

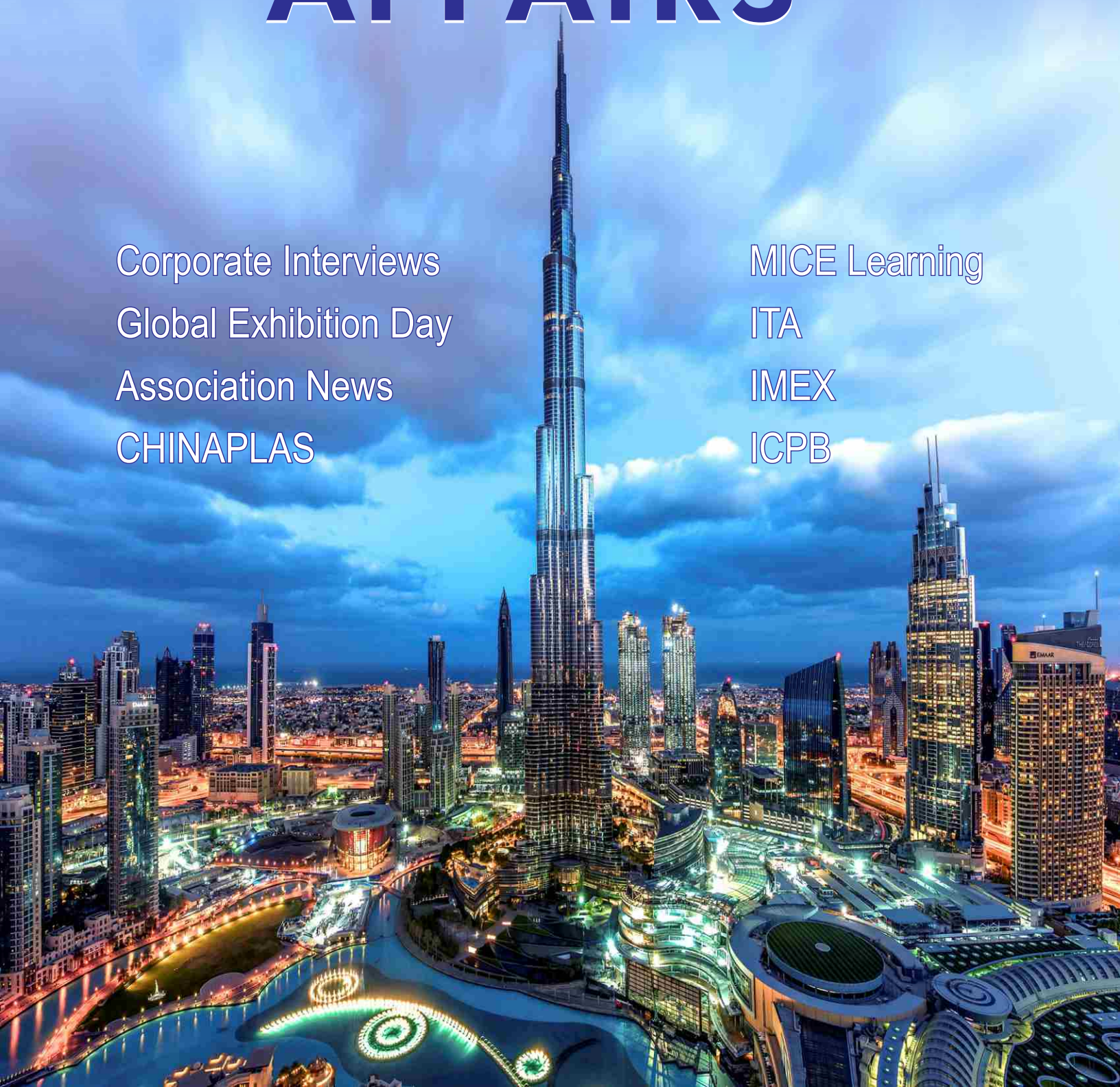
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MICE AFFAIRS

Corporate Interviews
Global Exhibition Day
Association News
CHINAPLAS

MICE Learning
ITA
IMEX
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IN SERVICE OF SMALL INDUSTRIES



Federation of Industrial and
Commercial Organization

INDIAN TRADE ASSOCIATION
THE MYSTERY UNLOCKED

ITA 2018

OUR SPEAKERS

Trade Associations,
Federations, Chamber of
Commerce, Councils, EPC's
and so on...

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EDITORIAL NOTE

Thank You for taking out time to go through MICE AFFAIRS 2nd edition. I really believe that no matter whether a magazine is delivered to your doorstep or to your computer, printed on glossy stock or on tabloid paper, appearing on your iPad or your cell-phone screen, it is still and foremost the work of an editorial team for a discerning audience, a beautiful and meaningful— we hope—it's a complete package of idea sharing, relevant stories and current trends.

This was really a great issue to work on. But before we proceed to know, what this issue has in store, would like to personally thank few people who have extended their genuine help in last issue and this issue too. It won't get justified if we don't publish their names here. MICE players starting from Bio Seed, Bangur Cement, Wonder Cement, Jubilant, Idea Cellular, Imperial Chamber, FICO, CICU, FICCI, AIPIA, LOPA, Paint Association, IAMSME of India, FIEO, EEPC, ASSOCHAM, GCCI, Capexil, ICPB and lot more have extended their whole heartedly support to MICE AFFAIRS. We are really thankful to each of them. Friends from travel industry Travel Pro, Kolormice, Parry Travels, Desire Vacations, FCM Travel Solutions & In Orbit secure the place of true well wishers of MICE AFFAIRS.

In this edition we had a lovely interaction with Minister Counsellor Commercial -Royal Thai Embassy- Mr Tharadol Thongruang. Along with an experience sharing session with Mr. Ajay Seth Senior Vice President, Outbound MICE & Trade Fair - Cox & Kings. From the corporates side we were able to find out more facts and inputs from Bangur and Wonder Cement. The way corporate are looking at planning their MICE activities is truly amazing and challenging for MICE Travel companies to act upon. Believe it or not this is the way forward for THE MICE GAME. Innovation is the keyword as emphasized by these corporate. Also there is interesting news coverage on Global Exhibition Day celebrated in June 2018, an initiative by UFI and IEIA.

Apart our team has shaken hands with MICE players at different locations in country and let me tell you the response has been wonderful and giving us required push to put in extra effort every day. We have tried to cover a snapshot of all such interactions with key MICE players.

In the future we hope to only grow, and we hope that this magazine, as well as the work we do, inspires you. We thrive on the enthusiasm of our members, contributors and readers from all over the MICE industry, for which we are eternally grateful.

We also invite suggestions on burning topics which are missing but needs to be covered. Mr. Sumit Berry our fellow friend from the industry suggested us to take up the matter of timely payments, although a controversial subject but we have tried to put in some views on the same subject.

Thank you again for reading this letter. To stay connected, please follow us on [Facebook @miceaffairs](#), or our other social media accounts. We hope to hear more from you in the future. Stay with us and expect more!!!

Thanks for your love and affection..Keep Rocking!

We welcome readers comments and feedback about the Bulletin and invite email to us at the email : sachin@miceaffairs.com

Let's Get Focused!!!!
Sachin Manocha
Publisher & Editor

MICE AFFAIRS

Focused Magazine on MICE Industry

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(Editor Sachin Manocha)

Title to focus on

Meeting & Incentives Industry

IMEX

Focus Interview Section with Key Corporates

Guest Column- Interview - Cox and Kings

Destination Focus - Mauritius

M&I News

Major M&I events across the world

Convention & Exhibition

Association News

Value Reading- Exhibiting effectively in Trade Shows- By John Blaskey

Global Exhibition day

News Focus

Major Exhibitions Coming up India-Globe

MICE EDUCATION

MICE LEARNING

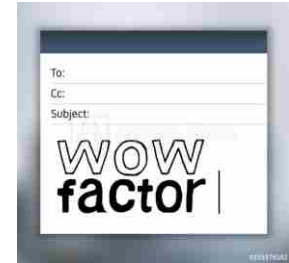
ITA

INDIAN TRADE ASSOCIATION EVENT

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Creating WOW factor for the repeat Destinations

MICE AFFAIRS Team had a quality discussion with some Corporate Clients doing MICE activities. Being at the planning end of MICE, their views, suggestions and experience are quite important for MICE Event or Travel Companies to understand changing needs and requirements.



The MICE – Meetings, Incentives, Conferences and Events – industry is one of the major drivers in the tourism business and has experienced enormous growth over the last years. The MICE sector generates millions in revenues worldwide and the future outlook is bright as demand for meetings, incentives, congresses and events is still increasing.

The traditional method of collecting a plethora of people in corporate rooms and making them listen to lengthy speeches is gradually being replaced by a more personal experience. Modern day MICE events allow for a more creatively collaborative experience. coming up with more innovative ways to make MICE events exciting.

There is an increasing trend in moving away from the traditional meeting design of attendees registering, filing into a room, listening to a presenter, attending an exhibition and leaving. There is more thought now around experiential meeting design and making an event as personalised as possible



Mr. Harish Gehlot
Sr. Gen Manager, Marketing
Bangur Cement

"Mr. Gehlot shared that for their events they are always looking out for new innovative methods to create WOW factor irrespective of that fact its a repeated destination. Budget is another factor contributing to the same so within budgets innovative suggestions are implemented."



Mr. B S Mandi
AVP Marketing
Wonder Cement

"There is always something new in fashion and trending – people are always on the look out to make something unique and different from the norm. This is also a trend on the rise with event organisers thinking outside the box of usual event spaces. We are in the same row to create unique experience for our business partners, Mr. B S Mandi shared."

Q: Kindly share insights about Cox and Kings MICE Division? Are you covering all four verticals of MICE?

A: Cox & Kings is the leader in MICE in the domestic as well as the international market. We have expertise in all the four verticals and have a dedicated team across the country that creates delightful MICE experiences for the corporates. Our expertise in crafting MICE experiences that leaves an imprint on corporates is what makes our services unique.

Q: Being in the same business for ages, can you enlighten us about changing trends in MICE Industry and how the MICE agencies are adapting themselves to cater to these changing expectations?

A: The MICE industry has evolved and transformed itself. It is more organised and is now dominated by professional players. Clients have also evolved in their preferences. It is no longer about going to Bangkok or Pattaya for a three- nighter and returning home. It's about discovering elements in the local cultures and providing the guests with an immersive experience. This detailing calls for experts who can handle such specific requirements and we at Cox & Kings have delighted lakhs of customers across the globe.

Q 3: What are the five key factors for successful execution of a MICE project from your viewpoint?

1. **Dedicated professional team**
2. **Risk Management and mitigation**
3. **Effective planning and implementation**
4. **Innovation**
5. **Communication**
6. **On ground unexpected situation handling**



**Mr. Ajay Seth
Senior V.P.
Cox & Kings**

Q: Do credit payments play a significant role for grabbing MICE business? Or the relations matter the most in case of India Market?

Credit is expected by the Corporate for their Incentive business. On the other hand transparency and trust with the corporate play an equally important role when partnering with them on their travel projects.

"The MICE industry has evolved and transformed itself. It is more organised and is now dominated by professional players. Clients have also evolved in their preferences."

Ajay Seth is the Senior Vice President, Outbound MICE & Trade Fair at Cox & Kings, India's multinational travel company. A seasoned professional in the travel industry, he has served in various capacities across the group including domestic, inbound and outbound verticals. His overall domain expertise has enabled the company to be recognised as the pioneer in the outbound MICE segment in India. The company's MICE division has catered to marquee clients across India and continues to deliver tailor-made programmes for special interest groups to provide a cutting edge experience. Ajay joined the company in 1995 and has shouldered key responsibilities across the group.

IMEX America – Powering *up for a 'cascade of cool'*



IMEX America, America's worldwide exhibition for incentive travel meetings & events, will take place October 16 – 18, 2018 at the Sands® Expo and Convention Center at The Venetian®| The Palazzo® in Las Vegas, preceded by Smart Monday, powered by MPI, on October 15 www.imexamerica.com For more information on IMEX America 2018 please visit www.imexamerica.com

8

IMEX

W

With doors barely closed on its most experiential and largest IMEX in Frankfurt to date, the IMEX team now turns its sights to IMEX America.

The show is set to shine with innovation and ingenuity in its usual setting of the Sands® Expo and Convention Center at The Venetian® | The Palazzo® in Las Vegas from October 16 – 18, 2018, with Smart Monday, powered by MPI, on October 15.

There will be once again be an enormous range of opportunities to do business, to discover new destinations, hotels, services and technologies, to learn about the latest ideas and trends and to make connections with industry contacts.

There will also be some eye-opening and mind-opening innovations to extend and disrupt traditional concepts of meetings and events. In Frankfurt, one observer described the line-up of new formats and experiences as a 'cascade of cool'. With IMEX America expanding into larger halls for 2018, IMEX partners and exhibitors will have plenty of room to demonstrate their inventiveness and flex their marketing muscles.

C2 International makes Las Vegas debut at IMEX America

With experiential events dominating this year's business landscape, IMEX America will showcase a wealth of new ideas to planners who are constantly under pressure to deliver new thinking and fresh design. One of the outstanding proponents of these radical, challenging and inspiring new experiences will be C2 International, the ground-breaking experts in innovative business conference. As a result of a new partnership with the IMEX Group, C2 will be bringing its Learning Labs to Las Vegas, providing a further indication of the IMEX commitment to encouraging creativity in the industry.

The show will be preceded on October 15 by Smart Monday, powered by MPI, when a vast number of meetings professionals will arrive in Las Vegas for a day full of professional development events. Association Evening, the Executive Meetings Forum, PCMA Business School and the Association Leadership Forum (created by ASAE) are among the activities which, along with an extensive program of learning arranged by IMEX strategic partner MPI, will provide educational sessions to suit many needs and specific interests.

IMEX America is well-known for providing many networking opportunities at popular co-located events including the Shamrock Invitational, SITE Nite North America, the Events Industry Council Hall of Leaders & Pacesetters Awards Celebration plus MPI Foundation Rendezvous.

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meetings | incentives | conferences | events



offbeat tours

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INDIA & THAILAND TRADE
GROWING THROUGH EXHIBITION PLATFORM



Q. Experience on Indian Market as Exhibition Centre?

Ans. I believe Exhibition is not only about Exhibiting Products for me its people to people contact, through exhibitions people come to know each other and when people understand each other the trade, social activities, culture, tourism will increase between two countries.

India is both huge and diverse market. India has endless Opportunities in Trade, Commerce and Exhibitions, exhibitions should not be restricted to Metro Cities of India it should be expanded to Tier 2 Cities Exhibitions act as a reliable media for exchange of information and are being globally recognized as the medium of doing business and work as unique networking platform for both Indian and foreign participants

Q. Your Vision and Expectations from India ?

Ans. India is huge and a super power country they are big brother of Thailand our relation is more than 1000 years ago. I would like to increase good relations with India in all sectors. My long working experience in India suggest that India is a Challenging Country and full of business opportunities in every corner of India. Exhibition sector it is growing and is the right way for mutual benefit of Business men to Business men of India and Thailand. We should support each other in term of tourism, meeting, incentives, conference and exhibitions.

Indians are good in hospitality and very kind in nature they respect and love People from all around the world especially Thailand the land of smiles.

Q. New Development in Thailand for MICE Visitor from India to Thailand ?

Ans. Meeting, Incentives, Conferencing and Exhibitions is one of the Policy of Thai Government and are ready to welcome businessmen or MICE visitors to visit Thailand or organize events in Thailand.

We have already developed all infrastructure to welcome Indian Businessmen in terms of venue, management, logistics in terms of Air, Sea and new link by road through North East of India via Myanmar to Thailand.

Indian businessmen benefit as Thailand is a hub for South Asian Countries.

Apart from Bangkok now we have developed venues Khon Khaen (Khon Khaen International Convention & Exhibition (KICE), Chiang Mai & in Pattaya (Pattaya Exhibition & Convention Hall (PEACH) which are ready to serve you.

Q. Any Promotional activities which are being planned for taking India Thailand trade relationship to next level? Kindly elaborate.

Ans. As trade is mutual benefit for both Thailand and India, the next step we plan to do is to promote, cooperate or Joint ventures between India and Thai medium scale companies. We will invite Thai Businessmen to invest, manufacture and market their products in India. Thailand would provide Know How, Technology and Design and use Indian Raw Materials to manufacture and market the products in India.



Mr. Tharadol Thongruang
Minister Counsellor- commercial
Royal Thai Embassy Delhi

"Meeting, Incentives, Conference and Exhibitions is one of the Policy of Thai Government and are ready to welcome businessmen or MICE visitors to visit Thailand or organize events in Thailand. "



MCEC's expansion will result in a 25 per cent increase in event space

The new event space is anticipated to generate an additional 74,000 international visitors annually, resulting in an annual \$167 million boost to the Victorian economy. The 1st Malaria World Congress was the first event held in the new space. Australia's newest event space has arrived, with Acting Premier, James Merlino announcing Melbourne Convention and Exhibition Centre's (MCEC) expansion site officially open this morning. The \$205 million expansion was funded by the 2015-16 Victorian State Budget with building works commencing in 2016. The expansion adds 20,000 square metres, increasing MCEC's total size to 70,000 square metres, heralding the venue as Australia's largest convention and exhibition space.

Dubai Showcases Business Events Excellence At Imex Frankfurt

Dubai demonstrated the strength of its world-class infrastructure and business events industry at major trade show Dubai Business Events brings major presence to IMEX Frankfurt, with Emirates, Jumeirah Group and Expo 2020 Dubai among 24 partners co-exhibitor. Agenda previews upcoming developments and key events in the city, including the 57th edition of ICCA Congress set to take place this year.



entertainment park opens in Qatar



This vast entertainment extravaganza is over 17,000 square metres in size, and is home to a mesmerising assortment of rides, entertainment experiences and things to do for all the family.

Rovio Entertainment is thrilled to announce the grand opening of its most ambitious and biggest theme park yet! The mighty ANGRY BIRDS WORLD™ attraction swings open its doors in Qatar welcoming millions of fans from around the world. This vast entertainment extravaganza is over 17,000 square metres in size, and is home to a mesmerising assortment of rides, entertainment experiences and things to do for all the family. The freshly completed indoor section of ANGRY BIRDS WORLD™ is the first to open, with its outdoor section opening to follow later.

Fans of the multi-billion downloaded Angry Birds family of mobile games can fully immerse themselves in Angry Birds lore and experiences. There's 'Trampoline Universe', a huge 1,300 square meter area full of gravity defying trampolines. Fans can find themselves flying like Red, by hitching a ride on the breathtaking 106 meter long 'Own the Sky' roller glider. Racing fans can challenge friends and family in the world's first indoor and outdoor multi-level, 261 metres long karting track, inspired by Angry Birds GO! game. If you're feeling peckish, ANGRY BIRDS WORLD™ sports an delectable array of eateries, themed restaurants and beverages.

ANGRY BIRDS WORLD™ is also home to an educational attraction called 'The Big Tree'. This is a state-of-the-art educational center where children can learn about science, explore their creativity and express themselves with music.

The outdoor section of ANGRY BIRDS WORLD™ will open at later stage.

MICE +

Mauritius



MICE in Style – Enjoy everything that Mauritius has to offer...

Mauritius is the perfect MICE (Meetings, Incentives, Conferences and Events) destination, combining quality, elegance, and style! Mauritius serves as a perfect MICE destination. Besides its natural splendor, the island has all the key facilities required for organizing successful meetings, conferences and events. The island offers a wide choice of accommodation, with a strong emphasis on luxury properties and a wide range of international luxury hotel brands and boutique hotels. Mauritius has the infrastructure to cater to MICE groups throughout the year. It has an advantage over other MICE destinations in the Indian Ocean as it has the region's largest and most modern convention centre: the Swami Vivekananda Conference Centre in Pailles. This conference centre provides all the facilities needed for large international conferences – which can accommodate up to 5,000 people at a time. Other venues include the International Conference Centre in Grand Bay (up to 600 people) and the Freeport Exhibition in Mer Rouge (up to 1,000 delegates). Many Mauritian hotels also offer conferencing facilities and can cater for up to 800 people at a time.

Conference Facilities



Mauritius has an advantage over other MICE destinations in the Indian Ocean in that it houses the region's largest and most modern convention centre: the Swami Vivekananda Conference Centre in Pailles.

This centre provides all the facilities needed for large, international conferences – accommodating up to 5,000 people at any one time. To date, it has hosted many international conferences, including the UN Small Island Developing States Conference. Other venues include the International Conference Centre in Grand Bay (up to 600 people), the Freeport Exhibition in Mer Rouge (up to 1,000 delegates) and Trianon Convention Centre in Trianon (up to 3,000 delegates). Many Mauritian hotels also offer conference facilities and can cater for up to 800 people at a time.

The island boasts a wide variety of activities that can be organised specifically for MICE groups – ranging from golf to adventure sports such as quad biking, trekking,

mountain biking, zip-lining, hunting, kitesurfing, parasailing, canoeing, and sky-diving. The island also offers countless stunning outdoor locations for team-building exercises. The Island boasts a wide variety of recreational activities that can be specifically geared around MICE groups – ranging from golf on lush green courses with the spectacularly turquoise sea as backdrop, to exciting activities such as quad-biking, sea-karting, snorkeling, undersea walk, trekking, mountain biking, zip-lining, catamaran cruises and exploring underwater world in a specially designed submarine. Groups can take up activities like walking with the lions at the Casela Park or enjoy swimming with dolphins.

Mauritian restaurants offer visitors a wide range of Indian, Chinese, Arabian, Creole and European dishes. Indian food is very popular and vegetarian Indian foods are

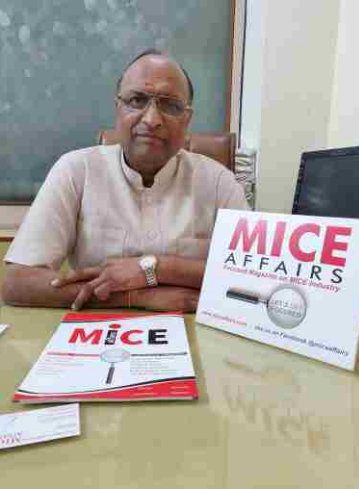
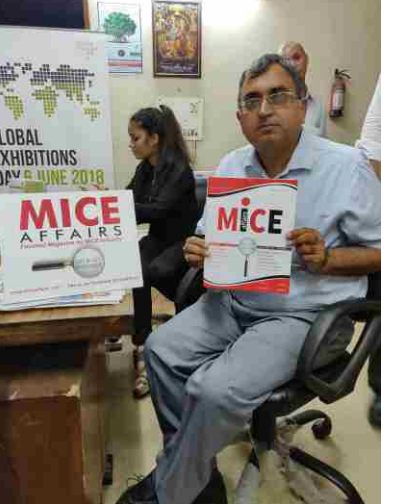
easily available as well. Although English is the official language, French is widely spoken as is the local Creole as well as Hindi, Urdu and Chinese. Mauritius is lively even in late evening—mainly in the north and west coast, where many nightclubs, pubs, casinos and restaurants come alive with bustling crowds. DJs are often invited for special occasions by the hotels on demand for gala evenings. Sega dance, French and English pop music, as well as techno and jazz, are all popular 'night-time sounds' in Mauritius. Apart from having the infrastructure to cater to MICE groups all year round, a moderate climate throughout the year makes Mauritius a perfect year round destination. Mauritius accords visa-free arrivals for Indian passport holders. Mauritius is well connected to India by Air Mauritius, which has flights from major metro cities like Delhi, Mumbai, Chennai and Bengaluru.

Activities

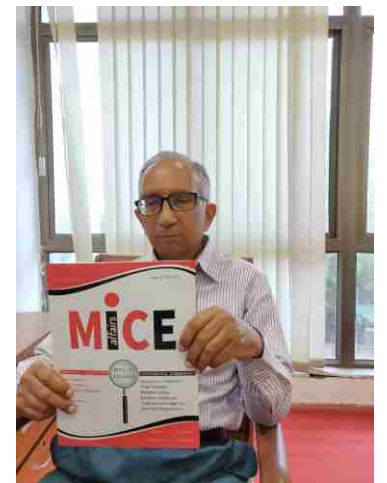
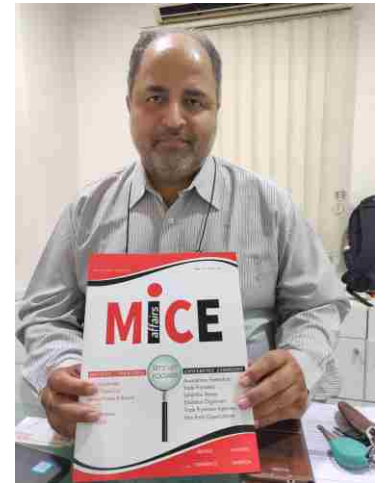
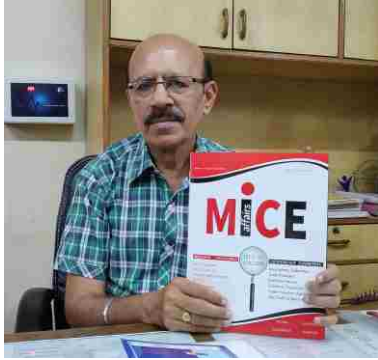
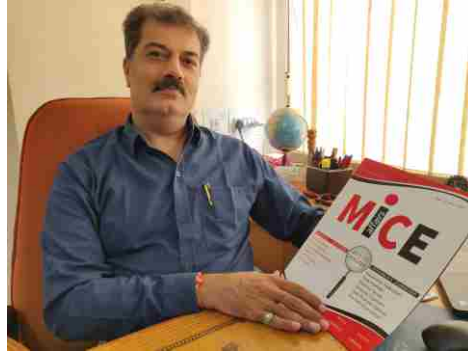
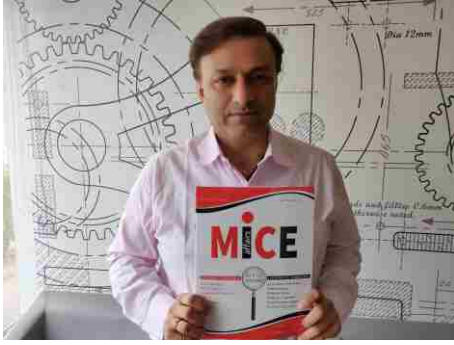


Gorgeous white sand beaches, cobalt blue lagoons, rugged volcanic highlands and unique bio diversity make the island of Mauritius an ideal destination wedding spot for the couple looking to tie the knot in a far off and enticing location. Situated in the Indian Ocean, Mauritius' natural beauty, combined with its distinctive cultural diversity and luxurious hotel accommodations create a truly wedding experience. Mauritius boasts over 150 miles of pristine beaches, the third largest coral reef in the world. Mauritius wedding is perfect for the couple looking to create a memorable occasion that will live on long after the ceremony is over. Most hotels offer extensive wedding and honeymoon packages and have their own experienced wedding coordinator who will organise every last detail according to your wishes.

Quality Readers



Quality Readers



Changing Trends in MICE

The travel trade all over the world is emphasizing to increase its volume in MICE segment. Most of the Western & Asian countries have built up major infrastructure to increase and handle the MICE segment. Countries like USA, UK, Germany, France, Italy, Netherland, Spain,

and Turkey are the forerunners in the west and Singapore, Hong Kong, Japan, Korea, Taiwan, Thailand and China are the countries attracting MICE travellers in the east. All these countries have built up major convention centers and exhibition venues. Have constantly increased their hotel room's capacity of all-star graded hotels. They have upgraded their transportation fleets to match international standards. Have built Mass Rapid Transport Systems. They all are catering to the international cuisines to meet the demand of international MICE travelers.

Corporate Incentive Tours: The trend in outbound incentive travel of corporates have increased in a

big way. Pharmaceutical companies, Insurance and Financial Institutions, Consumer Electronics and white goods manufacturers are increasingly opting to offer international tours as "Rewards" to their Achievers. Such tours range from 25 – 2000 persons in each tour. The countries which are beneficiaries of Indian outbound MICE segment are mainly Singapore, Malaysia, Mauritius, Thailand, China, Hong Kong, Dubai, Switzerland, France & UK. The new trend in outbound MICE segment are countries like Indonesia (especially Bali), Turkey, Greece, Egypt and Australia.

Corporate Events Indian Corporates organise Events abroad for Product-launch,

Dealers Conference & Employees meetings, such events have further provided incentive for travel trade to organise MICE Events which include Themedesigning the Conference Hall, providing DJ, organising Team building activities. Such events are participated by Top Management as it provides the interaction between Management Employees and Dealers.

Foreign Tourism Boards role in contributing to outbound MICE volume from India: ue to the increasing volume of outbound MICE segment, Tourism Boards of many countries are also active in India. Many of the Tourism Boards have started MICE

division in their offices in India. They are ready to provide special assistance to the tour operators to organise the MICE trips to their countries. MICE outbound segment is expected to continue to grow in India. However, the travel trade must educate its staff and provide training to meet the requirements of MICE outbound travellers and to cope up with the new trends in the outbound MICE segment.



Mr. Om Prakash, Director – In ORBIT Tours Pvt. Ltd. Ex-Chairman Travel Agents Association (WR)

Due to the boom in the Indian economy and the growth of the Indian industrial sectors, the availability of foreign exchange, the emphasis on increasing exports, all these factors are contributing to the speedy increase in the Indian outbound MICE segment.

WORLD MICE DAY QINGDAO, CHINA



C CPIT - Qingdao (host of WMD) and BIT Congress, Inc (organizer of WMD) made their first public appearance as exhibitors at IMEX in Frankfurt . It attracted a lot of attention of international buyers, which indicated the interests of the development of China's MICE industry. Since China opened its doors for inbound and outbound travel, it has been setting records in terms of passenger volume and spend, with MICE travels accounting for eye-popping statistics. The World MICE Day is dedicated to building an international exchange and cooperation platform and promoting the coordinated development of MICE industry.

**Introduction of WMD 2018:
Interactive Business Model: 1-1
prescheduled meetings with over
400 overseas and domestic hosted
buyers and 2,000 trade visitors**

On-site procurement, On-site contract signing: World-renowned conference organizations, industry associations, professional PCOs and PEOs will bring a large number of the purchasing requisitions and cooperation opportunities

Concurrent Forum and Symposium: Deeper understanding of the latest industry trends, insight and other information with a fair amount of public informative speeches and dialogues

Travel in Tsingtao: Visit Qingdao city, an important economic center city and port city along the east coast of China, which is also famous of the site of Tsingtao Beer

Social Events: Various WMD social functions, including: the WMD Welcome Event, Networking Activities, etc.

Travel Events Worldwide....

Plan your Business Visit

July 2018

17-19	Vidanta Nuevo Vallarta - Mexico	World Meetings Forum
27-29	Bangalore - India	IITM (India Int'l Travel Mart - Bangalore)

August 2018

3-5	Hydrabad - India	IITM (India Int'l Travel Mart - Hyderabad)
6-9	Quintana Roo - Mexico	Caribbean Meeting & Incentive Travel Exchange
14-15	Toronto - Canada	Incentive Works
26-29	Buenos Aires - Argentina	Connections Argentina

September 2018

4-8	Scottsdale - Arizona-USA	Private Luxury Forum The Americas
5-7	London - UK	Aviation Festival
5-7	Mexico City - Mexico	IBTM Americas
6-7	Nusa Dua Bali - Indonesia	THINC Indonesia
6-8	Ho Chi Minh City - Vietnam	ITE HCMC
7-9	Ahmedabad - India	TTF Ahmedabad
7-10	Busan - Korea	Busan International Travel Fair
9-13	Marrakech - Morocco	PURE Life Experiences
10-11	Moscow - Russia	Meeting Planners Russia
10-12	Las Vegas - USA	Future Travel Experience Global
10-14	Seoul - Korea	Seoul International Travel Mart (SITM)
10-10	Doha - Qatar	International Travel Roadshow (Middle East)
11-13	Moscow - Russia	OTDYKH - MICE, Luxury, Leisure, Medical
12-13	Beijing - China	CIBTM - China
12-14	Langkawi - MalaysiaP	ATA Travel Mart
12-13	Dubai - UAE	International Travel Roadshow (Middle East)
14-16	Surat - India	TTF Surat
15-18	Guangzhou - China	World Routes
16-18	Sydney - Australia	Luxperience
16-19	Gstaad Palace - Switzerland	Connections Switzerland

Sep 2018 cntd.

18-20	Bangkok - Thailand	IT&CM Asia
18-21	Edinburgh - Scotland	WYSTC (World Youth & Student Travel Conference)
18-20	Bangkok - Thailand	CTW 2017
19-21	Buenos Aires - Argentina	Travel Mart Latin America
19-21	Foz do Lguacu - Spain	Termatalia
19-21	Buenos Aires - Argentina	Travel Mart Latin America
19-20	Lisbon - Portugal	Seatrade Cruise MED
21-23	Delhi - India	IITM (India Int'l Travel Mart - Delhi)
24-24	Paris - France	PURE Meetings & Events
24-25	Medellin - Colombia	SAHIC South America
24-25	Ho Chi Minh City - Vietnam	Global Hotels & Resorts Conference
24-27	Riviera Maya - Mexico	ILTM North Americas
25-25	Kiev - Ukraine	Luxury Travel Mart Ukraine
26-29	Paris - France	IFTM (Top Resa)
26-28	Astana - Kazakhstan	ASTANA Leisure
26-27	London - UK	Hotel Investment Conference Europe
27-30	Kerala - India	Kerala Travel Mart
27-30	Milan - Italy	World Sport Tourism Show
28-30	Pune - India	TTF Pune
28-30	Mumbai - India	IITT (India International Tourism Exhibition)
28-28	Athens - Greece	Uzakrota Aegean Travel Talks
28-28	Almaty - Kazakhstan	Luxury Travel Mart Almaty (Autumn)
30-4	Munich - Germany	Private MICE Forums - Munich



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Naveen Tours Pvt. Ltd.
Email Id : pradeep@naveentour.com
Telephone No : +91-11-4270 0700
Add. : 3/8 Shankar Road, Old Rajendra Nagar, New-Delhi 110060 |
www.naveentour.com



Zenith Holidays
Tel: 011-40450000-99
Add: 101, Block E, DDA Shopping Complex, Vikaspuri, New Delhi-110018
www.zenithholidays.com



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Add.: B- 38, Ansal Chamber - I, Bhikaji Cama, Place, New Delhi- 110066.
www.micepro.in



Abovo Travels Pvt. Ltd.
Email Id : Info@abovo.in , shiv@abovo.in
Telephone No: 011 - 40112085, 011 - 40112086, 99992-93360
Add.: Abovo Travel Pvt.Ltd., 1006,Rohit House,3.Tolstoy Marg.New Delhi
<http://www.abovo.in>



Red Carpet Tours Pvt. Ltd.
Email Id : info@redcarpettours.in
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www.redcarpettours.in



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Telephone No.: +91-9818651214, +91-11-41538353 / 54
Add. : Nimble Tours Pvt. Ltd. 6th Park end, Vikas Marg, Opposite metro Pillar no. 101. Delhi 110092
www.nimbletravels.com



LTA Tours Pvt. Ltd
Email Id : info@ltatours.com
Telephone No : 8800694669, 74
Add.: 111, Ansal Imperial Tower C Block Community Centre,
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FEATURED MICE TRAVEL COMPANIES

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www.kolormicetours.com



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<http://travelandyou.in>



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www.in.fcm.travel

MUMBAI



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Telephone No : + 91 22 28973110 / + 91 9119119199
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www.rainbowworldtours.com

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Ludhiana - 141 001 (Punjab) INDIA
<http://www.desirevacations.in>

Vacations Pro International Pvt. Ltd.

Email Id : anil.Thakur@vacationspro.com
Telephone No : 95010-30117, 0161-4662020-21
Address : 305 k-10 Tower Feroze Gandhi Market | Ludhiana | India
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ICPB'S SUCCESSFUL MICE International Road Show in Europe



“The participants witnessed overwhelming response, having more than 100 MICE Buyers and Association Representatives covering all major cities of MICE market in Europe”



The participants witnessed overwhelming response, having more than 100 MICE Buyers and Association Representatives covering all major cities of MICE market in Europe, Paris - which is major hub of MICE Agencies and other three Cities Brussels, Geneva and Zurich have a number of International Association Headquarters. From India, there were 12 participants from various segments – Incentive Operators, Venues and Professional Conference Organizers, all of them were represented by Owner of the Agencies which created a good impact on the Buyers as they were discussing their future events with decision makers.

ICPB also invited His Excellencies, the Indian Ambassadors from France and Switzerland addressing the audience including Buyers and assuring of their full support for any future events. A great support from Ministry of Tourism, Govt. of India and the Indian Tourism Offices in Frankfurt and Paris helped in creating a very fruitful Event for ICPB Members.

ICPB is looking forward to have more number of such MICE related International Road Shows in near future.



The 11th Conclave is very significant, as ICPB will be opening their first State Chapter in Kolkata during the Conclave on 30 August 2018. The two day Event is also packed with Sessions and Panel discussions on various topics – “A panel discussion on Public Private Partnership for Destination Marketing”, Social Media Marketing – Changing Scenario - Impact on Industry and Way Forward and A Winning Formula for Bidding for International Conferences. Ministry of Tourism, West Bengal Govt. is the Platinum Sponsor of the Event as State Partner and Biswa Bangla Convention Centre is the Venue Partner. The Conclave will provide the perfect forum of opinions, views and standpoints on India’s meeting and Convention Industry.



Mr. Chander Mansharamani
V.C. - ICPB

The Theme of the Event is “Scaling New Height – Building for the Future”, the focus area during the Conclave will be on how ICPB can enhance their activities and compete in the International Market. The other focus area will be to create opportunity of Bidding for an International Conference.

India Convention Promotion Bureau (ICPB), a body sponsored by Ministry of Tourism Govt. of India is pleased to announce their Flagship Event “Conventions India Conclave” in Kolkata from 29 – 31 August 2018 at Biswa Bangla Convention Centre.



**GLOBAL
EXHIBITION
DAY 2018
MAKES
IT
BIG**

*Global Exhibitions Day
activates a record number
of industry professionals,
inspiring advocacy
events and initiatives
in 85 countries and regions
around the world*



**GLOBAL
EXHIBITIONS
DAY 6 JUNE 2018
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Activities range from Albania to Zimbabwe as the global exhibition and business events industry joins forces to raise visibility. Show organisers, venue operators, service providers and industry associations share the excitement of the industry and the value it provides. More than 40 industry associations worked under the UFI project umbrella for months on preparation, and on activating the industry. Exhibition professionals around the world came out in record numbers for the third Global Exhibitions Day (GED) this week. Not only did this highlight the industry's role as a driver of economic growth, but also established GED 2018 as the biggest day of advocacy for the exhibition world so far, according to data from UFI, the Global Association of the Exhibition Industry. This year's GED focused on two key areas: first, to advocate industry issues with politicians and stakeholders, and secondly, on finding new ways to connect with young people to attract the right talent to the exhibition industry.

85 countries and regions active on GED 2018. By the end of the day, the UFI team in Paris had registered activities in 85 countries and regions from all around the world, with the leading organisers, venues and service providers all being active. This year's success builds on the impressive results from the 2017 campaign, which already set a record for global industry advocacy. Coordinated by UFI, this joint advocacy campaign united 41 GED partner associations.

In Asia, activities were reported at many venues in China, whilst in Thailand, the TCEB ran an "Exhibition Industry Forum" focusing on the theme of change. In India, the IEIA oversaw festivities in New Delhi, Mumbai, Greater Noida, Hyderabad and Jaipur. Meetings were organised with ministers and government officials from various states to raise awareness of how important the exhibition industry actually is.

I watched the action unfold throughout the day from my home country Italy, All around the world, our industry stood up to be noticed – and we succeeded! I am especially pleased to see the prominent support from ministers in national governments who shared their understanding of how important exhibitions and business events are for their economies and citizens."

- UFI President Corrado Peraboni

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INDIAN EXHIBITION INDUSTRY ASSOCIATION OPEN SEMINAR 2018

Scaling New Heights

8th IEIA Open Seminar, held from May 9 to 11, 2018 at Hitex, Hyderabad, was held most successfully with global leaders of exhibition industry present at this event.

including UFI, IAEE, AFECA, SISO, AEFI, UBRAFE, AUMA, CENTREX and IEILA, representatives from 33 international associations participated in the IEIA Open Seminar 2018.



The second day of the event opened with a power packed session by Dr. Subramanian Swamy, Honourable Member of Parliament, Rajya Sabha who spoke on the Future of India in Emerging Economies and enlightened the audiences with his rich experience and insights.

Mr. KV Nagendra Prasad, President, IEIA stated "The very objective behind making this event truly global was to showcase the potential of the Indian Exhibition Industry to the global leaders of this sector and also to provide a platform to discuss avenues & opportunities of collaborative business to the participating delegates. We are extremely happy to see the overwhelming response of the exhibition industry players from various countries in partnering with our member organisations in India".

Mr. Corrado Peraboni, President- UFI, Mr. David DuBois, CEO & President- IAEE, Mr. Walter Yeh, President- AFECA, Mr. L.C.Goyal, IAS, CMD, ITPO and Mr. B. Venkatesham, IAS, Principal Secretary, Ministry of Tourism, Govt of Telangana were amongst the key dignitaries present on the dais with Mr. KV Nagendra Prasad, President- IEIA, Mr. Ravinder Sethi, Vice President- IEIA and Mr. Bhupinder Singh, Honorary Secretary- IEIA, who inaugurated the event with lamp lighting ceremony. One of the most awaited initiatives for the Exhibition sector in India- 'The Indian Exhibition Industry Report 2017', initiated by IEIA with EAC as knowledge partner was unveiled by the present dignitaries during the inaugural session, while Sh. Suresh Prabhu, Honourable Minister of Commerce & Industries addressed the participants and global leaders through a video message.

Mr. Walter Yeh, President, AFECA expressed his appreciation about the IEIA Open Seminar by stating "I am pleased to be a part of IEIA Open Seminar, which is perfectly organised. I am also happy to know more about the Indian Exhibition Industry at this event. Indian Exhibition industry is booming and it is the right opportunity for all to organise trade fairs in India. Lot of new concepts and information has been shared during the sessions of this Seminar. We have also conducted the Board meeting of AFECA during this event and had a great experience being part of the IEIA open Seminar."

Acclaiming further success, IEIA signed 8 international Reciprocity Agreements with exhibition industry associations from various countries including CENTREX (Central East Europe), AFE (Spain), KEOA (Korea), IELA (Switzerland), RUEF (Russia), SAACI & AAXO (South Africa) and SBE (Poland).

THAILAND LURES HYDERABAD WITH INCENTIVES TO DO BUSINESS



Major Businessmen including Trade Associations, federation and Chamber of Commerce were invited for this function. There were presentations from Thai team including Thai Trade, Board of Investment, Tourism Authority of Thailand , Thai Airways and TCEB. The session included Investment opportunities, Exhibition Updates, Destination Information . Thai delegation was headed by Mrs. Krongkanit Rakcharoen, Consul General, Royal Thai Consulate Chennai Major Businessmen including Trade Associations, federation and Chamber of Commerce were invited for this function. There were presentation from Thai team including Thai Trade, Board of Investment, Tourism Authority of Thailand , Thai Airways and TCEB. The session included Investment opportunities, Exhibition Updates, Destination Information . Thai delegation was headed by Mrs. Krongkanit Rakcharoen, Consul General, Royal Thai Consulate Chennai

new direction, new opportunity

Thailand has long been known as a leading tourism destination for the Indian marketplace. Famed for its inviting culture, magnificent landscapes and the warmth of its people, the country holds obvious appeal. Today however, the country has developed a leading reputation for its business events. The country's celebrated 4.0 development plan, an initiative that champions the growth of 10 new S-Curve industries actively aiding the evolution of the national economy, presents a whole host of fresh opportunities, taking it above and beyond as a destination for meetings, incentives, conferences, and exhibitions. The targeted industries, divided into two segments, add value to existing industrial sectors through advanced technologies...

Future Automotive;
Smart Devices;
Health Tourism;
Biotechnology and
Food Processing.

...and serve as growth engines to accelerate future growth:

Robotics;
Aviation & Logistics; Bio-fuels and
Bio-chemicals; Digital;
Integrated Medical Services.

It is a winning combination and one that has a natural synergy with India's economic development plans. A strong history of trade Bilateral trade between Thailand and India totalled USD 7.72 billion in 2016, with about 5.15 billion in Thai exports to India and 2.57 billion in Indian exports to Thailand, according to Thailand's Ministry of Commerce.

India is already an active participant in Thailand's trade shows, exhibiting at events in the Food & Agriculture sector (32.32%), Health & Wellness (20.51%), and Automotive (17.60%). Since 2010, the Compounded Annual Growth Rate (CAGR) of Indian participants to Thai exhibitions has grown at 58 per cent.



Recent Thai-India event partnerships include the 40th International Seminar on Industrial Gases in Bangkok, attended by the All India Industrial Gases Manufacturers' Association, which concluded in March 2018. These are traditional industries however. With the 10 new S-curve industries being promoted by our government, new doors are opening for Indian companies wishing to gain a foothold in Southeast Asia. Take for example the digital and integrated medical services industry, one area being actively grown under the Thailand 4.0 policy. In October this year, the renowned international business festival for innovation and digitisation, CeBIT ASEAN, debuts a Southeast Asia edition in Thailand, presenting a leading regional gateway for businesses active in this industry. New campaigns, fresh opportunity The Thailand Convention and Exhibition Bureau (TCEB) is a government agency TCEB that works closely with ministries to give our events an advantage that won't be found everywhere around the world. It's an arrangement that carries with it many clear benefits. Earlier this year TCEB unveiled its Meet by Design package for meetings and incentive groups, offering support for planners and agents with various rewards dependent on group size.

Meet Now is the entry-level non-financial support corporate meetings or incentive events with a minimum of 100 delegates staying for three nights. Meet Smart offers 100,000 Baht for corporate meetings with a minimum of 100 delegates representing one of five key industries under the Thailand 4.0 policy, with a two full-day meeting hosted at venue certified with Thailand MICE Venue Standard (TMVS). For the largest shows, Meet Mega offers 1,000,000 baht of financial support, plus non-financial support items for corporate meetings or incentive events with a minimum of 3,000 delegates and with event/meeting hosted at venue certified with Thailand MICE Venue Standard (TMVS). Convene in Paradise is another campaign likely to benefit visitors from India. It offers one million baht in support of conventions larger than 1,000 international delegates, or for conventions of more than 500 international visitors in the five focus industries: health & wellness, energy, food & agribusiness, infrastructure & logistics and automotive & electronics. A further 300,000 baht is available for offshore conventions of more than 200 delegates, where the majority (80%) are attending from the same country. Further business-boosting campaigns include Exhibiz in Market, an initiative specifically dedicated to increasing exhibition space at international exhibitions in Thailand.

"Due to the determined efforts of TCEB, Thailand has become the premier business event destination of Asia," said Mr. Kamal Chopra, Offset Printers Association, Ludhiana. "The system of campaigns and the hospitality of TCEB is superb. We used the Connect Business campaign of TCEB during the Pack Print show in Bangkok. It's an easy process to encourage business visitors. As an association, the campaign helps to motivate members for business visits."

There has never been a better reason to bring your events to Thailand.

Exhibitions Coming Up

China (Jul-Aug-Sep)

04-07. July 2018

China International Robot Show
CIROS Shanghai Shanghai,
NECC (National Exhibition
Convention Centre)

05-07. July 2018

Intertextile Pavilion Shenzhen
Convention & Exhibition Centre,
Shenzhen, Guangdong, China

08-10 July 2018

Shading Guangzhou
Poly World Trade Centre,
Guangzhou

10 - 12. July 2018

China Electronics Fair Chengdu
New International Convention &
Exposition Centre, Chengdu,
Sichuan, China

11-13 July 2018

Bev Tek China Shanghai
Shanghai New International
Expo Centre, Shanghai, China

11- 13 July 2018

CIWE China Wedding
Expo Shanghai
Shanghai New International
Expo Centre, Shanghai, China

11- 14 July 2018

Photo & Imaging Shanghai
Shanghai New International
Expo Centre - SNIEC,

13-15 July 2018

Nanning International
Stationery Fair Nanning
Nanning International
Convention & Exhibition Center,

25. - 27. July 2018

CBME China Shanghai
NECC National Exhibition and
Convention Center,

27- 29 July 2018

OPIE Overseas property &
Immigration Exhibition Beijing
CIEC - China International
Exhibition Center,

27 - 29 July 2018

Luxury China Beijing
CIEC - China International
Exhibition Center,

27- 29 July 2018

MFE Macao Franchise Expo
The Venetian Macao-Resort
Hotel Convention &
Exhibition Center,

08 - 10 August 2018

Jinjiang Fair Yantai
Jinjiang SM International
Exhibition Center,

15 - 17 August 2018

CIHIE - China International
Nutrition & Health Industry
Expo Shanghai Shanghai
New International Expo
Centre - SNIEC,

15- 17 August 2018

China Global Oil Shanghai
Shanghai New International Expo
Centre - SNIEC,

16- 18 August 2018

Guangzhou International Solar
Photovoltaic Exhibition
Guangzhou China Import &
Export Fair Pazhou Complex,

15 - 17 August 2018

CIHIE - China International
Nutrition & Health Industry
Expo Shanghai Shanghai
New International Expo
Centre - SNIEC,

15- 17 August 2018

China Global Oil Shanghai
Shanghai New International
Expo Centre - SNIEC,

Exhibitions Coming Up

China (Jul-Aug-Sep)

16. - 18. August 2018
Hong Kong International Tea
Fair Hong Kong
Hong Kong Convention and
Exhibition Centre,

18- 20 August 2018
BBE China International Block
and Brick Industry Exhibition
China Import & Export Fair
Pazhou Complex,

29- 31 August 2018
SIFCE Shanghai
Shanghai New International
Expo Centre - SNIEC,

05 - 08 September 2018
China International
Optoelectronic Exposition
CIOE Shenzhen
International Optoelectronic
Exposition Convention &
Exhibition Center, Shenzhen,
Guangdong, China

12- 13 September 2018
ibtm China Beijing
Trade fair for events and
incentive travelCNCC - China
National Convention Center,

16- 18 August 2018
AVAI China Guangzhou
China Import & Export
Fair Pazhou Complex,

18- 20 August 2018
Guangzhou International Electric
Heating Technology & Equipment
Exhibition Guangzhou
China Import & Export Fair
Pazhou Complex,

03- 05 September 2018
Shanghai Intelligent
Building Technology Shanghai
Shanghai New International
Expo Centre - SNIEC,

11- 14 September 2018
Furniture China Shanghai
Furniture fair Shanghai
New International Expo
Centre - SNIEC,

19- 21 September 2018
Energy Storage China Tangshan
Trade fair with congress for
production and storage of
renewable energyTangshan
Southlake Convention and
Exhibition Center,

16- 18 August 2018
GZWEE Guangzhou
International Wind
Energy Exhibition Guangzhou
China Import & Export Fair
Pazhou Complex,

27. - 30. August 2018
Intertextile Shanghai
Home Textiles
NECC National Exhibition
and Convention Center,

04 - 06 September 2018
Seafood Expo Asia Hong Kong
Hong Kong Convention
and Exhibition Centre,

07- 16 September 2018
Chengdu Motor Show
CDMS Chengdu
International trade fair for
automobile and accessories
New International Convention
& Exposition Center,

Exhibitions Coming Up

India (Jul-Aug-Sep)

12- 14 July 2018

India mattresses expo Chennai
India international Mattress
and Upholstery production
technology, machinery and
supplies exhibition
Chennai Trade Center,

25. - 28. July 2018

PackPlus New Delhi
Trade fair for packaging
Pragati Maidan
Exhibition Center,

21- 24 August 2018

IIFJAS Mumbai
India International Fashion
Jewellery & Accessories Show
Bombay Convention &
Exhibition Centre BCEC,

22. - 25. August 2018

Gifts India International Mumbai
Trade fair on gifts, corporate,
promotional & festival gifts
Bombay Convention &
Exhibition Centre BCEC,

22. - 25. August 2018

Office India
International Mumbai
Trade exhibition on office
related products
Bombay Convention
& Exhibition Centre BCEC,

13- 16 July 2018

Agri Intex Coimbatore
International agricultural expo
Codissia Trade Fair Complex,
Coimbatore, Tamil Nadu, India

26- 29 July 2018

Bangalore Fashion Week
Bangalore
Asia's biggest fashion and
lifestyle fair
Sheraton Bangalore Hotel
At Brigade,

22- 25 August 2018

Write Show International Mumbai
Trade exhibition on writing
instruments & related products
Bombay Convention &
Exhibition Centre BCEC,

22 - 25 August 2018

Housewares & Home Decor Fair
International Mumbai
Trade exhibition on Giftware,
Kitchenware, Decorative's,
Furniture, Furnishings, Tableware,
Garden Articles and Housewares
Bombay Convention & Exhibition
Centre BCEC,

23. - 24. August 2018

Cosmo Tech Expo New Delhi
International exhibition for
personal care, home care
and perfumery
Pragati Maidan Exhibition Center,

13- 14 July 2018

TTF Travel & Tourism
Fair Hyderabad
International travel
and tourism fair
Hitex Exhibition Center,

27. - 29. July 2018

Medicall Chennai
Medical Equipment Expo
Chennai Trade Center,

22. - 25. August 2018

Art & Design Fair
International Mumbai
Trade exhibition on Art &
Craft products
Bombay Convention &
Exhibition Centre BCEC,

22. - 25. August 2018

Gadgets Expo
International Mumbai
Trade exhibition on consumer
electronics, gadgets and gizmos
Bombay Convention & Exhibition
Centre BCEC,

29- 31 August 2018

Umex New Delhi
Trade fair for used machinery
Pragati Maidan
Exhibition Center,

Exhibitions Coming Up

India (Jul-Aug-Sep)

29. - 31. August 2018

TechIndia New Delhi

International Exhibition on

Engineering and Manufacturing

Pragati Maidan Exhibition Center,

Exhibitions Coming Up

Thailand (Jul-Aug-Sep)

11 -13 July, 2018

Medical Device ASEAN 2018

BITEC, Thailand

12 – 15 July, 2018

Thailand Franchise &
Business Opportunities

(TFBO) 14TH Edition

BITEC, Thailand

22 – 24 August, 2018

HORTI ASIA 2018

BITEC, Thailand

5 – 7 September, 2018

ICE SOUTH EAST ASIA

THAILAND 2018

BITEC, Thailand

6 – 8 September, 2018

CONCREAT ASIA 2018

IMPACT, Thailand

12 – 14 September, 2018

BIO INVESTMENT ASIA 2018

BITEC, Thailand

12 -14 September, 2018

LAB SAFETY ASIA 2018

BITEC, Thailand

12 – 14 July, 2018

Intercare Asia 2018

BITEC, Thailand

12 – 15 July, 2018

Thailand Retail Food &

Hospitality Services (TRAFS)

12TH Edition

BITEC, Thailand

29 – 31 August, 2018

TILOG – LOGISTIX 2018

BITEC, Thailand

5 – 8 September, 2018

FOOD & HOTEL

THAILAND 2018

BITEC, Thailand

12 – 14 September, 2018

BMAM EXPO ASIA 2018

IMPACT, Thailand '

12 -14 September, 2018

THAILAND LAB

INTERNATIONAL 2018

BITEC, Thailand

20 – 22 September, 2018

BEYOND BEAUTY ASEAN

BANGKOK 2018

IMPACT, Thailand

12 – 15 July, 2018

ASEAN Retail (3rd Edition)

BITEC, Thailand

22 – 24 August, 2018

AGRITECHNICA ASIA 2018

BITEC, Thailand

5 – 7 September, 2018

CCE SOUTH EAST

ASIA – Thailand 2018

BITEC, Thailand

6 – 8 September, 2018

Intermat Asia 2018

IMPACT, Thailand

12 -14 September, 2018

GBR EXPO ASIA 2018

IMPACT, Thailand '

12 -14 September, 2018

LAB CHEM ASIA 2018

BITEC, Thailand

20 – 22 September, 2018

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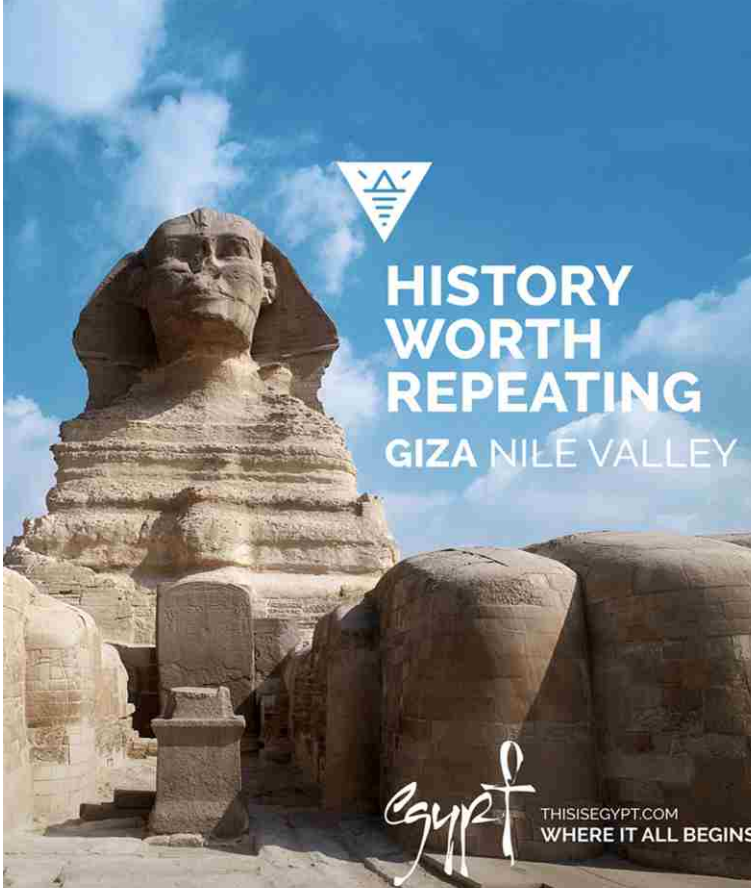
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John Blasky....Educating Exhibitors

What, Why, How?

Information from respected professional exhibition organisers alarms me. Up to 50 per cent of exhibitors defect from shows after just one event. First time exhibitors account for many of those disenchanted. But ... the other side of this statistic reveals the desperately low number of organisations that take advantage of all the specialist help and marketing tools which are available. As a prospective exhibitor you are about to put your entire company on show, to visitors who may well not know anything about you. And you'll be pitching right next to your real and perceived competitors. With your products, your services, your people in the full glare of the market you will be revealing your story, your messages, your professionalism - in short, your whole profile. This needs careful planning. Most would-be exhibitors approach their forthcoming show by addressing 'How' the stand should look before the 'What' and 'Why' they are exhibiting. This is back-to-front. You will be investing in space but your total costs will probably be two to three times your initial commitment. Have you calculated the business you need to do to give you a respectable return on investment? My rule of thumb is aim at a minimum of three times your outlay. If you can't see your way to delivering that either get help, or spend your money elsewhere! It never fails to amaze me how when an organisation needs to advertise they seek a professional agency to help; or when they are designing their website; or social media campaign; or direct mailing; or telemarketing they call in professionals. But when it comes to exhibiting they treat this high profile, expensive outing as a DIY activity. Exhibiting is the most highly sensitive promotion you will ever do. So, are you living your brand or simply making an exhibition of yourself?



“Exhibiting techniques change and develop; visitor expectations are volatile; and market conditions are constantly in flux. You need to update and be aware of how to take full advantage of this most awesome medium.”

So finally, on a positive note, it can be done. There are hundreds of examples of companies who have transformed their future by exhibiting intelligently. Check out our range of Strategy and planning tools, Masterclasses, workshops, performance measurement and feedback systems, and total show consultancy to optimise your results



“Exhibiting techniques change and develop; visitor expectations are volatile; and market conditions are constantly in flux. You need to update and be aware of how to take full advantage of this most awesome medium.” Be fruitful. Exhibit professionally.

The Exhibiting Agency can help you identify your own 'What' and 'Why' and implement the 'How'.

Email joanne@exhibitingagency.co.uk.



John Blaskey

"Making the Case for Face to Face"

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Masterclasses
Workshops

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JOHN'S STORY

John Blaskey has generated hundreds of millions of pounds of new prospective business for his clients through face to face marketing.

Global multinationals, national trade organisations, not-for-profits and countless SMEs have benefited from John's insight.

John's key theme? Persuading his audiences to stop hiding behind their screens - and engage with prospects. Engaging with our fellow human beings is proved to deliver far more long term business relationships than via on-line methods.

John's content addresses how to identify real prospects, how to evaluate them, how to listen actively to their needs, how to align their messaging consistently and how to take advantage of our universal conectiveness.

John's speaking style has been described as 'provocative, inspiring, common sense and all delivered with a dangerous sense of humour'.

JOHNS CLIENTS INCLUDE

Government trade organisations: China, Dubai, Hong Kong, Indonesia, Italy, Kenya, Korea, Latvia, Thailand.

Global Multi-nationals: Agfa, Alere, AstraZeneca, British Standards Institute, EDF, Fuji Film Sericol, GE Finance, Howden Engineering, Instron, La-z-Boy, Mitsubishi, OKI, Terumo, Triumph Lingerie.

Trade Associations: Association of Event Organisers, British Promotional Merchandise Association, Council of Mortgage Lenders, Farnborough Airshow, IPSE, Made in Vicenza, Marketing Manchester, Meetings Industry Association, Royal Aeronautical Society, Society of Motor Manufacturers & Traders, UFI (The Global Association of the Exhibition Industry), UKTI.

...and hundreds of SMEs, too numerous to mention.

Member of the
Academy
for **Chief**
Executives



Association News

MIA Delegation visits Machine Building and Metalworking International Industrial Exhibition



Shri Gagan Chhabra President led a delegation of 24 members of Mohali Industries Association for a 4 nights - 5 days tour of Almaty, Kazakhstan to attend Machine Building and Metalworking International Industrial Exhibition which was held at Atakent Exhibition Centre from 29th to 31st May, 2018. Almaty is the largest city in Kazakhstan with about 9% of the country's population located in one city, it is certainly a hustling and bustling place. The city is the centre of commerce for Kazakhstan, with the stock exchange and largest banks located there including Kazkommertsbank, which is the largest bank in Kazakhstan, and one of the largest players in Central Asia. The Stock exchange is the largest in Central Asia and is responsible for a large proportion of the country's economy. The delegates had already registered to visit the Machine Building and Metalworking International Trade Exhibition. Almaty region is the only manufacturer in the country malt, electric accumulators, gypsum products, concrete and metal poles for power transmission lines, fire hydrants, silicone and batting, metal with their hot-dip galvanized. Many other countries had participated and displayed products in this exhibition. Members visited the exhibition stalls and saw the various products on display.

Global Exhibition of Services (GES), 2018



MMS & BMPA shared a common booth labelled as "Print Trade Representation". A few of our members showcased their respective collateral per the scheme offered to trade members. MMS & BMPA organized a knowledge-sharing Conference about "Future Trends in Printing & Publishing" at GES 2018. It is the first time that the Government of India featured Printing & Publishing as a Service Industry. The mighty array of personalities who inaugurated the Exhibition were the President of India, the First Lady, the Governor and Chief Minister of Maharashtra and the Union Minister of Commerce. Held between May 15 and 18 at Bombay Exhibition Centre (BEC) in Goregaon, Mumbai, the 4th edition of Global Exhibition on Services (GES) showcased 700 exhibitors and over 500 overseas delegates representing 12 key sectors and 22 sub-sectors from over 100 countries. Twenty-five Indian states participated in the exhibition. GES is a flagship annual event of the Department of Commerce working under the aegis of Ministry of Commerce and Industry, Government of India, in association with Services Export Promotion Council (SEPC) and Confederation of Indian Industry (CII).

Delegation of FICO visited the China International Bicycle & Motor Fair 2018



Delegation under the chairmanship of S. Gurmeet Singh Kular President FICO along with S. Manjinder Singh Sachdeva General Secretary the delegation visited the stalls of Indian Indigenous Manufacturers in the Exhibition Major Indian Participants, who are also Members of FICO who participated in the said exhibition are M/s Avon Cycles, M/s Hero Cycles, M/s Hero Exports, M/s Ralson India, M/s Speedways Tyres, M/s K. S. Munjal Industries, M/s Citizen Buchel Bike tech (P) Limited, M/s M.R. Interntional, M/s Sovereign Exports, M/s S. K. Aggarwal & Sons, Podar Tyre Limited M/s Annex Media Marketing Network Ltd. The stalls of OFO, MoBike, Orange, these companies are into Public Bike Sharing in China were not present in the exhibition, as last year all of the mentioned companies participated in this exhibition at very grand scale. Their presence were missing in the exhibition, said S. Gurmeet Singh Kular President FICO

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Looking for fantastic experience for your corporate meetings and incentive travel Just MEET TAIWAN!
We will help you to hold the most exceptional business event ever.

Rewards and Support for Groups

Valid for overseas company groups of 20 pax or more staying a minimum of 2 nights in Taiwan for corporate meetings or incentive travel.

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Plan for a successful event in advance of corporate events. Get help with:

Subsidizing the inspection trip

Arranging site/venue inspections

Group Package

Experience Taiwan hospitality during corporate events with:

Welcome kits for group members

VIP souvenirs

A welcome banner

A letter of greeting from MEET TAIWAN

Rewards and Support for Planners

Valid for agencies based outside of Taiwan that organize incentive travel and corporate meetings to Taiwan.

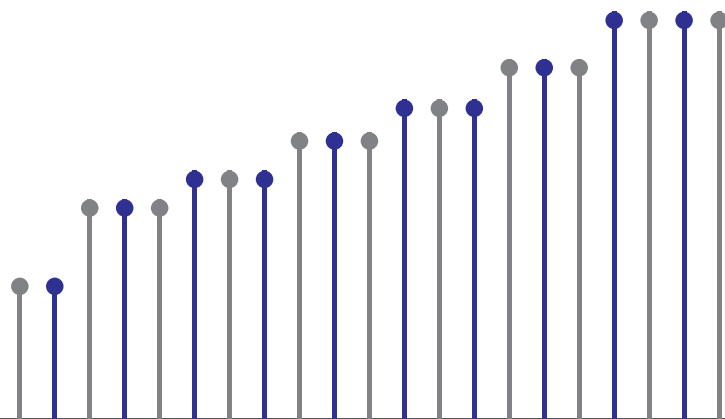
Partner Package

MEET TAIWAN invites overseas planners and agencies to become its Partners and promote Taiwan to their clients. Package rewards may include:

Taiwan Excellence Awarded Product

Inspection subsidy

Complimentary pass for the sense taiwan tour



ITPO SIGNS MoU 2018-19 WITH DoC

HIGHLIGHTS

A Memorandum of Understanding (MoU) 2018-19 between India Trade Promotion Organisation (ITPO) and Department of Commerce (DoC), Government of India was signed by Shri L.C. Goyal, CMD, India Trade Promotion Organisation and Smt. Rita Teotia, Secretary, Commerce, Govt. of India on 12.06.2018 in Udyog Bhawan, New Delhi.

For the year 2017-18, the turnover is expected to be Rs. 244 crore and ITPO is expecting to achieve "Excellent" rating as per the self evaluation. For the year 2018-19, The 'Excellent' financial target for Revenue from operations (Net) has been fixed at Rs. 170 crore. CMD, ITPO has observed that, in view of the ongoing Redevelopment Project (IECC) and consequent available exhibition space being much less in comparison to earlier years, achieving financial targets this year will be difficult. However, ITPO will make all out efforts to achieve "Very Good" rating as per the MoU targets for the year 2018-19. Further, ITPO will continue to ensure better services delivery to all stakeholders.

9th EEPIC INDIA

*National Export
Awards, Delhi*



International Shows Indian Pavilions

FIEO

11th ASIA AMERICA TRADE SHOW
(MIAMI WHOLESALE SHOW)

September 14-16, 2018

Beyond Beauty Asean Bangkok,

September 20-22, 2018

9th Edition of China (Linyi) International
Trade & Logistics Fair

15-17 September, 2018 in Linyi City, China



EEPCINDIA

FICCI



Focus Exhibition

CHINAPLAS 2018

Innovation is Key to the Future!!! CHINAPLAS 2018 Paves the Way to Plastics' Future!! Chinaplas 2018, The 32nd International Exhibition on Plastics & Rubber Industries held in Shanghai, China from 24th April – 27th April 2018 at National Exhibition and Convention Centre, Hongqiao (NECC). Asia's No.1 Trade fair on Plastics & Rubber Industry and The world's second largest Exhibition for Plastics and Rubber Industry – Chinaplas. CHINAPLAS one of the world's Largest Exhibition on Plastic Components, has been visited by 51,980 visitors on the first day itself; CHINAPLAS has large scope of the exhibits, under Machinery & Equipment like 3D Technologies, Ancillary Equipment, Blow Molding Machines, Extruders & Extrusion Lines, Film Technology, Machinery for Foam, Reactive or Reinforced, Integrated Automation, Resins, Machines & Equipment for Preprocessing and Recycling, Measuring & Testing Equipment, Injection Molding Machines, Mould & Die, Machinery & Plant for Finishing, Decorating, Printing & Marking, Other Processing & Post Processing Machines, Parts & Components.

CHINAPLAS 2018 had made its debut this time at National Exhibition and Convention Center (NECC), Hongqiao, Shanghai, PR China in 2018. Around 4,000 exhibitors from 40 countries and regions had showcased their advanced exhibits on an over 320,000sqm of exhibition area. Focusing on "Smart Manufacturing, Innovative Materials and Green Solutions", CHINAPLAS facilitates the plastics and rubber industries in business transformation and upgrading, leading the industries to a brighter future!

As a major and recognized platform to promote technological innovations, CHINAPLAS addresses the latest needs of many application industries including automotive, E&E, IT & Telecom, packaging, building and medical, presenting leading and hot solutions from all over the world.

Cox and Kings announced as The Champions of Chinaplas 2018 by Organizers ADSALE MARKETING. COX & KINGS had largest overseas delegation this year and made The 32nd International Exhibition on Plastics and Rubber a grand success.



42 Members Delegation of FICO-lamSMEofIndia visited CHINAPLAS 2018



Nimble Travels Booked 250 + delegates from pan India



CHAMPIONS OF CHINAPLAS

Cox & Kings Awarded Champions of Chinaplas

Japan India Co-operation Bright future ahead

Business Co-operation between Japan and India holds a big promise for the future. Japan as a country hold much opportunity for Indian MSMEs and Gujrat based MSMEs. The recent visits by Heads of state of both the counties has built a strong business relationship and generated mutual trust between the companies

of both countries. The announcement of Sisters state and Sister city agreements as well as the recent exchange of delegations for business as well as cultural objectives have further strengthens the ties. Majority of Japanese companies are in the SME segment and therefore there are wide opportunities for strategic tie-ups with Indian SMEs. Japan is the third biggest investor in India and currently has the fourth largest FDI in India. More than 1000 companies from Japan control business in India and more than 80 companies have presence in Gujrat.

Both Japan and India shares very strong business ties with high degree of trust Ageing population is a concern for Japan and India's huge skilled youth population offers a big opportunity. The main sector of focus for Japan's Investment in India are: Automobiles Trading

Electrical equipment Telecommunications

Pharmaceuticals Industrial Infrastructure

Urban development and Infrastructure projects.

12 Japanese Industrial Parks in different states of India, including one in Gujrat. India Japan bilateral trade expected to reach US\$50 billion by 2019-20. Japan aims to double its direct investment and the number of companies in India in coming years.

About JETRO Ahmedabad

Opened project office in Ahmedabad in 2013 to promote Mandal Industrial Zone for Japanese Investors with GIDC (Gujrat Industrial Development Corporation) Facilitated Japanese Business Delegations, Organised Japan Pavilions and Seminars during Vibrant Gujrat in years 2013, 2015, 2017. Supported the GOGJ for a business delegation and Seminars in Japan, July 2017 (Tokyo, Hamamatsu, Nagoya, Osaka) : More than 500 Japanese investors participated.

Announced 15 MOUs for investment in Gujrat which were signed between Japanese companies and the GOGJ in September 2017 Opening ceremony of BSC Ahmedabad will be held in Ahmedabad on July 5th, 2018.

Establishment of BSC in JETRO Ahmedabad

About BSC: This facility is designated to support Japanese companies especially SMEs. Tenant can enjoy free temporary office space for preparation of their operation in Gujrat up to 8 months, and consultation by dedicated staff and advisors. We also have BSCs in New Delhi, Mumbai and Chennai. So far, we supported 170+ companies to set up their plant and expand their business in India through BSCs.

Operation date of BSC: July 2, 2018 (Monday)

Rentable Spaces: 2 isolated rooms (10.96 m² for each), and 1 common meeting room (17.90m²) > [Cf.] All usable space in our office: 238.20m²

Facilities: Desk and Chair, Tele and FAX, Printer, Meeting room, Internet connection.

Services: Consultation by our adviser, BSC assistant, arranging meeting with state Government etc.

Terms of rent: 2 months (up to 8 Months)

GCCI Japan Desk: Bilateral Platform for SMEs.

Gujarat Chamber of Commerce and Industry establishes "GCCI Japan Desk Services offered at GCCI Japan Desk

Facilitating Japanese companies for business investment and strategic tie-up. Identify potential projects and participants for Joint Ventures and Technologies transfer between Japanese and Gujrat based SMEs.

- ✓ Providing guidance and encouraging setting up of production facilities by Japanese companies in Gujrat.
- ✓ Providing office space free of cost for one week to the Japanese companies visiting Ahmedabad.
- ✓ Facilitate B2B meetings with SME buyers and suppliers from both the countries Exchange of business enquiries.
- ✓ Japanese language courses by language experts
- ✓ Training on Japanese Quality Management and Quality Control Techniques.
- ✓ To guide visitors and provide information on Japan and India Trade agreements, key products traded, duty structures applicable etc.
- ✓ Provide support to visiting business delegations from Japanese organisations.

ASSOCIATIONS

Hitting The Headlines

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Iam SME of India is a One-stop Solution Center for Micro Small and Medium Enterprises, that provides Tried, Tested, Credible, Affordable, Ready-made and Guaranteed solutions to save time, energy and costs for MSMEs.

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Mr. G.S. Kular - President
(FICO, Ludhiana)



Mr. Kular has been instrumental for the growth of their industry members from Punjab region. Under his leadership FICO has taken several delegations to exhibitions outside. This in turn has resulted into technology up gradation and new business opportunities for their members.

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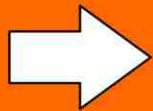
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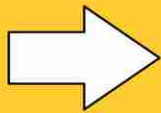
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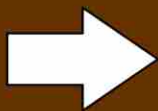
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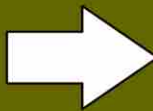
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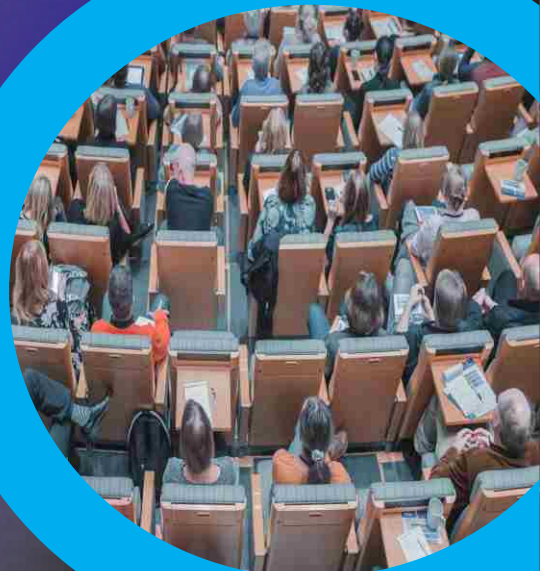
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