

Events and Exhibitions 2.0



THE DATA-DRIVEN ERA

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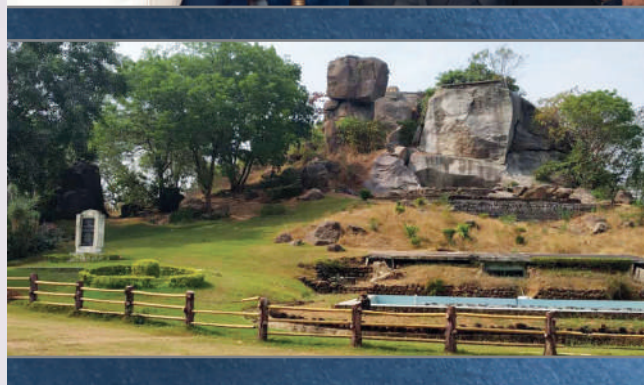
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**TOURIST
ATTRACTION**
Where Nature & Music
Create Magic

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Data is the New Currency

Dear Readers,

It was indeed an accomplishment for us as a nation to hold the 18th G20 Summit. And, for one deeply rooted in the Exhibition industry, I cannot help but swell with pride at the fact that we could welcome prominent personalities of the world to Bharat Mandapam, a venue that perfectly befitted the grandeur of this significant event.

While Bharat Mandapam, in New Delhi's Pragati Maidan has been developed as one of India's largest MICE destinations, worth mentioning here is Yashobhoomi in Dwarka, Delhi, which is being listed among the world's largest MICE facilities.

The state-of-the-art architectural masterpieces boast comprehensive facilities, serving as a testament to the burgeoning significance of the events and exhibitions industry in driving our nation's growth.




The rapid growth in the Indian events and exhibitions industry calls for a structured approach to gain more clarity and transparency in organizing events successfully. This need has led to the implementation of data and analytics in the sector.

Tools such as attendee digital twins, smart live event optimization, and intelligent live matchmaking contribute immensely towards sustainable event planning too. Since digital twins are virtual replicas of physical objects, processes, or systems, it provides real-time insights, predictive analytics, and optimization capabilities.

In the exhibitions and events industry, planning is at the core of all activities; hence, digital twin can facilitate visualizing and simulating various scenarios, such as optimizing layouts, seating arrangements, and resource allocation, to make the actual event sustainable and cut down on the waste of resources. Going forward, investments made in data capabilities are expected to yield a high-value RoI.

On this highly optimistic note, we, at HITEX, extend our warmest wishes to you on this festive occasion of Diwali. May the coming year be as prosperous, joyous, and successful as you wish it to be.

The rapid growth in the Indian events and exhibitions industry calls for a structured approach to gain more clarity and transparency in organizing events successfully. This need has led to the implementation of data and analytics in the sector.

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ITME Society Takes Center Stage in Kenya

Nairobi, Kenya, will host the India International Textile Machinery Exhibition Society (India ITME Society) for its second appearance in Africa. The ITME Africa and Middle East 2023 event will take place from November 30-December 2, 2023, at the Kenyatta International Convention Centre (KICC). The exhibition showcases the latest textile machinery and technology to promote corporate networking and collaboration. The event will draw nearly 125 companies from 23 nations.

Dr Juma Mukhwana, Principal Secretary, State Department for Industrialization-Ministry of Trade and Industry, Kenya, commended the expo and stressed the need for greater cooperation to improve Kenya's manufacturing industry. He encouraged Indian partners to build manufacturing and warehouses in Kenya.



Global Exhibition Market to Surpass 2019 Levels



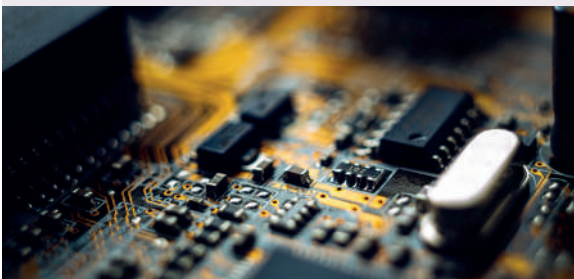
The exhibition industry, hit hard by the COVID-19 pandemic, is on a path to recovery, with 19 of the world's largest exhibition markets projected to surpass their 2019 size by 7 percent by 2024.

According to the 15th edition of Globex exhibition industry's annual report, this resurgence follows a difficult period. The report examined 19 markets, including the US, China, UK, Germany, France, Italy, and others. The exhibitions market is expected to reach US\$ 30 billion by 2024 and US\$ 32.5 billion by 2025, despite a 5% fall to US\$ 26.5 billion in 2023 from US\$ 28.0 billion in 2019.

These projections rose due to numerous variables. First, the European energy crisis and inflation have subsided, stabilizing the exhibition sector's economy. China's early removal of its zero-COVID policy has allowed overseas trade events and exhibitions.

Most major markets have had fewer recession fears, which has improved confidence and exhibition investment.

Kaynes Technology to Invest INR 2,800 Cr in Telangana



Kaynes Technology, a Mumbai-based integrated electronics manufacturer, is set to invest INR 2,800 crore in establishing a semiconductor

over 2,000 direct job opportunities and will be located on a 40-acre plot adjacent to Foxconn's upcoming facility in Ranga Reddy district. The project is being

OSAT (outsourced semiconductor assembly and test), manufacturing and compound semiconductor facility in Telangana. This substantial investment will result in the creation of

undertaken by Kaynes Semicon, a subsidiary specifically established by Kaynes Technology for its OSAT/ATMP (assembly, testing, marking, and packaging) services expansion.

In the initial three years, Kaynes Semicon will specialize in offering various semiconductor package types for power devices, such as QFN (quad flat no-lead), SOT (smart outline transistor), TO, BGA (ball grid array), and FC BGA (flip chip plastic BGA).

New Toy Park in Uttar Pradesh Seek Investments

Uttar Pradesh hopes to attract over INR 1,000 crore in private investment for its Noida Toy Park, creating 6,000 jobs. Fun Zoo Toys India and Funride Toys LLP are interested in this ambitious proj-

ect, which will launch next year. By 2027-28, the Indian toy market is expected to quadruple from US\$ 1.5 billion to US\$ 3 billion. India's toy imports have fallen while exports have grown

rapidly. The Yamuna Expressway Industrial Development Authority is building the 100-acre Toy Park in Noida Sector 33, which is projected to transform the Indian toy manufacturing industry, encompassing soft, electronic, wooden, and other toys.

Keeping in alignment with Hon'ble Prime Minister Narendra Modi's call to produce high-quality, appealing toys for international markets, many of these Noida Toy Park toy production facilities are projected to be finished within a year.



Messe Stuttgart Steps Into Indian Market



Messe Stuttgart, a German multinational trade fair and exhibition company, entered the Indian market. Recently, it officially inaugurated its Indian subsidiary - Messe Stuttgart India in the presence of Mangal Prabhat Lodha, Minister of Skills, Employment, Entrepreneurship and Innovation, Govt of Maharashtra.

During the opening ceremony three of its shows were announced for the Indian market - namely - MOLDEX India, FASTNEX India and LogiMAT India. Roland Bleinroth, CEO, Messe Stuttgart, shared his views on the newly launched shows to take place in India in 2024 as well as the partnership between Messe Stuttgart India and India Didactics Association (IDA). Messe Stuttgart India aims to contribute to the ever growing Indian events and exhibition landscape by fostering growth, collaboration, and innovation.

Bharat Tex 2024: India's Vision to Lead Global Textiles Sector



The newly inaugurated Bharat Mandapam and Yashobhoomi venues will host the world's largest textile fair, the Bharat Tex 2024 Expo. Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India, said at the Expo's curtain-raiser that "Bharat Mandapam or Yashobhoomi will significantly boost our efforts to position India as a global leader in the textiles sector."

Goyal stressed that the 2,00,000 sq mt show will be the world's largest textiles exposition. Over 40 countries will exhibit at the expo, which will also have knowledge sessions, conferences, CEO roundtables, B2B & G2G meetings, designer exhibitions, fashion shows, sustainability workshops, and expert talks. The platform will highlight India's textile value chain, encompassing fashion, traditional crafts, and sustainability.



10th Vibrant Gujarat Global Summit Door to Investments

The 10th Vibrant Gujarat Global Summit scheduled to take place from January 10-12, 2024, is slated to be inaugurated by Hon'ble Prime Minister Narendra Modi. The event's curtain-raiser focused on Gujarat's transformation from the 'Most Preferred Investment Destination' to a 'Gateway to the Future'.

Many important MoUs are expected to be signed between national and international delegates at the Summit. The summit's agenda for 2024 focuses on transitioning to a knowledge-based economy, promoting new-age skills, and organizing seminars and workshops to boost vibrancy across the state.

India Recognized as Fastest Growing Outbound Tourism Market

The UN World Tourism Organization lists India, Indonesia, and Vietnam as fast-growing outbound tourist markets.

Indian outbound travel is predicted to reach US\$ 60 billion by 2031, expanding 10.9 percent from 2023 to 2031. Foreign and local tourism in India have increased significantly. The Indian middle class will nearly double to 61 percent by 2047.

Indian travelers are expected to take five billion journeys by 2030, and their travel planning time is less than in other large markets. Indian outbound tourism is booming due to rising affluence, accessibility, and the appeal of tailored travel experiences, making the country a major player in the global travel sector.



Dhruva Space's Hyderabad Facility to Expand



Dhruva Space Pvt Ltd plans to build a 2.8 lakh sq ft satellite infrastructure manufacturing facility in Hyderabad to assemble, integrate, and test (AIT) large-scale satellite equipment.

The company specializes in comprehensive satellite infrastructure, including solar panels, satellite software, communication systems, and satellite deployers, available as integrated solutions or individual components.

The upcoming AIT facility will be strategically located in Shamshabad, within the TSIIIC Hardware Park II, on a 6.5-acre land provided by the Telangana Government. The first phase, expected to be completed in 1.5 to 2 years, will house a 20,000 sq ft solar array assembly line.

Hyderabad Luxury Home Sales Surge by 260 Percent

Anarock Group reports 260 percent year-over-year luxury housing growth in Hyderabad. Hyderabad's luxury property sales increased from 3,790 in 9M 2022 to 13,630 in 9M 2023. In 9M 2023, Hyderabad, Mumbai Metropolitan Region (MMR), and National Capital Region (NCR) sold 63,390 luxury homes, leading the top seven cities.

In 9M 2023, 24 percent of 3.49 lakh units sold in the top seven cities were luxury housing, up from 14 percent in 2022. Pune had the second-best annual growth at 191 percent, selling 6,850 luxury residences in 9M 2023, up from 2,350 in 2022.





POULTRY INDIA 2023
November 22-24, 2023

Indian Poultry Equipment Manufacturers Association (IPEMA)

The premier Poultry Industry event returns bigger and better! Global poultry executives meet for incisive conversations, innovative product presentations, and networking over three days.

AMTECH EXPO
December 1-2, 2023

CNT Expositions & Services LLP

The 7th edition of India's largest and only specialized Additive Manufacturing (AM) & 3D Printing trade show will cover core technologies, pre-/post-processes, and AM value chain.

IDAC-2023
December 7-9, 2023

Nova Exhibitions & Conferences

A mega gathering of India's Leading Architects, Designers & Consultants brings together key stakeholders from around the world to network and explore the latest trends in the industry.

GLAM PARIKRAMA
December 8-9, 2023

Maha Parikrama

An extravaganza of innovative products and artisans, the flagship presents a captivating lineup in Fashion, Jewellery, Lifestyle, Beauty, Wellness,

Gourmet food, Sustainability, and more.

BROADCAST & MEDIATAINMENT EXPO
December 13-15, 2023

PDA Ventures Pvt Ltd

Global technology, equipment, and service providers meet at the trade fair & conference for Broadcast, Media, and Entertainment sector to boost investments, innovation, and business potential.

ET TECH X 2023
December 15-16, 2023

SD Promo Media Pvt Ltd

The 4th edition of Education and Training Resources & Tech Expo offers a platform to connect stakeholders to create and foster relationships, building the future of Edu Tech.

PETEX INDIA 2024
December 22-24, 2023

HITEX Exhibition Center

In its 6th edition, the B2B2C expo unites the Pet Industry, showcasing products and innovations to experts, businesses, and consumers under one roof, fostering connections and growth.

INDIAN PHARMA EXPO 2023
December 22-23, 2023

CIMS Medica India Pvt Ltd

The Expo brings together Pharmaceutical Industry leaders such as manufacturers,

distributors, packaging providers, and others, fostering networking, community-building, and business growth opportunities.

HITEX HYDERABAD KIDS FAIR 2023
December 22-24, 2023

HITEX Exhibition Center

The 16th Hyderabad Kids' Fair features an exciting lineup, encouraging kids' creativity, positivity, and physical activity, making it a must-attend event for kids' product companies and families.

ALL INDIA CONGRESS OF OBSTETRICS AND GYNAECOLOGY (AICOG)
January 6-10, 2024

The Obstetrics & Gynaecological Society of Hyderabad

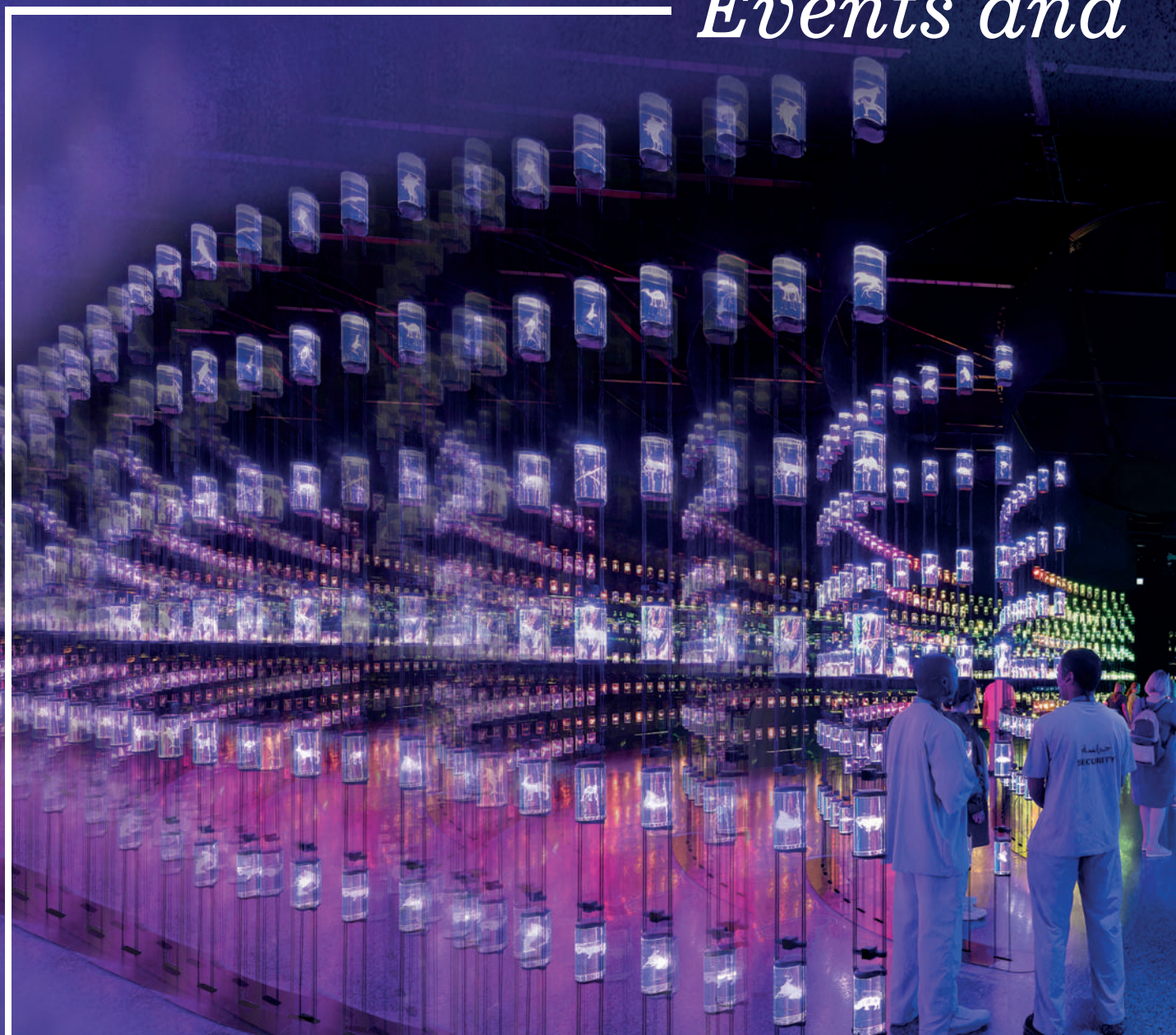
The 66th Scientific Conference brings together Obstetrics & Gynaecology experts globally to discuss the latest trends and advances, improve patient care, and provide useful insights.

ACETECH 2024
January 19-21, 2024

ABEC Exhibitions & Conferences Ltd

Asia's leading trade fair for Architecture, Building Materials, Art and Design, offers a unique forum for connecting industry leaders, fostering business growth, and offering unparalleled networking opportunities.

Events and



The surge in data analytics is transforming
has evolved into a potent growth catalyst
data-driven decision-making and
are steering their strategies with data
promises to redefine the future of the

THE

Exhibitions 2.0



India's events and exhibitions sector. Data as internet usage grows, emphasizing expanding market value. Event organizers as the compass, a transformation that events and exhibitions industry.

DATA-DRIVEN ERA



In the realm of events and exhibitions, a silent revolution is underway, and its catalyst is data. In India, where the spectacle is more than just a show—it's an experience—data has become the backbone of event planning. The growth of data and its innovative application is fundamentally changing the landscape of large-scale gatherings, be it conferences, trade shows, concerts, or sports events.

Event organizers are increasingly relying on data-driven strategies to make informed choices, enhance attendee experiences, and maximize the return on investment. This method relies on data collection, analysis, and interpretation to make strategic decisions and empowers event organizers to move beyond gut feelings and assumptions, utilizing actual information to understand attendee prefer-

ences, behavior patterns, and engagement levels.

Data's Role in Event Evolution

The potential of data in events is transformative. It impacts key areas such as targeted marketing and personalization, event logistics optimization, attendee engagement enhancement, real-time monitoring and feedback, and post-event evaluation and insights. To harness the full power of data, event organizers must adopt a structured approach, defining objectives, collecting relevant data, organizing, and analyzing it, making data-driven decisions, and continuously evaluating and adapting. In conclusion, data has evolved into a strategic asset for event organizers in the digital age, ultimately leading to greater success and innovation in the events and exhibition sector.



Navigating the Data Revolution

Data has become the key to event planning, allowing event organizers to improve their events. Employing a wide array of data collection methods, organizers empower themselves to make informed decisions and enhance the overall event experience. To unlock the full potential of data, event organizers should: develop a clear plan for data collection; choose appropriate tools for data collection; cultivate support from their team regarding the significance of data collection; and maintain transparency with attendees regarding data collection and its purpose.

Key channels for data collection encompass

Event Registration Data: Gathering attendee information during the registration process, capturing essential details like names, email addresses, job titles, and affiliations.

Social Media Data: Social Media platforms such as LinkedIn can help organizers learn about possible attendees’ interests, conversations, and followers.

Survey Data: Organizers can use surveys to ask attendees and exhibitors about their event experience, what they liked and disliked, and what they could do better.

Event Ticketing Data: Collecting data as attendees purchase tickets, including ticket types, event date, time, and seat assignments.

Event Lead Capture Data: Utilizing badge scanning at lead capture stations to obtain attendee particulars, such as names, email addresses, job titles, and organizational affiliations.

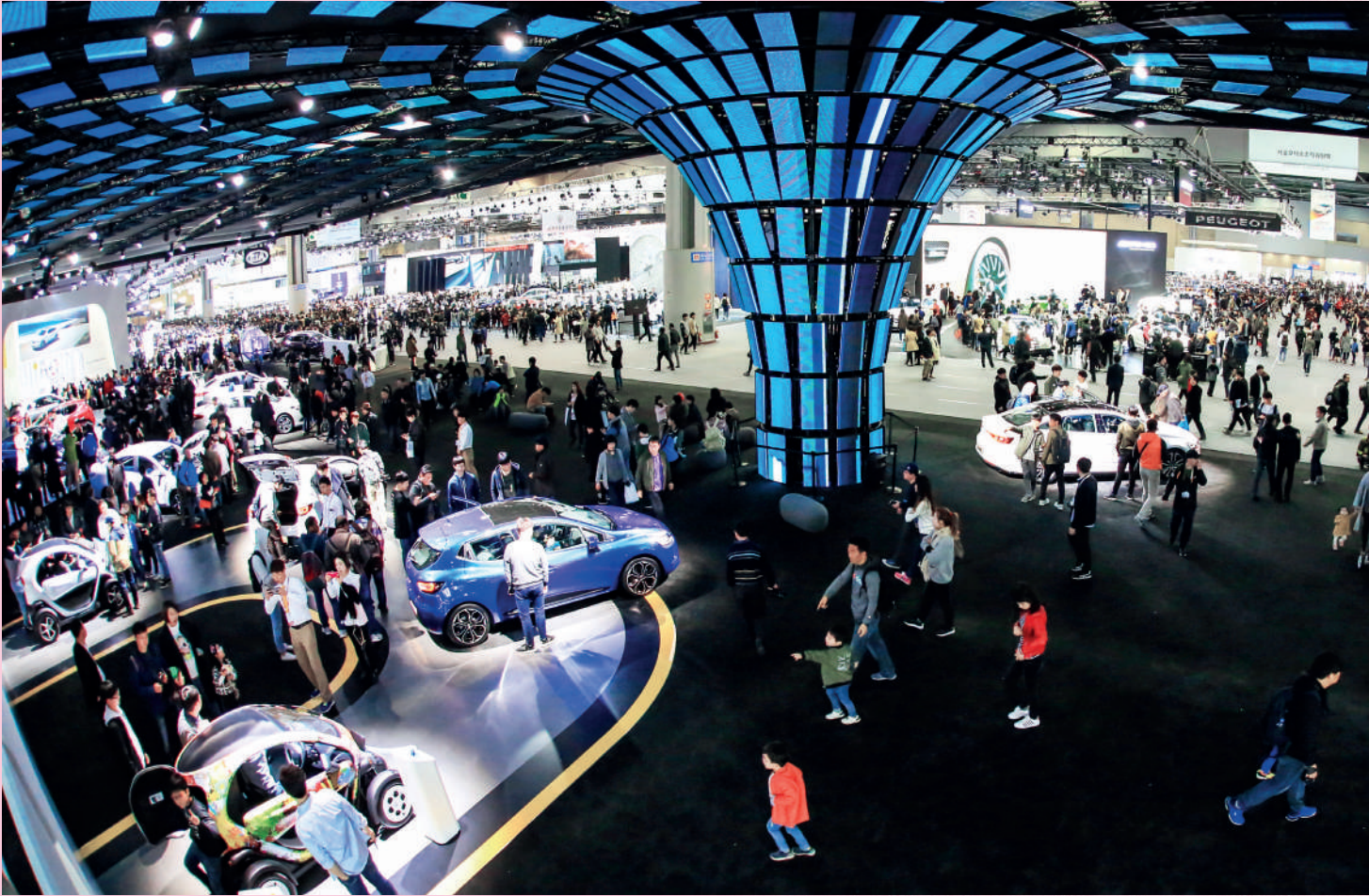
Event Analytics Data: Harnessing event analytics software to monitor attendee behavior, session attendance, interactions with exhibitors, and engagement with event content.

Effective data analysis entails the organization of data into accessible formats, such as spreadsheets, customer relationship management (CRM) systems, or dedicated event management software platforms. Through adherence to these principles, event organizers can tap into the transformative power of data, elevating their events and ensuring greater success.

Revamping Events with Data-Driven Strategies

The events and exhibitions industry is experiencing a significant shift towards data-driven decision-making, and this transformation is proving to be instrumental in enhancing the quality of events. Data is no longer just an asset but a necessity for event organizers to make informed decisions spanning marketing, venue selection, program planning, and more. Event organizers employ data in various ways, including Registration Data for popular topics and speakers; Social Media Data for attendee engagement and evaluating the

The Indian events and exhibitions market is expected to grow from US\$ 4.75 billion in 2023 to US\$ 8.71 billion by 2028, driven by Government initiatives and the country’s rapid economic growth. Data analytics is seen as a catalyst for providing enhanced and efficient event experiences in the industry.



For event organizers venturing into data-driven decision-making, it is crucial to define key questions, collect the right data, conduct data analysis to draw actionable insights, and use informed decision-making to guide decisions and drive success in the industry.

effectiveness of marketing campaigns; Lead Capture Data for lead nurturing through the sales funnel, thus enhancing sales and customer value; and Survey Data for attendee feedback.

For event organizers venturing into data-driven decision-making, it is crucial to define key questions, collect the right data, conduct data analysis to draw actionable insights, and use informed decision-making to guide decisions and drive success in the industry. While data-driven decision-making may present challenges, the rewards in terms of improved events and competitive advantage make it a worthwhile endeavor for event organizers.

Harnessing the Power of Data

Event organizers and exhibitors, armed with the right tools and strategies, are capitalizing on data collection, analysis, and application to make in-

formed decisions, boost event attendance, and enhance marketing campaigns.

A look at a few concrete ways in which data is driving growth:

Precise Audience Targeting:

Event organizers utilize data to pinpoint their ideal attendees by analyzing demographics, interests, and past behavior. This targeted approach results in increased event attendance and higher engagement.





Personalized and Engaging Experiences: Data enables event organizers to craft personalized and engaging experiences for attendees. By recommending sessions and exhibitors based on individual interests, they enhance attendee satisfaction.

Enhanced Lead Generation and Sales: Exhibitors use data to optimize lead generation and sales. By tracking lead engage-

ment and the effectiveness of marketing channels, they can efficiently nurture leads through the sales funnel.

ROI Measurement: Data empowers event organizers and exhibitors to measure the ROI of their events and marketing campaigns. This data-driven approach justifies expenditures and aids in making informed decisions for future events and campaigns.

This data-driven strategy can be supported by Event Management, Marketing Automation, Data Analytics, and Customer Relationship Management (CRM) Software. These methods help event organizers and exhibitors maximize data value, develop, and stay competitive in the ever-changing event industry.

Data & Analytics Fueling India’s Event Ecosystem

India’s events and exhibitions industry is undergoing a transformative evolution, driven by the exponential growth of data and the power of analytics. Internet users have nearly doubled from 20 percent in 2018 to 41 percent in 2019 and are expected to reach over 900 million by 2025, enabling this data revolution.

The Indian events and exhibitions market is burgeoning, expected to surge from US\$ 4.75 billion in 2023 to US\$ 8.71 billion by 2028, driven by Government initiatives and the country’s rapid economic growth. With India’s improving ease of doing business rank, events and exhibitions are becoming catalysts for the economy, opening up unparalleled opportunities for enterprises.

The exhibition industry in India is poised for continued growth. As data analytics propels businesses and the Government into a digital future, the events and exhibitions sector are leveraging data-driven insights to provide enhanced and efficient experiences, marking a promising chapter in India’s journey of progress and transformation. **POV**

To unlock the full potential of data, event organizers should develop a clear plan for data collection; choose appropriate tools for data collection; cultivate support from their team regarding the significance of data collection; and maintain transparency with attendees regarding data collection and its purpose.





All image source: HITEX

Advancing the Future of Livestock, Dairy, and Fisheries

HITEX Exhibition Centre, Hyderabad, took center stage, serving as the heart of India's Livestock, Dairy, and Fisheries (LDF) industry, from September 21-23, 2023. This eagerly awaited event 'LDF India' Expo and Knowledge Conclave, was organized by HITEX and Aqua Farming Technologies and Solutions (AFTS). Spanning three days, it was a jubilant affair dedicated to spotlighting the substantial advantages, industry strengths, and export prospects within the LDF sector.

LDF India aimed to serve as a one-stop platform for the post-harvest processes of the Livestock, Dairy, and Fisheries industries. It allowed exhibitors from around the country to showcase diverse options for buyers and end-users. The event was held at HITEX Exhibition Centre alongside a dedicated conference facility for 250 delegates.

Over 75 exhibitors from all corners of the country showcased their products and services and made live demonstrations of processing and value-added techniques, providing attendees with real-time insights. The event served as a B2B platform for post-harvesting technology, connecting suppliers, buyers, and end-users, fostering valuable networking opportunities.

Seminars and workshops led by industry experts on the latest technologies offered crucial insights into industry-specific trends and practices. Interactive sessions on policy advocacy, market access, and regulatory compliance provided a platform to address key industry issues and collaborate on solutions. The concurrent conference featured industry experts who provided valuable insights into the latest technologies and industry trends, making it a holistic learning experience.

The conference sessions covered a wide range of topics, including meat production potential, meat processing, entrepreneurship in the meat sector, and industry perspectives in livestock.

Inaugural Grandeur

The event was inaugurated with great pomp and ceremony by esteemed personalities in-





cluding Dr Tarun Shridhar, Former Union Secretary—AHD, Govt of India, Member, Central Administrative Tribunal; Dr L Narasimha Murthy, Chief Executive I/c & Senior Executive Director, National Fisheries Development Board (NFDB); Susheela Chintala, Chief General Manager, NABARD, Telangana; D Chandra Sekhar, IEDS, Additional Development Commissioner; and WVR Reddy, IAS.

Dr Shridhar emphasized the need for a dedicated expo on LDF, highlighting that the livestock sector often lacks the recognition it deserves. He ex-

pressed hope that it would soon be on par with global giants like Boston SeaFoods.

Dr Murthy commended the resilience of the livestock sector, which thrived even during the challenges posed by the pandemic, achieving impressive 8 to 9 percent growth. India recorded a record fish production of 174 lakh tonnes in 2022-23, with seafood exports reaching INR 63,960 crore. He also pointed out the importance of the Ground Accident Insurance Scheme, which covers 33.86 lakh fisheries annually.

Chintala highlighted the sig-





nificance of livestock products in the context of India's position at 107 out of 121 on the World Hunger Index. With over 70 percent of the population consuming meat, she emphasized the need to meet the projected demand of 18.1 million tonnes and per capita meat consumption of 13.8 kg by 2050.

Collaboration Matters

This event brought together key players and institutions dedicated to advancing the LDF sector. Partners included the ICAR – National Meat Research

Institute, a premier institution in meat research; the National Fisheries Development Board (NFDB), which focuses on sustainable fisheries development; the National Bank for Agricultural & Rural Development (NABARD), committed to sustainable agriculture; the Agricultural and Processed Food Products Export Development Authority (APEDA), a vital Government body for export trade promotion; and the Government of Telangana.

A total of 70 companies from 9 states participated in the exhibition, showcasing a wide





array of products related to Livestock, Dairy, and Fisheries. Exhibitors covered aspects such as processing technology, packaging technology and materials, safety and quality management, conveying, transport, and storage facilities, waste management, and a variety of meat, dairy, and fish products.

The Expo attracted visitors from diverse backgrounds, including marine product growers, processors, farmers, retailers, distributors, and industry professionals. These attendees had the opportunity to explore the latest advancements in sourcing, processing technology, logistics, warehousing, packaging, equipment, and technology, keeping them at the forefront of industry trends.

Setting the Tone

The conference kicked off with an opening address by the Founding Partner of LDF India. Dr Shridhar provided a comprehensive overview of the LDF sector's current landscape and the roadmap ahead. The day continued with enlightening talks, including Shirish Dhopeswar's insights into Poultry Waste Management Solutions, Sathish Kumar's discussion on hygiene

and safety risks in the industry, and Dr Dhanaraj's innovative approach to Live Microalgae in the livestock industry.

Dr Murthy shared valuable insights into policies and opportunities in Fisheries and Aquaculture. The first half of the session concluded with a vote of thanks, networking lunch, and the inauguration of Expo Booths. Chintala delved into promoting rural entrepreneurship in the LDF sector, and Dr Satyen Panda, Chief Advisor, FSSAI, shed light on food safety and quality standards. The day ended with a lively panel discussion featuring industry perspectives for the LDF sector.

Navigating the Waters

Immense focus was given on the Fisheries sector. Dr C Suvarna, Former Chief Executive, NFDB, provided insights into the Indian fisheries and aquaculture sector. Dr Ravishankar, Director & Vice Chancellor, ICAR-CIFE, discussed innovations in fish processing, and Sathish Kumar, Director, NEROKEM, highlighted the importance of a scientific approach to hygiene in food industries. A panel discussion explored ways to enhance domestic fish consumption, emphasizing the need to boost do-



mestic demand for fish products.

In the Dairy session, Meenesh C Shah, Managing Director, NDDDB, shared the status of the Indian Dairy Sector. A panel discussion on innovations in dairy products and processing for competitive domestic and international markets highlighted the dairy industry's potential for growth. NSN Bhargav, Senior Vice President, Indian Immunologicals, spoke about animal health management. The day concluded with inspiring stories of successful startups in the LDF sector, showcasing the entrepreneurial spirit and innovation in this field.

The Final Frontier

The final day of the conference featured two distinct sessions. The Livestock Session by ICAR-NMRI explored post-harvest and marketing scenarios. Dr SR Barbuddhe, Director, ICAR-NMRI, Hyderabad, highlighted the role and achievements of ICAR NMRI in the development of the Indian meat sector. Dr P Baswa Reddy, Principal Scientist, ICAR-NMRI, delved into the exploration of possibilities to increase meat production potential.

Dr BM Naveena, Principal Scientist, ICAR-NMRI, shared

insights on enhancing opportunities in meat processing. Additionally, Dr M Muthukumar, Principal Scientist, ICAR-NMRI, focused on nurturing entrepreneurship within the meat sector through policies and ecosystem development. A panel discussion on the industry perspective in livestock brought together experts to discuss the future of this crucial sector, concluding the first session.

The second session, organized by the Telangana Food Processing Society, focused on opportunities for the LDF sector in Telangana. Akhil Gawar, Director, TSFPS, shared insights into Telangana's Food Processing Revolution. A panel discussion on special food processing zones and Telangana's Blue Revolution emphasized the state's potential in the LDF sector.

The LDF India Annual Conference 2023 concluded on a high note, leaving attendees with a wealth of knowledge, innovative ideas, and a clearer vision for the future of the Livestock, Dairy, and Fisheries sector in India. This event underscored the importance of collaboration, innovation, and sustainable practices in shaping the future of the LDF industry.

A Beacon of Creativity & Empowerment



All image source: HITEX

Umang 2.0, the Jewelry & Lifestyle Expo, organized by the Jain International Trade Organization (JITO), culminated on October 2, 2023, at the HITEX Exhibition Center in Hyderabad. This remarkable three-day affair celebrated the artistry, inventiveness, and entrepreneurial spirit. Featuring more than 500 exhibitors, distinguished speakers, and a diverse array of participants, the event transcended expectations, leaving a lasting mark on the dynamic City of Pearls.

"We selected these dates because they fall 15 days before the festive season of Dussehra and Deepavali. This timing provides exhibitors with an excellent opportunity to capture the market. HITEX offers excellent infrastructure and is one of the best locations for organizing such massive exhibitions."

Gautam Jain Sehlot
Chairman
JITO, Hyderabad Chapter



Umang 2.0, hosted by the Jain International Trade Organization (JITO) Hyderabad Chapter, marked its sixth edition with resounding success. The event's journey began with a visionary objective—to provide a platform for female entrepreneurs, women startups, and young businesses. It aimed to bridge the gap between entrepreneurs and their potential customers while fostering social empowerment.

Gautam Jain Sehlot, Chairman JITO, Hyderabad Chapter, shared his perspective on the event's mission, stating, "Umang 2.0 is an exhibition where JITO provides a social environment for lady entrepreneurs, women, and startups. We aim

to encourage women to explore their hidden potential by offering them exhibition stalls at reasonable prices."

The event was indeed a game-changer in terms of accessibility for entrepreneurs. While other exhibitions charged exorbitant prices for booth space, Umang 2.0 took a different path. Sehlot continued, "We started our pricing at just INR 5,000 per sq mt, compared to the INR 15,000 per sq mt charged by other exhibitors. This affordable pricing was our way of promoting and supporting young startups and women entrepreneurs."

The JITO Advantage

JITO, a worldwide organization of Jain businessmen, in-





dustrialists, knowledge workers, and professionals, played a pivotal role in the organization and planning of Umang 2.0. JITO is an umbrella organization with multiple verticals. With 92 branches worldwide, including 76 branches across India, its global influence and commitment to social empowerment were evident throughout the event.

Sehlot elaborated on JITO's role, saying, "JITO is more than just a trade organization. We provide job opportunities, facilitate education for students, and support Jain saints in their journeys by providing facilities and insurance through Shraman Argyam verticals. We have other verticals, including the JITO Education Loan Program (JELP) and

the JITO Administrative Training Foundation (JATF), which help students planning to study for exams like IAS, IRS, and IPS."

He further emphasized JITO's commitment to social empowerment, especially within the Jain community. "When we organize exhibitions," Sehlot stated, "we ensure that 75 percent of the stalls are allotted to Jain community members, empowering the weaker sections of our community. The remaining 25 percent is open to others who wish to participate."

Timing and Venue: A Strategic Choice

Umang 2.0 strategically chose the dates of September 30 to October 2 for its dura-





tion. Explaining the reasoning behind this decision, Sehlot stated, "We selected these dates because they fall 15 days before the festive season of Dussehra and Deepavali. This timing provides exhibitors with an excellent opportunity to capture the market. Additionally, all three days are during a holiday period, with Saturday, Sunday, and Gandhi Jayanti on October 2, making it a leisure period for business concerns."

The choice of venue, the HITEX Exhibition Center, added a touch of class and sophistication to the event, according to Sehlot. Praising the venue, he said, "HITEX offers excellent infrastructure and is one of the best locations for organizing

such massive exhibitions. Its central location in India makes it accessible to a wide audience."

The event's success is also rooted in meticulous planning. As Sehlot shared, "We've reached out to various business associations and organizations in Hyderabad, including Lions Club and Rotary Club, along with our own groups like Jain Relief Foundation and Jain Seva Sangh. Invitations were extended to over a lakh people in Hyderabad, ensuring a broad attendance. To pique interest and draw a substantial crowd of 75,000 enthusiastic visitors, Umang 2.0 employed a multifaceted advertising approach encompassing newspapers, social media, and influencer marketing. The event's primary focus





was to offer exhibitors ample opportunities to showcase their creations, engage with potential patrons, and actively contribute to the advancement of craftsmanship and innovation within the industry.

A Diverse Spectrum

The Jewelry & Lifestyle Expo aimed to bring together jewelry designers, lifestyle product manufacturers, and enthusiasts, offering a diverse and engaging experience for both exhibitors and attendees. The event was more than just jewelry; it seamlessly blended jewelry, lifestyle, and corporate segments.

Sehlot highlighted the diversity, saying, “We had different types of jewelry designers

from various parts of India, including Jaipur, Jodhpur, Bikaner, Kolkata, and Mumbai. These designers represent the cream of the jewelry community, and they came to Hyderabad to showcase their products.”

This pan-Indian representation ensured that the event offered a comprehensive overview of the jewelry and lifestyle industry’s vibrant landscape.

An Eventful Schedule

Umang 2.0 didn’t stop at products; it invited influential personalities to address the event, attracting a wider audience and enriching the attendee experience. The presence of political leaders added prestige to the event’s opening ceremo-





nies. This move aimed to reach out to a broader audience who look up to these leaders. Sehlot explained, "We've invited political leaders to inaugurate the event because it helps attract a wider audience. People look up to them, and their presence adds prestige to Umang."

In addition, motivational speakers like Mahatria Ra In-finitheism and Vivek Bindra enthused and motivated visitors to explore the exhibition. Underlining their impact, he said, "Motivational speakers draw dedicated followers. After their sessions, attendees explore the exhibition, benefiting exhibitors."

Cultural events like Sukoon: A Sufi Night, Jalsa: The Dandiya Raas, and Kavi Sammelan By Ku-

mar Vishwas added entertainment value to Umang 2.0. These performances showcased India's rich cultural heritage and created an immersive experience for attendees. Sehlot commented, "Cultural performances added entertainment value and created an immersive experience for attendees."

Leaving a Lasting Impact

In conclusion, Umang 2.0 was a celebration of creativity, innovation, and the strengthening of local communities. It provided unprecedented access to resources thanks to JITO's dedication to supporting entrepreneurs of all backgrounds. The event marked the beginning of a larger social movement. **POV**



Elevating Event Experience



All image source: HITEK

Universal Xhibit, an event and exhibition expert, redefines event management. With innovative strides, social commitment, and a collaborative ethos, this Hyderabad-based company shines in the exhibition industry. It crafts exceptional experiences, setting new standards in the art of event planning and execution. Join us in exploring the company's transformative journey.



"Collaboration is at the heart of our success. By working closely with diverse teams, agencies, and partner organizations, we leverage a wealth of expertise and resources. This collaborative approach significantly enhances communication, flexibility, productivity, and learning potential."

Parvez Anjum
Production & Sales Head
Universal Xhibit



Universal Xhibit, a distinguished event management company, is renowned for its exceptional services that span a wide spectrum. "Universal Xhibit, founded in 2003, is not just an event management platform; it's a complete Conference & Trade solutions company for Events, Exhibitions, Conferences, and Concerts," shares Parvez Anjum, Production & Sales Head, Universal Xhibit. "Our journey has been marked by carving a reputation as one of Hyderabad's youngest and fastest-growing exhibition vendors."

The company is committed to craft remarkable moments, lasting memories, and seamless experiences. Anjum explains, "Our expertise lies in offering comprehensive 360-degree solutions, including quality Octonorm & Maxima systems, Hangars, Staging, Platforms, and total venue construction event infrastructure. From planning and management to execution, we take pride in providing fully customizable booths, marketing assistance, and innovative methods for exhibitors to engage with attendees."

From prestigious corporate gatherings to specialized med-

ical conferences, dynamic exhibitions to captivating brand promotions, musical extravaganzas to mesmerizing roadshows, product unveilings to grand conventions, and the most intricate theme parties, they have a knack for bringing every vision to life.

Crafting Remarkable Moments

The company's expertise shines through in three key areas:

Conference Management – It excels in precision planning and seamless execution, ensuring that delegates enjoy conferences that leave a lasting impression;

Exhibition Management – It goes beyond the basics, providing promotional staffing, innovative stand designs, and flawless production, ensuring the success of each exhibition;

Concert Management – With a dedicated team that includes a site manager, scheduling manager, event coordinators, supervisors, and trained personnel, the company guarantees comprehensive support and coverage.

"In Conference Management, precision planning and seamless execution are our hallmarks. For Exhibition Management, we go beyond the basics, providing promotional

staffing, innovative stand designs, and flawless production, ensuring the success of each exhibition," He adds, "In Concert Management, our dedicated team works cohesively to guarantee comprehensive support and coverage."

Hybrid Exhibitions and Sustainability

The exhibition industry has been on a transformative journey. Traditionally, physical gatherings were the norm. However, the industry swiftly adapted to the evolving landscape influenced by technology and global events. According to Anjum, today's emphasis is on virtual or hybrid exhibitions, offering not only greater flexibility but also extended reach. "Event planners now prioritize data-driven insights, elevated attendee engagement, and a strong commitment to sustainability practices," he points.

In addition, Universal Xhibit's commitment to social responsibility goes beyond its core services. It actively collaborates with various industry associations such as the Event and Entertainment Management Association (EEMA), Indian Exhibitions, Conferences

and Events Services Association (IESA), Telangana Chamber of Events Industry (TCEI), Indian Exhibition Industry Association (IEIA) and many more to integrate initiatives like Flood Relief and the construction of COVID-19 Hospitals. "This integration is a testament to our dedication to being a socially responsible entity, contributing positively to the communities we serve," asserts Anjum.

Overcoming Challenges

The events handled by the event management company come in various shapes and sizes, some with very short lead times, presenting unique challenges. "However, we thrive on these challenges, viewing them as opportunities for innovation and quick adaptation," explains Anjum. "By combining agility, creativity, and meticulous planning, we've consistently overcome challenges to ensure the success of diverse events."

Post-event surveys are integral to Universal Xhibit's strategy, as it provides valuable insights into the success and areas for improvement. "Analyzing feedback, whether positive or constructive, is pivotal in refining our strategies, en-



Universal Xhibit has managed flagship events such as AR Rehman Concert, Arjit Singh Concert, Sunburn International Concert, and several trade exhibitions and conferences.

hancing attendee experiences, and ensuring that our future events surpass expectations," shares Anjum.

Furthermore, collaboration is at the heart of every event management company's success. By working closely with diverse teams, agencies, and partner organizations, they can leverage a wealth of expertise and resources. "This collaborative approach significantly enhances communication, flexibility, productivity, and learning potential. The result is a more engaged and responsive team, ultimately translating into better outcomes for our clients," he explains.

Advice for Aspiring Professionals

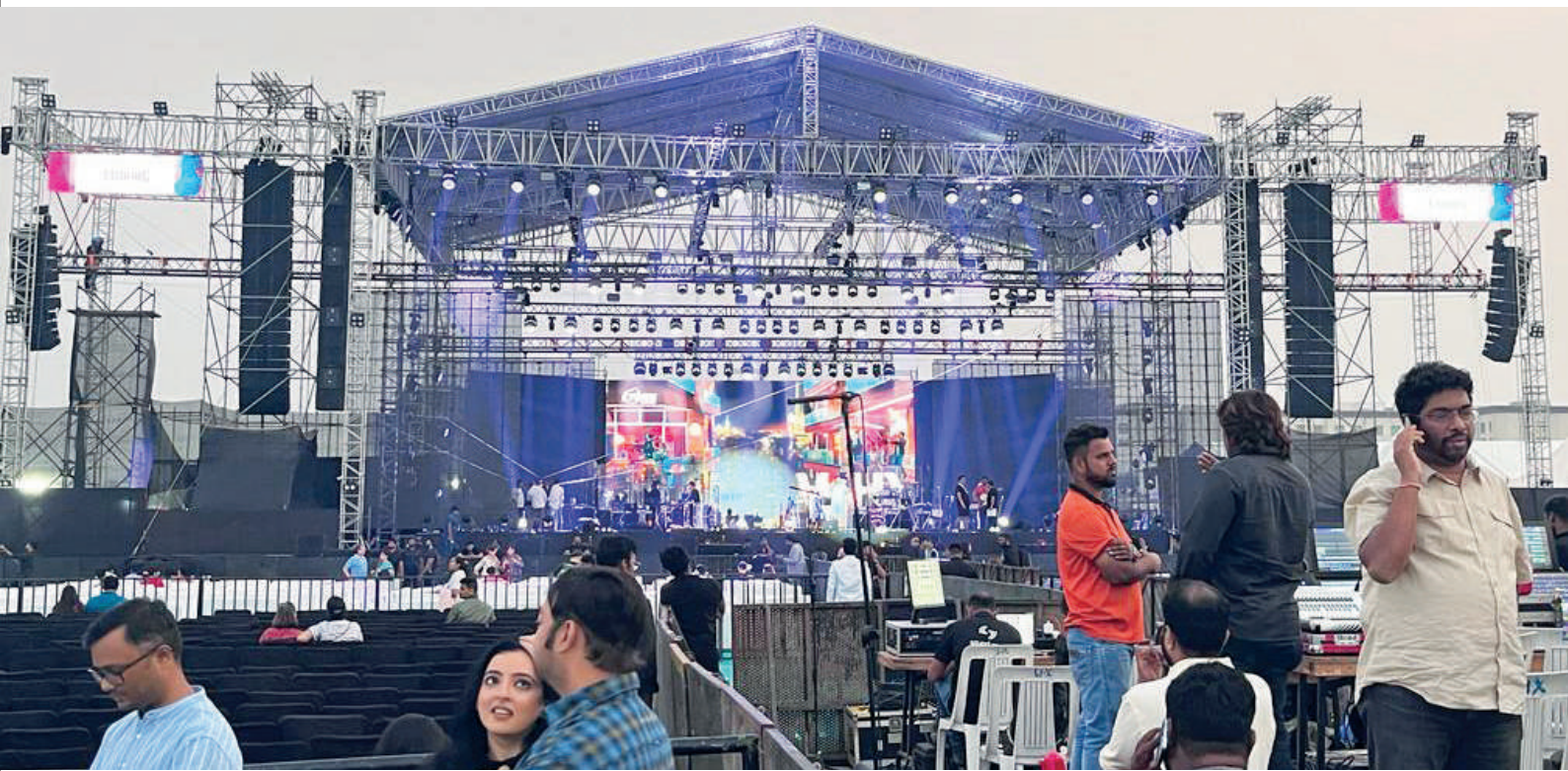
For those entering the event and exhibition industry, Anjum recommends prioritizing education in the field. Specialized courses or certifications like Certified in Exhibition Management (CEM) can be beneficial. "Actively participating in local events provides a first-hand understanding of the industry, and applying to event management companies offers practical experience," suggests Anjum. "This multifaceted approach is key to building

a strong foundation in this dynamic industry."

Flagship Events & Exciting Initiatives

Universal Xhibit's portfolio boasts flagship events like the AR Rehman Concert, Arjit Singh Concert, Sunburn International Concert, Zomaland Festival by Zomato, Telangana State Government Formation Day, Pro Kabbadi, Indian Dental Association, and many more trade exhibitions and conferences. "This diverse array of events showcases our passion for event management across various segments," Anjum proudly states. "Each event is a testament to our commitment to delivering exceptional and memorable experiences for our clients and participants."

Excited about the company's upcoming projects like Zomaland Live by Zomato and the Arijit Singh Live Concert, he shares, "These initiatives align perfectly with our commitment to delivering creative, immersive, and memorable event experiences. We see these as opportunities to push boundaries, showcase innovation, and set new benchmarks in the events and exhibition industry." **POV**





Where Nature & Music Create Magic

In the heart of Warangal, a city steeped in history and tradition, lies a tranquil oasis that harmonizes the beauty of nature with the magic of music—the Kakatiya Musical Garden. The lush greenery, beautiful rock formations, and fascinating symphony of its musical fountains at this 15-acre botanical wonderland near the famous Bhadrakali Temple invite exploration. It is a stunning example of natural beauty and human ingenuity, making it a must-see for tourists of all ages.

As the sun sets over the city, the Kakatiya Musical Garden comes to life. The main attraction begins every evening at 7 pm: the mesmerizing Musical Fountains. The garden's sprawling expanse provides the canvas for this nightly spectacle, where water pirouettes to the tune of delightful melodies and vibrant colors illuminate the night sky.

The Musical Fountains are not just a feast for the ears and eyes; they are an experience that transcends the ordinary. The synchrony of water, light, and music creates an atmosphere of pure enchantment, drawing locals and tourists alike to witness this captivating dance in a world of rhythmic splendor.

Nature's Playground

In addition to the musical spectacular, the garden is a wonderful place for children and nature lovers. There are well-kept lawns, aromatic flower beds, and a duck pond where lovely birds can float over tranquil water.

For families, the garden is a perfect picnic spot. Children can explore the well-equipped children's park while adults take leisurely strolls amidst the verdant surroundings. Morning walkers find solace here, as the garden's natural beauty and refreshing air invigorate their senses, providing a perfect backdrop for simply soaking in the serenity.

The park authorities have grand plans for the future, including an indoor children's play area, a mother-and-child center, and a sunset viewing point. These additions promise to enhance the appeal of this already delightful destination.

The Allure of Kakatiya Rock Garden

Adjacent to the musical garden lies another gem, the Kakatiya Rock Garden. Built by the

**Distance from
HITEX**

170-210 Km

Travel Time

3-3:30 hrs

Time of visit

9:00 AM – 8:00 PM

Kakatiya Dynasty, this garden is a testament to their artistic prowess. Here, visitors can encounter lifelike rock statues of animals, including deer, lions, giraffes, and antelopes, arranged aesthetically pleasingly.

The garden's architecture distinguishes it from other parks in India. Most gardens focus solely on flowers, but the Kakatiya Rock Garden surprises visitors with its unique rock statues. It's a delightful experience for all ages, making it a favorite hangout spot for Warangal's residents.

Relaxing and Exploring Surroundings

When hunger strikes after a day of exploration, visitors can find an array of dining options near the garden. Whether one craves the flavors of Bhadra Family Restaurant, the aromatic dishes of Heaven Biryani House, or the diverse menu of Sanai Restaurant, everyone's culinary desires are well catered to.

Should one's exploration lead to weariness, nearby accommodations offer a respite. Hotels like Hotel Grand Gayathri, Hotel Ratna, and City Grand Hotel are just a stone's throw away, ensuring a comfortable stay during the visit. Other points of interest around Kakatiya Musical Garden are Bhadrakali Temple, Bhadrakali Lake, Warangal Fort, and Thousand Pillar Temple.

Accessible Pathways to Serenity

Accessing the Kakatiya Musical Garden is a breeze, thanks to its convenient location within Warangal. The city is well connected by trains from major Indian cities. The Warangal Railway Station serves as a gateway to this historical city.

For those arriving by air, the nearest airport is Begumpet Airport in Hyderabad, approximately 132 km away. From there, one can easily hire a cab or private transport to reach the destination. Regular state-run and private buses connect Warangal to neighboring towns and cities. The road network is well maintained, and car rentals and taxis are readily available for a comfortable journey.

The garden is enchanting year-round, but avoiding the rainy season is advisable for a more enjoyable experience. The garden is open 24 hours a day on Mondays and from 9:00 am to 8:00 pm on other days. A nominal fee of INR 10 grants visitors access to this enchanting garden, while an additional INR 20 allows visitors to capture its beauty through a camera lens.

The Ideal Addition

The Kakatiya Musical Garden offers visitors a sensory experience, taking them on a journey through history and providing a haven for nature enthusiasts. For anyone in search of an evening filled with musical enchantment or a peaceful retreat surrounded by nature's beauty, the garden presents the ideal destination. As they plan their next getaway, travelers are encouraged to include the Kakatiya Musical Garden on their list of must-visit places. It stands as a testament to the harmonious relationship between humanity and nature, where vibrant colors sway and melodies serenade—a genuine marvel located in the heart of Warangal.

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