by Mark Mueller-Eberstein, of Rutgers the State University of New Jersey:

Augmented reality allows you to



<https://www.forbes.com/sites/quora/2018/02/02/the-difference-between-virtual-reality-augmented-reality-and-mixed-reality/#50a75b9c2d07>

interact with media placed within the real world. Within augmented reality, you have a view of the physical real-world environment, whose elements are then augmented by computer-generated items such as data, graphics, videos, or sounds. This creates an interactive and enhanced real-world experience. Today smartphones and tablets can support AR applications. AR was highly popularized by the game Pokemon Go which allows users to catch virtual Pokémon that are hidden throughout the map of the real world.

Virtual reality allows you to interact with media in a 360-degree immersive environment usually using a headset. Virtual reality replicates an environment, real or imagined, and simulates a user's physical presence and environment to allow for user interaction and a sensory experience. The real world is completely blocked out, the user can only see the virtual world and the virtual objects. The Disney experience described above is a great example of VR. Some prominent VR devices are Samsung Gear, Oculus Rift and HTC Vive. The Google Cardboard is the most cost-effective VR device.

Mixed Reality or hybrid reality is the merging of real and virtual worlds to produce new environments and visualizations, where physical and digital objects coexist and interact in real time. Mixed reality is a type of hybrid system that involves both physical and virtual elements. See how Skype is used on Microsoft HoloLens to get an idea of mixed reality. The HoloLens allows you to engage with your digital content and interact with holograms in the world around you.

AR and VR in the Exhibition Industry

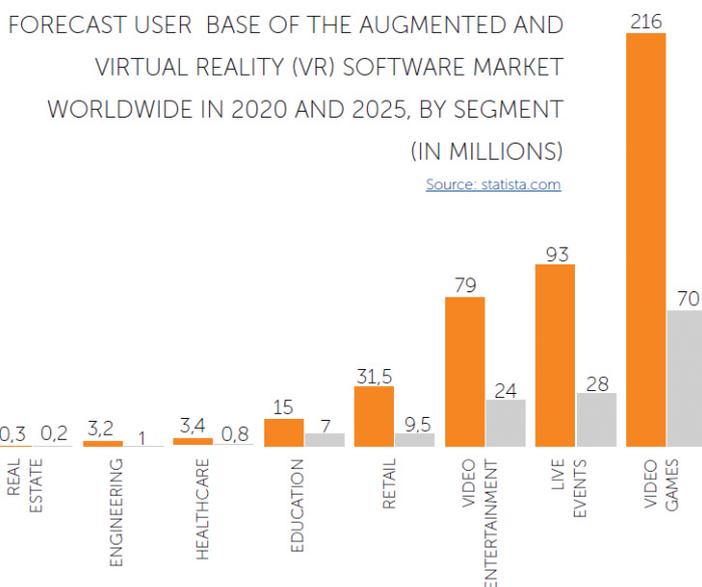
In India, there are, currently, 700 trade shows annually with participants pumping in around INR 900-1100 crore for booth rentals, construction and an equal amount INR 1000 crore

for collaterals, travel and hotels.

However, it does not have enough venues to hold big international exhibitions as they facilitate a destination's growth in myriad ways, apart from the mere economics involved with exhibitions. Venues are the most important obstacle facing the Indian exhibition; convention and trade-show industry business. We need world-class infrastructure to host our big exhibitions and there is an urgent need existing venues like that of Pragati Maidan, where space could be better utilized while offering higher returns to all stakeholders and a level playing field to the industry.

Enhancing the current physical infrastructure is a highly capital intensive activity. While that is required, the effectiveness and brand image of an exhibition can be increased by several notches through the use of IT, especially with AR and VR, with relatively less capital investment. It is also possible to eliminate infrastructure costs completely through virtual exhibitions!

The use of AR and VR significantly also enhances the marketing and promotion of exhibitions, which is another major challenge plaguing the exhibitions industry. Currently, the digital investments in the Indian Exhibition Industry are limited to filling online forms, automatic seat reservation and badge printing and multimedia presentations. This is just scraping the surface of the iceberg.



<https://medium.com/swlh/5-use-cases-of-augmented-reality-that-boosted-businesses-sales-2114ac35bf5a>



There is a lot that IT can do to literally disrupt the way exhibitions are being conducted in India.

Augmented Reality has a lot of possibilities in the exhibitions industry especially in the customer's in-house experience and the way in which products are presented and demonstrated. Imagine the disruption and exhilaration in the customer experience as he comes across holerooms and smart mirrors instead of the archaic brick and mortar booths!

For starters, exhibitors can upgrade to face-recognition software from the traditional ticketing system. The simplest use of AR is, of course, getting more information about an item or exhibit. The use of smartphones provides an interactive, interesting experience leading to more positive feelings and image in the visitor's mind. In the automobile sector, AR apps help customers to view the insides and features of the car from 10 feet away. Customers can even change colours and specifications of the car! This feature drives huge cost

savings in products that take up lots of space such as vehicles.

Marketers can broadcast all possible features and options to the maximum audience without taking up more space! A furniture exhibition can invest in Holerooms on its premises. Holerooms was pioneered by American Home Improvement giant Lowe's. The holeroom can recreate the customer's actual space and apply the customer's specifications to the virtual room. The customers can try out different styles, colours, appliances and cabinets. They get a clear visual of how their end project would look like ensuring their purchases are right the first time, minimizing returns and hence enhancing their delight.

Smart mirrors are disrupting the perception of drab changing rooms at apparel companies. A high-end apparel exhibition can invest in smart mirrors at its premises. High-end retailers such as Nordstorm and Bloomingdale's are trying out smart mirrors that enable customers to see how they look in an outfit without

trying it on. That would make it very convenient to shop for apparel at exhibitions. The smart mirrors also make suggestions based on the item chosen for e.g., what jeans, accessories and jewellery would go with a red shirt. That gives scope for massive cross-sell and up-sell opportunities besides the wow factor.

Holograms are an AR technology that can be used to get 3D near-live presentations from eminent personalities around the world or focus on subjects adding to the theme of the exhibition. Holograms can also be used to reach out to a much wider audience giving more 'bang for the buck'. Narendra Modi's use of holographic technology in the 2014 parliamentary election campaign allowed him to speak live to people in remote towns and villages in the world's largest electorate as if he was there in the flesh!

Currently, the reach for exhibitions and trade shows is being enabled through virtual exhibitions. Most virtual exhibitions however still use regular online technologies. Industryuk.online

FEATURE



comes close to giving a 3D immersive experience. Customers can walk around the exhibition with the help of an interactive floorplan, search for products and brands that interest them using the intuitive search interface, transfer promotional items collected to a virtual goodie bag all at a click of a mouse or a touch of a mobile screen!

Virtual Reality has tremendous potential in the exhibitions industry. Give an immersive experience like the whitewater rafting experience described above to your visitors. Imagine the WoW factor that would generate!

VR can especially benefit the

automobile industry whose products are of huge size. Customers can get a live thrilling ride using VR headsets. This enhances the brand image of the car besides reaching a wide audience without taking up more space. The National Museum of Singapore currently offers a 3 dimensional VR experience that users can interact with called 'Story of the Forest'. The experience works much like the game of Pokemon Go with visitors fully immersed in their hunt and exploration of paintings. Gamification using VR creates a different level of customer engagement besides enhancing product demonstrations by several notches. Providing a mind-blowing, in-house experience

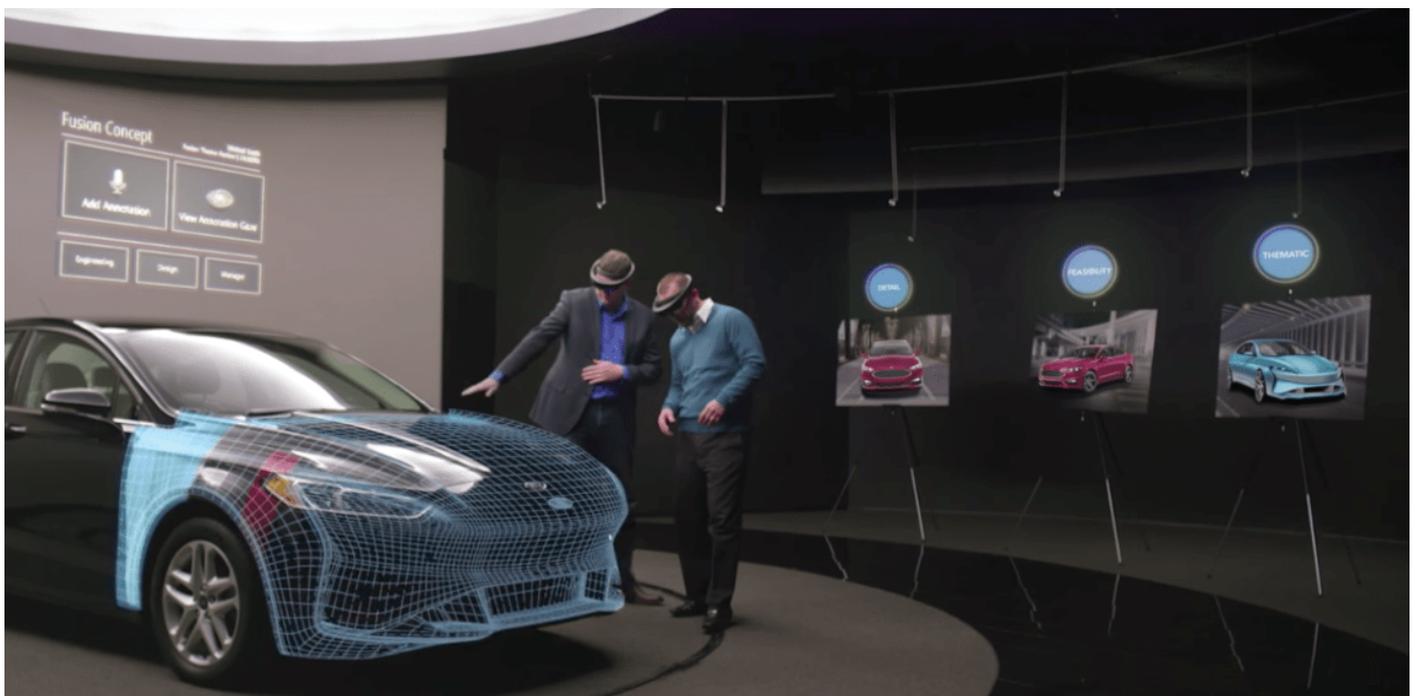
generates more footfalls, which is especially important for B2C exhibitions.

Dubai mall provides attractions such as the Aquarium, Ice-rink and other events to maintain and increase footfall. AR and VR give the same effect with much lesser capital investment. 3D immersive experience, such as that provided by industryuk. online, expands the reach and quality of experience of the exhibition.

The capital intensive Indian exhibition industry would do well to invest in high-tech AR and VR to get the most from their assets. It is the answer to infrastructure issues and marketing promotions.

As Steven Arthur Pinker, Canadian-American cognitive psychologist, linguist, and popular science author put it, "Photography is a kind of virtual reality, and it helps if you can create the illusion of being in an interesting world"!

-The writer is a Global MBA graduate in IT Management from S.P Jain School of Global Management and is a Business-Technology Consultant with Tech Mahindra. She can be reached at zarinesg@gmail.com



Chatbots changing the dynamics of the event



With the Aventri and Scienzio's partnership on AI event chatbot in early 2019, a plethora of opportunities has been offered to event professionals who can enrich the attendee experience, while saving time and money.

The partnership combined Scienzio's artificial intelligence chatbot technology with Aventri's enterprise software. This resulted in the industry's first 'end-to-end' event management solution that was futuristic and leveraged EventBots that swiftly aided in answering endless, common, events questions.

Some of the common question that the players have been thrown are Where should I park? How do I get to the convention centre? What's the dress code? Can I get gluten-free meals?

Do meeting rooms have Wi-Fi? And several more of such questions.

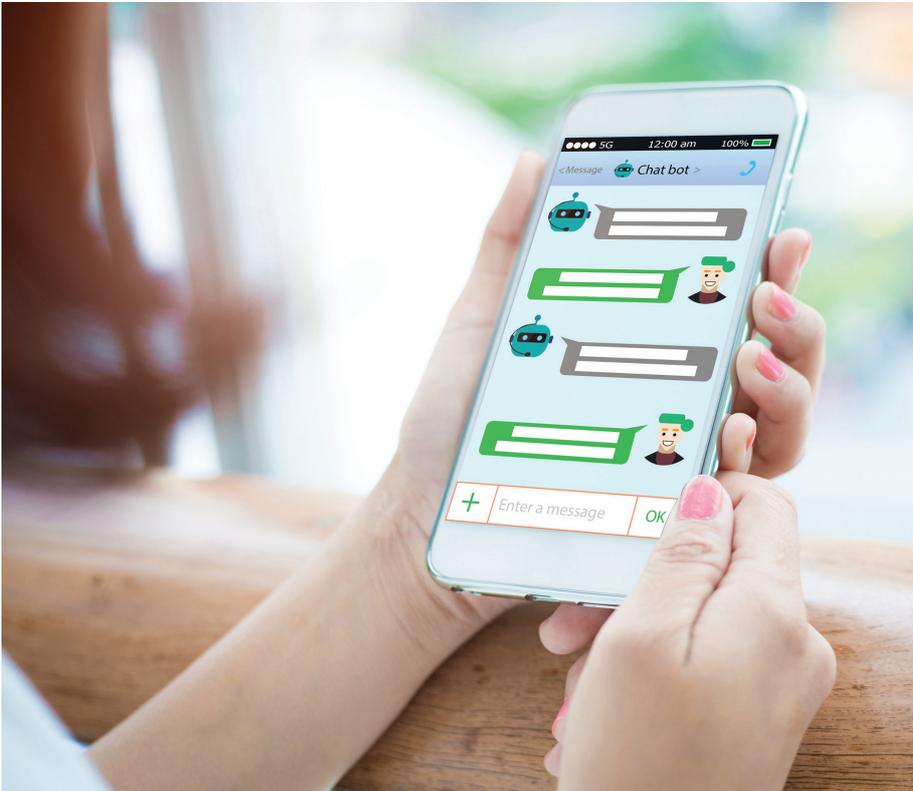
By using Aventri, the event planners can access instant answers to these and countless other questions 24/7 and 365 days. Scienzio's conversation design engine delivers millions of answers to everyday event-questions with an average response time of fewer than three seconds.

In the past, several organizers have had to spend a considerable amount of time in answering questions related to venues, dates, timing sessions, the flow of the events. However, chatbots that use artificial intelligence to answer a wide range of potential attendee queries will change the dynamics.

Initially, there used to be an elaborate process where the attendees were

supposed to log onto a computer, then search a website, download the app and thereafter either send an email or contact the call centre and wait. Whilst the organizers had to give a considerable amount of their time to respond to such tedious questions, most of the time, the queries would come in bulk or in their busy time or a day before the event.

"Consumers, attendees are used to getting immediate answers on their smart devices about weather, news, sports, directions, recipes ... you name it," EventBots use AI and text to drive richer event experiences. They enable attendees to get answers in a way that's in tune with how they receive information in the rest of their lives," explains Brad Langley, senior vice president of channel and partner management at Aventri.



Langley further adds, “One of the beauties of an EventBot is you can have hundreds, even thousands, of participants receiving answers to different questions all at the same time.” Adding, “You can’t do that with other communication channels. This frees planners up to focus precious time and energy on the other responsibilities that go into creating successful events.”

EventBots are available as an add-on to the Aventri product suite. Set-up is easy. Now, organizers can access EventBots directly through the Aventri dashboard. The integration ensures a seamless experience and eliminates the need for redundant data entry.

EventBots in Action

EventBots work best on mobile devices and go hand-in-hand with event apps, websites, social media and other channels. They deliver information through SMS, WebChat, Facebook, Messenger, Twitter, WhatsApp and more. But the most

popular channels by far are SMS and WebChat, according to Bob Caldwell, founding partner and chief revenue officer at Sciensio.

“Not all attendees read event emails and printed material,” Caldwell explains. “But text messages have a 98 per cent open rate. On average, people read them in less than five seconds. That means attendees actually read the important things organizers send them. Attendees have the technology in their hands and know how to use it. If they can text, they can use EventBots.”

With the new Aventri/Sciensio chatbot technology, attendees simply text their questions to a phone number the organizer provides. The EventBot’s AI analyzes the text and responds with the exact information the customer needs. Since potential attendees often have questions before committing to an event, the EventBot helps drive registration.

Sciensio’s award-winning EventBots

have an over 95 per cent correct response rate, exceeding even a call centre industry average of 80 per cent. When necessary, they can easily refer complex questions to another customer support option, so attendees’ needs are met quickly.

Event pros gain a powerful message delivery tool and a real-time view of EventBot interactions with participants. So they can use the power of AI to drive engagement and improve their events.

Push and Pull Solution

Organizers can customize EventBots with a name and personality to match their brand.

The solution not only answers questions but also serves as a powerful tool for sending targeted notifications like greetings, feedback requests and reminders. What’s more, the technology plays a key role for event emergency preparedness, by providing fast, reliable tool to alert attendees of changes and emergencies.

Of course, attendees, sponsors and speakers have different priorities. Aventri/Sciensio EventBots lend a friendly voice to event data. The technology can customize communications by participant roles, interests, educational tracks, sessions and more to further enhance the attendee experience.

“We’re delighted to partner with an industry leader like Sciensio,” Langley says. “Our customers have engaging new technology that strengthens their brand and radically reduces their workload and costs while adding value throughout their events.”

EventBots improve customer service at large-scale events. They also work well for smaller, single-day meetings and conferences of 30 – 300 attendees or more.

-Courtesy: www.aventri.com

The Indian market is growing exponentially

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators that represents, promotes and supports the business interests of its members and the exhibition industry. In a brief chat with Mr. Kai Hattendorf, Managing Director/CEO of UFI, ExhiBits attempts to capture UFI's India agenda and its role in championing the Indian exhibition industry.



Can you briefly describe your role at UFI?

UFI is the global association of the exhibition industry, with members all over the world – 40% of whom are in the Asia-Pacific. Founded in 1925, we bring together everyone who builds, maintains, and supports the world's market places: trade show organisers, venue owners and operators, service providers, and national as well as international industry associations.

Within UFI, I serve as the Managing Director / CEO of the association, responsible for UFI activities and events globally, as well as the operation of our offices in Paris, Hong Kong, Dubai, and Bogota, and our presences in Brussels and Shanghai.

What is UFI's mandate for India, including short-term goals, and long-term objectives?

UFI never competes with any country's national association. Our unique global reputation and strength are very much based on collaboration – in India's case, that's collaborating with the IEIA. Our association continues to

focus on serving our members in India and beyond by providing opportunities to educate and train exhibition industry staff, offering the latest insights through our market research, and allowing our members to network with their global peers through UFI's events in Asia. This includes the UFI Global Congress, which will be held in Bangkok (Thailand) this November. These meetings are the market places for our industry to connect and many international collaborations begin there.

India is set to receive a lot of recognition globally over the coming years, both within and beyond UFI, as Anbu Varathan has been selected as our association's President for 2021.

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

Several of UFI's projects and activities are designed to be collaborative – take Global Exhibitions Day (GED) as an example. Launched in 2016, it is the result of a joint collaboration with over 40 associations around the world.

In addition, our partnership with IEIA allows us to produce country-level research as part of the "Global Exhibition Barometer" twice a year. This enables us to take the pulse of the exhibition industry locally in India as well as globally.

The UFI Associations' Committee deals with matters of interest for national and international associations of the exhibition industry. This includes information on national exhibition markets, worldwide promotion of the trade fair media, global statistical overview of the tradeshow industry, and so on. The Associations' Committee holds regular meetings at specific UFI events.

How important is auditing in advocating the credibility of the organiser?

Auditing a show sets an organiser apart from the competition. Data has become very important, so it's essential to build trust in the figures you are reporting. If you don't provide that guarantee, it can look suspicious.

The UFI Approved Event and UFI Approved International Event 

Compare the two lists in the tables to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.



UFI Approved Event criteria

- ✓ The exhibition must have taken place twice already.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules, detailing:
 - total net exhibition space;
 - number of national and foreign exhibitors;
 - number of national and foreign visits or visitors.
- ✓ The exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.



UFI Approved International Event criteria

- ✓ The exhibition must have taken place twice already.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules, detailing:
 - total net exhibition space;
 - number of national and foreign exhibitors;
 - number of national and foreign visits or visitors.
- ✓ The exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

Plus an additional international requirement...

- ✓ Either direct foreign exhibitors must make up at least 10% of the total number of exhibitors;
- ✓ Or the number of foreign visitors or visits must represent at least 5% of the total number of visitors or visits.

Find us on  For more information visit www.ufi.org or contact us at info@ufi.org

The provision of data that has been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events. The objective of an event audit is to help improve exhibition quality by analysing and comparing reliable data, which has been collected from one year to the next.

It can also show exhibitors and visitors just how well an exhibition has performed and strengthen their confidence when it comes to exhibiting or visiting again.

In addition, as it provides creditable audited data by a third party, an event audit can help to market an event to organisers, visitors and even potential acquirers, compared to other exhibitions in the same category. It is important to carry out regular event audits to improve the quality of shows over the long run and therefore improve the credibility of the organisers.

What is the process for carrying out an audit and can this also be extended to non-members?

Regardless of whether they are UFI members or non-members, UFI encourages all exhibition organisers to get their shows audited. Not only will this help the exhibition itself to improve its own quality by reviewing performance based on consistently audited data, but it will also help to improve data quality for the exhibition industry as a whole. Ultimately, audited data will also help exhibitors and visitors to identify the events that are worth exhibiting at or visiting.

Around the world, over 1,000 exhibitions are currently certified as UFI Approved. It is our industry's only global accreditation.

Is it possible for an independent auditor to be accredited by you to carry out audits?

If an event is applying for UFI approval, organisers may only recruit independent auditors that have been accredited by UFI to issue UFI's Standard Audit Certificate. This accreditation is just a process of validation. The auditors are not required to join UFI as a member, so there is no member fee applicable.

What is the advantage of the "UFI Approved" status? How does an organiser go about getting this?

Any exhibition organiser who wishes to become a member of UFI must request "UFI Approved International Event" or "UFI Approved Event" status for at least one of their exhibitions. The exhibition must fulfil a list of criteria as per the checklist outlined in the chart above.

If an organiser is interested in joining UFI as an organiser member or an existing member wants to have additional event approval, they should contact UFI for details on how to apply. (See chart above)

How does UFI currently promote membership acquisition in India?

We are focused on serving our members in India through all of our regular activities, such as UFI events, advocacy, research and educational programmes. We are happy to welcome exhibition organisers, venue operators, and – if supported by these – service providers, into the UFI community. UFI membership is seen

With Anbu Varathan set to begin as UFI's first Indian president, we look forward to expanding our ties with the Indian exhibition industry even further.

as a designation of excellence for companies. It is a sign that they are joining the global UFI community of high-quality industry players.

We are also keen to support events such as IEIA's long-running annual seminar, which UFI has supported right from the start many years ago.

Is there an accreditation process? If yes, what are the parameters for membership approval?

UFI membership requests are individually reviewed by our membership committee, and every application is ultimately reviewed by the Executive Committee that is in session regularly throughout the year.

UFI offers five membership categories including exhibition organisers, exhibition centres, group membership for organisations joining with their subsidiaries, convention bureaus and tourism boards, and partners of the industry. Each membership category has different admission requirements but the accreditation process and application timeline are the same. Our colleagues in the Asia-Pacific office are on hand to assist with the process for companies from India.

Does UFI have any plans to conduct summits, conferences, workshops or certification programmes to educate and bridge members from

the Indian industry with knowledge and technology opportunities?

This is at the heart of our mission, and we regularly welcome members from India at UFI events and in our educational programmes. In a joint session between UFI's top leadership and the IEIA Board in Delhi last September, we also discussed this matter, and we are open for further collaboration with IEIA.

UFI welcomes the opportunity to bring any of our key events to India, such as the UFI Asia-Pacific Conference, which was held in Bangalore in 2014, and we are talking to leading players about educational offers, too.

What's more, with Anbu Varathan set to begin as UFI's first Indian president, we look forward to expanding our ties with the Indian exhibition industry even further.

We understand that UFI has a special focus on extending its research and advocacy activities across markets. Could you tell us more about your plans on this subject?

Indeed, research and advocacy are very important for UFI activities. I've already talked about the "Global Exhibition Barometer". Each year, we also publish the "Trade Fair Industry in Asia" report. The next edition will be coming out in July.

What's more, we've just finished global

research on the "Economic Impact of Exhibitions", producing unique data that IEIA and all market players can use to advocate for investment in our industry. This research is available on the UFI website.

In terms of advocacy, UFI is active in markets all around the world to ensure that our industry has a global voice. Launching Global Exhibitions Day is a powerful example. UFI also played and continues to play a leading role in lobbying the Indian government to add more venue capacity to the market.

How does India compare to other developed markets in terms of opportunity for the exhibition industry? What is the opportunity in India? What are the challenges?

The Indian market is going from strength to strength. According to our own research, it has been one of the fastest growing exhibition markets in Asia in recent years. And with the addition of new, incremental venue capacity, UFI is entirely optimistic about the future of India's exhibition industry.

One of the main challenges is the need to secure and qualify talent for our industry around the world, but especially so in markets that show strong growth.

NEW MEMBERS

Ordinary Member:

KINEXIN CONVENTION MANAGEMENT PVT. LTD.

Mr Hyung Phil Chung –
Managing Director
phoebus112@naver.com
<http://www.iiccnewdelhi.com/>

AFAIRS EXHIBITIONS & MEDIA PVT. LTD.

Mr Sanjeev Bolia - Founder & MD
sanjeev@afairs.com
<https://www.afairs.com>

TAMILNADU TRADE PROMOTION ORGANISATION

Smt. V. R. Subbulaxmi – Managing Director
tntpo@chennaitradecentre.org
<http://www.chennaitradecentre.org>

Associate Member:

RELIABLE TRAVELS & CARGO PVT. LTD.

Mr Bhuwan Fulara – CSO
bhuwan.fulara@reliablecargo.in

BLUES N COPPERS EVENTS PVT. LTD.

Mr Rohit Duseja – CEO
rohit.d@bluesncoppers.com
<http://www.bluesncoppers.com>

PROFILES EXHIBITIONS

Mr Sural Dhebbhar – CEO
2013snd@gmail.com

APPOINTMENT

New AUMA Chairman elected

Philip F. W. Harting, Chairman of the Board of the HARTING Technology Group based in Espelkamp, has been elected as the new Chairman of AUMA, the Association of the German Trade Fair Industry. He joined the AUMA board in 2008 and succeeds Walter Mennekes, Managing Partner and Managing Director of Mennekes Elektrotechnik GmbH & Co. KG based in Kirchhundem, who had chaired the association since 2013.

After studying electrical engineering and economics and earning a degree in business administration, Philip Harting joined the family business. As Managing Director Asia in Hong Kong until 2008, he oversaw the expansion of the company's second-largest foreign market, and then joined its board as the member in charge of connectivity and networks.



In 2015, he became Chairman of the Board of the HARTING Technology Group, one of the world's leading

providers of industrial connector equipment for data, signal and power systems. The company has more than 5,000 employees worldwide. In the 2017/18 business year, it posted sales of 762 million euros, two thirds of which from exports.

Philip Harting is a member of the board of the German Electrical and Electronics Industry Association (ZVEI) and chairman of ZVEI's Electronic Components and Systems trade association. He is also a member of the Industrial Automation advisory committee of Hannover Messe.

AUMA has 74 members, including 38 industry associations representing exhibitors, visitors and service companies, as well as 36 exhibition organisers.

Grant applications re-open for VisitBritain's Business Events Growth Programme



Applications for grants have officially re-opened for VisitBritain's Business Events Growth Programme. This follows a successful year that witnessed more than £173,000 of funding awarded to support UK destinations and venues in securing new international business events and grow the value of existing events through increased international

delegate attendance.

Following a successful three years, VisitBritain is once again dedicating funds to support the development of international business events in the UK.

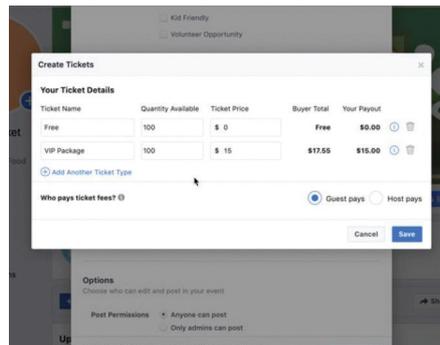
VisitBritain's Business Events Growth Programme provides support to the UK's business

events sector with two funding strands. The 'Bid Enhancement and Support' strand supports UK cities in bidding for international events. The 'International Delegate Growth' strand supports existing business events to boost international delegate attendance and profile.

Eventbrite and Facebook announce a partnership

Eventbrite and Facebook have announced the launch of Ticketing on Facebook, a platform-based offering from Eventbrite that brings new ticketing functionality to Facebook. This is set to open up a new way for event creators on Facebook to engage with attendees of their events and gatherings.

Ticketing on Facebook, allows anyone with a Facebook page in the US to select 'Create Tickets' in the initial event setup, thereby easily adding paid or free tickets to their event. Tickets will be prominently displayed on the Facebook event page, giving attendees the ability to not just indicate their interest in attending,



but to fulfil that interest by purchasing paid tickets or registering for non-paid events, without ever having to leave Facebook.

Pat Poels, SVP of Platform at Eventbrite, said, "About 700m people use Facebook Events each month

and partnering on this initiative is our effort to better serve the people responsible for bringing those events and gatherings to life—including small businesses and entrepreneurs whose core business is not throwing events."

Sue Young, director of product management at Facebook added, "Our partnership has enabled people to seamlessly and securely purchase tickets to events on Facebook. With this product, we are making it easier for event organisers to create and start selling tickets directly on Facebook by helping them complete the process without ever leaving the app."

Exhibition industry celebrates Global Exhibitions Day

Global exhibitions Day (GED) is celebrated worldwide during the first week of June every year. The event has been witnessing more than 80 countries celebrating this day to bring in awareness about the exhibition industry. This is done across various platforms by organising events, celebrations, representations to stakeholders, photo ops, social impact activities and through several other means. This is an initiative taken by UFI (Global Association of Exhibitions Industry) and IAEE (International



GLOBAL EXHIBITIONS DAY 5 JUNE 2019
GLOBALEXHIBITIONSDAY.ORG

Association of Exhibitions and Events), and IEIA is the National Partner and Global Task Force member of GED.

The event that has been globally celebrated by the industry for the last four years. In the past, it has proven

to be an ideal platform and has brought together all the stakeholders from the sector towards building a stronger sector presence. IEIA being the national GED partner for GED, in association with UFI, has been driving various national-level campaigns

NEWS: INDUSTRY ROUNDUP

every year with the support of its member organisations.

The large scale celebrations conducted across the country under the IEIA umbrella were acknowledged last year when it won the prize for Biggest Scale GED activities at the global level as part of the GED Awards organised by UFI and Exhibitions World UK. Taking it ahead, this year too, the association organised nationwide programs like events and

celebrations at IEIA member venues in different cities.

The GED India Awards 2019 for the 'Best Activities' were felicitated and sent for GED Awards organised by UFI and Exhibitions World, Promotional materials including Standees, T-shirts, Caps, etc., were also sent to the members. Celebrations by members in their offices, Online activities- Social Media engagement and promotions- photos of activities

were conducted and hoardings were set up in metro cities and Social Impact activities were run by members.

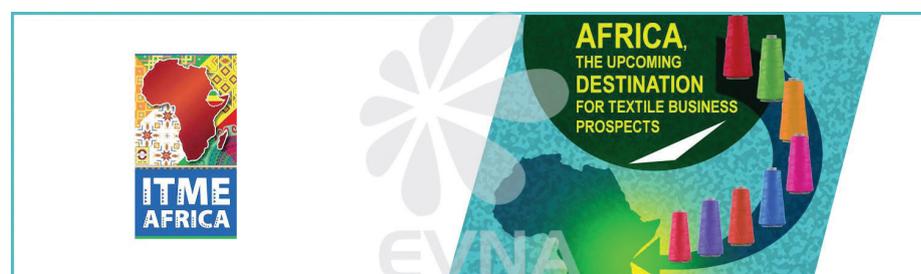
With June 5 also being celebrated as the World Environment Day, the association took an opportunity to create awareness through sapling-planting activity and other such green initiatives with the help of its members.

ITME AFRICA 2020 to be held in Ethiopia

India ITME Society is all set to organise ITME AFRICA 2020, a unique and exclusive business event, India ITME Society is all set to organise ITME AFRICA 2020, from 14-16 February, with the theme 'Prosperity for AFRICA through Textile Technology'. The event will be held at the Millennium Hall, Addis Ababa, Ethiopia.

ITME AFRICA 2020 is poised to be more than an exhibition and looks at bringing to table complete solutions for the textile industry, affordable technology, international exposure, learning and experience, a confluence of business houses, investment opportunities, joint ventures, networking with technocrats and educators. The occasion will prove to be an ideal platform for knowledge sharing, progress, growth and prosperity.

Garnering tremendous response from Industry the event will host prominent and key textile machinery manufacturers from India and across the globe. Several country pavilions from Italy, Turkey, China



and Switzerland will showcase the technology and engineering expertise. The Engineering Exports Promotion Council (EEPC) pavilion will encourage and support Engineering companies from India to connect with African Countries and is supported by both the Government of India and the Government of Ethiopia. Officials from 130 diplomatic missions in Ethiopia will be invited and will interact with exhibitors.

The booking of space has been already complete and registration for visitors and event promotion is going on. The roadshows for South Africa, Uganda, Rwanda, Tanzania, Zambia, Botswana, Ethiopia and

Egypt will kick off from July 2019. The event is all set to work on developing textile markets and catering to the technology demands of Africa's textile nations.

The occasion will host technology seminars, B2B meetings, financial solutions, cultural programs and networking dinner to facilitate the maximum opportunity for participants. Indian delegations from Textile Export Promotion Councils and other textile association are expected to visit and attend, making it the top business networking platform in the year and will also provide connecting opportunities to traders, dealers, retailers, exporters and consultants.

New bureau partnership to deliver speakers for Get Global

For the first time, Saxton Speakers Bureau is all set to partner with outbound MICE industry tradeshow Get Global, to deliver a big line-up of speakers for the July edition. The event is being organised at The Gallery, ICC Sydney, 26 July 2019.

Get Global was awarded the 'Exhibition of the Year' title at the National Meetings & Events Australia (MEA) 2018, and this year organisers are flagging leadership, management, motivation, diversity, wellbeing, branding and resilience as the key topics covered by the speakers.

Commenting on the partnership, Anne Jamieson, CEO, Saxton Speakers Bureau, said, "The next two to three years for Saxton is all about growth and for us to achieve this we need to align with strategic partners. We see Get Global as a key partner for us moving forward and are thrilled to



be involved with their 2019 event. We have carefully curated speakers for Get Global who will share stories that will leave audiences inspired to be the very best they can be.”

The event boasts of an impressive line of speakers, best-selling author and personal trainer, Michelle Bridges and, co-founder of Four Pillars Gin, Matt Jones. Curtis McGrath, ex-soldier and para-canoeist, who will share his experiences and insights on overcoming adversity while Felicity Furey, engineer and entrepreneur and will look at millennial leaders and intergenerational leadership creating change.

Gary Bender, co-founder, Get Global who trusts that the partnership will bring new opportunities and growth to the show said, “Get Global is a day with a purpose. Not only can attendees’ network and see great international products, but they can also hear from truly inspirational people.”

The organisers of the show said, over 30% of confirmed exhibitors attending Get Global are new to the show in 2019.

Senthil Gopinath is the new CEO of ICCA

Senthil Gopinath has been appointed the new CEO of the International Congress and Convention Association (ICCA), the global group of meetings professionals based in the Netherlands.

Gopinath has been the Dubai-based, Middle East Regional Director for the past three years but has been involved with ICCA as an employee of Emirates, Kuoni Travel and the Sri Lanka Convention Bureau, for more than two decades.

Speaking on this new development,



ICCA President James Rees said, “It was an interesting journey which revealed more about Gopinath than we had previously known and we are

delighted with the appointment.”

On his appointment, Gopinath said, “I am truly honoured to be appointed for such a prestigious position in one of the global meetings industry’s leading organisations. I have always cherished my involvement with ICCA and now being at the helm will enable me to listen more closely to our members and key stakeholders, making ICCA more relevant to the global membership. Together with the ICCA team, we will work on the transformation of ICCA.”

CIMGlobal among Forbes’ Top 50 Companies

CIMGlobal has been selected as one of the top 50 companies with Great People Managers. The selection was done from the list of more than 400 organizations and after surveying more than 35,000 employees. The Great People Manager Study 2019 was conducted by Great Manager Institute in collaboration with Forbes India and the company in this initiative has focused on evaluating and creating great managers. The Institute conducted a survey within each of the organizations through a simple and easy process and provided



deep insights into the organization's people manager's effectiveness.

CIMGlobal had to compete with the organizations like Cinapolis India and Amway India Enterprises Pvt Ltd., to make to the top 50 companies. The recognition puts CIM global in the league of top companies with good managerial skill. It will not

only help the organisation boost its development of people management but also strengthen the employability brand of the organization.

Speaking on the mode of work of the company, Prasant Saha, CEO, CIMGlobal, said, "What I believe is most important is the development of CIMGlobal employees. I have

recommended allocating a large section of our budget towards education training for all of our employees helping everyone develop in their chosen field. I hope all management and employee's take this opportunity to develop their own personal skills with the aim to enhance not only their own ability but that of CIMGlobal as a whole."

UFI heads to Sweden for the European Conference 2020

The UFI European Conference 2020 is all set to be held in Gothenburg, Sweden and is going to be hosted by the Swedish Exhibition & Congress Centre.

The conference is all geared up to take place from 13 to 15 May 2020. Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre, and UFI President Craig Newman have agreed on the collaboration.

UFI, as the Global Association of the Exhibition Industry, organises annual regional conferences in Europe, Asia-Pacific, the Middle East and Latin America, as well as the UFI Global Congress. The UFI European Conference takes place in May annually and brings together industry professionals from all over Europe and beyond.

The 2019 event has recently been organised in Birmingham and in the past, they have been hosted in Verona (2018), Cologne (2017) and Basel (2016). The event is open to all the UFI members and non-members. A data released by Explori, a global UFI research partner, reveals that participants regularly rate the conference as one of the very best

opportunities for networking and best practice learning.

Speaking about the new destination, Craig Newman, UFI President said, "Sweden occupies a central position in northern Europe and is the largest market in the Nordic region open to international trade. It hosts many international tradeshows and events. The Swedish Exhibition & Congress Centre has been a UFI member since 1953 and is going to be a wonderful

host for the occasion."

Expressing pleasure, Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre comments, "We are delighted to welcome the UFI delegates to Gothenburg. I am convinced the delegates will have memorable experiences, not only from an exciting agenda and excellent networking but also from a beautiful, interesting and sustainable destination."



FICCI-Yes Bank report: India's MICE tourism growing at 8% a year

A new report released by the industry body FICCI-Yes bank has revealed that strong economic growth coupled with the rapid emergence of India on the global horizon is poised to drive the growth of MICE (meetings, incentives, conferences and exhibitions) tourism at a much faster rate.

India has been a late applicant in the segment with a little share on a global scale. It has been estimated that out of the total 12,563 international meetings in a year, it hosts only 175 - or just 1.4 per cent to rank 24th worldwide. 2018 saw the MICE tourism pegged at Rs 25,000 crore with 8 per cent growth year-on-year, as per the report 'India Inbound Tourism: Unlocking the Opportunity'.

The industry is estimated to have a space of 5 lakh square metres, which is expected to cross 15 lakh square

metres over the next two to three years. The report stated that 'This will result in doubling the growth rate', highlighting potential India has due to its strategic location and being a round-the-year destination.

It has been estimated that the global MICE tourism is estimated to be growing at a compound annual growth rate of 7.5 per cent and would reach 1.2 trillion dollars by 2023. The Asia Pacific region is expected to lead this with 8.6 per cent growth.

Among all the nations in the Asia Pacific region, India ranks fifth, trailing Japan, China, South Korea and Australia. However, it has a variety of destinations, which can be clubbed with diverse tourism offerings to enhance MICE.

India's consistent growth that keeps it among the fastest growing economies



in recent years has also boosted the sector. India also gives price competitive offerings in addition to 31 international airports, five cruise ports besides one of the largest rail and road network worldwide. However, it must upgrade infrastructure and have more world-class convention and exhibition centres plus adopt a holistic approach to promote MICE tours.

EPCH builds up India Pavilion at Hong Kong Gifts and Premium Fair

The Export Promotion Council for Handicrafts (EPCH) set up an India Pavilion at Hong Kong Gifts and Premium Fair, which was held from 27-30 April 2019 at Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong.

Hong Kong is emerging as an important destination for aggressive marketing through the medium of trade fairs. The India Pavilion at the Hong Kong Gifts and Premium Fair had put on display about 38 Indian handicrafts that were products specifically designed for gifting.

Rakesh Kumar, Director General,

EPCH, said that the India Pavilion was inaugurated by Mrinalini Srivastava, Acting Consul General of India in Hong Kong. Ajith John Joshua, Consul (Commerce, Political and Media) also accompanied her and both of them interacted with the participating companies.

The fair is celebrated as the largest fair of its kind in the world and an effective platform for designers, manufacturers, and wholesalers for developing new business opportunities. More than 4300 exhibitors from 35 countries and regions participated in the fair.



Event auditing is critical to the exhibition industry: UFI Associations Committee

The Associations Committee meeting of the Global Exhibition Industry Association (UFI) took place on May 16, 2019, during the UFI European Conference 2019 held in Birmingham. The meeting chaired by Chris Skeith, CEO- AEO, UK jointly with Christian Druart, Regional Manager, UFI was attended by 14 global associations, including AEO, AUMA, FKM, RUEF, IEIA, AEFI, IFES, EFU, SIS0, TCEB, ESSA, EEIA, AFE and AEV. The meeting was also attended by Craig Newman, UFI President and Kai Hattendorf, Managing Director, UFI.



Mr. Craig Newman, President, UFI



Mr. Kai Hattendorf, MD/CEO, UFI

UFI is an important forum to connect with the representatives of the exhibition industry associations from various countries where one can collectively brainstorm and discuss agendas of mutual growth and development of the exhibition sector worldwide.

The two most important subjects discussed during the meeting were GED and Event Auditing. The members of the committee discussed plans to celebrate the Global Exhibitions Day as an important initiative to promote awareness about the socio-economic impact generated by the exhibition industry at the global level. The need for event auditing was also deliberated upon by the members who felt that this practice had to be adopted globally by the industry players and associations.



Mr. Chris Skeith, CEO-AEO



Mr. Ravinder Sethi, VP, IEIA and MD, RE Rogers India Pvt. Ltd.

Ravinder Sethi, Vice President, IEIA and MD, RE Rogers who represented IEIA during the Associations Committee meeting shared about the level preparedness of the association

to carry out national level activities for celebrating GED and also highlighted the seriousness of IEIA to work towards event audits in the country.

Cvent aims to hire 1,000 new staff

Event technology organisation, Cvent has announced plans to expand its European footprint as it aims to hire nearly 1,000 employees around the world in 2019. The company will double the office headcount in Frankfurt and will continue to increase hiring for its other regional offices in London and Dubai. The news comes just

one year after Cvent announced it is opening a Frankfurt office, which was established to provide more localised support and dedicated service for the Company's growing German customer base.

Reggie Aggarwal, founder and CEO, Cvent said, "We are rapidly expanding our employee and customer base in

the UK, Germany and across Europe. We're expanding our headcount to support this growing interest in event and hospitality technology in the region and now have more than 4,000 employees worldwide. With more than 31 per cent of business trips to Germany attributed to meetings and events, the MICE industry is a major driver of economic growth."

The Denim Show 2019 to focus on sustainability

The second edition of Denim Show, scheduled to be held from 10-12 August, 2019 at Pragati Maidan, organised by MEX Exhibitions Pvt. Ltd. in collaboration with Denim Manufactures Association (DEM), is all prepared to be a convergence point for prominent denim manufacturing companies who will exhibit their products and innovations. The

occasion will provide suppliers, manufacturers, distributors, retailers, designers and other stakeholders in the denim and allied industries a unique opportunity to exhibit their breakthrough technology and products. The event is going to be organised alongside Gartex.

Some leading brands such as Ginni,

Oswal, Jindal Textiles, Raymond UCO, Arvind, Reliance, Mafatlal, etc., are all set to participate in the event. Besides promoting new denim manufacturing solutions, this year's show will focus on the concept of circularity in the denim industry under the theme Denim 4.0. There will also be an emphasis on eco-friendly technologies and processes.

Macao holds International Travel Expo

The Seventh Macao International Travel (Industry) Expo was held from 26 to 28 April at the Venetian hotel, Macao. As compared to last year, this year the exhibition floor's area was doubled to a total of 22,000 square meters, accommodating a breakthrough record of 835 standard booths in total, making the largest scale of the event since its inaugural edition. A total of 452 tourism-related entities from 53 countries and regions participating in the expo.

Various exhibitors also set up larger booths this year, including the Japan Pavilion run by Japan National Tourism Organization and the Thailand Pavilion imbued with tropical colours, indicating the high recognition of various exhibitors from worldwide for the platform brought by MITE.

The three-day event presented seven key highlights this year including the 'Pavilion in Celebrations of the 20th Anniversary of the Establishment of the Macao Special Administrative Region', highlighting the role of Macao in the developments of the Belt and Road and the Greater Bay Area, delivering the strengths of Macao as an exchange platform between China



and Portuguese-speaking countries, as well as exploring gastronomy and sustainable development. The Expo also offered interactive experience combining both cultural, creative and tourism elements, besides the debut of a pre-scheduled appointment system to facilitate business matching.

Earlier on April 9, MGTO and Macao Travel Agency Association co-held a press conference to unveil the event program. MGTO Director Maria Helena de Senna Fernandes, MGTO Deputy Director, Cheng Wai Tong and President of Macao Travel Agency

Association, Alex Lao, attended the press conference along with others. In her address, Director Senna Fernandes indicated that the year marked both celebrations of the 70th anniversary of the founding of the People's Republic of China and the 20th Anniversary of the establishment of the Macao Special Administrative Region. Held in the year of dual celebrations, the 7th edition of MITE would strive for achieving a new level of excellence, innovation and higher accomplishments based on the past editions.

Home Expo India 2019 gets a good response

The 8th edition of Home Expo India 2019 organised by the Export Promotion Council for Handicrafts (EPCH) from 16 -18 April at the India Expo Centre and Mart, Greater Noida, witnessed a high footfall.

OP Prahladka, Chairman-EPCH, Ravi K Passi, Vice Chairman-EPCH, Rakesh Kumar, Director General-EPCH, and prominent members of the committee of administration were present during the inauguration ceremony.

The event saw select exhibitors, premium products and invited



buyers from more than 50 countries, including USA, Europe, Argentina, Brazil, Chile, Colombia, UAE, Lebanon, Iran, Nigeria, Ghana,

South Africa, Vietnam and Romania exhibiting their products.

Home Expo India covers sectors with maximum thrust and growth potential in home décor, furnishing, furniture, flooring, and textiles. Approximately 500 companies in permanent marts exhibited their collection. The event was marked by a thematic display of the North Eastern region and other artisans.

RenewX: Meeting ground for renewable energy players

The fourth edition of RenewX, the renewable energy trade fair organised by UBM India, held from 26 to 27 April 2019 at the HITEX, Hyderabad provided an ideal industry platform for several organizations to capitalize and penetrate into the burgeoning South Indian renewable energy market. The event witnessed a congregation of South India's green economy community who also discussed industry trends, challenges and market insights.

It was supported by a host of key associations such as Telangana State Renewable Energy Development Corporation Ltd., (TSREDCO), Indian Biogas Association (IBA), ELIAP, TELMA, KRESMA, Bloomberg NEF and IGEF.

The expo aimed to bring together under one roof decision makers from the RE sector, manufacturers, industrial consumers, facility managers, energy and financial consultants, IPPs, EPCs, distributors/ dealers, system installers and integrators,



ministry officials, regulatory bodies, municipalities, utilities & project developers and planners, investors, fund managers, bankers, project developers, and R&D officials.

Companies like Jinko Solar, Waaree Energies, Goldi Solar, Polycab, Canadian Solar, Premier Solar, Havells, Bergen Associates, Longi Solar, among others took part in the event. The expo also featured a Belgium Pavilion and a Solar Skilling Competition.

The event also included a two-day conference on 'Golden Age of South India, Creating Customer Connections', which talked about successful practices on integrating renewables into business, and ways to find the best working models and practices for the South Indian Renewable Energy market. This could, in turn, could help pave the way for increased efficiency, while optimising cost in the rooftop segment covering. The discussion also included various aspects of the entire value chain.

Taiwan EXPO 2019 strengthens trade ties between India and Taiwan



Taiwan External Trade Development Council (TAITRA), Taiwan's foremost trade promotion body and Bureau of Foreign Trade (MOEA), organised the

second edition of 'Taiwan Expo' at Pragati Maidan, New Delhi, from 16-18 May, 2019.

The event was marked by a series

of activities like industry forums, trade meetings, Taiwan cultural performances and other exciting programmes such as Taiwan day tour via AR and lucky draw. The press conference saw the presence of delegates from TAITRA, and other associate partners.

Ms Karen Pai, Deputy Executive Director, TAITRA said, "The response we saw in our first ever expo in India was phenomenal. The trade ties between India and Taiwan continue to grow with each passing year. Taiwan Expo is a curated exhibition based on the 'The New Southbound Policy', formulated by the Taiwanese government. The Expo offers insight into Taiwan's knowledge and experience in various fields including technology, agriculture, healthcare, education, culture and tourism to share with India and facilitate a long-term, and the mutually-beneficial bilateral relationship."

Messe Frankfurt India hosts committee meeting for E2 Forum

Messe Frankfurt India held its first E2 forum Mumbai with key industry stakeholders in attendance.

The meeting aided in facilitating stronger dialogue between real estate developers, OEMs and manufacturers. The advisory committee meeting brought forth pressing topics related to the vertical mobility and transportation industry, which will be taken up at the debut edition on 2nd August 2019.

The first advisory committee of the E2 Forum Mumbai and IEE EXPO 2020 meeting was represented by leading elevator and escalator OEMs like Bharat Bijlee, Kone Elevators, Fujitec India and Thyssenkrupp India along

with key real estate players Ajmera Realty & Infra Ltd and Runwal Group, apart from the event's strategic industry partner, MCHI-CREDAI.



Their focus will be to build a globally renowned international platform for the elevator and escalator industry here in India.

Sharing thoughts on the initiative taken by Messe Frankfurt India, Mr Rajnish Ramu, Vice President Marketing, Thyssenkrupp India said, "This was our first E2 Forum meeting and we

had a very interesting session that saw a great balance of stakeholders that included OEMs, suppliers, customers and the organisers. I am sure, if we collaborate in a sustained way, a lot of issues faced by the OEMs, the customers, builders, developers, and the overall industry will be resolved.”

Talking about the importance of E2 Forum in India, Mr Deeraj Dhar, Sr. Sales Manager, Fujitec India said, “Keeping in mind topics related to ‘mandatory specifications’ which must be adopted by the elevator/escalator industry, there should be strong involvement from the government, OEMs, manufacturers and developers to ensure the norms curated for safety and other mandatory specifications are kept as prerequisites. This will help the end users in long-term usage of the elevators.”

Representing the real estate sector Mr Prashant Mewada, Director

Operations, Runwal Group said, “There is an evident gap between installers and maintenance officers, which sometimes leads to inefficiency of the lifts and escalators. The maintenance needs to be more real-time with the right importance given from the initial stages of design.”

In line with this was Mr Nimish Ajmera, Director, Ajmera Realty & Infra Ltd who also stated: “With rapid development all over the city, Mumbai is a daunting market for real estate developers. Although, there is a huge market for upgrading elevator technology, fundamental safety standards must be maintained in elevators and escalators used in buildings.”

With talks about safety basics like CCTVs being a default element to credited certifications followed by the companies, the advisory members came to a conclusion

that safety measures should be considered more than luxury. The committee also deliberated on a host of points such as the digitalisation of maintenance, increase in the level of awareness among tier two and tier three manufacturers, testing laboratories for elevators and a need for standardisation of a business model for component manufacturers.

The strategic industry partners of E2 Forum, MCHI – CREDAI will also host RED Talks (Real Estate Dialog) where market leaders will share their ideas on the overall development of the Indian Elevator and Escalator industry.

With a strategic effort to promote innovations, digitalisation and sustainability in the buildings of the future, E2 Forum Mumbai will be “a must attend” event for the architectural mobility and vertical transportation segment in India.

IAEE ropes in SmartSource as the official AV Partner for Expo! Expo! 2019

In a new development, IAEE, the International Association of Exhibitions and Events has declared SmartSource Computer & Audio Visual Rentals (SmartSource) as the official audio-visual services contractor for Expo! Expo! 2019. The IAEE’s Annual Meeting & Exhibition is all set to be held from 3-5 December 2019 in Las Vegas, Nevada.

SmartSource, as the official Audiovisual Services Partner, will be providing IAEE with audio-visual equipment and production, digital signage, and computer equipment for the event. The company will also be contracting directly with exhibitors to deliver customised solutions incorporating its robust portfolio of event and meeting technologies.

David DuBois, CPM, CAE, FASAE, CTA President & CEO, IAEE, said, “We are pleased to partner with SmartSource in providing attendees with an

engaging and unforgettable Expo! Expo! experience this December, in Las Vegas.”

Expressing his delight over the development, Craig Sukenic, Vice President of Sales and Marketing for SmartSource, powered by ABCOMRENTS said, “SmartSource is honoured to expand our long-



standing relationship with IAEE to demonstrate our A/V production and various technology solutions at Expo! Expo! 2019.”

It may be noted that due to the nature of IAEE's role within the exhibitions and events industry, it has an obligation to provide ongoing

opportunities for companies to showcase, highlight, and introduce innovative new products and services.

IAEE institutes a 'Request for Proposal' (RFP) process for all service areas on a recurring basis. With guidance and input from IAEE committees and task forces, it carefully selects

service providers by evaluating key elements including, customer service, innovation, technology, relevant experience, references, availability and capacity. The call for RFPs is announced publicly through IAEE websites and publications, providing an opportunity for all interested parties to participate.

Reed Exhibitions acquires PackPlus India

In a new development, the organiser of IndiaCorr Expo, Reed Exhibitions, announced the acquisition of Mumbai-based Next Events' flagship packaging exhibition portfolio, PackPlus.

PackPlus, which was launched in 2006, is an annual event held in New Delhi and has, over the years, expanded its portfolio to include PackPlus South, which is hosted in Bengaluru and Hyderabad and the India Packaging Show in Mumbai.

Speaking on the occasion, Gregory Zaraisky, CEO, Reed Exhibitions India, said, "For a long time we were intrigued by the evolution and progress of PackPlus, and we are

PackPlus+

Reed Exhibitions

delighted to take the baton and add our global experience, energy and resources to this exciting portfolio."

Adding to it, Anil Arora, president of Next Events, said, "My wife Neetu and I are very proud of what we have developed and built. PackPlus was and remains our passion, and we are very happy to see the same passion in Reed Exhibitions."

The PackPlus acquisition is Reed Exhibitions' recent acquisitions of Big7 and Mack Brooks in a bid to further expand its presence in India. Zaraisky further added, "The acquisition of PackPlus marks our third deal in India this year and an important step in our strategy. We are extremely committed to the market and the industries we serve. We welcome the PackPlus team into our family and together we will write the next chapter in RX's growth story in India."

According to Arora, Next Events will continue to organise All India Federation of Master Printers' Pamex exhibition, the next edition of which is slated for 6-9 January 2020.

Crafts Drinks India 2019: High on technology!

The second edition of Crafts Drinks India 2019 is scheduled to take place from July 3 to 4 at the Manpho Convention Centre, Bengaluru. Jointly organised by NürnbergMesse, the organisers of globally recognised Bevialecluster of beverage events and PDA Trade Fairs, it is India's first comprehensive trade show on spirits and wine production technologies.

The event through its trade fair, conferences and the technical workshops provides an ideal platform for the AlcoBev industry wherein the players meet, interact, deliberate and witness cutting-edge global



technologies. The 2019 edition is all set to focus on the new, exciting and futuristic developments in the industry and bring together the stalwarts of

the industry together under one roof who would be drafting a roadmap for the industry's growth.

Joachim König receives the JMIC Unity 2019 award



Photo credit: HCC

Kai Hattendorf, President of the Joint Meetings Industry Council (JMIC) announced Joachim König, Managing Director of HCC Hannover Congress Center and former President of EVVC, the European Association of Event Centres as the winner of the 2019 JMIC Unity Award which was formally over to him on May 22 at the IMEX Awards Banquet in Frankfurt, Germany,

“As an organization devoted to building stronger relationships within our industry and promoting greater awareness of the values we represent, the recognition of individuals who invest their personal time and efforts in industry advancement is very important to us”, said Hattendorf.

König has been deeply engaged in advancing industry development not only within his specific region but subsequently at the global level. For over nine years he developed and led a powerful regional organization that among many other things developed

advocacy and reporting tools that are in many respects a standard for the industry. He subsequently added responsibilities for representing our sector in a federal-level tourism initiative in order to ensure proper acknowledgement of our role as an economic force. Finally, he led the re-organization and advanced crucial structures in a global level organization, including the hosting of a very urgent and pivotal industry event in his own facilities in order to ensure its success.

The Unity Award is made annually to an individual who represents the best qualities of Meetings Industry Leadership and who has devoted major efforts to creating stronger relationships and a greater cohesion for the industry. Award criteria evaluate industry leadership and initiative both in a candidate's own professional conduct and the efforts they put into industry-building through association, education and

professional development activities.

The council

JMIC – the Joint Meetings Industry Council – was established in 1978 as a vehicle for creating a forum for the exchange of information and perspectives amongst international associations engaged in various aspects of the Meetings Industry. It is dedicated to building awareness of the Meetings Industry and the value it delivers in supporting global economic, professional and organizational development.

JMIC supports industry networking, awards and advocacy programs, and is currently expanding its activities in the areas of information exchange, industry messaging and the development of a collective voice to advance key issues and values. Its programs are supported by partners IMEX and Reed Travel Exhibitions, who are working actively with the Council to help it achieve its goals.

Indonesia's MICE sector receives a boost



By Tiara Maharani

Jakarta hosted a new international B2B travel mart for the business events sector. Named Indonesia International MICE Expo (IIME), the event took place on May 2 and 3 at The Kasablanka in Jakarta. IIME attracted 100 sellers, 100 hosted buyers (both local and international), and 1,000 trade visitors.

IIME is the brainchild of Alcor MICE – the owner of The Kasablanka hall –

in collaboration with RajaMICE, with the aim of supporting the Ministry of Tourism's efforts to grow the country's business events industry.

Jim Tehusjarana, director of Alcor Prime (holding company of Alcor MICE), said, "The number of business events travellers to Indonesia may not be as many as leisure travellers, but the length of visit and the amount of money spent by business events travellers is [appealing]. The government is committed to

increasing (the arrival numbers of such) quality visitors, and has set a target of two million corporate travellers to Indonesia in 2019."

Panca Sarungu, founder of RajaMICE as well as chairman of IIME's organising committee, shared, "The number of hosted buyers may be small (compared to other regional MICE marts), but we ensure that these buyers are the ones (who can bring) hundreds of delegates or incentive groups to Indonesia."

Buyers and trade visitors selected by the committee mostly come from corporations that engage in banking, manufacturing, insurance, and business events, Panca added. The number of international buyers were around 30 to 50 people.

Besides having a B2B meeting component, IIME also included business events clinics, networking sessions, as well as site inspections and post tour programmes for buyers.

-TTGmice' April 2019 issue

SingEx reveals plans that take on a collaborative approach

By Pamela Chow

With the renewal of its management of the Singapore Expo Convention & Exhibition Centre (Singapore Expo), SingEx Holdings will shift its focus to form more collaborative and consultative partnerships with its clients, as well as craft "a suite of solutions".

In an interview with TTGmice, SingEx Holdings CEO, Aloysius Arlando, said: "You can have a range of services, but it is how you pick and choose the service that [anticipates and meets] the unmet needs of a customer."

He revealed that SingEx will have some investment channelled into building this area of its business, about which more information will be revealed at a later date. Besides providing exhibition space, SingEx is also the organiser of the Singapore FinTech Festival.

On the diversification of SingEx's portfolio, Arlando shared: "As a product, Singapore Expo started off with an exhibition focus. We need to bear in mind what the changing needs and expectations are of attendees and organisers. It's not just about a space for play, but it has to move towards a

solutions focus."

When questioned about the renewal of SingEx's management contract, he said: "A key point that we hope worked in our favour was a very clear demonstration of our understanding of the market dynamics and trends, and more importantly, who our customers are."

Under the renewed agreement, SingEx continues to operate Singapore Expo for up to 10 years, from January this year.

-TTGmice' April 2019 issue

Certification of exhibition venues on the cards

By Mimi Hudoyo

Following the adoption of standards for hotel meeting rooms at ATF last year, the ASEAN committee on MICE competency standards is making further progress on certification of exhibition venues.

The standard for exhibition venues is part of the ASEAN MICE Venue Standards (AMVS), whose committee is led by Thailand to focus on hotel meeting rooms, exhibition and convention venues, and public areas [special events venue].

Supawan Teerarat, senior vice president strategic business development & innovation, Thailand Convention and Exhibition Bureau (TCEB), told TGTmice: "This year we would like the ministers to adopt and endorse the standards for exhibition venues so that we can start the

(implementation) of the category in the region. The 10 countries have come to an agreement [following adjustments to make them suitable for application in South-east Asia]."

Once the draft receives ministerial endorsement, regional NTOs will be invited to Thailand to receive auditor's training of the exhibition venues and begin the auditing and certifying process in their respective countries, with the first exhibition venues expected to be certified in 2020. Having certified venues based on common standards will be useful in courting international event organisers to the region.

Additionally, South-east Asian NTOs are developing standards for MICE professionals, through a working group led by Indonesia.

Ani Insani, head of the delegations for

the Indonesian NTO, said: "We have developed the competency standards for MICE and events professionals from front liners to managers, and the ASEAN Secretariat has published the full set of them."

The plan is to add the MICE and events professional category to the ASEAN Common Competency Standards for Tourism Professionals (ACCSTP), which currently houses hotels, restaurants as well as tours and travel standards. Ani said: "To add the MICE professional standard to the ACCSTP, we need to have all member countries' endorsements. The Indonesia Minister of Tourism has sent the letters to his counterparts in ASEAN member countries, with Myanmar, Singapore and Brunei signed so far."

-TGTmice' April 2019 issue

IAEE Teams Up with CAEM

The International Association of Exhibitions and Events (IAEE) and the Canadian Association of Exposition Management (CAEM) have entered into an agreement to extend their offerings to members of both organizations in the interest of advancing the exhibitions and events industry in their respective regions.

"IAEE and CAEM have enjoyed a collaborative relationship through its facilitation of the CEM Learning Program for exhibitions and events professionals in Canada for many years now and this agreement expands upon that relationship," said IAEE President and CEO David DuBois, CMP, CAE, FASAE, CTA.

CAEM is the national association for Canadian professionals involved in the production, management and planning of expositions and events. It has the capacity and resources to

provide industry-specific services and programs tailored to meet the needs of event professionals that include signature events for targeted education and networking, health and safety best practices and courses, professional courses leading to the CEM Designation, and access to industry-specific suppliers and services.

"CAEM has benefited from its relationship with IAEE to provide courses and training, resulting in more Canadian exposition professionals earning their official designation. We're positioned to align our goals even further and do great things together" said CAEM President Catherine MacNutt.

The agreement between IAEE and CAEM will extend reciprocal membership benefits to the respective members of both organizations that

include:

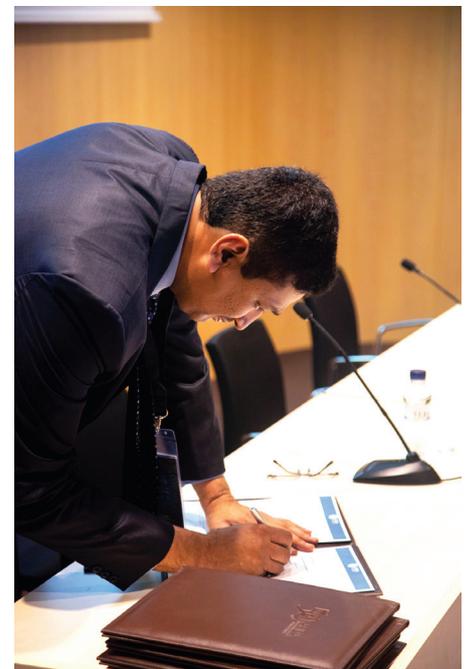
- The extension of members' pricing for all products, services, meetings and events that are offered by CAEM and IAEE.
- Recognition of the respective professional designations that may be offered by the organizations, wherever possible, to applicants for the purpose of recertification.
- The sharing of IAEE research data and information that is relevant and not proprietary.
- The creation of jointly sponsored activities and events that will encourage interaction between the members of each organization.

IEIA boosts its ties with AFIDA



AFIDA's (Latin American Association of Trade Fairs) and Spanish Trade Fairs Association -Asociación de Ferias Españolas, (AFE), collaboratively organised XIV UNIFIB Congress from 1 to 4 May 2019, in Barcelona. During the Congress, the 50 years celebrations of AFIDA were conducted in a big way in the presence of industry stalwarts from the both America, Spain and other countries.

Mr KV Nagendra Prasad, represented the Indian Exhibition Industry Association (IEIA) as a Special Guest, was felicitated for his contribution towards building strong ties and cooperation of IEIA with AFIDA and AFE. During the event, both IEIA and AFIDA renewed their reciprocity cooperation to further strengthen the cross country partnership in order to boost mutual business opportunities for both the associations.



CEIR releases the 2019 CEIR Index Report

The Center for Exhibition Industry Research (CEIR) recently released the 2019 CEIR Index Report. The CEIR Index analyzes the 2018 exhibition industry and provides an economic and exhibition industry outlook for the next three years.

The U.S. economy accelerated in 2018, rising from 2.2% growth in 2017 to 2.9% in 2018, representing nine consecutive years of growth. Nonresidential investment led the economy, with personal consumption and federal defense expenditures providing support.

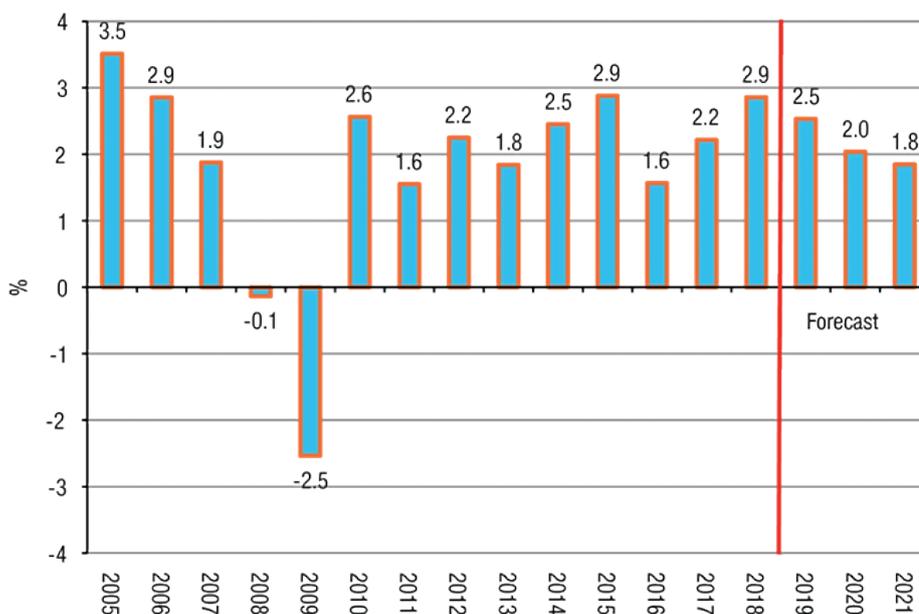
The widening trade gap partially offset GDP growth. GDP expansion in the next few years will be driven

by moderate growth in personal consumption expenditures and private investment spending; higher spending levels of both are helped by recent tax cuts.

Moderate increases in government expenditures will provide an additional boost. Nonetheless, personal and business spending growth will soften as the impact of tax cuts diminishes, and a widening trade gap will limit potential overall expansion.

According to CEIR's current projection, real GDP growth will ebb to around 2.5% in 2019 before decelerating further to 2.0% in 2020 and 1.8% in 2021 (see Figure 1).

Figure 1: Annual Real GDP Growth



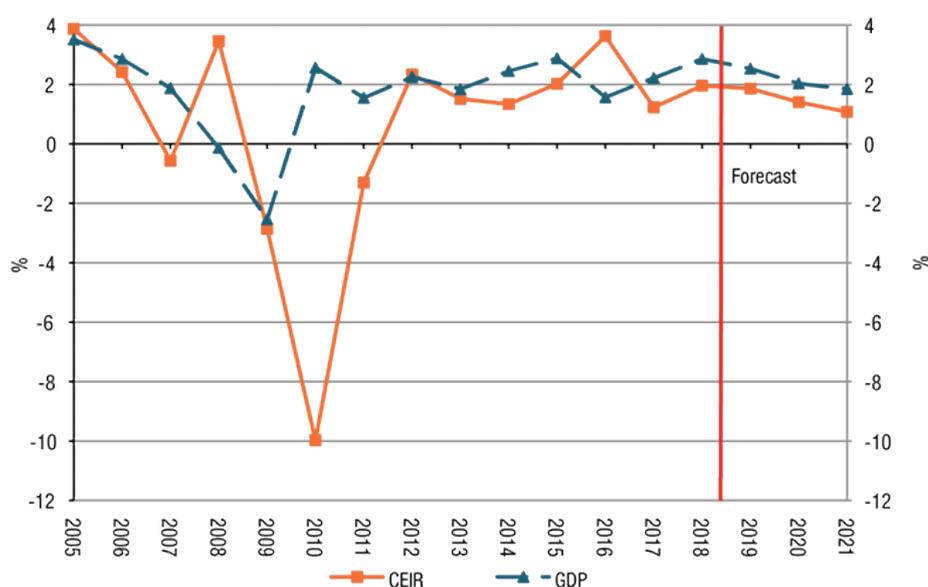
In 2018, the exhibition industry's performance finally surpassed its last peak and is now anticipated to break new ground performance-wise through 2021. The Total Index, a measure of the overall exhibition industry performance, increased by a moderate 1.9%, just slightly lower than the 2.0% gain in 2017. All four metrics rose in 2018, with real revenues leading at 3.6% above 2017 levels. Both attendees and net square feet (NSF) rose 1.7%, whereas exhibitors gained 0.5%.

Exhibition developments in 2018 varied widely by industry. The leading sector was Government (GV), surging 7.8%. Food (FD) and Discretionary Consumer Goods and Services (CS) also had strong showings, rising by 5.4% and 3.6%, respectively. On the other end of the spectrum, the sector most challenged was Financial, Legal and Real Estate (FN), for which the index declined by 2.6%. Consumer Goods and Retail Trade (CG) was the second most challenged sector, dropping 1.8%.

"Moderate economic, job and personal disposable income growth should continue to drive exhibitions," noted CEIR Economist Allen Shaw, Ph.D., Chief Economist for Global Economic Consulting Associates, Inc. "However, the downward secular trend in FN, CG and Education (ED) will exert a drag on the overall performance of the exhibition industry. CEIR expects the Total Index growth to slow to 1.4%, 0.5 percentage points lower than the 2018 rate and 1.0 percentage point behind real GDP growth. Exhibition performance will further slow

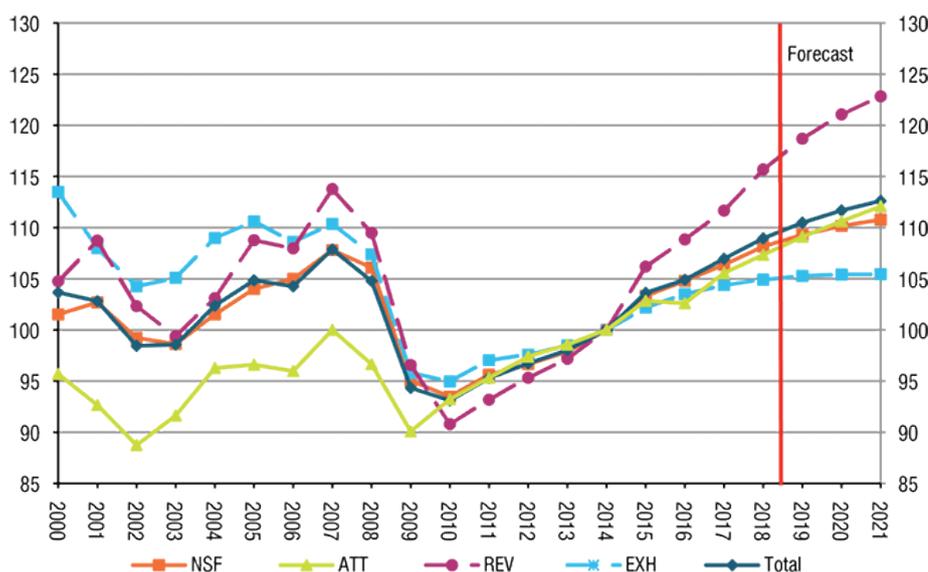
modestly to 1.1% in 2020 and 0.8% in 2021 as the economy settles into a slower but more sustainable growth path.” (see Figure 2)

Figure 2: Growth in the CEIR Total Index for the Overall Exhibition Industry vs. GDP Growth



After substantial declines during the Great Recession, real revenue has been the strongest metric since 2011 [see Figure 3]. A relatively strong recovery should continue through 2020, in part reflecting a higher revenue per NSF sale.

Figure 3: CEIR Index for the Overall Exhibition Industry, 2014=100



CEIR Index provides data on exhibition industry performance across 14 key industry sectors: Business Services (BZ); Consumer Goods and Services (CG); Discretionary Consumer Goods and Services (CS); Education (ED); Food (FD); Financial, Legal and Real Estate (FN); Government (GV); Building, Construction, Home and Repair (HM); Industrial/Heavy Machinery and Finished Business Inputs (ID); Communications and Information Technology (IT); Medical and Health Care (MD); Raw Materials and Science (RM); Sporting Goods, Travel and Entertainment (ST); and Transportation (TX). Click here for information on how to purchase the complete 2019 CEIR Index Report.

After its initial release, a forecast update of the CEIR Index will be presented at the CEIR Predict conference on 16-17 September 2019 at the MGM National Harbor. The conference will provide exhibition professionals with macroeconomic insights, as well as insights into why things are happening as opposed to what is happening. For more information about CEIR Predict, visit www.ceir.org/predict.

“This will be our ninth annual Predict conference and we are eager to share new information and perspectives that industry executives have come to rely on from CEIR,” said CEIR CEO Cathy Breden, CMP, CAE. “The data from the latest CEIR Index, combined with the knowledge of guest economist Dr Lindsey Piezga, along with other forward-looking sessions will provide attendees with an excellent predictive edge to use in their future strategic planning and business development efforts.”

Courtesy: www.ceir.org.

German exhibitions to remain stable in 2019

The results of the final analysis by AUMA – the Association of the German Trade Fair Industry has stated that the slower rate of economic growth in Germany and greater uncertainties regarding foreign trade had only a slight dampening effect on the German exhibition industry in 2018. Exhibitor and stand space figures increased once again. In particular, exhibitors and visitors from abroad continued to make strong use of Germany as an exhibition location.

The 178 international and national exhibitions hosted an average of 2% more exhibitors and also 2% more stand space compared to their respective preceding events. Although these figures lie somewhat below the extraordinarily strong results for 2017 (exhibitors +3.7%, stand space +3.1%), they confirm the positive trend for exhibitions as an instrument that was already being widely used. Visitor figures remained stable at a high level once again.

The 178 exhibitions registered a total of 9,572,767 visitors and 194,815 exhibitors who booked 7,130,830 m² of stand space.

The boom in digital media has detracted only slightly from exhibitions. According to AUMA Chairman, Walter Mennekes, “The fascination of experiencing real colours, shapes and processes speaks for the long-term success of the exhibition model.”

Industrial goods trade fairs performed strongly with a marked increase in stand space and a small increase in visitors, whilst consumer goods trade fairs experienced slight declines

in visitor numbers in many cases. Results from international public shows were stable on average.

Participation from abroad increased at the considerably above-average rate of 4.4% – a remarkable result given a talk and also the implementation of additional tariffs and the associated uncertainties regarding the further development of international trade. The number of visitors from abroad increased by a good 3%. Nevertheless, the AUMA chairman warned against further protectionism and appealed to the federal government and the EU to clearly and unmistakably emphasise the mutual dependencies of the countries.

Forecast for 2019

German exhibition companies’ revenues exceeded the 4-billion-euro mark for the first time in 2018, a year with a relatively high number of events according to the exhibitions’ cycles.

In 2019, a year including a relatively small exhibition program, revenue is expected to be around 3.8 billion euros. For the 165 exhibitions planned for the current year, AUMA anticipates continued slight growth in exhibitor numbers and stand space compared to the preceding respective events. Visitor numbers are expected to remain nearly stable.



Evolving business models driving change

UFI European Conference 2019, at the National Exhibition Centre (NEC) in Birmingham, UK (15–17 May 2019) witnessed the presence of around 300 participants from more than 30 countries.

Mr Anbu Varathan, was elected to be the association's President for the year 2020/21



UFI European Conference 2019, was based on the theme of 'The Organisers' Future: Challenging Business Models'. The occasion also featured two UFI Forums.

Speaking at the event, Kai Hattendorf, Managing Director, CEO, UFI, said, "Sessions and conversations among our industry's leaders from Europe and around this week have clearly shown that organisers are evolving and expanding both their strategies as well as their geographical presences, entering into new markets and business areas. As the global association of the exhibition industry, UFI is always working on sharing

trends and developments."

The conference was opened by keynote speakers Robert Peston, Political Editor, ITV (UK) and Nick de Bois, Former Chief of Staff to the Secretary of State for Exiting the European Union and Chairman of the Events Industry Board (UK). Both the speakers gave a compelling overview of the current political scene in the UK, discussing its instability and unfolding the possible consequences of Brexit on the exhibition industry.

Going forward, Eric Everard, CEO and founder of Easyfairs (Belgium), shared his experience and observations in a

session titled 'Launch, clone, acquire' wherein he spoke extensively on the ways to succeed in the exhibition industry, and also revealed his expertise on how to plan for the future.

Eugen Alles, Managing Director, Messe Frankfurt RUS 000 (Russia) and Vasily Grudev, Chairman of Belt and Road Initiative Russian Committee (Russia) spoke on the opportunities in Russia – China – One Belt One Road (OBOR) wherein they highlighted opportunities for organisers to benefit from such government initiatives. Gabrielle Weiss, Publisher and Editor, Trade Show Executive (USA) moderated a panel with the US organisers who are looking to grow their business outside of their home market.

Besides, Mary Larkin, Executive Vice President, Diversified Communications, Cassandra Farrington, Co-Founder and CEO, Marijuana Business Daily; and Dianna Steinbach, Vice President, International Services for ISSA discussed the opportunities and challenges they encounter.

The event also featured the presentation of the latest applications of innovative technology by Katie Crocombe, Director, 52eight3 Limited (UK) and Adam Parry, Director, Event Tech Live, Event Industry News (UK). Both outlined their different views and the impact of technology on organisers' businesses.

Denzil Rankine, Executive Chairman, AMR International (UK), in his session 'What to Do Now? Industry Needs', outlined how organisers can move to "Exhibition 2.0" to keep events highly relevant and to improve performance.

REPORT: UFI EUROPEAN CONFERENCE



gatherings of UFI's working groups. The Board, as part of the agenda, elected Mr Anbu Varathan, who is also the Director General & CEO of the Indian Machine Tool Manufacturers' Association (IMTMA), to be the association's 2020/21 President. IMTMA is the organiser of the IMTEX exhibitions, which are among the largest machine tool industry exhibitions in the world. He is also the Chief Executive Officer of the Bangalore International Exhibition Centre (BIEC).

This year's conference was hosted by the association at the NEC exhibition venue. The conference was supported by representatives of all four UFI Diamond Sponsors, Thailand Convention & Exhibition Bureau

UFI also held an Operations and Services Forum, a two-day event for professionals in operations focusing on areas of logistics, security, safety, navigation and mobility, with industry specialists from a dozen countries attending.

Simultaneously, a packed, one-day Digital Innovation Forum was held that looked at how to implement the right digital innovation strategy, focusing on new solutions and sharing best practice examples from leading organisers like Reed and ITE.

Working groups meetings

The UFI European Conference was also marked by the association's regular leadership meetings and



(TCEB), Global Experience Specialists (GES), Qatar National Tourism Council (Qatar) and Shenzhen World.

The next edition of UFI European Conference 2020 will take place in Goteborg, Sweden, May 13-15 2020, and will be hosted by Svenska Mässan.

Committee meeting

The Conference was also marked by the Associations' Committee meeting of the Global Exhibition Industry Association (UFI). The meeting chaired by Chris Skeith, CEO- AEO, UK and joined by Christian Druart,



Regional Manager, UFI was attended by 14 global associations, including AEO, AUMA, FKM, RUEF, IEIA, AEFI, IFES, EFU, SIS0, TCEB, ESSA, EEIA, AFE and AEV. The meeting was

also attended by Craig Newman, UFI President and Kai Hattendorf, Managing Director, UFI.

The two most important agendas

discussed during the meeting were GED and Event Auditing. The members of the committee discussed plans to celebrate the upcoming Global Exhibitions Day across the globe as an important initiative to promote awareness about the socio-economic impact generated by the exhibition industry at the global level.

Another important agenda point, the need of event auditing, was also deliberated upon by the members present who shared their views on the topic as a critical subject to be adopted by the industry players and associations.

Ravinder Sethi, Vice President, IEIA and MD, R.E Rogers who represented IEIA during the Associations Committee meeting spoke about the level of preparedness of the association to carry out national level and activities for celebrating GED and also highlighted the seriousness of IEIA to work towards event audits in the country.

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“People are everything in our business, be it internal or external”

CIMGlobal, the leader in the Indian Meeting Industry that provides end-to-end Professional Conferences Management Services (PCO), Association Management Services (AMS) and Exhibition Management Services (EMS) for the Indian and International Association sector has been featured in the top 50 list of the ‘Great People Managers in Great People Manager Study 2019’ conducted by Great Manager Institute in collaboration with Forbes India. Ms Anitha Niranjana, Managing Director - India, talks in detail with ExhiBits about the new accomplishment, challenges faced and her vision for the company.



Congratulation for being featured in the top 50 Forbes list! Can you describe the journey the challenges did you overcome? What worked in your favour?

Thank you! Our journey of 22 years, being one among the first two in this industry, has been exciting with rapid learning in a dynamic and evolving environment. We have been fortunate to stay focused in the association sector, choosing to master what we do rather than diversify.

Some of the few challenges on the way have been trained manpower and an organized ecosystem. We recruit young and talented people and train them to be successful managers. The availability of young talent in the market and their interest to develop their skills have worked in our favour.

Please tell us about CIMGlobal. What is your area of specialisation and how do you manage to keep your organisation ahead of the game?

CIMGlobal is a leader in the Indian

Meeting Industry; we provide end-to-end Professional Conferences Management Services (PCO), Association Management Services (AMS) and Exhibition Management Services (EMS) primarily for Indian and International Association sector. We are a homegrown company that has now gone international.

Moreover, we are a people and process driven organisation. We have automated many processes and are quite aligned with the changing environment. We will continue to evolve and take the lead in engaging and educating the association sector. As a first step, we host a platform called the India Association Congress where Indian association leaders network and learn from each other and the speaker from international and developed economies.

Our differentiating factor is that we are aligned with the vision of the clients and have a long-term understanding. We are moving from mere execution company to a knowledge-based organization,

bringing tangible returns from our innovative marketing strategies. We are now in 7 cities in India and plan to stay ahead by being available locally and delivering professional services of global standards.

How important are people for the organisation? Please elaborate on your HR policy and what you do to retain talent?

People are everything in our business, be it internal or external!

As mentioned earlier, there are no schools or training institutes that provide talent specific to our industry. Hence, we believe in recruiting fresh minds with a good attitude to learn and train them internally. We believe in an open work environment, support them with processes to deliver better, empower them to take decisions after training and expose them to past learnings.

Retaining talent is not easy and our HR policy is “Open to listen, learn and evolve TOGETHER”. Our highest

priority is people management. Engage, Learn and Upgrade is a constant in our professional life.

In your opinion how important is leadership for a successful business and can you describe CIM Global's activities in building leadership?

It has been said that without leadership, all other business elements lie dormant. Strong leaders can help an organization to maximize productivity and achieve business goals.

Developing leaders within the company has been the focus. We expose the team to internal and external leadership programs. They have the freedom to lead projects and plan strategies with their respective team to achieve project goals. In case there is any challenge, we guide them to overcome it. Taking ownership and delivering results is the key to our building leaders.

You are now featured in top 50 companies with Great People Managers in Great People Manager Study 2019. What led to this recognition?

This was an elaborate survey done by Great Manager Institute. Our openness to be evaluated by an unbiased consulting company along with a willingness to improve, led to this recognition.

Does CIM Global believe in continued talent upskilling/ training? If yes, Please share your employee training activities?

We believe in learning from each other. We do have training sessions every Friday on IT, soft skills,

managerial, effective communication, leadership, time management. All team members participate in these sessions through fun-filled activities and learning sessions.

We also support and sponsor our employees to attend skill courses externally, be it Certified meeting planner courses or Certified exhibition planner courses that help them improve and professionalize themselves and we encourage sharing the knowledge internally.

What is the mantra of your success?

The mantras to the success of our organization are 'Focus, perseverance, being purpose-driven, core values and employee satisfaction & engagement'.

Where do you see the company in the next five years? What is your vision?

We aspire to become a knowledge-based, content-driven organization and not just a mere execution company. With more than 7 offices in India and 5 offices abroad, we would want to develop business leaders internally to independently manage businesses. We are now collaborating and co-creating conferences for our clients and this will contribute substantially to our revenues in the next five years.

Where is India as a preferred location for MICE activities compared to other locations? What is required to make India a preferred MICE destination?

India has been ranked 28 worldwide by ICCA. Hyderabad is ranked 225, Bengaluru is ranked 143, Chennai is

ranked 196 and New Delhi is ranked 61. In my opinion, many more Indian cities can get ranked cities. We have at least 10 cities having great potential to be convention destinations.

India has the knowledge and industry - be it aerospace, agriculture, medicine, information technology, electronics, mining, geoscience, etc. It's just that we are behind in two areas - the first being convention infrastructure and the second collaborative unified marketing.

What role if any can Industry associations such as ICPB or IEIA play in advocating India as a potential MICE destination??

In my opinion, we can have a five-point agenda:

- Association to get government recognition at par with chambers, with members getting preference in the ecosystem to manage all kind of conference, events, seminars, workshops, exhibition, etc.
- have pre-set criteria so that we have deserving industry-specific members and the process to assess them for continued membership
- Increase the size of the business by taking leadership in innovative collaborative methods
- Support training and certification
- Collaborating with international association/counterparts to network, learn and collaborate for more

Trade Show Trends: How Exhibitions are evolving and impacting organisers

BY ROY THOMAS

In Many important ways trade shows have remained the same: They have been an important source of lead generation, sales, and an exhibition platform for brands across industries. However, the nature of trade shows is changing – buyers come in better prepared and informed, and brands seek to create meaningful experiences that connect with and engage attendees.

As more and more organisers jump on to the bandwagon, and with the scope of the shows narrowing down and getting more specialised, the internal and external challenges increase. Companies are becoming much more selective, and the competition for funding has intensified with corporate

events and other channels like digital marketing getting increasing attention and share of resources.

As a result, companies are exhibiting in fewer shows and are instead choosing to eliminate events or to downsize their presence.

Says Jonathan Cox, CEO of Exhibit Surveys Inc., in such an environment trade show decisions and “event-mix” strategies are becoming more sophisticated for major exhibitors.

In his White Paper, ‘Evolving exhibitor trends and their impacts on exhibition organizers’, he says that increasingly exhibitors are insisting on a clear alignment between their business priorities and the events they select. Strategic corporate objectives are

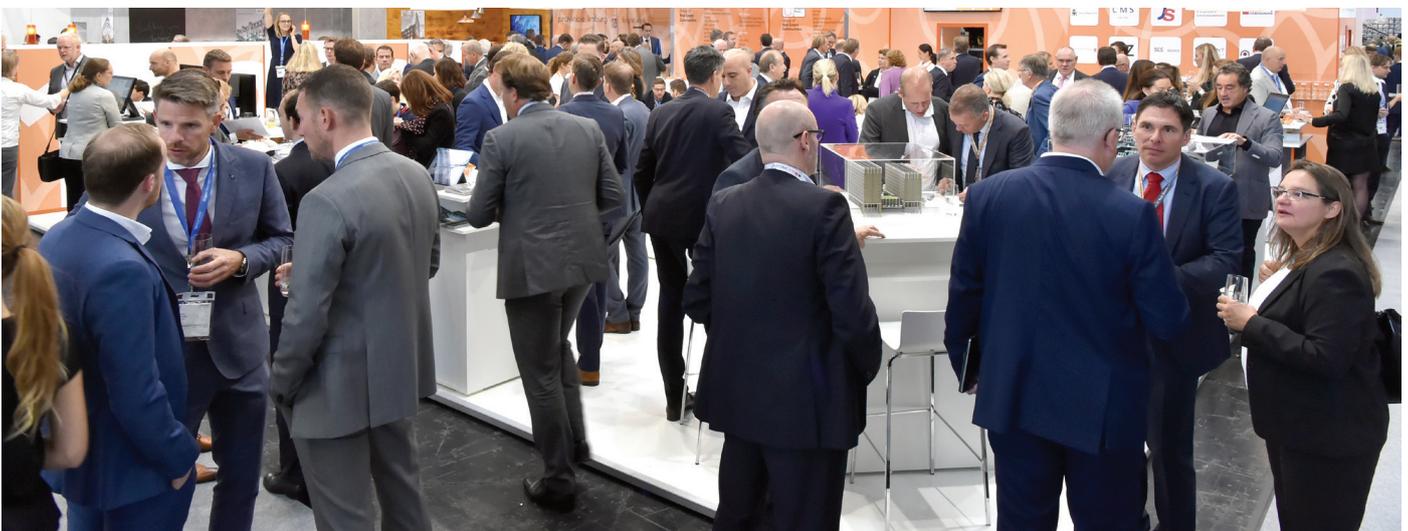
enumerated, and events are evaluated accordingly.

Value of Exhibitions

The overall outlook for the exhibitions industry continues to stay positive and indicates a modest recovery for trade shows over the coming years, with attendance on the uptick. This reflects on improvements, net square footage sales, and overall revenues.

Event organisers are more optimistic than ever before about their business activity. Looking at the 2019 first-semester forecasts, this is particularly true in Europe and the Americas, where 80% to 90% of organisers report an increase in turnover.

A UFI survey held over 135 countries





and with 13,000 responses on trade visitor feedback – on whether exhibitions are getting better or worse – showed that over 40% respondents felt that these events were getting better, versus 22% who thought otherwise. Of those surveyed, 71% visitors also indicated that they were very satisfied with the experience.

Face-to-face engagements that occur during events and exhibitions continued to be of primary importance for business growth and development strategies. Most companies surveyed felt that exhibitions continued to be relevant and remained very valuable or essential for their businesses.

Marketing budgets allocating resources for trade shows continues to take up a major share with the strongest competition for a share of the marketing budget coming from online marketing.

Implications to organisers

Contrary to expectations in certain quarters, space sales have continued to show steady growth and are projected to continue at this rate in the immediate future. This allows organisers to plan accordingly.

Although there is heavy pressure on budgets, most surveys confidently indicated that marketers continue to have faith in exhibitions, allowing them to either maintain or increase

their event budgets.

Digital/online marketing will be the primary competitor for a share of the marketing budget, with many companies allocating an increased online spends. Technology and digitalisation are the new buzz words. Today, there is nothing that cannot be improved by the use of different technological tools and solutions.

More companies are employing AR (augmented reality) and VR (virtual reality) for demos along with 3-D to improve presentations. Touchscreen displays and interactive presentations are already widespread and contribute to a seamless customer experience.

This brings up the question of how best to integrate face-to-face marketing with online marketing. More and organisers are realising that it would be best for these two important elements to work in tandem, complementing each other, rather than in competition.

Today, research indicates that many participants come better prepared because of their online activities before an event. This helps them to list potential suppliers or business associates prior to coming to the show, which assists them in concluding deals with greater ease.

Exhibitor goals

The primary aim of corporates in

participating in a trade show include meeting new prospects, especially if these exhibitions have a very narrow and specific audience profile, which means that most visitors could be prospects.

Other benefits include keeping in touch with existing clients, keeping in mind that the cost of attracting a new client is always higher than the cost of retaining an existing one. Trade shows continue to be an effective platform for communicating information about new products and also of primary importance to create brand awareness.

Demand generation and customer acquisition, however, are overwhelming primary objectives with a majority of marketers, while brand awareness comes in a distant second.

Organisers must keep marketers' requirements in mind – demand generation and customer acquisition – while planning an event, to ensure lead generation opportunities. One of the ways that this can be done is to ensure the quality and value of an audience that meets most exhibitors' requirements. The profile and the quality of the audience are indicators to exhibitors as these attendees can determine whether they actually represent leads.

A more recent trend is for organisers playing an active role in facilitating



buyer-seller meetings. This could even be publicised in advance to ensure smooth functioning of such interactions. This allows organisers to position events as tools to accelerate sales.

Attendee quality

The quality of an event's attendee population can be measured by several yardsticks, including anecdotal and empirical evidence. However, the net buying influence of an audience or attendee, who will either close in on the purchase or could influence a buying decision, is important.

This could reflect on an improvement in the marketing efforts of organisers in focusing their efforts towards a well-defined target group.

Another aspect that has been gaining traction among organisers is the improvement in 'first-time' visitors. This, in turn, helps in reaching out to and engaging with new prospects and uncovering new opportunities.

It is generally agreed that attracting quality attendees can improve customer acquisition and conversion rates. This is keeping in mind that data suggests that approximately half

of these people will be planning on making a purchase.

This necessitates and highlights the importance of positioning the event in such a manner that it promotes quality attendees. In this context effective promotion of the event is of prime importance. It is also important that analyses of data on fixed parameters like specific product categories, can substantially improve audience quality.

Content marketing

Right alongside its social marketing counterpart, content marketing is a topic that has gained a lot of attention from event organisers in the past few years. If an organiser uses social media to promote an event, he will quickly realise that it is necessary to have a content marketing plan in place.

However, content marketing is usually not an organiser's main focus – most organisers have serious time constraints that inhibit content production. This can, however, affect the event's brand and credibility, and eventually the quality of attendees.

Every conference and exhibition

produces a fantastic amount of content through educational presentations, exhibitors promoting new products, white papers, photos and videos. These sources must be effectively used for marketing purposes. One important way of doing this is by getting organisers, presenters and exhibitors working together to create content.

Studies have conclusively shown that corporates continue to use events as a part of their content marketing strategy, and that companies still consider face-to-face events to be the most effective in delivering their content marketing strategy.

Conclusion

In the face of incontrovertible evidence that face-to-face exhibitions continue to be the event of choice for a majority of exhibitors, organisers can shed aside any doubts or reservations they have to effectively deliver the demand generation and customer acquisition that are valued by their exhibitors.

To ensure this it is important to understand and know more about their attendees' role in purchasing, as well as buying intent related to specific product categories. Focussing more on their target audience to ensure quality attendees, and also to bring in new potential attendees, can indeed be a value-add that exhibitors would appreciate.

This could possibly happen with greater organiser engagement with the exhibitor community. It need not be restricted to just show time; it should perhaps be more a year-round activity that could effectively seal their place as a necessary and effective tool in corporate marketing strategy.

Exhibitor ROI should be key focus for organisers

BY ROY THOMAS

The ecosystem in the exhibition industry is becoming increasingly competitive. Organisers are today looking at ways to keep their head above water and remain relevant. Even as disruptive technologies are breaking up established “pecking orders” in the industry, it is important that they cover all bases and leave no area that could potentially mean trouble.

In addition to this, they should aggressively look at going the extra mile to go beyond “exhibitor satisfaction” to provide what in today’s jargon is termed as “exhibitor delight”.

Given the plethora of specialised exhibitions that are there for the choosing, exhibitors are becoming selective and looking for shows that produce the maximum ROI. With the help of new technology and data analytics exhibitors are looking at what they can do to improve their success.

Setting goals

Goal setting has today become a standard requirement for exhibitors. Careful thought has to be given on how to align these objectives with their organisation’s top priorities, in addition to defining specific parameters that can be used to gauge post-show success.

What can be reassuring to organisers in such a scenario is that no one is in a better position to help exhibitors



produce ROI that they are looking for than organisers are. It is this that offers exhibition organisers a particularly great opportunity to prove the value of their show and establish a true sense of partnership with exhibitors.

Exhibitors produce ROI from interactions, leads and meaningful conversations at your show. How you facilitate these actions will directly reflect upon organisers and their event, and this could be the biggest challenge.

Today, an exhibitor requires data and measurable results to assist in critical decision making. Exhibitor ROI is the yardstick by which the likelihood of continued show participation can be measured. As an organiser, you’re in a position to offer access to this valuable information via promotional tools such as dedicated event websites and mobile apps.

Analytics from exhibitor listings and banner advertisements on these platforms can produce real-time readings on important metrics like

click-through rates, conversions and lead generation from landing and/or enquiry pages.

You can offer exhibitors additional value through easy-to-access online portals that make it simple to track and summarise all costs associated with exhibiting at your event. Measured directly against the additional metrics you have provided from analytics, and the actual leads generated on the show floor, makes it ridiculously simple for exhibitors to gauge the ROI of an event.

Exhibitor retention

By helping exhibitors to improve ROI organisers actually help themselves through exhibitor retention, which in turn affects space and sponsorship sales, and eventually results in a win-win situation for all stakeholders.

In his White Paper on 'Organiser's Role in Driving Exhibitor ROI', published in May 2014T, Mr Jonathan Cox, CEO of Exhibit Surveys Inc., identifies eight ways to improve exhibitor ROI. These help understand and achieve a healthy balance in the trade show ecosystem, that complex value exchange that exists among exhibitors, attendees and the organiser.

Cox says that there are many ways for the organiser to enter into a more consultative relationship with individual exhibitors – ranging from ensuring the alignment between an event's exhibitors and visitors, to understanding the variables most impacting an exhibitors' performance at an event, to sharing more detailed show data and specific exhibit performance metrics. He goes on to state that gathering and sharing the right data and conducting more strategic conversations will enable the organiser to create more value for the exhibitor, thereby improving the exhibitors' ROI.

Mutual benefits

It is important that all stakeholders

benefit from an exhibition and that it becomes a win-win for all parties involved including the organiser, the exhibitor, the attendees and the various vendors involved. It is only in such a healthy symbiotic environment that the stakeholder ROI is taken care of and value delivered.

However, even in such a scenario, it is the exhibitor's ROI that remains critical and can be a telling yardstick by which the likelihood of continued show participation can be measured.

Sometimes, it is good for an organiser to perceive a show from the eyes of other stakeholders to understand their aims, targets, budgets and the pain points that crop up en route to achieving goals. In order to provide value to all parties, the organiser should take advantage of data: attendance statistics, demographic information, and important learning gleaned from apps, surveys, lead generation, and tracking of the exhibit floor and session activities that he is privy to.

This data should be turned into actionable information. Being able to cite the specific supporting data enables organisers to substantiate those changes necessary to improve the ecosystem, if required.

This can be achieved by a consultative relationship with exhibitors, requiring the organiser to gain a deeper understanding of the interdependent relationships of the trade show stakeholders, especially the relationship between attendees and exhibitors. It establishes the first and basic step for a healthy ecosystem.

Right attendees

It is not enough if the organisers ensure numbers in terms of attendees. This is often mistakenly touted as the ultimate yardstick of the success by many organisers. For the exhibitor, while this could be something that is encouraging, the hard reality for him is in terms of leads, actual sales

and face-to-face interactions with decision makers who can influence and take a final call.

Developing the right quality is not achieved overnight. It comes by painstakingly sieving through data that is collated over perhaps two or three cycles of an event and also parallel efforts in tandem, with an exhibitor. Getting the exhibitor to provide their target list and also ensuring that invites are sent by them directly to their customer base in one such way of providing quality attendees.

Today the use of social media is another way to reach out to potential visitors who could have a bearing on exhibitor success to deliver the required results. When both the organiser and the exhibitor work in tandem to achieve the right mix of attendees then the rate of success can be high and they are well on the way to achieve the desired ROI.

Realistic expectations

Organisers often make the mistake of overselling an event as part of the sales pitch. While hard-sell is important to drive home the message that this is the right platform for an exhibitor, it is also important that ground realities are also conveyed.

This, in the long term, will be appreciated by the exhibitor community, who can then plan without the high expectations. The level of trust that can thus be built works for both parties in the long run.

By understanding attendee demographics better and their area of interest, organisers can get a better fix on exhibitor expectations and arrive at a frame of reference. Size of the booth can be an area that can affect the ROI of an exhibitor. Similarly, a poorly designed stall may not attract enough visitors and, in the end, unnecessarily affect ROI.

Targeted promotional efforts that include on-site activity and the use of attention-getting techniques to

attract visitors are some well-known activities that ensure adequate publicity. They are also critical for ensuring the right target audience.

The organiser could also pitch in with promotional activities, including the show directory and website, the sponsorships available during the show, and the placement of banners. The organizer can also sell these promotional opportunities in a way that appropriately matches an exhibitor with its intended audience.

Customised experience

While driving the right audience to a stall can be to a large extent part of the organisers' brief, staff engagement – which could be the difference between concluding a sale, generating a lead or being able to develop a connect with a visitor – does not directly fall in their domain.

However, while engaging with the exhibitor in a consultative manner, these could be the areas where the organiser's knowledge can help provide valuable inputs. Among the most important considerations could be estimating the optimum number of well-trained, helpful and active staff with the right mix of required technical expertise and level of responsibility to engage with the potential audience.

For certain exhibitors, the show is not just about the product exhibition. Many will take multiple approaches to achieve their event marketing objectives. Some exhibitors could be looking at speaking or even keynote opportunities; others may want off-floor meeting rooms for product demos or customer meetings; several may want to co-locate private customer events with the show.

A more collaborative partnership with these clients to achieve their objectives could also help the organiser enhance the overall event experience for visitors and, more often than not, this will also represent

additional revenue streams to the organiser.

Pain points

A negative experience for an attendee, who could be a guest of an exhibitor in attending the event, or for an exhibitor while setting up, exhibiting or tearing down, can cast a negative cloud over the exhibitor's perception of the entire show.

Such experiences have the power to influence opinions about an event, often without regard to an exhibitor's actual results or the quality of the show audience delivered. By promptly responding to these pain points, the organiser can effectively enhance the exhibitors' overall experience and improve their perceived value of the

event.

In the current exhibition scenario, where competition is increasing by the day, exhibitor ROI is a factor that requires greater focus and a deeper understanding as it could make a make-or-break difference.

When the organiser provides insights that enable exhibitors to attract and engage selectively with their targeted attendees, they not only help themselves, they also help the exhibitors to achieve a healthy ROI.

The focus on delivering more value to the exhibitor enhances the relationship, and doing so opens new possibilities for cooperation within the trade show ecosystem.

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CEM Program: Training for better tomorrow

Like any other profession, training and education are critical for the exhibition industry. It not only empowers the professionals in their domain expertise but also arms them with the skill to meet the challenges thrown at them. Identifying and meeting the need for training, the Certified in Exhibition Management (CEM) program, enabled by IEIA, prepares students for the journey ahead.

Hyderabad, Delhi, Chennai, Mumbai and Coimbatore, etc., and different companies. It gave me a cross-organizational understanding of the exhibition space. I got to understand more about opportunities and challenges in the industry and I had a cross-functional view of exhibitions and understood the challenges faced by other service partners. The CEM program gave me a holistic approach to learning.”

The CEM program has the credit of being a globally recognized designation, which not only demonstrates the highest professional standard throughout the exhibition and event management arena but is also inclined towards raising the professional standards in the event industry.

The course module accommodates short and long-term career goals with an education that can be tailored to meet specific needs and interests.

Talking about her experience, Ms Aparna Bhargava, Regional Head, Messe Muenchen India, who attended the program at the Bangalore International Exhibition centre, says, “Initially, I was not aware of this program. At first, I was sceptical, but the schedule was reasonable, hence, I decided to give it a go as most of us in the exhibition industry never studied ‘Exhibitions’ formally. CEM is a structured, up-to-date program, which gave me formal knowledge. I met a lot of people from different functions, levels, age groups and regions, which gave me a fresh perspective and a chance to see how similar, yet how different, our situations are. Secondly, the CEM program touched upon all the subjects like marketing, budgeting,



BY SHIKHA SWAROOP

Propounded first in 1975 by International Association of Exhibitions and Events (IAEE) to raise professional standards in the event industry, the Certified in Exhibition Management (CEM) program has established a new benchmark in terms of training and education, and has prepared several batches of empowered professionals. The course, with its tailor-made subjects aligned to exhibition domain, continues to be the premier mark of professional achievement.

Speaking about the course and his

overall experience, Mr Sunil Govind, Senior Director, Facility Management & Operations, BIEC, who attended the course in 2018, says, “I have been in the exhibition industry for 10 years now. Though I learned about several aspects of the industry on the job, the CEM program helped me get an understanding of the industry. I can put my learnings in three-pointers, i.e., it gave me a newer perspective and taught me to put together a structured way of looking at the exhibition industry, be it in terms of organising or marketing. At the program, there existed a cross-organizational link. I met people from various geographies in India like



sales, operations, insurance, layout planning and safety. I got to learn about globally accepted standards, which we could implement in the country. For instance, event safety needs to be stepped up across events in India.”

The CEM designation is obtained after the completion of eight courses offered in the classroom and on-site formats. Apart from India, the CEM Learning Program is offered in many other countries, including the United States, Canada, Brazil, China, Dubai, Korea, Mexico, Portugal, Singapore, Spain, Taiwan, and Thailand, etc.

In India, it is enabled by IEIA through a reciprocity agreement with the International Association of Exhibitions and Events (IAEE), USA, which is committed to instilling education about the industry among the aspirants.

The course is marked by the presence of certified international faculty who teaches the course module during the CEM program. The CEM commission works on upgrading the program on a regular basis. The candidate attending the program undergoes eight full days of training with an online exam being held at the end of each class.

Mr Govind from BIEC cues, “From an

operations perspective, I was aware of the structure. However, I learnt to appreciate what challenges others verticals in the exhibition industry face. I also learnt about some of the departmental and cross-functional aspects too. The mode of training is good and I benefitted a lot from the course.”

The CEM program is a premier designation that has been designed to offer the students a 360-degree knowledge of the exhibition industry

and instil in them the confidence to face the challenges the industry throws at them.

Elaborating on the mode of education and course module, Ms Bhargava said, “This is more discussion-based learning, where groups discuss and are provided with reading material (which you are expected to read in advance before the session). Every day, there is an online exam that is based on the topic in the discussion. It is interesting to point out here that, every year, the course is updated and new topics are either added or upgraded according to the changing exhibition industry scenario.”

She further adds, “The course has given me a better and formalised in-depth view of the fascinating exhibition industry. It has enabled me to see the whole picture rather than just ‘my role’ and generate suitable solutions to problems through interaction and learning from industry colleagues.

The course curricula seek to be a dependable source of specific knowledge for all individuals and put the focus on the direct application of the acquired skills to the challenges faced on a daily basis.

One of the unique features of the program is that it can be tailored to

CEM is a structured, up-to-date program that gave me formal knowledge. I met several people, which gave me a chance to see how similar, yet how different, our situations are.



– Ms Aparna Bhargava,
Regional Head, Messe Muenchen India.

The mode of training is good and I benefitted a lot from the course.



- Mr Sunil Govind,
Senior Director, Facility Management & Operations, BIEC

the individual needs and interests of the participants. The program puts emphasis on practical knowledge and hence, the CEM Professional Designation Learning Programme is first an educational program, and then, a certification program. It thoroughly believes in empowerment.

Expressing her view on the empowering ability of the program, Ms Bhargava says, "We learn from everyone we meet and there is always something new they have to share. The discussions were detailed and in-depth and a lot can be learned from them. People from all levels

and departments can take this course to expand their perspective. Young professionals who have joined the industry recently should opt for this course as it will give them a formalised and latest know-how to deal with situations at work and give them the confidence to approach challenges and arrive at solutions. They can learn about global Industry standards and scenarios."

Over the years, the program has succeeded in cultivating the right talent for the exhibition industry. Ms Bhargava says, "I don't have the numbers but I know that globally

they are on a mission of upgrading skills and inculcating a higher understanding of the Industry by their classes, which are held all over the world."

Though there are several courses available in India in other streams, there exists a dearth of awareness about the necessity of training for the exhibition industry.

Endorsing this fact, Ms Bhargava says, "This is very true. India is one of the oldest civilizations of the world and when it comes to trade fairs, I can give you an example of the cattle fair in Pushkar where livestock is traded even today. It has entertainment, food, competitions, Ferris wheels and rural sport. It is centuries old and one of the events that have survived. As a nation, we are not new to trade exhibitions. However, there is not enough formal education given. Young professionals don't get a head start with basic standards and procedures laid out. There is a huge demand among youngsters today to join the MICE industry, however, good courses are still not available. With exhibition as a major marketing activity now and serious attention has to be given to providing it a trained workforce."

Interestingly, despite the industry contributing majorly in the Indian economy very less attention has been garnered to the training for the exhibition and its allied industry





or declaring it as a subject in the universities and colleges.

Speaking on the alternative ways to educate the industry, Ms Bhargava says, "MICE is part of Tourism, there are several ways we can build formal education apart from CEM. Firstly, institutes of hotel management across the country, which fall under the Ministry of tourism, can have more of the industry-ready curriculum at

these institutions. Sure, the topic is touched upon briefly but it needs to be taken up more extensively. Secondly, associations can start entry level short intensive programs and thirdly, national and private venues can train the temporary staff to handle events effectively. At the moment there is a huge gap in finding good quality trained temporary staff. Expressing his delight on the mode of education,

Mr. Govind says, " The mode of training is good and I benefitted a lot from the course."

When asked about the importance of soft skill in the industry, she says, "Soft skills are most important in this industry like in any other service industry. We are constantly interacting with people at all levels and a high level of soft skills will ensure success in this field."



IHE Expo: A fertile ground for business



Following the remarkable success of its maiden edition, IHE 2019 is all geared up to weave the same magic again.

In its second edition, India International Hospitality Expo (IHE), scheduled to be held from 7 to 10 August 2019, is all set to put on display the best practices in global hospitality.

The event that will be held at India Expo Centre & Mart, Greater Noida, had unparalleled patronage from industry leaders and government institutions in 2018.

The 2019 edition has witnessed IHE extend its reach to 650 exhibitors and will showcase of finest global practices in the hospitality industry in a much grander manner. The event will see high footfall and is set to attract approximately 25000 visitors. The current edition of the event will be a comprehensive sourcing hub for hospitality, retail, F&B, food processing, baking, housekeeping, architects and design enthusiasts.

Spread over 45,000 square metres of space, the four-day event will have conferences, gastronomic demonstrations and competition areas for both hospitality

professionals and students. Due to an elaborate spread of offerings and display, IHE 2019, is all set to become the largest hospitality exposition in South Asia, till date.

The event will be an ideal platform for all hospitality stakeholders and will provide an encouraging networking platform to meet with the very best in the industry.

IHE has the support from top industry bodies like HOTREMAI, ARCHII, PPFI, HPMF, AWESOME, FSAI, AIFPA, GHTP, ICF, IFCA, PHA and FSSAI.

With its vision to make the hospitality industry a catalyst for economic growth, the event has created an international podium that will pave the way to celebrate innovation and create opportunities for its visitors and exhibitors. It has been aggressively promoted at worldwide events that to ensure participation of influential visitors from across the globe.

Speaking about IHE 2019, Mr Rakesh Kumar, Chairman, India Expo Centre & Mart, said, "There was a need for this sort of an event in India's



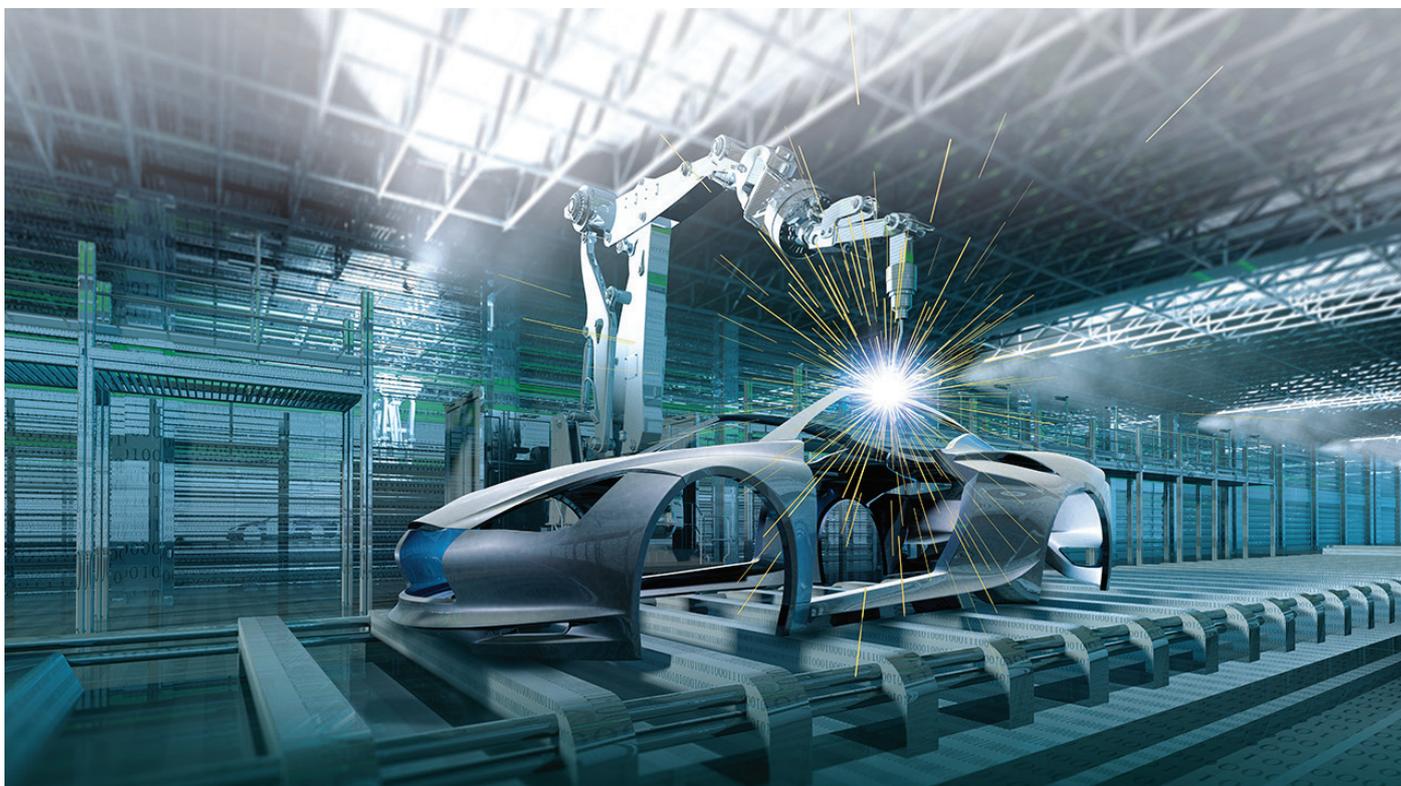
Mr. Rakesh Kumar, Chairman, India Expo Centre & Mart

burgeoning hospitality sector. We have tried to bring together every aspect which serves hospitality players under one roof, for a show which would meet every demand that the industry may have, from material goods to intellectual enlightenment."

A wide range of exhibitions like Food & Kitchen Equipment, Food & Beverage, Furniture, Furnishing, Lifestyle & Décor, Technology, and Design & Architecture will be on display during the event.

The Automotive Engineering Show returns to Chennai

Several tech majors are all set to showcase the latest technology advancements at the Automotive Engineering Show 2019.



The 12th edition of the Automotive Engineering Show returns to Chennai this year and is to be held from 4 – 6 July 2019. It will bring together leading technology-driven brands like Bharat Forge, Festo India, Nikon India, Sick India, Tal Manufacturing, Wipro 3D and their newest innovations under one roof.

The strong list of exhibitors and a series of live product demonstrations and seminars will enable the OEM and other automotive manufacturers to identify, connect and collaborate with the right technology partners for industrial and process automation together with quality control tools. Opening its doors to the industry, the business event will feature over

85 prominent technology players coming together at the Chennai Trade Centre. Focused on technologies for automotive manufacturing, the exhibition will feature companies like Baumer India, Bharat Forge, Carl Zeiss, DesignTech Systems, Festo India, Nikon India, Olympus, Pepperl + Fuchs, Schmersal India, Staubli Tec, Sick India, Tal Manufacturing, Wipro 3D, among other leading names.

The strong presence of automotive majors has gained Chennai its recognition as one of the country's largest automotive and auto components manufacturing hub. Taking place in a city that houses one of the largest auto-clusters, the exhibition comes at an important

juncture when the growing dominance of autonomous and connected vehicles is witnessing innovative-technological developments making inroads into the automobile industry.

Every major technological shift reflects a quantum leap in automotive manufacturing, which is the first to adopt new technology trends that are followed by other manufacturing sectors. The USD 93 billion automotive industry that is shouldering 7.1% of India's GDP, contributes 49% to the nation's manufacturing GDP. With auto players now gearing up for the transition to automated-shop floors and smart, digitalised factories, the right mix of strategy and collaboration with technology partners will ensure

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a competitive advantage.

For instance, the diversification of the automotive market into Hybrid Electric Vehicles and EVs creates new challenges in design and manufacturing. One of the primary issues has been the integration of high-voltage, high-power batteries in the 300 V range or higher on platforms traditionally using 12V. These high voltages generate additional costs and risks in ensuring smooth, safe, power conversion for various onboard electrical sub-systems. Companies now must consider site preparation necessities, and safety requirements when transitioning from low power to high power.

Having a commercial, off-the-shelf solution that has a low cost of ownership would minimize high-power test costs by reducing floor-space usage, reduce heat dissipation, and maintaining uptime. Offering solutions for this segment are companies, such as Keysight, which will be displaying its RP7900 Series regenerative power system at the three-day fair.

Moreover, consumers are increasingly demanding in-vehicle connectivity, advanced driver assistance (ADAS), infotainment services, and other innovative features. To meet this

challenge, the automotive industry is rapidly adopting to Ethernet's scalable and flexible networking technology. However, ethernet's shared medium technology offers its own challenges of performance, reliability and security. Addressing this need, Embedded Systems Solutions will be showcasing the US-based AKUKA Systems technology - Aukua MGA2510, which is a powerful Ethernet Test system supporting IEEE standards-based automotive Ethernet.

German manufacturer, SICK Germany will bring "microScan3" - the new generation of Safety Laser Scanners, which comes with innovative safeHDDM scanning technology equipped with onboard Core input/output, EtherNet/IP and PROFINET for safe machine integration. With onboard ethernet and profinet communication, easy integration and diagnosis are possible, which will play an important role in Indian Industrial Safety taking a step towards Industry 4.0.

Other interesting product highlights at AES Chennai that auto manufacturers need to look out for are:

- The PHD Pneu-Connect, a cost-effective, pneumatic end-effector system providing seamless

integration for Universal Robots that utilizes standard PHD Pneumatic grippers and works on compressed air - which makes the purchase cost less than half as compared to its electric rivals.

- Wipro 3D's Steering Bracket, which is one of its largest 3D printed automotive components optimized through additive engineering principles and FEA resulting in weight reduction and geometry optimised for the stress path.
- Precision reduction gears by Nabtesco used in the joints of industrial robots to support their accurate and powerful motion will be displayed.
- Working on new innovative process optimization, new applications, and new alloy development, Intech DMLS will showcase end-to-end solutions for metal 3D printing technology for the automotive sector
- Bringing solutions for industrial vision automation, inspection and software based on AI platform solutions, Qualitas Technologies will showcase advanced vision-guided robotics, surface defect inspection, line scan system, parts inspection, etc.
- Industrial Touch Computers, made in India, with capacitive touch and optional inbuilt software packages for paperless factories and harsh factory environments by Palas Software.
- Chroma's 17020 high-precision system specifically designed by Quantel Technologies India, for secondary battery modules and pack tests
- Piston, systems and components by ViscoTec required for conveying, dosing, applying, filling and emptying medium to high-viscosity fluids.

LED EXPO sees growth in visitor profile

The 2019 edition of LED Expo saw a surge in popularity with a 6% growth in visitor profile. The event also established lighting street, solar, smart lighting as the country's future revolution.



Having the credit of being India's only show covering the entire value chain of the LED industry, LED Expo Mumbai 2019, held from 10-12 May, concluded successfully with 10,221 trade buyers making their presence felt.

The expo has identified the industry potential and has acknowledged the fact that the futuristic technology will take the lighting industry forward. The expo has also created a platform for exhibitors and visitors to source and explore the latest trends in products and technologies from around the globe.

The successful edition clearly reflected that the nation is heading towards adapting smart and solar lights with an evident growth in exhibitors displaying these revolutionary technologies.

The Expo also highlighted the most demanding categories within the LED industry – solar lights and smart lights



and showcased products ranging from quintessential LED lights and components to need-of-the-hour integrated and semi-integrated solar technologies and automated lighting. The pioneering show has shown

a 21% growth with 295 exhibitors and has attracted 10,221 business visitors, indicating a 6% surge from its previous edition.

Mr Raj Manek, Executive Director



and Board Member, Messe Frankfurt Asia Holding Ltd said, "As the country moves ahead in the LED revolution, I am happy to say that LED Expo Mumbai 2019 has once again proved to be a pioneer business-hub for the development of this technology in India."

Many exhibitors catering to residential, architectural and hospitality lighting showcased LED lights with sleek designs, colour & temperature control, Wi-Fi/Bluetooth enabled smart-lights adapting to the recent needs of changing lifestyle and fashion.

Talking about their newly launched products, Mr Dhaval Shah, Director, Western Electricals said, "This year, we have introduced frameless panels and downlight COBs that can change colours as per personal requirements." Other companies showcasing exquisitely-designed, smart LED lamps and luminaries were Lafit Lighting, Smartlight, and Akhandjyot, to name a few.

Among the many solar lighting companies present at the show, companies like Hi-Way launched

fully-integrated, solar streetlights with the solar panel and streetlight combined in one compact design. These lights, with 12-15 hours back up, are now being demonstrated to local and rural government-bodies to encourage the use of solar lights as street lights.

Visitors were satisfied that the exhibitors displayed advancements in-line with the latest trends and evolutions in the Indian LED industry. The current edition also saw government officials paying a visit to the show, looking out for smart and efficient lighting alternatives.

Mr Deepak Suthar, Chief Engineer, Ahmedabad Municipal Corporation, shared: "I am visiting LED Expo Mumbai in search of smart indoor and outdoor lights available in India. I also found a company that offered smart poles, which had various features in-build in it."

Another government official, Mr S.K Marwah, Senior Director, Electronics and Information Technology, Government of India noted, "This industry in its own way is contributing to the sustainable environment. A new

national policy in electronics has been chartered out, which has a special focus on the LED sector. India today, offers an excellent environment to LED manufacturers."

Impressed by the quality of technologies and visitors at the show, business visitors like Mr Shivam Agarwal, Director of ALC Studios and Mr Sandeep Kumar Yadav, Director, Addison India, said they would like to have their own stalls in the future editions.

From small scale industries to large scale manufacturers, suppliers, inventors and buyers, LED Expo as a brand has become synonymous to trust, quality and trend. With an evident change in the technologies displayed at the show, it is safe to say that India has progressed tremendously in the LED sector and LED Expo is keeping pace with it.

With the kind of development seen in the industry, the next edition of LED Expo 2019 is scheduled from 14 – 16 November 2019 New Delhi, will see more innovative technologies and future-based product profiles on display.

analytica Anacon India and India Lab Expo see impressive response



the display of the best of the technologies from across the globe pertaining to chromatographs, spectrometers, microscopes and imaging, bioinformatics, medicine & diagnostics, life sciences, analytical instrumentation systems and laboratory furniture.

With a cutting-edge display of innovations and technologies, it succeeded in attracting several trade visitors from pharmaceuticals, chemicals, food processing, biotechnology, healthcare, diagnostics and the R&D industry.

Expressing delight over the response, Bhopinder Singh, Chief Executive Officer of Messe Muenchen India said, "analytica anacon India and India Lab Expo once again proved to be the ideal platform for the matchmaking

analytica Anacon India and India Lab Expo, India's leading exhibition on laboratory and analytical technologies, organised by Messe Muenchen India, in its 13th edition proved to be an ideal platform for the industry experts. Held from 16 to 17 April at the Bombay Exhibition Centre, Mumbai, the event stood out in terms of a record number of visitors and exhibitor participation.

Spread over the area of over 3,500 square metres, the exhibition featured 102 global and Indian companies interacting with 4505 visitors. This was further complemented by over 100 delegates participating in industry-specific, knowledge-enriched seminars.

The exhibition was marked by



EVENT REVIEW

between buyers and sellers. Our visitors were able to effectively source their requirements and our exhibitors showcased the latest technologies available.”

Buyer-Seller Meetings

The expo witnessed over 375 meetings and the buyer-seller forum was very well received. Prior to the trade fair, potential customers were able to register for the meetings in order to meet specific exhibitors and initiate new business relationships.

The Buyer-Seller meetings saw strong presence and participation from companies like Cipla Pharma, Troy Life Sciences, Ritik Healthcare, Arabian Petroleum Limited, Municipal Laboratory (Municipal Corporation), Alkem Laboratories, Aurochem Pharma, Envirocare Labs, Franco Indian Pharma, Johnson Mathey Chemicals and Ministry of Defence and several more.

Praising the success of the event, one of the participants, Abhishek Awasthi, International Marketing Manager of Mircrolit said, “India Lab Expo in Mumbai has been great. We had many visitors from different industries like pharmaceutical, research and governmental institutes along with many channel partners who have visited our stand.”

The analytical and laboratory-specific seminars were attended by over 100 delegates. Anacon-JAIMA Technology Showcase and NABL seminar, the accompanying programs, was also well-received by more than 100 participants and saw more than 10 speakers sharing their insights and knowledge on the latest developments in the field of analytical technologies. They also went on to disseminate knowledge and create an in-depth understanding of the accreditation process and general requirements for the competence of testing and calibration laboratories.

The pharma roadshow was also



conducted on the occasion where top industry leaders were seen sharing their views on digitization challenges in manufacturing units and laboratories.

The trade show received support from the industry trade bodies like Indian Analytical Instruments Association (IAIA), Indian Drug Manufacturers' Association (IDMA), Bulk Drug Manufacturers' Association (BDMA),

Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry (FTACCI).

The next editions of analytica Anacon India and India Lab Expo are scheduled to take place on 19-21 September 2019 at HITEX Exhibition Centre, Hyderabad and on April 16-17, 2020 at Bombay Exhibition Centre (Mumbai).



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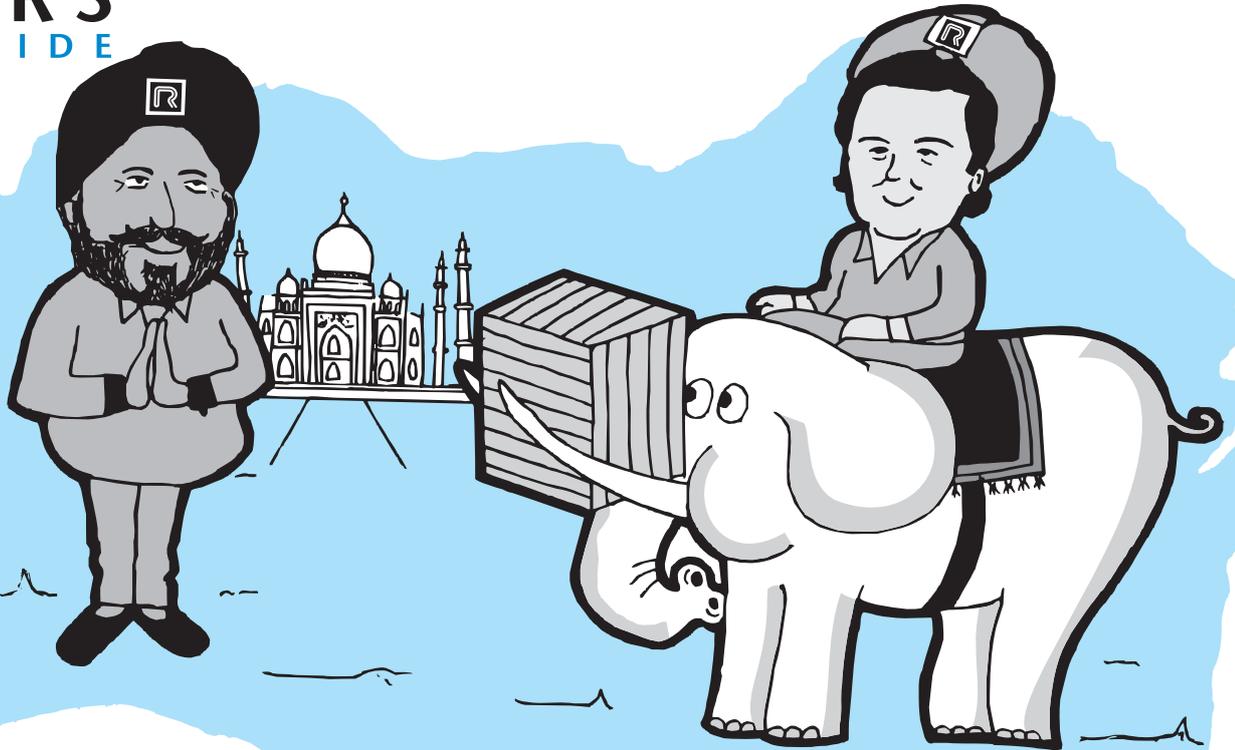




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