

# MICE AFFAIRS



LET'S **GET**  
FOCUSED

## **MEETING INCENTIVE**

Key Corporates  
MICE Travel Co.  
Venues-Hotels & Resorts  
DMC'S  
MICE Bureaus  
Embassies

## **CONFERENCE EXHIBITION**

Associations, Federations  
Trade Promoters  
Exhibition Venues  
Exhibition Organizers  
Trade Promotion Agencies  
Non Profit Organizations

MEETING

INCENTIVE

CONFERENCE

EXHIBITION

# MICE AFFAIRS

The MICE – Meetings, Incentives, Congresses and Exhibitions – industry forms a substantial component of both the tourism industry as well as of the economic development in destinations and is growing at a tremendous pace. It generates millions in revenues worldwide and the demand for it's elements is steadily increasing.

## Understanding the term M.I.C.E.

The term "MICE" is an acronym for Meetings, Incentives, Conferences, and Exhibitions. It refers to a specialized niche of group tourism dedicated to planning, booking and facilitating conferences, seminars and other events.

**Meeting** - General term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. Frequency: can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc.



**Incentive** – Recognition/Award/Meeting event as part of a programme which is offered to its participants to reward a previous performance. Normally it revolves around Business Partners & Employees

**Conference** - meeting designed for discussion, fact-finding, problem solving and consultation. As compared with a congress, a conference is normally smaller in scale and more select in character - features which tend to facilitate the exchange of information. The term "conference" carries no special connotation as to frequency. Though not inherently limited in time, conferences are usually of limited duration with specific objectives.



**Exhibition** - Events at which products and services are displayed and more effectively business deals are cracked.

The above four segments revolve around Corporates, Industry Associations, Hotels, Venues, Travel Companies, DMC in a broader perspective. So, we shall try to strike a balance in covering all four segments vis a vis the business entities involved in these segments.

A Focused approach to Meeting Incentive Conference & Exhibition Industry!!!!





# Welcome

to the first issue of MICE AFFAIRS.

We hope that MICE AFFAIRS will become an essential part of your professional life, a resource that you depend on to keep up with the rapidly changing MICE industry. It will bring you a steady supply of practical and relevant papers that are focused, relevant and readable.

I had a vision – to create the innovative, authentic, conscious, inspiring entrepreneurial magazine with clear focus on all 4 verticals i.e. Meetings, Incentives, Conferences and Exhibition. No small feat but one made easier by an extraordinary team bringing together a collective of like-minded, passionate game changers, thought leaders, style makers and rebels from all over the world to deliver inspiration and leadership. Something extraordinary, something that would stand out, be authentic and we could take beyond the pages of a print magazine. So, we would like to make it an interactive platform to exchange views, ideas and latest trends in the industry, so the readers can get the maximum.

We wanted the stories behind the story not only to inspire you but also to provide the resources so that your own vision, goals and dreams would become attainable to you in your unique way whether you are a MICE planner, Hotelier, Destination, Association or a MICE Travel Firm. We have something for everyone.

I made a conscious decision to personally connect with every person within these pages and all of them we respect for their contribution towards making this journal a better, brighter and more authentic.

The journal will include original works that are practical applications of known techniques and real time experience as well as theoretical advances at the frontiers of Meetings Incentives Conference and Exhibition industry. The Editorial Board wants to create a balanced journal that appeals both to practicing MICE players and researchers creating new theoretical models.

We want MICE AFFAIRS to have broad appeal whether you work in business, government, or academia regardless of the business field but aligned with MICE industry at large.

Although we each have found our own niche where we work and feel most comfortable, we speak a common language and can learn from each other. We want MICE AFFAIRS to be an international forum for sharing the best ideas. You the reader should consider becoming an author and share your thoughts with MICE community. As a MICE player, MICE handlers would love to hear from the corporates who are at the planning end of MICE activity, on the other hand, corporates would like to get themselves updated with the new Destinations, Offerings and upcoming changes in MICE industry. Going further this would be the prime motto to get the MICE sector connected in more efficient manner.

We welcome readers comments and feedback about the Bulletin and invite email to us at the email : [miceaffairs@gmail.com](mailto:miceaffairs@gmail.com)

Let's Get Focused!!!!

*Sachin Manocha*

Publisher & Editor

 @miceaffairs

# MICE AFFAIRS

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## Title to focus on

### Meeting & Incentives Industry

Research papers

Focus Interview Section with Key Corporates

Millennials Rocking the stage in M&I Industry

Guest Column- Interview - FCM

Destination Focus

M&I News

MICE Support - Singapore

Major M&I events across the world

### Convention & Exhibition

Associations & Exhibitions-Focus Talk Series - **FICCI**

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

Exhibition Focus-Thailand

News Focus

Major Exhibitions Coming up India-Globe

### Young Entrepreneurs - MICE

Special Focus Series

### Technology in MICE

Quality Discussion - Sr VP - Thomas Cook

Quality Discussion - EVINTRA

### MICE EDUCATION

Mice University – Interview Series



@miceaffairs



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Date: 5 Mar 2018

To,

Place:  
Hyderabad

## MICE AFFAIRS

Dear Sir,

We are glad to know the launch of MICE AFFAIRS magazine. Magazine with a clear focus on Meeting, Incentive, Conference and Exhibition Industry.

This shall help readers to keep themselves updated with upcoming exhibitions and latest trends in the industry.

We wish MICE AFFAIRS a brilliant start and success to follow in years to come.

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Thanking you,

With Best Regards

(Vinod Kumar)



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19<sup>th</sup> February, 2018

The Editor  
MICE AFFAIRS

*Heartiest congratulations on starting a magazine with clear focus on MICE industry.*

*MICE i.e. Meetings, Incentives, Conference and Exhibition is one of the growing industry. Associations, Federations and Chamber of Commerce do play an equal role for the sector of exhibitions. We have member companies to participate in exhibition, trade shows within India and outside too. That's the only modus operandi to retain and revamp the current businesses.*

*MICE events have direct implications on a country's tourism. This industry is raising sky high in the country.*

*It's a good initiative to keep readers abreast with current trends in MICE industry. I strongly believe that with such reasoned and thought out articles, users and learners would stay connected, refreshed and enlivened.*

*We hope the magazine reaches greater heights in the future and hope it keeps entertaining passionate readers*

*It is indeed a matter of joy and success. Congratulations to you and your team for this grand success and may your magazine reach great heights in the years to come.*

Suneel Dutt Goyal  
Director General

**4, VISHNU PATH, SATYA VIHAR, LAL KOTHI, JAIPUR - 302015**

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# INDIAN INDUSTRIES ASSOCIATION

(IN THE SERVICE OF MSME SINCE 1985)

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**Apex Body of MICRO SMALL & MEDIUM ENTERPRISES  
& CHAMBER OF COMMERCE AND INDUSTRY**

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DELHI STATE CHAPTER

S.S. PARIHAR (Chairman)

Indian Industries Association

(Delhi State Chapter)

## MESSAGE

We would like to pass on our best wishes to MICE AFFAIRS for coming up with idea of covering Meeting Incentive Conference and Exhibition industry As an apex MSME industry Association in north part of India, this shall help us to keep abreast with upcoming exhibitions and latest trends in the industry. Exhibitions and Conferences are globally recognized as main drive force for today's business. And MICE AFFAIRS will be a potent source to keep the industry updated on the same.

We Wish **MICE AFFAIRS** A Great Success In Years To Come!!

(S S PARIHAR)

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## Testimonials



Prof. Kamal Chopra

I am really delighted to know that magazine on MICE industry is introduced by Avighna Business Promotion Experts. The first issue of 'MICE Affairs' in your hands, it is great service to the industry devoted to Meeting Incentive Conference and Exhibitions etc.

The MICE industry is essentially a service industry that also encompasses trade, transportation, finance, and travel. The MICE industry is characterized by three highs high growth potential, high added values, and highly beneficial innovations. It offers three larges - large output, large opportunities for employment and large industry associations. The industry also ensures three advantages - the efficient utilization of human resources, technological know-how, and assets.

The need of the hour for any company, whether it is in the IT, FMCG, leather or textile industries, is the expansion of customer base and retention of the present market. Among other ways, this can be achieved by participating in huge congregations, seminars, exhibitions and other marketing events.

A magazine for guidance about MICE is indeed a wonderful step and I wish the magazine all the success.

Prof. Kamal Chopra  
Offset Printers Association of India (OPA)



Mr. Jatinder Aggarwal

With the global turbulence in commodity prices or raw material prices, it might strike you that it is not being the first that counts but being at the right place and at the right time.

International Exhibitions, MICE visits and delegations are a gathering of die hard optimists and innovative technocrats that have made it a mission to succeed in promising markets across the globe. MICE AFFAIRS magazine is determined to cover MICE industry news and activities and promote business and networking.

We appreciate and look forward to active participation to various international B2B platforms, MICE activities, expositions, exhibitions and conventions. And the magazine shall be an added advantage for associations like us.

All the best and do keep us posted.

Thank You!

Regards,

Jatinder Aggarwal  
President 2016-2018 | Indian Paint & Coating Association |



## Meetings & Events Industry Releases New Economic Impact Data

Key findings from a new report show how face-to-face meetings and business events support 5.9 million jobs and hundreds of billions of dollars in annual revenue

Washington, D.C. – Face-to-face meetings and events play an integral role in bolstering our national economy and key business sectors, according to a new report from Oxford Economics, commissioned by the Events Industry Council, and supported by the Meetings Mean Business Coalition and other industry partners. Data for the report was compiled through a nationwide survey of meeting planners, exhibitors and venues and represents almost 9,000 domestic business travelers, almost 50,000 international air travelers and 11,000 hotels.

“Our report illustrates that the meetings and events industry continues to grow across all segments as it contributes hundreds of billions of dollars in revenue to the U.S. economy and supports 5.9 million jobs,” says Adam Sacks, founder and president of Tourism Economics, an Oxford Economics company. “Notably in 2016, meetings generated \$325 billion of direct spending and \$845 billion in business sales. These numbers represent a contribution of \$446 billion in GDP and \$104 billion of federal, state and local taxes. The total tax impact per household was \$879 per U.S. household.”

In total, 1.9 million meetings were held in 2016, with 251 million participants. On average, the direct spending associated with 43 meeting participants supported one U.S. job, including both direct and indirect impacts.

Meetings supported more direct jobs than many large manufacturing sectors, including machinery, food, auto, and chemicals. It sustained more jobs than the telecommunications and oil and gas extraction industries as well.

The cumulative economic impact of face-to-face meetings and events is hard to deny. Results show that every dollar spent on face-to-face meetings and events generates an additional \$1.60 – or 160 percent – in benefits for the U.S. economy.

Direct spending on meetings expanded 23 percent between 2009 and 2016, primarily due to increases in the number of meeting participants.

There’s been a critical need for information quantifying the significance of face-to-face meetings and business events to the U.S. economy,” says Susan Robertson, executive vice president of the American Society of Association Executives and chair of the Events Industry Council. “Hosting an event, convention or trade show brings new revenue to industries across the country. So many people and companies beyond the scope of the events industry itself benefit from its reach.”

Business services was the industry most impacted by meetings in 2016, with \$196.3 billion in total economic output. The finance, insurance, and real estate industry followed with \$141.1 billion in total economic output, followed by the manufacturing industry with \$92.6 billion in total output.

Other industries that were positively impacted by face-to-face meetings and events include:

**Food & Beverage:** Meeting organizers and hosts spent \$48 billion to provide food and beverage services at meetings.

**Hotels & Lodging:** Meetings generated 300 million room nights annually, representing nearly \$50 billion of spending on accommodations.

**Travel & Tourism:** Meetings-related travel expenses represented 13.2 percent of total travel and tourism spending in the U.S.

This new research confirms that our industry plays a critical role in connecting people and bolstering crucial segments of our national economy,” says Paul Van Deventer, president and CEO of Meeting Professionals International and co-chair of the Meetings Mean Business Coalition. “The numbers reiterate what anecdotally we always knew to be true – no matter the industry, investing in face-to-face meetings is a smart choice.”

Meetings supported more direct jobs than many large manufacturing sectors, including machinery, food, auto, and chemicals. It sustained more jobs than the telecommunications and oil and gas extraction industries as well.

## MICE Industry Expected to Reach \$1,245 Billion, Globally, by 2023

According to a new report published by Allied Market Research, titled, MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast, 2017-2023, the global MICE industry was valued at \$752 billion in 2016, and is projected to reach \$1,245 billion in 2023, registering a CAGR of 7.5% from 2017 to 2023. The MICE industry is complex, consisting of participants, sponsors, planners, convention and visitor bureaus, meeting venues, accommodations, and suppliers generally being involved in the planning and execution of an event. The group market of the tourism industry has witnessed exponential growth owing to rapid globalization and expansion of service industries, and the continuous evolution of scientific and technological innovations.

Access full summary at: <https://www.alliedmarketresearch.com/MICE-industry-market>

Based on region, Asia-Pacific is expected to witness the highest growth rate of 8.6% during the forecast period. This region is significantly driven by emerging countries such as Singapore, China, and India. Moreover, ease of visa restrictions, investments in better infrastructure, and high demand in commercial aviation further fuel the growth of the Asia-Pacific MICE industry.

The meetings segment dominated the global MICE industry in 2016, due to the growth of the travel & tourism industry, increase in international business travels, and rise in government initiatives for the development of MICE segment & SME sector. Recent trends of organizing hybrid meetings, and use of social media and meeting apps are also expected to boost market growth in the near future.

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### Key Findings of the MICE Industry Market:

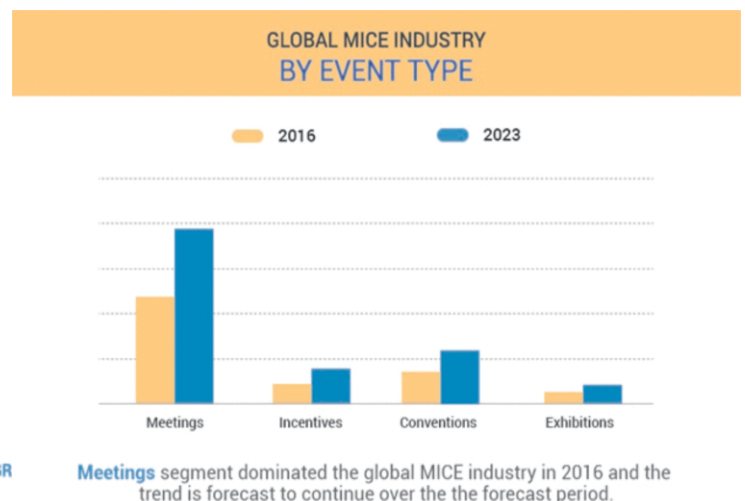
In 2016, Europe dominated the global market with more than 42% market share, in terms of value.

Asia-Pacific is estimated to witness the highest growth rate from 2017 to 2023.

On the basis of country, U.S. generated the highest revenue in global MICE industry in 2016.

Based on event type, meetings segment generated the highest revenue in 2016, and is expected to grow at a CAGR of 7.5%.

The incentives segment is projected to witness highest growth in the global market.





## BIO SEED

### About BIO SEED

Agriculture and DCM Shriram Limited are often spoken of in the same breath.

Today, Bioseed owns a vast pool of germplasm, among the richest in the world. The gene pool has sprouted one of the highest success rates in all of Asia. When expansion plans took root, Bioseed strengthened its operations in Vietnam and The Philippines and extended its coverage to Indonesia, Thailand, Bangladesh, Laos, Cambodia, Nepal and China.

The company's pan-Asian spread allows cross-fertilization of ideas. The yield: Unique biotechnology-based solutions for the benefit of countries with similar climatic and soil conditions. The mission: Empowering farmers with high-yielding solutions of the future, from the right hybrids to better cultivation techniques.

Bioseed is one of a handful of biotechnology companies with expertise across the board: Research and development, field and lab testing, data review, production, farm management and farmer interaction.

## What Corporates have in Mind?

In Conversation with Mr Saibal Bhattacharya,  
Business Lead, Shriram Bioseed Genetics Ltd.



Mr Saibal Bhattacharya

### What are your views about MICE (meetings and Incentives) as a tool for corporates to enhance business volumes?

It is an important tool to keep the employees engaged, motivated and lures trade to increase the sales. This helps employees/trade understand about Company vision and future prospects for long term association.

### Do you also have plans for conference to motivate employees?

We do have Reward & Recognition program but we do not generally go for a big event. We also organize trade sale incentive schemes depending upon the volume, season and support they render for business to grow.

### Being in the industry for such a long time, how do you feel the MICE industry has changed over years?

MICE has evolved from just an event to broader perspective where in employee/trade interact and learn new skills. Every company wants to participate and take the leverage for growing business.

### What's the basic criteria while choosing a destination for conference or Meeting and Incentive group?

Cost/Venue/Sight Seeing/Fun Activities/Travel management is the key for any conference/Meeting to happen.

### Would you like to share any future plans related to MICE movements from the organization?

Bioseed have encouraging Reward/Recognition/Incentive program for the employees wherein each employee can participate and feel proud of it. Distributors are offered sales incentive beside family tours for their support and volume growth.

### What do you think about positioning of MICE sector in coming 5 years?

MICE will continue to grow with the pace of industry.

Corporate Talk

Special Interview Series

## BHARTI AXA

### About Bharti Axa

Bharti AXA Life is a life Insurance player that was started in 2006. It brings together strong financial expertise of the Paris-headquartered AXA Group and Bharti Enterprises - one of India's leading business groups with interests in telecom, agricultural business, financial services, and retail. The joint venture has a 51% stake from Bharti and 49% stake from AXA .The company launched national operations in December 2006. Today, Bharti AXA Life has a national footprint of distributors trained to provide quality financial advice and insurance solutions to the large Indian customer base.

Bharti AXA Life offers a range of innovative products and services that cater to specific insurance and wealth management needs of customers

## What Corporates have in Mind?

In Conversation with Mr. Deepak Kumar  
Cluster Head – Direct Distribution Bharti AXA  
Life Insurance Co.Ltd



Mr Deepak Kumar

Share your thoughts about MICE and how effective it is for corporates?

**Meetings and Incentives are important part & important tool of / for sales and marketing as it inspires Sales team to drive higher productivity month on month. Sales team always looks up to attractive contest launched.**

We would like to know about your plans for employee engagement programs coming up?

**Yes. Reward & Recognition (evening event) – approx. 100 people Domestic travel of 25 Pax**

How MICE industry has changed since last few years?

**MI – was always an important tool to drive high productivity / business. There is high change in MI industry – as corporates are offering more of International trip along with good domestic destinations like Andman/ Maldives.**

Based on what elements do you normally choose a destination for conference or Meeting and Incentive group?

**Budget / Untouched destination/ adventure trip with good lot of activities.**

What do you think about positioning of MICE sector in coming 5 years?

**One of the important part of sales and marketing which will impact the overall performance of corporates.**

What do you think about positioning of MICE sector in coming 5 years?

**One of the important part of sales and marketing which will impact the overall performance of corporates.**

Mr. Manpreet Bindra  
Vice President and  
Head MICE,  
FCM Travel Solutions India



**1. How is your company effectively involved in MICE Sector? Please share key highlights about the organization?**

FCM Travel Solutions offers specialist MICE services that create a lasting impression for every meeting, incentive, conference or other event. With the required expertise and creative thinking, FCM MICE assists businesses to host forums that achieve desired outcomes. Through our exceptional relationships with airlines, hotels, transport companies and regional authorities, FCM MICE can undertake logistics, travel and entertainment at leading rates.

Leveraging industry alliances and worldwide network, we, at FCM MICE, give our customers the best negotiated deals and seamless support from their teams. However, our expertise traverses far beyond corporate travel and into the inspirational world of corporate events. Together with an in-house event management team, FCM MICE creates an experiential travel plan for all.

Our themes and concepts run from the invite to creating travel itinerary, making the entire event an experience like no other! From product launches to global conferences, we manage both travels and events.

**2. Which industry sectors you are catering to since inception of the company? Kindly specify them? Which industry sector is growing with respect to generating more revenues from MICE business?**

As far as India is concerned, the outbound MICE market is growing fast and has a prosperous future. MICE requirements are growing for different sectors in the country ranging from industries such as Automobile; Paints, Telecommunications and Insurance to Pharmaceuticals, Healthcare and energy. Apart from the white-collar corporate clientele, the FMCG (Fast Moving Consumer Goods) and Agro sectors are aggressively providing incentive trips overseas to dealers from the rural and non-metro areas of the country.

Top 5 industries contributing to Outbound MICE at FCM

- i. Insurance & Banking
- ii. Pharmaceuticals & Health care
- iii. Automobile
- iv. Paint & Chemical
- v. Cements

As far as India is concerned, the outbound MICE market is growing fast and has a prosperous future. MICE requirements are growing for different sectors in the country ranging from industries such as Automobile; Paints, Telecommunications and Insurance to Pharmaceuticals, Healthcare and energy.

### 3. How do you feel about changing trends in MICE Industry?

The Indian tourism and hospitality industries are on impressive growth rates over the last couple of years on the back of increasing number of meetings, incentives, conferences and exhibitions across several Indian cities. Travelers of today want to cherish more than their voyage itself, and travel agencies are upgrading its MICE facilities in accordance with their demands. The tourism sector – business and leisure – are the rocks of economic growth. The government has been supporting the industry by expanding and improving airport capacities, encouraging private sector investments, on the look-out for new attractions and increasing international promotional campaigns. Hotel industries, midscale ones are working closely with MICE to gauge best value proposition for events and delegates. Dubai is an excellent example of a city that has invested and strengthened its offerings to emerge as a leading international business destination. With cities emphasizing their togetherness with MICE, there would be inter-regional competition, which is a positive development, as it will revolve around being their best, at any given point of time.

In 2018, we at FCM MICE feel that, the Indian MICE market will grow rapidly with a strong domestic sector, and a booming outbound traffic. As many Indian hotels have increased their inventory, it will inevitably add to the advantages of the MICE segment in India as the cost of holding a business event in India has become a much affordable destination than other Asian countries like Singapore or Malaysia. On domestic front, India will be increasingly on the rise of being the preferred destination for MICE travellers. With the growing trend among corporates for locations away from city, finest conferencing facilities and options for relaxation & entertainment, Indian hotels will witness a surge in business with MICE contributing to as much as 25-30%.

We strongly believe that, with Mr. Modi's current efforts to increase its inbound corporate travel, hotels and convention centres will witness massive expansion programmes to make India into a leading corporate meetings destination, for both Inbound and Domestic.

### 4. How would you differentiate your business in terms of Domestic and International MICE movements?

Our MICE movements to international destinations include countries such as Dubai, Israel, Ireland, Iceland, Northern Lights locations, Greek Islands, Canada, Croatia, Slovenia, Hungary, Malta, Serbia, Hungary, Azerbaijan, Bulgaria and Cambodia. On the other hand, we have seen an increased interest amongst MICE travellers to domestic destinations as well such as Goa, Hyderabad, Chandigarh, Amritsar, Pushkar (Experiential MICE), Vizag, Puri, Karzat and Lonavala.

With the growing trend among corporates for locations away from city, finest conferencing facilities and options for relaxation & entertainment, Indian hotels will witness a surge in business with MICE contributing to as much as 25-30%.



## Are Millennials Rocking the Stage for Meetings and Incentives Industry? Edition 1 Special Interview Session



TOURS PVT LTD

[www.redcarpettours.in](http://www.redcarpettours.in)



Mr. Gaurav Batra

Which industry sectors you are catering to since inception of the company? Kindly specify them?

All, like pharma sector, telecom sector, software sector, Machinery industry and many more (for Example-Intex, Symphony, calderys, Nokia, Birla Cement, Adven etc....)

How do you feel about changing trends in MICE Industry?

The MICE industry is one of the major drivers withing the tourism industry, discover its trends and challenges. ... already facing intense competition and the MICE sector is expected to grow. As new meetings formats and technology will continue to develop, hotels need to assimilate these changes and adapt to latest trends.

How would you differentiate your business in terms of Domestic and International MICE movements?

Despite growing as a MICE destination, India is yet to attract a sizeable amount of international travellers from the segment. This is not to say that properties have not benefited from international MICE movement. Taj Hotels Resorts and Palaces, for one, has always seen a steady demand from international markets, though the specific source market keeps changing depending on the economic factors there. According to a representative from the company, the recent economic and policy initiatives by the government has certainly helped even further.

Our profile serves, Trade Fairs, Corporate Incentive Tours, Leisure Tours (India & International), we undertake all arrangements Conferences, Product launch, regional meetings etc. We have successfully handled incentive tours for major and prestigious corporate companies and business tours around the world. Red Carpet Tours can organise customised vacations, package tours and incentive tours for multinationals and leading companies to worldwide destinations

### EXHIBITIONS

Exhibitions being an integral part of MICE, what is your organization involvement in that?

Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human exchange, whereby the promoters and exhibitors communicate with the visitors. Their results can only be told in terms of further human thought and activity.

How exhibition industry (Visitors/Exhibitors) from a trade promoter i.e. companies like yours, point of view has changed in last 10 years?

You can't make intelligent investments within your organization unless you understand how your whole industry is changing. If the industry is in the midst of radical change, you'll eventually have to dismantle old businesses. If the industry is experiencing incremental change, you'll probably need to reinvest in your core. The need to understand change in your industry may seem obvious, but such knowledge is not always easy to come by. Companies misread clues and arrive at false conclusions all the time. Industries evolve along four distinct trajectories—radical, progressive, creative, and intermediating—that set boundaries on what will generate profits in a business.

# MICE AFFAIRS

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Millenials-MICE Travel Co.  
Special Interview Series

Vol 1 | Issue 1 | Noida

## Are Millennials Rocking the Stage for Meetings and Incentives Industry? Edition 1 Special Interview Session



### Key Highlights

- Handled 2500 Pax last year to Thailand, Singapore, New Zealand, Central & Eastern Europe
- 900 pax booked for current year already
- Expect 30% increase from last year



Mr Tejas Upadhyay



Mr. Yadvendra Singh

### How is your company effectively involved in MICE Sector? Please share key highlights about the organization?

TravelPro is one of the fastest growing organizations managed by core team of travel professionals with over 15 years of experience in the travel trade with the expertise into Outbound Travel Business.

We understand that small and large businesses operate in different ways and we have the expertise of handling industry and volume specific requirements. Therefore our portfolio consist of handling large corporate incentive group of 1500 passengers together at one go in Thailand or Large Dealer Conferences above 1000 delegates in Singapore or Handling Corporate Management team of 200 VIPs Delegation in New Zealand or Various Dealers Incentive Groups in & around Europe and rest of the world or as well as Large Wedding Group Events in Switzerland.

### Which industry sectors you are catering to since inception of the company? Kindly specify them?

Our diverse portfolio consist clientele from various sector of Industries including Manufacturing, Pharmaceutical, Infrastructure, Textile, FMCG sectors, Industrial Associations & Many More ...

### Which industry sector is growing with respect to generating more revenues from MICE business? Infrastructure, Textile, FMCG sectors

### How do you feel about changing trends in MICE Industry?

The modern discoveries of the tech industry continue to percolate various sectors such as medical, finance and travel. The MICE industry too has seen a quick shift in this area, adapting hastily to various modern trends and techniques. This allows for a MICE experience which continues to evolve and improve consistently.

### How would you differentiate your business in terms of Domestic and International MICE movements?

International travel for MICE has been at the front row for the last five years, especially travel to the Middle East, South East Asia and Europe, and driven largely by Incentive travel and not real time MICE. However, the ban on international travel by certain companies has led to a domestic MICE movement boom in the recent past.







www.travelandyou.in

Creating Memorable Experiences  
80000 + satisfied corporate travellers in less than 5 years  
Across the Globe destination management services

## TRAVEL & YOU

Imagine all of your travel plans created with the best itineraries and deals in terms of price, schedule, layovers and hotel rates in a jiffy!

All's well that ends well"

### We help you achieve it

Our mission is to establish long term relationships with YOU by providing the easiest and most comfortable trips, keeping in mind all the aspects of travel solutions that you will require. We are a team of passionate enthusiasts striving hard to surpass Your expectations. Each and every member of our team puts their heart in making your trip unique, personalized and cost effective.

### We understand every event, meeting

- big or small is important and creates an impact on a company's growth. Our team of experts brings to the table new concepts and combinations to make your meetings and conferences special for your attendees.

Corporate Incentive programmes & conferences:

### Domestic, Inbound & Outbound

We specialize in organizing national and international conferences and events that are specifically designed to meet all your requirements.

What do we want to put into the world



**HAVE A CHERRY-ON-THE-TOP KIND OF DAY!**



Ashish Chauhan - Head-Sales & Marketing

Mr Chauhan revealed key figures accomplished last year for different destinations. Starting from USA-500-550, Europe-650-700, Asia-3400-3500, Domestic-5000 and so on. The company aims at 25 to 30% growth this year.





## Destination Focus- Baden Baden



# BADEN-BADEN

YOUR DESTINATION FOR  
EXTRAORDINARY CONVENTIONS & EVENTS

## BADEN-BADEN INFRASTRUCTURE

### 4 international airports:

- Frankfurt (FRA) 170 km / ca. 100 min
- Stuttgart (STR) 100 km / ca. 75 min
- Basel (EAP) 160 km / ca. 100 min
- Strasbourg (SXB) 60 km / ca. 70 min

### 1 regional airport:

- Baden-Baden (FKB) 15 km / 20 min

### ICE high-speed train connections:

- Train Station Baden-Baden: 4.5 km / 10 min

### Autobahn:

- A5 Baden-Baden (Exit 51): 7 km / 10 min



**MICE**  
**AFFAIRS**

Mice Affairs | Apr 18 | 18



[www.baden-baden.com](http://www.baden-baden.com)

Vol 1 | Issue 1 | Noida



## Destination Focus- Baden Baden

### BADEN-BADEN ACCOMMODATIONS

#### Accommodations & Capacities

Baden-Baden disposes of more than 2,200 hotel rooms and 5,000 hotel beds:

- ☞ 3 luxury hotels 392 hotel rooms
- ☞ 5 upper upscale hotels 346 hotel rooms
- ☞ 10 business accommodations 477 rooms
- ☞ 30 midscale accommodations 742 rooms
- ☞ 11 economy accommodations 147 rooms
- ☞ 15 non-classified accommodations  
137 rooms



### BADEN-BADEN VENUES

#### Venues & Capacities

- ☞ 1 congress house for up to 2,700 attendees
- ☞ 3 meeting & event locations with capacities over 1,000 persons
- ☞ 3 meeting & event locations with capacities over 300 persons
- ☞ 13 conference hotels and a plentitude of outstanding further venues
- ☞ All of them located within a very dense area, mainly in the middle of green parklands, at the foothills of the Black Forest.



International  
Travel Expo



### ITE Hong Kong 2018: The 32nd ITE (leisure) & The 13th ITE MICE Corporate Survey reveal Preferences in adopting Theme Travels in MICE

On which travel theme whose incorporation will enhance MICE trips, 64% of the respondents to a corporate survey chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%, Volunteerism at 32% and Sport Tourism at 27%!

When holding a corporate event in a cruise, to respondents, the top three factors affecting selection are Routing or Destination (71%), Facilities for Event (60%), and Entertainment Options (50%) followed closely by Dining Experience (48%).

Respectively 44% and 52% respondents reported their corporations held last year Incentive Trips and Overseas Events, and correspondingly, 46% and 49% will do so in the coming two years. Further, 37% respondents indicated their corporation will spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no change in spending.

In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent! Either enhancing corporation's social responsibility as reflected in the high interest on Green Tourism, or on quality by incorporating theme travels into trips!

The survey, which received effective replies from 88 companies / organizations, was conducted in early February this year on MICE and Corporate visitors of ITE Hong Kong, the city's only travel fair covering MICE and leisure travels. Significantly, 42 respondents also sent suggestion on topic for seminars and activities for the coming ITE.

In view of the above, no surprise that Gathering Destination Information (74%) rank top among respondents' purposes of visiting ITE, while 56% looking for Event Venue, 36% in meeting Travel Agents and 43% interest in Special Offer.

The two trade days of ITE last year, which as usual require registration with business card for admission, were attended by 12312 regional buyers and visitors, of which 2265 coming from MICE and corporations, and 6611 from travel agents or operators. Its two public days drew 89750 visitors with 87% prefer traveling in FIT or private tour.

## The increasing importance of medium-sized cities for the meeting market: New study shows innovative perspectives of urban development

The results of a new study "The Rise of Midsize Cities in Meetings Industry" commissioned by the IMEX Group and conducted by Skift have been published.

The report covers more than 40 pages and highlights in detail why and how some mid-sized cities have successfully positioned themselves as innovation and knowledge hubs. The results show how cities consciously use the innovative power of their local economy to become "incubators of change and drivers of new ideas". In addition, personal experiences were created for visitors and event participants, and new coalitions with regional partners were developed.

The IMEX Group, organizer of the industry's leading trade fairs IMEX in Frankfurt and IMEX America in Las Vegas, commissioned the digital media and information company Skift to conduct this study as part of this year's IMEX focus theme "Legacy".

IMEX CEO Carina Bauer explains the background of the study: "This is an important trend in the global meeting and event industry that we saw at IMEX America last year .

With this study, we want to show planners, agencies, stakeholders and of course other destinations new ways and perspectives and how they can be used for marketing purposes.

This does not mean that large, established cities have deficits - quite the contrary. Even in the areas of marketing, infrastructure, services and capacities, cities and metropolises still have advantages over their medium and small counterparts.

Nevertheless, the study shows just how these smaller cities - under 1 million inhabitants - have developed individual added value and found innovative ways of marketing to attract visitors. These cities work closely with local leaders and entrepreneurs to leverage and place their local benefits. Looking at the value chain in particular, this opens up exciting prospects. "

Greg Oates, Executive Editor of SkiftX notes: "The big difference from the past is that these medium-sized cities now see their size as an advantage rather than a disadvantage, due to the increasing modernization of inner cities, rapid industrial development, and the demand for affordable, diverse and unique destinations. "

The study examined the following cities: Albuquerque, Belfast, Brisbane, Bristol, Calgary, Hamburg, The Hague, Monterey, Nashville, Newcastle, Portland, San Antonio, Raleigh, Stuttgart and Victoria. All - with a few exceptions - will be presented at the IMEX in Frankfurt , from 15.-17. May 2018 as an exhibitor.





## Association Day at IMEX in Frankfurt set to deliver current and compelling discussions for association professionals



“Sharing experiences and meeting new people is incredibly valuable and it’s a great way to learn. I hope to implement much of what I’ve discovered at Association Day into my own organisation.” Vadim Garbarchuk, The Business Travel Association of Ukraine explains why Association Day at IMEX in Frankfurt remains a must-do, for association event professionals.

IMEX Association Day, the annual event exclusively for association professionals, will feature a highly topical and extensively researched programme when it takes place on Monday 14 May, the day before IMEX in Frankfurt.

The programme’s three different streams allow attendees to tailor the day to suit their individual requirements. Each session is expertly curated and designed to get to the ‘nuts and bolts’ of each topic using case studies and open discussions. The aim is for attendees to leave armed with new ideas to put into action.

The Association Management Stream, chaired by ASAE, has been specifically designed for those in senior positions. Member engagement, volunteer management and strategic governance - covering board management and succession planning – are just some of the topics to be discussed. For example, Lakisha Ann Woods from the National Association of Home Builders is set to cover how to use social media to attract younger members and drive engagement on a global scale.

Meetings and Events Stream A, chaired by ICCA, covers 'legacy' - IMEX’s talking point for 2018 – innovation and engagement, building a community and building partnerships with convention bureaux. Paul Vallee from Best Cities chairs a discussion on the importance of legacy, focusing on how to deliver a ‘beyond tourism’ impact. The ICCA Congress is being discussed as a case study in the session on ‘building a homogenous community at your annual meeting’, looking at engaging first time delegates using elements of event design and format.

Meetings and Events Stream B addresses budget management and negotiation skills, security and risk management, sponsorship and programme content development. Nicole Leida from the National Cancer Research Institute covers all elements of supplier negotiation including ways to make maximise the budget. A ‘spotlight on sponsorship’ session looks at how to create compelling packages and develop relationships into long term, profitable commercial partnerships.

Each session is case study led with the emphasis on sharing best practice. Time for peer to peer discussion and networking is also factored into the day.



Ms. Carina Bauer

Carina Bauer, CEO of the IMEX Group, explains: “The new programme for Association Day has been shaped by feedback from association professionals across the world. We’re therefore confident that the content is timely and relevant – with expert-led discussions on topical issues, delivering a direct business benefit.”



## Korea Expands Incentive Travel Market



The number of incentive travel tourists who visited Korea on 2017, excluding those coming from China, reached a total of 183,307 - reflecting a 25% increase over the previous year.

According to Korea Tourism Organization (KTO) CEO Changsu Jung, Korea's incentive travelers from Southeast Asia is experiencing an upward trend particularly Vietnam (56,246 , 90.5%), Philippines (4,855, 128.7%), and Malaysia (16,681 , 27.3%). In addition, countries which showed weakness in growth over the past years rose considerably and are being considered as new incentive market in the future.

The increase in incentive tourism are directly driven by the economic growth of emerging markets in Southeast Asia and the active efforts of the Korea Tourism Organization in diversifying its market. KTO Meetings & Incentives Team Director Chulbeum Park said, "We have taken several steps to seek new markets and increase the tourist arrivals in Korea. Our major move was to expand the existing support system to attract more incentive groups to Korea last year."

In 2017, KTO has successfully launched its new corporate meetings & incentive support program and initiated several road shows overseas together with other Korean tourism providers and convention bureaus. This year, the Korea Tourism Organization is expected to continue and add more road shows and other promotional activities for 2018

# MICE Support

## Focus Country - Singapore



The Singapore Exhibition and Convention Bureau™ (SECB) is a group under the Singapore Tourism Board (STB). SECB has a mission to champion business travel and business events as key drivers of the tourism sector and enablers for industry growth in Singapore. It aims to establish Singapore as a dynamic business events destination where people, technology and ideas converge to create great value for customers. SECB also supports the business events industry in pursuing, anchoring and growing quality events through the Business Event in Singapore (BEiS) grant. As the leading government agency for the business events sector in Singapore, the Bureau works with stakeholders to create, attract, and grow business events, as well as ensuring exceptional experiences in the delivery of these events. The Bureau also develops partnerships with international organisations and alliances. SECB is a member of the BestCities Global Alliance – the world’s first convention bureau alliance with 12 partners in six continents. For more information, please visit [www.VisitSingapore.com/mice](http://www.VisitSingapore.com/mice)

## SECB support campaign for Meeting and Incentive Industry

### (A) BEiS

#### Business Events in Singapore (BEiS)

The BEiS Scheme extends financial support to organisers of Meetings, Incentive Travel, Conventions, Trade Conferences or Trade Exhibitions on fulfilment of specified deliverables. Grants are extended on a reimbursement basis.

**ELIGIBILITY CRITERIA** The recipient must be a business, company or association in the MICE sector. The event will be judged on content, brand and attendee profile, including the level of foreign visitorship

**Qualifying cost** includes professional Fees, Venue Cost, Social/Networking Activities, Marketing, Audit fee and Content Development.

Level of Support goes upto 50% of Third Party Qualifying Costs.

### (B) AIF

#### 2. APPROVED INTERNATIONAL FAIR (AIF)

The AIF Scheme confers official recognition on selected trade fairs with proven international and commercial appeal. It plays a significant role in helping exhibitors and visitors identify trade fairs with strong access to global and Asian markets. AIF events are easily identified by the AIF logo. Approved local exhibitors in AIF events benefit from a tax incentive.

**ELIGIBILITY CRITERIA** The trade exhibition must be organised by a professional exhibition organiser and adhere to international standards. It must have at least one successful showing in Singapore and be at the forefront of introducing products and services to the industry. The event will be assessed on the number of foreign exhibitors and visitors, and size of exhibition space.

## (C) SMAP

Home to world-class facilities, efficient infrastructure, and an empowering business environment, Singapore is an ideal destination for hosting successful business events. Together with the host of exclusive privileges and unique experiences offered through the Singapore MICE Advantage Programme (SMAP), you can expect only the best for your event in Singapore.

Apply from now until 31 December 2019 for events taking place before 31 December 2025. With SMAP, the rewards go on and on.



### Benefits for Organizers

- Discounts on advertising space in all terminals at Singapore Changi Airport\*
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- complimentary Economy Class tickets on Singapore Airlines, subject to a minimum spend on airfare
- complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) grant
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Visa facilitation for your participants
- Complimentary Singapore maps and brochures

### Benefits for Participants

- A selection of exceptional value fares to Singapore on Singapore Airlines, SilkAir, Scoot and Tigerair, from over 120 destinations around the world
- Additional check-in baggage allowance across all classes of travel
- Special rates on Singapore Stopover Business and Singapore Stopover Holiday packages
- A warm Singapore Airlines welcome with a special on-board announcement, exclusively for groups of more than 50 people
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport\*
- 10% discount off Uber rides for all participants of the event, up to a maximum of 2,500 rides per event
- Discounted rates on JetQuay services for all participants of the event

## (D) INSPIRE

In Singapore Incentives & Rewards (INSPIRE) is a rewards program consisting of curated itineraries which centres on the best of Singapore's dining, entertainment and attractions suited for the respective markets. SECB and its partners have launched packages with experiences that will appeal to incentive travellers from each market

**Criteria: Group Size: 50-200 Pax Qualifying period- 1 Mar 2017 to 31 Dec 2018 Travel By: 31 March 2019 2 Nights Stay in Singapore in Premium Hotel**

Experience Powered by Below Attractions

**Singapore Flyer (50-200 Pax)** Priority boarding on a private capsule • Choice of a glass of whiskey or mocktail and an assortment of canapés during 30-min flight experience • Merchandise discount offer

**Faber park & Sentosa (50-200 Pax)** Indian Buffet Dinner and customized Water Screen message at Wings of Time, Comp. Welcome drink at cable Car

**Night Safari & Jurong Bird Park: 50-200 Pax** Night Safari with Indian Dinner, Pre-dinner cocktail and animal appearance Thumbuakar (fire twirling) performance. Jurong Bird Park with Indian Buffet Lunch Flamingo Appearance for group photograph • High Flyer Show with special welcome message

**Gardens By the Bay (100-200 Pax)** Experience- Standing Cocktail Reception , 3 hour free flow light snacks and cordial drinks • S\$10 Satay by the Bay voucher or upgraded cocktail menu

**Singapore Turf Club 50-200 Pax** Buffet Dinner

**Focus Adventure (50-150 Pax)** Dragon Boat Challenge, Incredible City Race (Clarke Quay/ Chinatown) OR The Heritage Challenge PulauUbin Experience-Half day team Building, Customised programme with facilitators & instructors

**\*\*\*Purchase of admission ticket required for attractions.**

**PS: above is just a snapshot of facilities at Attractions under various support campaigns. Please check with SECB official for further details.**



A Quick Look at major M & I shows coming up :

# ibtm<sup>®</sup> 2018

## ibtm<sup>®</sup> ARABIA

aBu dhaBi, uae  
5-7 feBruary 2018



20-21 feBruary 2018

## ibtm<sup>®</sup> AFRICA

Cape Town, SouTh afriC a  
19-20 april 2018

## ibtm<sup>®</sup> AMERICAS

mexiCo CiTy, CenTro CiTiB anamex  
5-6 SepTemBer 2018

## ibtm<sup>®</sup> CHINA

Beijing, China  
12-13 SepTemBer 2018

## ibtm<sup>®</sup> WORLD

BarCelona, Spain  
27-29 novemBer 2018



# Global Travel Events

## April 2018

3-5	Sao Paulo - Brazil	World Travel Market Latin America
4-7	Minsk - Belarus	Leisure
4-5	Mumbai - India	Hotel Investment Conference-South Asia (HICSA)
5-7	Baku - Azerbaijan	AITF (Azerbaijan Intl Travel & Tourism Fair)
6-8	Barcelona - Spain	B Travel
6-7	Ekaterinburg - Russia	EXPOTRAVEL
7-8	New Delhi - India	TTF New Delhi
8-14	Heavenly - South Lake Tahoe - USA	Mountain Travel Symposium
9-10	New York - USA	Serviced Apartment Summit Americas
10-11	Budapest - Hungary	IWINETC (International Wine Tourism Conference)
10-13	Riyadh - Saudi Arabia	Riyadh Travel Fair
11-12	Glasgow - Scotland	Visit Scotland Expo
11-11	Edinburgh - Scotland	Venue Expo - Scotland, UK
12-15	Singapore - Singapore	Singapore Yacht Show
12-13	Adelaide - Australia	South Pacific Tourism Exchange (SPTe)
12-14	Tbilissi - Georgia	Caucasus Tourism Fair
12-14	Novosibirsk - Russia	Sitt (Int'l Travel & Tourism)
15-19	Adelaide - Australia	Australian Tourism Exchange
15-17	Cape Town - S.Africa	ILTM Africa (Int'l Luxury Travel Market)
16-18	Beijing - China	COTTM
17-18	San Francisco - USA	EyeforTravel San Francisco Summit
17-18	Cairo - Egypt	Aviation Africa
17-19	Shanghai - China	Asian Business Aviation Conference & Exhibition
17-19	Ras Al Khaimah - UAE	Arabian Hotel Investment Conference
18-20	Cape Town - South Africa	Sports & Events Tourism Exchange
18-21	Friedrichshafen - Germany	AERO - The Global Show for General Aviation
18-21	Las Vegas - USA	Incentive Travel Exchange
19-22	Shanghai - China	WTF ( World Travel Fair)
19-20	Cape Town - S.Africa	IBTM Africa (Incentive Business Travel & Meetings Expo)
20-22	Barcelona - Spain	B-Travel Barcelona
20-22	Nicosia - Cyprus	Taxidi
22-25	Dubai - UAE	Arabian Travel Market (ATM)
22-24	Jaipur - India	Great India Travel Bazaar
22-24	Bilbao - Spain	Routes Europe
24-26	Kiev - Ukraine	Healthcare Tourism Expo
24-26	Buenos Aires - Argentina	ExpoEventos
24-27	Kazan - Russia	KITS (Kazan Int'l Tourism & Sport Expo)
24-26	Istanbul - Turkey	World Tourism Forum - Global Meeting
24-26	Muscat - Oman	IMTEC Oman Int'l Medical Tourism Fair
25-27	Almaty - Kazakhstan	KITF (Kazakhstan Int'l Travel & Tourism Fair)
25-26	Jakarta - Indonesia	Hospitality Investment Conference Indonesia (HICI)
25-26	Panama City - Panama	Meetings Corp America
25-27	Kiev - Ukraine	Healthcare Travel Expo
25-27	San Jose - Costa Rica	EXPOTUR
27-29	Lima - Peru	Peru Travel Mart

1-12	New York, Boston, Washington - USA	Greek Panorama
2-2	Newcastle Upon Tyne - UK	North East Venue Expo
6-9	Crete - Greece	Connections Wellbeing
7-10	Dunedin - New Zealand	TRENZ
7-8	Melbourne - Australia	International Travel Roadshow (Australia)
8-11	Sao Paulo - Brazil	ILTM Latin America
8-10	Durban - South Africa	INDABA
8-10	Besiane - Serbia	Travel Fair
8-9	Shanghai - China	China Conference & Business Travel FORum & Fair
8-9	HCMC - Vietnam	Hotel Business and Investment Conference Vietnam
9-10	London - UK	EyeforTravel Summit Europe
10-11	Sydney - Australia	International Travel Roadshow (Australia)
15-17	Las Vegas - USA	Global Travel Marketplace West
15-17	Frankfurt - Germany	IMEX
15-17	Dubai - UAE	Airport Show
16-18	Shanghai - China	ITB China
17-20	Gangneung - South Korea	PATA Annual Summit
19-23	Denver - Colorado - USA	IPW (International POW WOW)
21-24	Singapore - Singapore	ILTM Asia
21-24	Athens - Greece	IMTJ Medical Travel Summit
21-22	London - UK	Boutique & Lifestyle Hotel Summit
23-24	Hamburg - Germany	CrewConnect Europe ft CruiseConnect Summit
23-24	Mexico City - Mexico	Airport Solutions Mexico
25-26	Panama City - Panama	ETI (Expo de Turismo Internacional)
28-29	Gdansk & Lodz - Poland	OUTgoing POLAND May Edition
28-29	Warsaw - Poland	European Business & Investment Summit
29-31	Geneva - Switzerland	European Business Aviation Convention & Exhibition (EBACE)

## June 2018

1-3	Nanjing- China	CMT China
4-8	Athens - Greece	Posidonia
4-6	Santiago - Chile	FIEXPO
4-5	London Stansted - UK	Hotel Summit
5-6	London - UK	Eye For Travel Europe
7-8	Dublin - Ireland	Future Travel Experience Europe
10-12	London - UK	City Fair (ETOA Event)
11-13	London - UK	ELA (Experience Latin America)
12-14	Cape Town - South Africa	AviaDev
12-12	Delhi - India	International Travel Roadshow (India)
13-13	Kolkata - India	International Travel Roadshow (India)
14-17	Seoul - Korea	KOFTA (Korea World Travel Fair)
14-17	Hong Kong - China	ITE Hong Kong
14-17	Athens - Greece	CONFEC Blue
15-17	Beijing - China	BITE (Beijing International Tourism Expo)
15-15	Pune - India	International Travel Roadshow (India)
16-16	Hydrabad - India	International Travel Roadshow (India)
18-20	Brussels - Belgium	ACI Congress (Airports Council International)
19-22	Santo Domingo, Dominican Republic	Latin America Meeting & Incentive Travel Exchange
19-19	Coachin - India	International Travel Roadshow (India)
25-28	St. Moritz - Switzerland	Private Luxury Forum Europe
26-30	TBA - Indonesia	Bali & Beyond Travel Fair
27-28	London - UK	The Meetings Show

# Section II

## Convention & Exhibition

### A Sneak Peek into the Major Convention Centres in India

#### Focus - Delhi NCR

#### Pragati Maidan Delhi



Pragati Maidan is a 72000 Sq. Meters Venue in New Delhi which conducts large exhibitions and conventions managed by Indian Trade Promotion Organization (ITPO). The ITPO is a trade promotion agency which is managed by ministry of commerce and industry. Pragati Maidan started functioning in 1972. It has conducted some high profiled events as well as exhibitions. It has maintained its high standard service by hosting events at national as well as international levels. The events which are held at the venue include fashion shows consumer events conferences expos exhibitions and many more.

#### India Expo Centre

India Expo Centre and Mart is spread over 58 acres of land and has a unique combination of Trade Mart with Exhibition & Convention Facilities, Lawn, Business Centre, Restaurants, Transportation facilities and sufficient Parking Area for over 4,000 cars and 30 Buses/Trucks inside the complex. It is well linked to the main Ring Road of Delhi through 8 lane expressway. Air-Conditioned and Wi-Fi enabled, it has well equipped storage and warehousing facilities and central public address system with the most recent in Multimedia, Telecommunications and high speed Internet Connectivity under one roof, it is the perfect venue for Trade Fairs, Exhibitions, Conferences and such other theme-based international events. Elegant, functional and flexible, India Expo Center is among the world's best when it comes to hosting exhibitions, conferences, meetings, seminars, and other special events. With 28000 square meters indoor exhibition space, banquet cum conference hall, restaurants, meeting rooms – all furnished with the most recent in telecommunications, multimedia and high speed connectivity, under one roof, this is the best venue for all types of formal events.



#### Expo Centre Noida

ExpoCentre is well equipped with all facilities, technology and services for hosting Exhibitions, Conferences, Conventions, Business Meets, Product Launches, Seminars, Banquets, AGMs, etc. of international standards. Expocentre, designed and developed taking in view the needs of today's organisers and event managers, is suitable for hosting a variety of events. Professionally managed by a team of highly skilled professionals, we provide excellent support and services for all events, giving full client satisfaction. The Centre is well capable of hosting exhibitions of upto 20,000 Sq Mt of area and conferences, seminars and banquets for 20 to over 10,000 people, across five halls and additional conference rooms of different sizes, meeting rooms, spacious foyer area and additional open area, lawn, etc. It is perhaps the only Exhibition cum Convention Centre in the NCR with an underground and over-ground parking space of over 700 cars. Located on a very prime location on National Highway 24, Expocentre Noida is surrounded by the world's top Corporate houses, MNCs, Industrial and IT organizations, as well as highly dense residential complex, making Expocentre Noida the ideal venue for all B2B as well as B2C events.



## India International Centre

Considered one of the country's premier cultural institutions, the India International Centre is a non-government institution widely regarded as a place where statesmen, diplomats, policymakers, intellectuals, scientists, jurists, writers, artists and members of civil society meet to initiate the exchange of new ideas and knowledge in the spirit of international cooperation. Its purpose, stated in its charter, was 'to promote understanding and amity between the different communities of the world'. In short, the Centre stands for a vision that looks at India as a place where it is possible to initiate dialogues in an atmosphere of amity and understanding.



## En Route

### Exhibition cum Convention Centre, Dwarka

Location: Dwarka

Site Area: 90 Hectares

Built Up Area: 900000 sq.m.

The Exhibition cum Convention Centre at Dwarka is a flagship project of the Government of India. In the absence of world class exhibition and conference facilities, India has not reaped the potential benefits of the MICE market, and its share in the Asian and global market is very small. In order to capitalize on this vast potential and to drive India's industry, associate with programs such as Make in India and promote tourism, trade and commercial activities, there was an unavoidable need to develop a state-of-the-art exhibition cum convention centre.

Located in Dwarka, just 3 kilometers away from the IGI Airport, New Delhi, the vision behind this project was to redefine the scale of this facility with that of a Central Business District (CBD).

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**The centre was planned to address the lack of a world-class convention and exhibition centre in India to compete with Asian cities such as Shanghai, Hong Kong and Singapore and grab a larger slice of the global MICE market, the estimated size of which is around \$280 billion.**

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# Trade Associations Fostering the Growth of Exhibition Industry-in Conversation with Mr. B S Sawhney Asst. Sec. General-FICCI

It's a moment of pleasure for us to know about the initiative of MICE Affairs to cover the MICE industry. MICE, as an industry is coming up in a big way and has a lot in store for all concerned parties to the industry. MICE in context with India as a market, holds great potential. Still we can feel, there is a gap in Meeting, Incentive w.r.t. Convention and specifically exhibition industry. We really hope this gap to be covered, and readers can see all four verticals of MICE in one platform of MICE AFFAIRS.

Trade Associations, Chamber of Commerce and Federations, all these entities have a big role to play in exhibition industry. Associations have been playing an important role in conveying useful messages and guidelines for development, acting in this transitional era as meeting places for professionals, helping them exchange opinions and promoting free access to information while also facing a series of structural, political, cultural and financial challenges.

In another role, Associations are putting forward their initiative to organize or participate in various exhibitions worldwide. Many companies these day perceive exhibitions as the key secret of marketing strategy. But not every company is sound enough to bear the burden of these expenses. This is where Associations come to play the role. In case of our country, Associations create a platform for their member companies by getting support from Government, cracking best deal from the organizers and resulting into an affordable participation in an exhibition.

Industry associations are institutions which are actively involved in the diffusion of knowledge. They play an important role for current business entities.

We appreciate the efforts of MICE Affairs to give due importance to the subject of Associations. We hope the effort shall be able to strike a balance in order to fill the existing gap.



Mr. Balvinder Singh Sawhney

Asst. Sec. General-FICCI

## EXHIBITING SUCCESSFULLY

Useful article for Exhibitors by John Blasky

John Blasky 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.

### Wherever in the World...

You want to exhibit successfully! You need the processes, principles and tools that work anywhere, anytime. Tradeshows, conferences, congresses – what is the common factor? **People.**

People from different cultures, with different priorities, different buying habits, different ways of engaging and different motivations. But still people and wherever in the world I travel, the same challenge is evident. Saying “Hello”.

Working with exhibitors for over 40 years has shown me – with the possible exception of the USA – how difficult it is for somebody to say “Hello” to somebody they’ve never met before, even if the fundamental principle of a tradeshow, conference or congress is to bring innovative showcases to curious prospects. An invisible barrier still exists between exhibitor and visitor. So, do the principles, processes and tools which we’ve been incorporating in our clients’ live marketing strategies, still work today? Everywhere? Principle one: your sales reps are not a ‘one size fits all’ engine to generate appropriate leads. Today you need a well-designed engagement strategy. So, my first principle would always be to hire local, multi-lingual, professional ‘engagers’ to engage visitors. They would be armed with opening questions and be responsible only for approaching, engaging, pre-qualifying and introducing appropriate prospects – feeding them into your stand. Professionals – usually actors - can learn scripts, maintain high levels of energy and withstand rejection. The single biggest element in generating higher numbers of qualified prospects demands that professionals with knowledge of local culture and languages – perform this crucial role of connecting exhibitors to appropriate prospects.

Your sales reps are usually uncomfortable doing the engaging – they’d far rather be somewhere else.

And this principle can be applied universally, anywhere, any time.

Principle two: ‘privileged access’. Psychologically – and in practice – visitors are curious. If there are mystery elements built into the access point to your stand – they are far more likely to want to know “what’s going on in there?”. So, the second universal principle is: create curiosity – establish the concept that not everybody can get into your stand – only those visitors who you actually want to see.

This can be implemented quite simply by applying rope and post barriers around the perimeter of your stand. This directs visitors to one entrance point, a reception area, and only admits those visitors who have been pre-selected. More intense curiosity can be stimulated by enclosing all, or part, of your stand – subject to organisers’ regulations. Acrylic walls, slats, louvres, curtains – we’ve used them all to create a sense of intrigue for passers-by.



John Blasky



## Knowledge Sharing

# EXHIBITING SUCCESSFULLY

The discrete nature of your stand, can in itself be an attractor. It's part of your engagement strategy and it allows you to keep out undesirables... your competitors, your suppliers, students(?), vendors trying to sell to you and sometimes even your own management who are not briefed with your tradeshow strategy.

Here again we've applied this principle all over the world and it works.

Principle three: avoid giving out any literature – leaflets, brochures, price lists, catalogues. In today's electronic age information can be efficiently transmitted on-line. Usually visitors who ask for a brochure or a leaflet are really looking for an exit visa and want to get off your stand.

And remember that about 90% of all literature collected at or taken to tradeshow and conferences ends up in the bin.



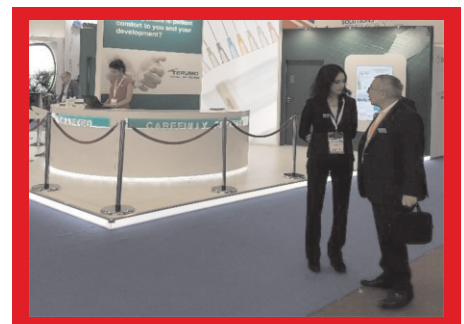
More importantly, if your brochure does get back to the prospect's office, and your sales process involves a call to your potential new customer, they have every opportunity to say "it's OK I have your brochure, I'll call you if I need you". This blows away that bridge from your booth to your new business.

What's the alternative? Wherever we are in the world and wherever visitors traditionally ask for brochures, our response is "you have plenty to carry already – let us have your details and we'll send you the right information later". This phrase flushes out those visitors who are serious from those who are simply collecting literature. And ... we are saving the planet.

To counter requests for brochures, we strongly recommend Outcomes, a prospect feedback and lead follow up system, which gathers market intelligence, visitor data, and everything you need to make sense of a true prospect. The system also sends out a lead follow up email instantly from the show itself. This transforms your transaction. Instead of giving away an expensive brochure, you are gaining valuable data from serious prospects

And does it all work? We recently applied these three principles to a new Japanese healthcare client, exhibiting in Spain. We supplied a professional engager, applied privileged access and offered no literature.

The client generated many more leads than they had done in the past – but conducted a far higher quality of conversation with real prospects on the booth itself.





# Major Exhibition Support - Focus Country - Thailand

## Exhibitor Focus

A Pavilion organizer may claim 1500 US\$ per pavilion consisting of 4 exhibitors

## Visitor Focus

Visitors to Exhibitions in Thailand may claim 100 US\$ per visitor under Connect Business campaign

**EXPAND YOUR SUCCESS**

Take An Opportunity For Your Next Chapter of Business In Thailand

**Special Offer For Pavilion Leaders!**

EXHIBIZ IN MARKET

Thailand CONNECT TCEB

**CONNECT BUSINESSES**

**EARN 100 USD** per trade visitor when achieve 3 business matching at exhibition in Thailand

Thailand CONNECT TCEB

For more information contact TCEB India Rep at : [exhibitionexperts@gmail.com](mailto:exhibitionexperts@gmail.com)

## Major Exhibitions in Thailand (May to June 2018)

10-12 May, 2018  
LED Expo Thailand  
Bangkok

10-13 May, 2018  
Thailand Dive Expo 2018  
Bangkok

16-19 May, 2018  
INTERMACH 2018  
Bangkok

06-08 June 2018  
ASEAN PAPER/TISSUE  
WORLD Bangkok3

06-08 June 2018  
SIMA ASEAN THAILAND  
ASEAN INTERNATIONAL  
AGRI-BUSINESS SHOW  
Bangkok

06-09 June 2018  
ASEAN SUSTAINABLE  
ENERGY WEEK 2018  
Bangkok

13-16 June 2018  
PROPAK ASIA 2018  
Bangkok

20-23 June 2018  
ASSEMBLY & AUTOMATION  
TECHNOLOGY 2018  
Bangkok

20-23 June 2018  
SURFACE & COATINGS 2018  
Bangkok

20-23 June 2018  
NEPCON THAILAND  
Bangkok

20-23 June 2018  
INTERPLAS THAILAND 2018  
Bangkok

20-23 June 2018  
INTERMOLD THAILAND  
(PART OF MANUFACTURING  
EXPO) Bangkok

# C & E

## Global News

### UFI announces the third annual “Global Exhibitions Day” will take place on 6 June 2018

1 March 2018

Global Exhibitions Day (GED) 2018 will be held on 6 June, 2018, globally, UFI, the Global Association of the Exhibition Industry, announces today. Through activities by exhibition industry associations and companies all around the world, the aim of this largest awareness campaign for the exhibition and events industry is to raise the profile of the sector as one of the most vital contributors to economic growth in cities, regions, and countries.

Now in its third year, GED is a perfect opportunity to celebrate the exhibition industry and highlight the positive impact it has on jobs, business, innovation and local investment. In 2017, 41 partner associations came together to support this awareness-raising campaign, carrying out activities in 67 countries and regions around the world. The campaign reached over three million people on Twitter alone.

To further the industry’s growth and progression, UFI’s 2018 President, Mr. Corrado Peraboni, asked the GED steering group to focus this year’s efforts on finding new ways to connect young people to the exhibition industry and, more specifically, to raise awareness about the amazing career opportunities the sector has to offer. To this end, this year’s GED events and programmes will centre on two key issues: industry advocacy, and attracting the right talent.

One initiative that UFI is promoting in collaboration with GED18 is the “Follow me” videos. As part of this initiative, UFI has invited members to create “Follow me” videos that showcase a specific role or introduce a certain employee to demonstrate just how rich and varied the career opportunities within the exhibition industry are. All videos relevant to GED18 will be added to the Global Exhibitions Day playlist at [www.ufi.tv](http://www.ufi.tv).

Over the coming weeks, UFI will roll out a new online data collection tool that enables GED supporters to share their activities. This will help to grow the GED18 community and improve communications about all the amazing initiatives happening around the world. This tool will be available to all industry professionals on the GED website so anyone interested in participating in GED18 can easily find out what is happening in their area.

UFI would like to invite all industry professionals to get ready for and get involved in the many different events that will be taking place around the world – and help make GED18 the best Global Exhibitions Day yet!

How to contribute to this year’s GED, and become part of a dynamic global community:

Regularly visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) for updates and developments

Join a local initiative or be inspired to set up your own GED18 initiative\*

Follow GED18 on social media via Twitter, Facebook, Youtube, Wechat and LinkedIn

Last but not least, encourage your peers and colleagues to join the campaign

As in previous years, GED partners have been working on the core messages and UFI will soon share the results of this ongoing collaboration on the GED18 website. Please keep an eye on [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) for regular updates!

\*List of #GED18 partner associations under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS/SECB (Singapore), Shanghai Convention and Exhibition Industries Association (China), SISO (USA), TEA (Thailand), TECA (Taiwan), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

# TCEB business forum to strengthen exhibition ties with India

8 February, 2018 / Delhi, India – Thailand Convention & Exhibition Bureau is taking its Exhibiz in Market campaign on the road in India, showcasing its global significance in New Delhi.

The bureau is staging its business forum in New Delhi in an effort to boost Thailand's international trade with one of the world's fastest growing economies. According to Thailand's Ministry of Commerce, two-way trade between Thailand and India totaled 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.

TCEB plans to boost business through its campaign Exhibiz in Market, an initiative specifically dedicated to increasing exhibition space at international exhibitions in Thailand.

The Indian market stands to benefit greatly from the Thai government's Thailand 4.0 policy, which actively promotes industries that have a synergy with India's economic development plans. The digital and integrated medical services industry for example, is one area being actively grown under the Thailand 4.0 policy, and in October this year, the renowned international business festival for innovation and digitization, CeBIT ASEAN, launches a South East Asia edition in Thailand. The country continues to serve as the region's leading launchpad for businesses active in this industry.

India is already an active participant in Thailand's trade shows, with the majority 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.

Visitors from India accounted for 7.8 per cent of total overseas visitors who according to a recent TCEB audit, paid greatest interest to the Food & Agriculture sector (37.97%), Automotive (25.26%) and Health & Wellness (12.40%). The top Thai exhibitions for the Indian market, in terms of attendance, are currently VIV Asia, PackPrint International and Wire & Tube Southeast Asia, which account for more than 40 per cent of India's total visitors.

The business forum includes a panel discussion on participating in Thai exhibitions featuring representatives from the Mohali India Association, the Federation of Industrial and Commercial Organization (FICO), Ludhiana, and Mr. Susanta Kumar Mahapatra from Global Trade Linkages (GTL).

President of FICO, Mr Gurmeet S Kular, said these events create a significant opportunity for industry connection.

"TCEB being a Government agency of Thailand is doing the perfect job of business matchmaking through support campaigns for exhibitions in Thailand. The campaigns are best suited for business associations to arrange delegation and also to have quality meetings which are pre-fixed. Hence chances of business leads are promising," he said.

Mr. Susanta K Mahapatra of GTL said: "Thailand has been a gateway for the Indian companies into the Asean market with a clear focus on the vibrant Thailand market, which offers diversified opportunities to the Indian companies. TCEB support scheme has been very well known among Indian participants."

The Exhibiz in Market scheme is a funding initiative conceived to generate pavilions at international tradeshow in Thailand, offering financial assistance between \$1,500 and \$5,780 for leaders of commercial pavilions between 36sqm and 250sqm in size.

The Connect Businesses matchmaking promotion is TCEB's innovative approach to generating a higher quality of visitor at events in Thailand, increasing the likelihood of presenting exhibitors with enriched lead potential. It offers a chance to earn US\$100 for each trade visitor (in a minimum group size of 10) connected with three exhibitors by federations, trade associations, chambers of commerce, non-profit organizations, and industrial publications from the ASEAN-plus-six and BIMSTEC countries.

"With our newly launched Exhibiz in Market campaign and the Connect Businesses Promotion, we will further assist and facilitate the demands of international trade show exhibitors and visitors looking to build their business in the ASEAN.

"International exhibition professionals looking to expand their business opportunity in Thailand will find the support of TCEB – a bureau specifically dedicated to growing their business – fundamentally helpful in helping them to achieve their goals. We expect to welcome an increasing number of Indian participants to Thai trade shows by 10% from 2017, and to draw the interest of business parties based here in Thailand" said Ms. Kanokporn Damrongkul, Director of TCEB's Exhibition Department.

Contact TCEB for more information or find out more about trade shows being held in Thailand at [www.businesseventsthailand.com](http://www.businesseventsthailand.com) or contact TCEB's representative in India Tel: +91 8 8007 39595 Email: [exhibitionexperts@gmail.com](mailto:exhibitionexperts@gmail.com)





## Asian exhibition industry debates new sources of revenue at UFI Asia-Pacific Conference

### Over 280 Asian exhibition industry leaders met in Kuala Lumpur

*Paris/Kuala Lumpur, 8 March 2018:* More than 280 delegates from over 20 countries and regions attended the 13th UFI Asia-Pacific Conference last week. The conference, UFI's second largest event, was held at the Shangri-La Hotel in Kuala Lumpur on 1 and 2 March.

Industry leaders from around the region discussed and debated the future direction of the exhibition industry in Asia under the theme, "New Approaches, Different Angles". Keynote speaker, Dato' Sri Idris Jala, CEO of Pemandu, provided a compelling overview of the on-going transformation of the Malaysian economy. UBM Asia's Wolfram Diener shared his experiences managing UBM's highly successful portfolio of jewellery exhibitions and the geo-cloning strategy behind those events.

Quan Yu from Alibaba's Ant Financial discussed how digital payments are reshaping the way business is conducted in China. The conference also included a session with Talk2 Media's Matt Pearce who shared his views on opportunities in the B2C exhibition segment, as well as a venue panel starring Aloysius Arlando (Singex), Loy Joon How (IMPACT) and Aage Hansen (ICE) who debated future sources of income for venues in Asia.

The UFI Asia-Pacific Conference featured two days of networking and learning as well as an Educational Forum, held on 28 February, which attracted nearly 50 delegates. The theme of the Educational Forum was "HR Managers as Business Partners". Other onsite activities included a members' meeting for UFI's Asia-Pacific Chapter led by the new Chapter Chair, David Zhong; an Association Committee meeting chaired by UFI's CEO, Kai Hattendorf; a Welcome Reception for all delegates held at Kuala Lumpur's newest venue, MiTEC; city tours and much more besides.

"The initiative in having the 13th UFI Asia-Pacific Conference here in Malaysia is in line with the government's aspiration to position Malaysia as a preferred Business Events or MICE hub and a choice destination in the region," said YB Dato' Seri Mohamed Nazri Bin Tan Sri Abdul Aziz, Minister of Tourism and Culture of Malaysia, at a reception for participants.

Kai Hattendorf, UFI's CEO, stated: "The conference highlighted the potential for further growth in the exhibition industry in the Asia-Pacific region. I am pleased to see that UFI's regional flagship event is connecting industry leaders from all over, leading to new collaborations, and opening up business opportunities."

This year's UFI Asia-Pacific Conference was hosted by the Malaysia Convention & Exhibition Bureau ([MyCEB](#)) and supported by the Malaysian Association of Convention & Exhibition Organiser and Suppliers ([MACEOS](#)). It was also supported by UFI's Diamond Sponsors: the Thailand Convention & Exhibition Bureau ([TCEB](#)) and Global Experience Specialists ([GES](#)). A wide range of local, Malaysian sponsors also backed the event.

This was the second time that UFI has held this event in Malaysia. The previous time was in 2009 when the Kuala Lumpur Convention Centre (KLCC) hosted the conference. Next year, the UFI Asia-Pacific Conference will take place in Tokyo (Japan) on 14 and 15 March.

Full details of the 2018 UFI Asia-Pacific Conference can be found on the event website:

<http://www.ufievent.org/kl2018/>

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

## Hamburg to take planners behind the scenes at one of Europe's largest convention centres – at IMEX in Frankfurt

Visitors to [Hamburg Convention Bureau's stand](#) at IMEX in Frankfurt can step inside one of Europe's largest convention centres and virtually explore the redeveloped venue's 50 halls in advance of its official opening.

Specially developed VR headsets using new 'unreal engine' technology enable planners at the show to move through the Congress Center Hamburg (CCH) and interact with the space. The new CCH will be the largest of its kind in Germany when it reopens in 2020 with a 12,000 sqm exhibition area and 12,000 seats in up to 50 halls. The redeveloped centre will be able to accommodate several concurrent events and the entrance hall, rising as tall as the main building, provides an additional multi-purpose space.

Joining the CCH team at Hamburg Convention Bureau's stand at IMEX are a vast range of hotels and venues. This includes three 5\* hotels - the largest privately owned 5\* conference hotel in Germany, the Grand Elysee; the Hotel Atlantic Kempinski and the recently-opened The Fontenay, which offers breath-taking views over the Alster Lake from its 131 rooms and suites.

Other hotels on the stand include the greenest hotel in Germany - the Scandic; hip design hotel Gastwerk and Jufa Hotel Hamburg HafenCity – a new four-star, 200 room hotel located in the heart of Europe's largest inner-city development project. It has five workshop and seminar rooms, hosting up to 500 participants.

TUI Cruises, one of the leading catering and event suppliers Nord Event and UNESCO World Heritage Site Lübeck, ensure there is a wide range of venues, destinations and suppliers from across the Germany's celebrated maritime region for planners to meet.

Florian Gerdes, Marketing Manager Conventions at Hamburg Convention Bureau, explains: "We're looking forward to showing planners a new way to experience the city's show stopping venues. The use of innovative technology at our stand – combined with traditional Hamburg hospitality with curry sausage and tea cocktails – brings to life the city's top credentials as a formidable location for meetings and events. Hamburg offers an ever-growing choice of venue and accommodation options - with 19 hotels scheduled to open this year alone."

[Hamburg Convention Bureau is at stand number G100](#) at [IMEX in Frankfurt](#), taking place 15 – 17 May 2018.

[www.hamburg-convention.com/en/imex-frankfurt-2018/](http://www.hamburg-convention.com/en/imex-frankfurt-2018/)

For further information contact:  
Emma Blake, Hamburg Convention Bureau UK  
T: +44 207 736 4022  
E: [emmablake@clareville.co.uk](mailto:emmablake@clareville.co.uk)



The Hamburg Convention Bureau (HCB):  
A direct subsidiary of Hamburg Marketing GmbH, the mission of Hamburg Convention Bureau GmbH (HCB) is to deliver locational expertise in combination with major know-how in the area of B2B events such as conventions and conferences including large events in public spaces. The Bureau is in charge of global marketing for Hamburg as a congress and convention site, and tasked in parallel with heightening the Hanseatic city's international profile by hosting public events with powerful visual impact.



## IIA DELHI STATE CHAPTER MEMBERS MEET , 10 FEB 2018 , DELHI

The IIA Delhi State Chapter Members Meet was held on Feb 10th 2018 at Hotel The Regent Grand, East Patel Nagar, New Delhi . The Chief Guest of the event was Mr. Arvind Rana (Deputy Commissioner of Industries-Tech) Delhi Govt. He talks about fewer participation of MSMEs in Govt. of India launched awareness schemes and request IIA President to aware IIA members to participate in such programmes. Also discuss about GeM portal : Government e-Market and requested MSMEs to register in large nos. Meet was presided by Sh. Sunil Vaish. Among other dignitaries who have attended the meet are Sh. RamjiSuneja, Former President IIA, Sh. K.K. Agrawal , IIA General Secretary, Sh. Neeraj Singhal, Chairman IIA IAC, Dr. Subodh Jindal, Chairman AIFPA (All India Food Processors Association), Sh. S SParihar , Chairman IIA Delhi State Chapter, Sh. Ajay Sabharwal, Secretary IIA Delhi State Chapter, Sh.



Anikit Kumar, Treasurer , Dr. L K Pandey, Dr. Atul Sardana, Vice Chairman, Sh. Manish Garg & many others from IIA Bawana Chamber , Sh. Kuldeep Kumar, Relationship, Manager-Private & Commercial Clients , Secretary , Sh. Vinod Rai (Cluster Head- Lead Insurance Broker), Dr. P Venketasan, Supreme Court Lawyer & IPR Expert, Sh. Amit Gupta, AVP Deutsche Bank, Sh. Kuldeep Singh, Relationship Manager-Private & Commercial Clients, Sh. Shobhit Permar-sales Manager-Personal Banking (Private & Commercial Clients). Near about 100 IIA Delhi State Chapter members from Bawana, Okhla , Kundli, Badali, Najafgarh, Ramesh Nagar , Badali and other Industrial area participated. Mr. Pawan Agrawal was felicitated with IIA Memento and Vice Chairman, Okhla Industrial Area.



**8th IEIA OPEN SEMINAR**  
**9-11 MAY , 2018**  
**HITEX, HYDERABAD**

IEIA Open Seminar is IEIA's annual flagship event where the Indian Exhibition Industry comes together with its members, associates and international delegates to deliberate on the happenings in the industry and build on the business, presence and network.

With "Converge and Connect" as its theme, IEIA Open Seminar 2018 will be a platform to meet peers, share knowledge, discuss collaborations and developments, address industry challenges and most importantly, network among members and participants to build successful business alliances.

The event will be attended by more than 500 Exhibition industry professionals with around 100 International delegates from various countries, providing one of its kind Networking opportunity for all participating organizations.

Leading players comprising who's who of the Indian Exhibition Industry participate in IEIA Open Seminar being the best platform for Networking with the captains of the industry from India and abroad.

## Special Coverage

### India Pavilion - Foreign Land

Federation of Indian Chambers of Commerce and Industry (FICCI) is organizing India Pavilion at INTERPHEX under the aegis of Market Access Initiative Scheme of Ministry of Commerce and Industry, Government of India scheduled to be held on 17-19 April 2018 at Javits Centre, New York City, USA . INTERPHEX (International Pharmaceutical Expo), sponsored by PDA (Parenteral Drug Association), is the single source for complete biopharmaceutical manufacturing solutions to safely and cost effectively process all dosage forms for life-enhancing drugs. For 39 years, INTERPHEX is the premier pharmaceutical, biotechnology, and medical device development and manufacturing event where you can “Experience Science through Commercialization. It offers unique combination of exhibition, education, workshops, partnering opportunities, and networking events. It is the only meeting place where Knowledge, Innovation and Technologies intersect with the full spectrum of cutting-edge development and manufacturing services and equipment to create innovative solutions to reduce cost, improve manufacturing and supply chain performance for pharmaceutical, biologics, contract, generic and service provider professionals.

Federation of Indian Chambers of Commerce and Industry (FICCI) is organizing India Pavilion at Hospitalar under the aegis of Market Access Initiative Scheme of Ministry of Commerce and Industry, Government of India scheduled to be held from 22nd to 25th May 2018, at Expo Center Norte - São Paulo, Brazil. This special edition is celebrating the 25th anniversary of Hospitalar .It is the only multi sectoral event in the Americas that offers innovations for solutions, products, equipment, services and technology for hospitals, laboratories, drugstores, physicians’ offices and practices. Securing the presence of your brand in the show is the most effective way of creating new business opportunities in the healthcare segment – you’ll find the return is more than worth the investment. Hospitalar presented in its 24th edition to an audience of over 90,000 professionals from over 70 countries, gathering 1,200 exhibiting brands from 36 countries in the 4 days of show at Expo Center Norte, Sao Paolo – Brazil. Hospitalar is held in cooperation with MEDICA - the World Forum for Medicine

CII

The India Pavilion, Bauma Conexpo Africa 2018

The India Pavilion at Bauma Conexpo Africa 2018 is being organized to provide Indian entrepreneur an organized platform to showcase their innovation in construction machinery industry in South Africa region. The show is a pioneer in construction machinery industry in South Africa and is a prominent place to seek business opportunities for the concerned players. The show is scheduled from 13th - 15th March 2018 at Johannesburg Exhibition Centre (JEC), Johannesburg, South Africa

EEPC India Pavilion At Automechanika Dubai 2018

DUBAI, UAE (1 - 3 MAY 2018)

As the largest international automotive aftermarket trade show in the Middle East, Automechanika Dubai serves some of largest automotive markets such as Saudi Arabia and Iran. The show also acts as the central trading link for markets that are difficult to reach connecting the wider Middle East, Africa, Asia and key CIS countries. Now in its 16th edition, the exhibition offered trade professionals the chance to meet face-to- face 1,955 key exhibitors across the three day show held from 1 - 3 May 2018

# SHENZHEN WORLD EXHIBITION AND CONVENTION CENTER (SWECC) TO OPEN IN MID-2019

The venue will offer 400,000 square meters of first class exhibition space, divided into 18 halls of 20,000 sq. m. each and one hall of about 50,000 sq. m.

Each hall will offer immediately adjacent conference and meeting facilities as well as a central conference center with a capacity for 7500 pax.

The venue will have three main entrances in addition each hall will have a separate entrance facility. The halls will be connected by a central corridor with two levels, the upper level offering fast connections throughout the venue with people movers, while the lower level connects directly into the halls.

Currently about 30,000 people are working on the construction site. Construction of the venue will be complete in June 2019, with a soft opening taking place in the second half of that year.

The venue will accept bookings from mid-2018.

Initiated by the International Organizers Network, a joint activity of AEO and SISO, jwc has organized a visit of the construction site of Shenzhen World Exhibition and Convention Center, along with a workshop addressing the most important topics for the future operation of the venue.

Participants from major international organizers (Clarion, Comexposium, Informa, EJ Krause, Fiera Milano, Tarsus, Reed, UBM) attended along with representatives of the Government of Shenzhen, the operating companies Zhaohua Int'l Exhibition Operation Co.Ltd. and SMG and representatives of the investors CMSK and OCT.

Chris Skeith, CEO of the AEO, said, "The ION is a strategic alliance between members of AEO & SISO who are 'independent organisers' operating around the world. In a short space of time, the network has gained significant interest, and we are very pleased to have held our first delegation visit less than a year since launch."





# Understanding Indian Trade Associations Federations and Chamber of Commerce

## Key Associations/Federations/Chamber of Commerce

### National Level

- FICCI
- CII
- FIEO
- PHD Chamber
- EEPC India
- ITPO

### AREA SPECIFIC

GCCI-Gujarat Chamber of Commerce

MIA-Mohali Industries Association

DPA-Delhi Printers Association

BMPA-Bombay Master Printers Association

MPLA- Madras Printers and Lithographers Assn.

LMTMA- Ludhiana Machine Tools Mfrs. Assn.

GSPMA- Gujarat State Plastic Mfrs Assn.

TWOPA- Telangana Web Offset Printers Assn.

### Industry Specific

Electronics

ELCINA-Electronic Industries Assn. of India

CEAMA-Consumer Electronics and Appliance Mfrs Assn

IEEMA- Indian Electrical and Electronics Mfrs Assn.

Agriculture & Food

AIFPA- All India Food Processors Assn.

CIFTI-Confederation of Indian Food Trade & Industry

APEDA-Agricultural and Processed Food Products

Export Development Auth.

Textiles

TAI- Textile Assn of India

NITMA- Northern India Textile Mills Assn.

CITI- Confederation of Indian Textile Ind.

Others

- AIRIA- All India Rubber Industries Association
- AIPMA-All India Plastic Mfrs Assn
- ACMA- Auto Component Mfrs Association of India
- SIAM- Society of Indian Automobile Mfrs
- AIFMP- All India Federation of Master Printers

Information shared in above article is based on private research. The article is not based on association data across india & is limited to certain set of data

# Trade Fair Tour Operators-INDIA

Red Carpet Tours Pvt Ltd

Address: 23/1, First Floor, East Patel Nagar,  
New Delhi- 110008

Tel: 011-46 275 275

E-mail: info@redcarpettours.in

Website: www.redcarpettours.in

Cox and Kings

Vaman Centre, Marol Makwana Road,  
Andheri East, Mumbai 400059

Tel: 022-61968888

Email: Shailesh.joshi@coxandkings.com

www.coxandkings.com

Inorbit Tours Pvt. Ltd.

16, Kamat Industrial Estate, 1st Floor,  
Opp. Siddhivinayak Temple, Behind Hotel  
Kohinoor Park, 396, V. S. Marg, Prabhadevi,  
Mumbai - 400 025, India.

+91 - 2422 9281 / 2438 9271

http://www.inorbittours.in

More Than Travels

152 - P, Basement, Sector 38, Gurgaon -122001

Phone No:- 0124 2206677

Email :- sandeep.rana@morethantravels.com

http://www.morethantravel.in/

U Tourizmo

Web. : www.utourizmo.com

E-mail : info@utourizmo.com

Ph. : +911204975555

RAINBOW TRADE FAIR TOURS PVT. LTD.

409, Goyal Trade Center, Shantivan,  
Opp. HDFC Bank, Near Borivali National Park,  
Borivali (East), Mumbai - 400 066, MH, INDIA

Tel: +91-22-6453 9425 / 75, 2897 3110

E-mail: mail@rainbowworldtours.com

Web. : www.rainbowworldtours.com

Nimble Tours Pvt. Ltd.

6th Park End, 2nd Floor, Main Vikas  
Marg, Opposite Metro Pillar No 101,  
New Delhi 110092

PHONE +91-11-41538353/+91-11-41538354

Email: babar@nimbletravels.com

Abovo Travel Pvt. Ltd.

1006, Rohit House, 3, Tolstoy Marg,  
New Delhi- 110001

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Mob. +919999293369

Landline: 011-40112086

LTA Tours Pvt. Ltd.

PHONE +91-11-47094669

www.ltatours.com



## Major Exhibitions in India (April to June 2018)

05-07 April 2018  
SECUTECH INDIA  
Mumbai

25-26 April 2018  
CHEMLOGISTICS INDIA  
Mumbai

05-06 May 2018  
FITEX - FIT INDIA EXPO  
Mumbai

23-25 May 2018  
SMART CITIES INDIA  
New Delhi

21 – 23 June 2018  
India Warehousing Show  
New Delhi, India

28 – 29 June 2018  
OSH India – Occupational  
Health & Safety  
Hyderabad, India

11-14 April 2018  
DMI - DIE & MOULD INDIA  
INTERNATIONAL EXHIBITION  
Mumbai

25-26 April 2018  
CHEMSPEC INDIA  
Mumbai

10-12 May 2018  
LED EXPO  
Mumbai

24-25 May 2018  
IT –SA INDIA  
Mumbai

21 – 23 June 2018  
IMHLS – Indian Materials Handlings  
& Logistics Show  
New Delhi, India

20-22 April 2018  
SCREEN PAINT INDIA  
Mumbai

25-26 April 2018  
CHEMPROTECH INDIA  
Mumbai

17-19 May 2018  
CONCRETE SHOW INDIA  
Mumbai

04-05 June 2018  
Professional Beauty India  
New Delhi, India

27 – 29 June 2018  
HEIMTEXTIL India  
New Delhi, India

25-26 April 2018  
HPIC INDIA  
Mumbai

26 -28 April 2018  
CBME INDIA - CHILDREN  
BABY- MATERNITY EXPO  
Mumbai

18-19 May 2018  
FASTENER FAIR INDIA  
New Delhi

07-09 June 2018  
Roof India  
Chennai, India

27 – 29 June 2018  
AMBIENTE India  
New Delhi, India

## Major Exhibitions in China (April to June 2018)

01-04 April 2018  
AMR- Auto Maintenance & Repair  
Beijing

08-10 April 2018  
BABY & STROLLER CHINA  
Guangzhou, China

09-11 April 2018  
CHINA INFORMATION  
& TECHNOLOGY EXPO  
Shenzhen, China

04-07 April 2018  
DENTAL SOUTH CHINA  
EXPO & CONFERENCE  
Guangzhou, China

08-10 April 2018  
TOY & HOBBY CHINA  
Guangzhou, China

10-12 April 2018  
SINOFOLDINGCARTON  
SOUTH DONGGUAN  
China

08-10 April 2018  
CIHIE  
Beijing

09-11 April 2018  
CHINA REFRIGERATION  
/CR EXPO  
Beijing, China

11-14 April 2018  
CMEF SPRING - CHINA  
MEDICAL EQUIPMENT FAIR  
Shanghai, China

08-10 April 2018  
CIMAE- CHINA INTERNATIONAL  
MODERN AGRICULTURE  
EXHIBITION  
Beijing

09-13 April 2018  
CCMT- SHANGHAI  
INTERNATIONAL FAIR FOR CNC  
MACHINE TOOL COMPONENTS  
& ATTACHMENT CHINA  
Shanghai, China

11-13 April 2018  
API CHINA & PHARMAPACK  
& SHINOPHEX  
Shanghai, China



## Major Exhibition in Germany (April to June)

05-08 April 2018 FAIR HANDELN Stuttgart, Germany	05-08 April 2018 KREATIV Stuttgart, Germany	05-08 April 2018 AUTO MOTOR UND SPORT I-MOBILITY Stuttgart, Germany	05-08 April 2018 MARKT DES GUTEN GESCHMACKS Stuttgart, Germany
05-08 April 2018 GARTEN OUTDOOR AMBIENTE Stuttgart, Germany	05-08 April 2018 MINERALIEN, FOSSILIEN, SCHMUCK Stuttgart, Germany	06-08 April 2018 TIERWELT - MESSE MAGDEBURG Magdeburg, Germany	10-13 April 2018 PROLIGHT + SOUND Frankfurt, Germany
10-13 April 2018 IFH-IN THERM Nuremberg	10-13 April 2018 ANALYTICA Munich, Germany	10-13 April 2018 CERAMITEC - TECHNOLOGIES - INNOVATIONS - MATERIALS Munich, Germany	11-14 April 2018 MUSIKMESSE Frankfurt, Germany
12-15 April 2018 FIBO Cologne, Germany	13-14 April 2018 INVEST Stuttgart, Germany	13-15 April 2018 AUTO TREND Rostock, Germany	16-20 April 2018 TUBE Dusseldorf, Germany
16-20 April 2018 WIRE Dusseldorf, Germany	18-21 April 2018 WERKSTÄTTEN MESSE Nuremberg, Germany	20-22 April 2018 HANSEPFERD HAMBURG Hamburg, Germany	23-27 April 2018 ENERGY/HANNOVER MESSE Hannover, Germany
23-27 April 2018 REASERCH & TECHNOLOGY Hannover, Germany	23-27 April 2018 CEMAT Hannover, Germany	23-27 April 2018 HANNOVER MESSE Hannover, Germany	23-27 April 2018 DIGITAL FACTORY Hannover, Germany
23-27 April 2018 INTEGRATED AUTOMATION MOTION & DRIVES Hannover, Germany	23-27 April 2018 INDUSTRIAL SUPPLY Hannover, Germany	05-06 May 2018 BADISCHE WEINMESSE Offenburg, Germany	05-13 May 2018 MESSE WÄCHTERS BACH Wachtersbach, Germany
08-11 May 2018 INTERZOO Nuremberg, Germany	14-18 May 2018 IFAT Munich, Germany	15-17 May 2018 PFLEGE PLUS Stuttgart, Germany	15-18 May 2018 OTWORLD Leipzig, Germany
16-17 May 2018 IEX - INSULATION EXPO EUROPE - INTERNATIONAL TRADE FAIR FOR INSULATION MATERIALS AND TECHNOLOGIES Cologne, Germany	29-30 May 2018 MTEX+ / LIMA Chemnitz, Germany	05-07 June 2018 LASYS Stuttgart, Germany	05-07 June 2018 SURFACE TECHNOLOGY Stuttgart, Germany
05-07 June 2018 PCIM EUROPE Nuremberg, Germany	05-07 June 2018 SMT HYBRID PACKAGING Nuremberg, Germany	05-07 June 2018 RAPID.TECH + FABCON 3.D Erfurt, Germany	11-15 June 2018 CEBIT Hannover, Germany
12-14 June 2018 DLG-FELDTAGE BERNBURG-STRENFELD, Germany	13-16 June 2018 STONE+TEC NURNBERG Nuremberg, Germany	19-22 June 2018 AUTOMATICA Munich, Germany	20-22 June 2018 THE SMARTER E EUROPE Munich, Germany
26-28 June 2018 SENSOR+TEST THE MEASUREMENT FAIR Nuremberg, Germany			

## MICE Travel birthing young entrepreneurs! Lets's find out .....



### In Conversation with Mr. Shiv Charan - Young Entrepreneur abovo Travel

What are the combination of factors, which persuaded you to step into MICE business as an entrepreneur, apart from financial benefits? What is the philosophy behind?

The whole idea behind stepping into MICE domain of the travel trade came from the philosophy that "Nothing is Permanent". Coz the traditional way of finalising the travel plans through travel agents is being changed and now travellers are getting smarter with the help of information technology which is now a days is an integral part of travel trade. So now the only segment is emerging is Handling big Incentive Travels/ Conferences/ Exhibitions/ Product Launch etc. which is still highly depends upon the expertise of MICE professional and need investment of time, attentions and details.

How do you plan to be adaptive to changes coming up in MICE industry in near future?

As i said in the above phrase that time is ever changing and nothing last forever, so as per the changing dimensions of the world MICE too need to be adaptive to the changes in the Travel Trade. So by keeping ourself adaptive to the emerging MICE destinations, or the innovative ways in engaging the corporates during the Tour Programmes one can be Ace in the MICE Business.

Are you MICE Ready?

Yes We are. With all the expert and professionals onboard in our team we are MICE ready. in Abovo Travel we are living by the philosophy of continuously finding the innovative products as per the taste and requirements of our corporate clients, we are hear to deliver the end to end MICE solutions.

**// abovo Specializes in :**  
Corporate Incentive Travel,  
Product Launch, Overseas/  
Domestic Conference or  
Conventions, Internatonal /  
Domestic Holiday Vouchers,  
Corporate Study Tours,  
Personalised Holidays **//**

[www.abovo.in](http://www.abovo.in)

## Technological advancements in MICE sector

In current scenario, Technology has changed the all aspects of our lives, in ways previously never imagined possible. Technological Innovations and creativity has brought about the development of newer, faster and more effective tools to carry out all sorts of tasks in sectors and each possible industry sector.

Such change has been rapid over the decades, and although change does not occur uniformly across industries nor geographical areas, it is fairly safe to say that there are currently few facets of life that remain completely untouched by the progress of technology.

Unsurprisingly, communication, which is a core human activity, has also seen a paradigm shift as a result of technology, and business meetings, which are essentially about communication and interaction in the work arena, have been similarly affected. Business meetings have now evolved to a stage where meeting technology tools have the potential to revolutionize the industry.

Generally, most organizations consider meetings as an integral part to their business requirements and that is largely why MICE industry needs to upgrade with latest technological advancements.

To find out more interesting facts we got the chance to interact with Mr. Neeraj S Dev, Sr. Vice President-Commerce, Thomas Cook Group. The replies from Mr. Dev were quite interesting

1. How technology can help in the search, selection process?

With the help of technology and user friendly customer interface , it's feasible to offer clients today wide variety of options for destinations, conference options based on the requirement of the corporate. In American market, Expedia actually has launched its online Mice product where small mice groups upto 50 customers can directly book hotel, banquet space etc at negotiated rates from the hotels.

2. How can technology help manage the entire Mice event and project?

This has become a hygiene today with most of the corporate asking for mobile app for their large size events. App offers detailed program of the event, day wise plan, venue details, itinerary and optional programme of the event. Delegates are also able to add their event memories in the app and thereby making it truly engaging. This reduces lot of to and fro communication between Mice planners and corporate as each request can be sent and serviced through this application channel.

### In Conversation with Mr. Neeraj S. Dev - Sr. V.P. e-commerce, Thomas Cook Group

“ This has become a hygiene today with most of the corporate asking for mobile app for their large size events.



Mr. Neeraj S. Dev

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# Changing Trends in MICE Industry Special Focus- EVINTRA



EVINTRA provides an ever-growing global MICE platform which spans over 180 countries, comprised of 53.000+ MICE Industry professionals, including 16.000 buyers. Aiming to revolutionize the way the MICE industry does business, we have created a one of a kind online platform where buyers and suppliers from around the world can meet directly. EVINTRA's platform not only increases exposure for suppliers but also makes valuable information readily available to buyers. "Every game breaking innovation begins with the spark of a single idea." A true story! The idea of an independent and global MICE platform popped into the head of EVINTRA's CEO Andreas Thölken back in 2009. From that moment on, until to this very day, EVINTRA has transformed from an almost regular event agency, holding an exceptional track record, to a worldwide MICE service provider which benefits all kinds of MICE related companies with its professional network and the free MICE platform

## **Evintra CEO Andreas Tholken shares with us key insights on how they work parallelly with changing trends:**

We try to benefit all stakeholders in the MICE und Travel Industry and revolutionize the way buyers and supplier can connect by being a driving force in digitalisation of our industry. Our ideology is to help, we help supplier to get exposure and reach out to new leads and clients to grow their business but also buyers to find the supplier they need anywhere in the world and make sourcing easier and much more time efficient. Our focus had been ever since on creating a highly qualified buyer network and that why so many of the major exhibitions and ministries of tourism love to work with us for their buyer programs or fam-trips. The database is basically our most valuable treasure, our baby, and so we take care of it every day as it grows.



# MICE Education....Institutions getting MICE Ready!!! In conversation with few top institutes



Mr. Surjeet Kumar

Asst. Professor, (Ph.D - MICE Tourism)

Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra

## Q 1: Share your views about MICE industry with respect to travel and tourism education?

Meeting, Incentive, Conferences and Exhibition (MICE) tourism is one of the fastest growing sub-sectors of tourism. It is one of the most lucrative forms of tourism as it blends business with leisure. According to ITB World Travel Trends Report (2015), MICE accounted for 54% of the outbound travel surpassing any other form of travel. India is still not been able to make most of the opportunity of MICE tourism despite having reasonable infrastructure across its major destinations. As per ICCA [International Congress and Convention Association] data more than 11000 meetings take place around the world. Globally, Paris, Vienna, Madrid, and Barcelona are the most preferred destinations on the other hand, in Asia Pacific is the fastest growing market (38% growth since 2006) & accounts for US \$ 60 billion, where Singapore occupied seventh position, and Beijing is at 15th position globally. New Delhi is ranked 64th in terms of cities hosting maximum no. of conferences. Though India accounts for a mere 0.5-1 per cent of the total market. The Center Government has set a target to achieve 2 per cent of the global MICE market share by 2025. As per ICPB, the MICE tourism is growing between 15-20 percent annually. Looking at this there is an urgent need to inculcate MICE component in travel & tourism education. Though many institutes have already started to upgrade their courses as per industry needs.

## Q 2: How institutes are adapting themselves in providing effective MICE education to students?

For growth of any domain, Education plays a foundation role. The Kurukshetra University's, Department of Tourism & Hotel Management & other tourism education institutes should try to strengthen students' ability in planning and executing conferences & events; should emphasis on theoretical and practical aspects of MICE & also try to build up relations with MICE companies, so that internship opportunities can be provided.

## Q 3: MICE being a sub division of Travel domain, what is the difference in terms of imparting knowledge in both cases?

MICE tourism is a very demanding field, as this involves two important sectors: Business tourism & event management. As Singapore tourism Board & Gallop international, study reveals that MICE tourist spends almost double of what an average tourist spend. Therefore looking at the type of cliental the education institute has to do little extra effort to address the need of these types of tourists, the educational institutes should include interpersonal skills i.e. negotiation skills, presentation skills, corporate communications, public relations skills, DIY abilities & general etiquettes etc. Apart from this the technical skills should include travel geography, M.I.C.E., destination management, tour management, travel itineraries, travel formalities, basics of air fares & ticketing, air transport essentials, global distribution systems, galileo & abacus, hotels products & services, management information systems (MIS), product in business cycle, tour guiding, sales, customer relationship management, commercials (proposal costing & profitability), visa & foreign exchange, vendor management, event management & execution etc. . The Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra been one of the pioneer's in tourism education in India constantly updates its course curriculum keeping the needs of industry from time to time.

## Q 4: How is the response from upcoming batches pursuing tourism education? Are they keen to move towards MICE sector?

The response of pursuing tourism education is extremely good & budding tourism professionals are keen to join MICE sector. Further, it is found that approximately 4-5 students every year ventures in MICE services & with in the short span they are opening up their own MICE venture / companies. Looking at trends it is clear that MICE tourism has a bright future & students are keen to move in it.

## WE WELCOME YOUR VIEWS

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Future Plans  
Interviews  
Business Connection Requests within MICE Industry  
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Articles  
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Challenges  
Opportunities

### Venues / Hotels

Mice Event Updates  
Initiatives for MICE Industry  
Upgrade in facilities to accommodate MICE Effectively

### MICE Bureaus

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MICE Players	Associations
Mice Travel Co's	Corporates

Rush an email to our team

[miceaffairs@gmail.com](mailto:miceaffairs@gmail.com)

[pr.miceaffairs@gmail.com](mailto:pr.miceaffairs@gmail.com)

PS: We reserve the right to accept or decline any news/update.

Please share only MICE related news/article with us.



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MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS

INAUGURAL ISSUE

## MICE AFFAIRS

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Need of the hour is Conventions and Exhibitions Industry. At Mice Affairs our aim is to get due advantage to Associations, Federations and Chamber of Commerce

### Meeting & Incentives

Focused to cover M&I Industry. Opportunities and Challenges

**Lets get focused  
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600+ Associations  
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Companies  
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Trade Offices, Hotels,  
DMC and Suppliers**