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Jalil (Gary) Khan
CEO
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Visitors Bureau-India

UPCOMING EVENTS:
HITEX Hyderabad
Kids Fair

BRINGING THE WORLD TO HYDERABAD

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Towards Transformation and Growth

Globally, the Meetings, Incentives, Conventions, and Events (MICE) industry is undergoing a period of re-emergence. India has also seen a significant revival of the industry in the last two months, which presents an appealing opportunity for Hyderabad and other cities to showcase their facilities and capabilities. Organizers in this domain want to differentiate themselves from others by having appealing locations, creative designs, and infrastructure.

According to JLL's Hotel Momentum India, the Indian Hospitality sector grew 339.3 percent year-on-year in Q2 2022, with Hyderabad experiencing 326 percent year-on-year growth. Hyderabad has a well-developed Hospitality industry, easy air, rail, and road access, a burgeoning Start-up Support and Incubation industry, a surge in e-commerce and technological innovations, a rich history, and a wealth of cultural opportunities. To sum up, it is an excellent location for a business meeting, event, or convention. To bolster it further, the Telangana Government has spared no effort in establishing the state as a top-tier business hub and tourist destination.

With past events/conferences like the Hyderabad Dental Show, PRAWAAS 3.0, CNC EXPO - 2022, IPEC 2022, HIMTEX 2022, and HITEX SportExpo 2022, to name a few, we at HITEX expect to leverage them to bring better versions of the respective forthcoming editions. The enthusiastic response and high expectations of the event's organizers, partners, and key stakeholders motivate our team to deliver as promised.

We look forward to being a part of 'analytica Anacon India and India Lab Expo', which will capitalize on the state's Pharma and Vaccine capabilities; 'India HoReCa Expo', which will connect the Hotel, Restaurant, and Catering Services industry; 'TREDA Property Show', which will build on the state's growing Realty and Allied Sectors; and 'Earthcon Expo', which will make its debut in Hyderabad and cover Construction Equipment needs.

It is clear that the future of Hyderabad is bright, and HITEX is all set to host and become an appealing venue for national and international companies looking to expand their reach. HITEX is accustomed to bringing together people from all over the world, and we take pride in creating memorable experiences, fostering mutually beneficial growth, and building long-term associations!

Telangana's industries are expected to create 5 lakh jobs by 2027, making it a major job creator in the South. The state contributes 4.57% to the GDP and is a 'Top Achiever' in the ease of doing business rankings by the Department for Promotion of Industry and Internal Trade.

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JKTPO Leverages India GI Fair 2022

Jammu and Kashmir Trade Promotion Organisation (JKTPO) participated in India Geographical Indications (GI) Fair 2022, a flagship B2B event organized by Export Promotion Council for Handicrafts (EPCH), held at India Expo Centre and Mart, Noida. The Fair connected native product manufacturers to global connoisseurs and showcased India's GI-tagged products to international buyers.

JKTPO sponsored and facilitated 10 GI registered users from J&K as well as hosted Buyer-Seller Meets, Trade Fairs, Exhibitions, Conferences, Seminars, and Business Delegations, to name a few.

Telangana Gears Up to Support Electric Vehicle Growth

Image Source: MWM

The State Government of Telangana is taking a number of steps to prepare for the anticipated high demand from Electric Vehicles (EV), as per DV Ramakrishna, Project Director, Telangana State Renewable Energy Development Corporation Ltd. The US Consulate General in Hyderabad and the Confederation of Indian Industry (CII) hosted an expert exchange on 'Advancing Indo-US Collaboration' as part of the Renewable Energy Speaker Series in Hyderabad.

He discussed the State Government's initiatives to strengthen the state's renewable energy sector, revealing that the State Government was attempting to meet new demands by expanding renewable energy capacities in response to rising demand and growth in electric vehicles.

Vagish Dixit, Chairman, CII, Telangana State Office and Managing Director, ALPLA, noted during his opening remarks that cooperation between emerging and developed economies was critical to achieving inclusive growth.

More HRDCL Link Roads

The Hyderabad Road Development Corporation Ltd (HRDCL) plans to build 13 new link roads in Phase III under Package-III at a cost of ₹293 crore. To improve connectivity, the HRDCL is developing missing link roads in all four directions, which will help ease the traffic flow across the city.

Image Source: MWM

HMDA, GHMC Launch a Waterschool

Hyderabad Metropolitan Development Authority (HMDA) and Greater Hyderabad Municipal Corporation (GHMC), in collaboration with the Yacht Club of Hyderabad, have opened a Waterschool in Durgam Cheruvu, Madhapur, to teach sailing, kayaking, windsurfing, standup paddling, and other water sports. The Durgam Cheruvu lake will serve as a training ground for future Asian and Olympic champions, as well as a center for all water sports in Hyderabad.

The Waterschool anticipates a huge turnout for all activities, particularly sailing and windsurfing for the younger crowd and kayaking and stand-up paddling for those a little older. It also intends to host water-based corporate leadership, team building, and bonding programs, as well as resurrect the city's legendary Kayakathan and Hydration events.

PCC Applicants Can Walk into PSKs on Saturdays

Image Source: MWM

Regional Passport Office (RPO), Hyderabad, has a three-week appointment cycle for Police Clearance Certificate (PCC). Considering the employment/educational opportunities of passport holders, it was decided during a meeting chaired by the Secretary (CPV & OIA) to open all Passport Seva Kendras (PSKs/PSLKs) under RPO, Hyderabad, namely three PSKs in Hyderabad (Ameerpet, Begumpet, and Tolichowki), one each in Nizamabad and Karimnagar, on Saturdays to process applications from Police Clearance Certificates.

Dasari Balaiah, Regional Passport Officer and Head, MEA Branch, Secretariat, stated that residents must apply online for the nearest PSK. Such applicants can stroll into PSKs on Saturday to get their application processed. All PSKs under the Regional Passport Office, Hyderabad, will start using these modalities on September 9.

PSKs will be open on Saturdays until the PCC's appointment cycle returns to seven to 10 days.

Winsupply Opens New GDC in Hyderabad

Image Source: MWM

Winsupply Inc, a market leader in wholesale distribution for residential and commercial construction, based in Dayton, Ohio, has opened a new Global Development Centre (GDC) in Hyderabad. Christopher Schrameck, Senior Vice President, Information Technology, Winsupply Inc, met with Jayesh Ranjan, Principal Secretary, IT, & Industries and Amarnath Reddy Atmakuri, Chief Relations Officer to discuss future plans of its GDC in Hyderabad.

He stated that the GDC's strength would be increased to over 100 IT engineers in two years.

Hyderabad To Get 5G Services by Mid-October

Hyderabad is one of 13 cities where 5G services will be made available in the first phase by October 12. Even as operators work to prepare for 5G, the Department of Telecommunications has issued a notification revising existing right-of-way rules. The new rules are known as the Indian Telegraph Right of Way (Amendment) Rules, 2022, and they supersede the previous Indian Telegraphy Right of Way Rules, 2016.

Under the new guidelines, telecom businesses no longer need local approval to lay cables, install mobile towers, or erect poles on private property. Before installing a mobile tower or pole, companies must inform authorities in writing.

The government also announced rules for using power poles, foot-over bridges, and other structures for the installation of small mobile radio antennae or the laying of overhead telecom cables, as well as levies, to facilitate the rollout of telecom networks, particularly 5G services.

Image Source: MWM

Hyderabad to Get London-style Clock Towers

Image Source: MWM

To revive the old tradition of clocks striking the hour to remind people of the time, Hyderabad would get new clock towers, which would replace dysfunctional ones in the city. Ramesh Swiss Watch Gallery Founder Laxman Chuggani stated that the new clocks would be GPS-enabled.

Siddipet will have new clock towers in Nalgonda, Mettuguda, and Linganapet, as well as two new clocks at the Uppal Cricket Stadium, and the clocks in Murgi Chowk and Shalibanda will be replaced with automatic electronic GPS clocks.

The 10 ft clock to be installed in Siddipet would be the most unusual. The clock is equipped with a striking system that can be heard for 2 km and will be lit from 6 pm to 6 am, requiring no maintenance. The company's most recent clock installation was at Sultan Bazaar. The electric clocks are water- and dust-resistant, with a two-day solar battery backup.

Indian Hospitality Sector Revenue Up 339.3% in Q2

Image Source: MWM

The Indian Hospitality sector grew rapidly in Q2 (April–June) 2022, owing primarily to increased demand for weddings, meetings, incentives, conferences, and exhibitions (MICE), as well as business travel. According to JLL's Hotel Momentum India (HMI) Q2-2022, the sector witnessed a stellar 44.6 percent increase in Revenue Per Available Room (RevPAR) on a pan-India level compared to Q1-2022, when the sector was still emerging from the third wave of the pandemic. Additionally, corporate MICE demand has recovered in the form of corporate off-sites, team meetings, training, and so on. With many corporate meetings and large-format conferences planned in the coming months, MICE demand is expected to rise.

In Q2-2022, the total number of hotel signings was 47, with 4,010 keys. Hotel signings increased by 90.9 percent in Q2-2021, compared to the previous quarter. Bengaluru led RevPAR growth in Q2-2022, increasing by 660.1 percent over Q2-2021, followed by Goa and Hyderabad, which increased by 564.5 percent and 326 percent, respectively.

ITB Asia Announces In-Person Conference Line-up

Image Source: MWM

ITB Asia, Asia's leading travel trade show, organized by Messe Berlin (Singapore), announced this year's conference and keynote sessions. It will be held as an in-person event from October 19-20, 2022, at the Sands Expo and Convention Centre, Marina Bay Sands, Singapore, alongside MICE Show Asia and Travel Tech Asia.

This year's conference theme is 'Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth'. The event's keynotes will focus on Asia-Pacific's travel, tourism, and MICE markets and industry strategies. 'Adapt and Pivot: Delivering Authentic Experiences While Prioritizing Sustainable, Inclusive and Resilient Growth' will be featured in the Knowledge Theatre presentation.

TSTDC to Promote Eco-Tourism

Telangana State Tourism Development Corporation (TSTDC) plans to attract domestic group travelers. The focus is on developing ecotourism around water bodies and forests, apart from temple tourism. The department promotes its hotels and also plans to purchase a fleet of caravans for small-group tourists, who could hire for their trips. During the pandemic, the state received two international recognitions: a UNESCO World Heritage Site tag for Ramappa temple in Mulugu district and a UNWTO Best Tourism Village award for Pochampally village in Yadadri Bhuvanagiri district. The department also plans multiple tourism circuits to attract international visitors.

Singapore to Host Big Events as Tourism Booms

Singapore's Tourism Board expects to host more international conventions, exhibitions, and other events now that borders are open and people can travel freely again. According to the Board, the MICE (Meetings, Incentives, Conferences & Exhibitions) sector, which accounted for 1 percent of Singapore's GDP and 15 percent of international arrivals before the COVID-19 pandemic, is expected to recover in two to three years. The city-state hosted 150 local and international events attended by over 37,000 people in the first three months of 2022.

Aside from smaller, local events, the rest of the year will see at least 66 international conferences and exhibitions. The government has set aside nearly US$364 million to support tourism and is planning new attractions such as a leisure park.

Telangana Tourism Department to Mark World Tourism Day

Telangana's Department of Tourism has chosen to present awards in various categories to promote tourism in the state under the theme 'Rethinking Tourism', to commemorate World Tourism Day on September 27. The Telangana State Tourism Awards will be presented to all segments of the travel industry recognized by the State or Centre, including travel agents, tour operators, classified hotels, restaurants, and independent hotels.

These awards will recognize contributions made to the growth of the tourism sector in the state. The awards will be given out in 11 categories, including Excellence in Writing, Best Film on Telangana Tourism and Heritage, Classified Hotels, Best Restaurant, Best Tourism Guide, and Best Civic Management of a Tourist Destination.

Image Source: MWM

Tourism Revives in the City of Nizams

Hyderabad's wonderful mix of royal history and bold modernity has brought tourists back to the city after a brief decline a few years ago. The city's Tank Bund Road, NTR Marg, and PVNR Marg on Sundays resemble pre-Covid times. Lumbini Park, NTR Gardens, NTR Memorial, and other nearby business establishments are also signs of normalcy in the city of the Nizams. The number of foreign tourists during the pandemic was nearly 100 percent lower than before the outbreak, according to tourism department data, but Telangana State Tourism Development Corporation (TSTDC) first-quarter revenue is up from last year. B Manohar, Managing Director, TSTDC, states that the positive response to the tourism industry indicates that the industry is on the mend.

Direct Dhaka Flights to Boost Tourism

Image Source: MWM

The Hyderabad international airport has added yet another international destination to its portfolio with the recently launched Indigo's direct flight service from Hyderabad to Dhaka. The direct flights are expected to boost medical travel to Hyderabad, as well as tourism and leisure travel between Bangladesh and Telangana.

IndiGo Flight 6E 1931 departs from GMR Hyderabad International Airport at 12.45 pm, and IndiGo Flight 6E 1932 returns from Dhaka at 6.50 pm. The two-hour, forty-five-minute flight will operate twice a week, on Saturday and Monday, between GMR Hyderabad International Airport and Dhaka.

According to Indian Tourism Ministry, Bangladesh accounts for approximately 54 percent of all international medical visitors to India for treatment. "This new connectivity will not only allow Bangladeshis to explore our city and medical facilities but also give a chance for the Hyderabadis to experience the unique charm of Dhaka," said Pradeep Panicker, CEO, GMR Hyderabad International Airport Ltd (GHIAL).

On the launch of new flights connecting both cities, Sanjay Kumar, Chief Strategy and Revenue Officer, Indigo, commented, "Hyderabad has seen a significant recovery in air traffic over the last few weeks, surpassing the pre-COVID-19 levels on some days. Travelers from Dhaka could also use Hyderabad as the hub to connect more than 70 cities within the country."

Jalil (Gary) Khan
CEO
Hyderabad Convention Visitors Bureau-India

All image source: HCVB

Bringing the World to Hyderabad

Formed in 2011, Hyderabad Convention Visitors Bureau (HCVB), a non-profit organization, has been on a mission to fetch Hyderabad the recognition it deserves. The only regional CVB in the country has been relentless in its pursuit to make the city an attractive global MICE destination, take the industry to new heights, and accelerate economic growth.

Borne out of the innovative thinking and farsightedness of three mega entities—the Hyderabad International Convention Centre, Rajiv Gandhi Hyderabad International Airport (GMR Airport), and the State Government—the Hyderabad Convention Visitors Bureau (HCVB) has remained true to its mission of promoting the City of Hyderabad as an ideal destination for conferences and conventions of national and global levels.

"The visibility of Hyderabad in the international arena is critical to market the city as an attractive global MICE destination. Hence, HCVB was formed with a vision to make Hyderabad the most compelling destination in India and accelerate economic growth and development by increasing visitors and convention business. It has been developed as a One-Stop-Shop for all queries from decision makers of the international and domestic Meetings industry," states Jalil (Gary) Khan, CEO, Hyderabad Convention Visitors Bureau-India.

"A comprehensive business plan was formulated, unique to our city, industries, various communities, artisans, educational institutions, and community needs. The salient features of the city were taken into consideration, including our accommodation options, conference and exhibition venues, suppliers/providers of products and services, and a strong validation of support from the State Government to make Hyder-

abad a true MICE destination," he says while sharing how the Bureau came into being.

"The plan was created after an in-depth study of 22 premium visitors' bureaus worldwide. Subsequent business plans were articulated based on reality in a changing business environment, economic factors, city/infrastructure development, innovation in the industry, expansion, etc., factors that contribute to addressing the question – 'Why Hyderabad?'," he adds.

Over a period of about two years, a series of meetings with prospective stakeholders, industry players, and government officials were held for the planning of a potential marketing body for the city. The input was sought, and various scenarios and models were discussed at such meetings. The State Government then commissioned ISB to conduct a study to check the feasibility of forming a marketing organization to promote the city with the objective of bringing conferences/meetings to Hyderabad. With professional consultations of legal experts, who would be present in such meetings, the Bureau was foreseen to be formed on a PPP model. With the ISB report and the overwhelming approval by the research educationists, Hyderabad Convention Visitors Bureau was created in 2011. A seven-member HCVB Board was formed with a permanent IAS-level government official (Secretary of Tourism, Government of Telangana). Khan was appointed CEO by the Board. He brought with him extensive international marketing and conventions experience of over two decades in leadership roles in a Fortune 500 company in the US. He is originally from Hyderabad and is very familiar with the city and its culture, heritage, language, social, and professional sensitivities. He has an MBA degree from a prestigious university in California.

Cherry-picking Hyderabad

Over the past 11 years, HCVB has developed parallel to the various verticals created over the years in Hyderabad. With the spectacular evolution and growth of infrastructure and numerous industries, domestic and global, managing the Bureau along with the robust support of the State Government has been an indescribable experience for Khan. "The experience is even more unique as we are at par with many highly developed industrial and global destinations around the world," he says.

> "HITEX as a venue for Trade fairs, Exhibitions, and Showcases is exceptional and one of its kind in India. Being located in Hyderabad, which is geographically one of the most vibrant places, HITEX promises exciting opportunities in the business arena."
>
> ***Jalil (Gary) Khan***
> ***CEO***
> ***Hyderabad Convention Visitors Bureau-India***

"The great advantage that the city recognizes and covets is our young and growing community of highly educated individuals, each infused with a spirit of daring entrepreneurship. There is no dearth of skills, products, and services in the fields of IT, Life Sciences, Pharma, Biotech, Tools and Machinery, etc. Hyderabad is equipped with all the necessary requisites of an ideal location to present to a decision-maker at associations, institutions, corporations, and companies. The one question that I have learned to expand upon is this amazing story of Hyderabad and to answer 'Why Hyderabad?'," he asserts.

With its immense growth in infrastructure and being a lucrative destination for investments from various conglomerates worldwide, Hyderabad is far ahead of other growing metropolitan cities in India. According to GMR Hyderabad International Airport Ltd (GHIAL), the city's airport is deemed to be one of the best in the world. The state-of-the-art Hyderabad International Convention Centre (HICC) complements the Bureau, making the city the most stimulating MICE destination. Strategically located, the Centre can accommodate 50-6,000 people and surpasses global standards in design and infrastructure. HICC is equipped with 37 breakout rooms, in-house audio-visual technology, high ceilings, trained event management teams, and the highest number of washrooms.

The New York Times has featured the City of Pearls in its list of 41 places to visit, describing it as 'Dynastic grandeur in the heart of modern India' and sharing the must-visit tag with other fascinating holiday destinations. It has also been endorsed by National Geographic Magazine as one of the best cities to live in, in terms of quality of life.

HITEX, a Unique Venue

When asked how, according to him, HITEX is faring as a venue for exhibitions and conventions, Khan says, "HITEX as a venue for Trade fairs, Exhibitions, and Showcases is exceptional and one of its kind in India. Being located in Hyderabad, which is geographically one of the most vibrant places, HITEX promises exciting opportunities in the business arena. Now that the pandemic is seeing an end, the MICE industry is expected to boom. With HITEX's halls that are expansive and customizable, along with the few more halls that are being planned for the future, HITEX would certainly be a go-to venue for all kinds of conferences and exhibitions from around the world."

Offering a True Business Class Service

When asked how the Bureau, as a single platform, assists convention and exhibition buyers such as associations, association management companies (AMCs), and MICE planners in choosing Hyderabad city as the destination for their events, Khan explains, "HCVB provides a one-stop shop for all one's needs in conducting a business meet.

> "The Bureau takes the initiative in bidding for events that can change the outlook of the city in terms of development as well as showcase Hyderabad in a broad perspective as the most preferred MICE destination. We focus on bringing those events to the city that can create a significant economic impact."
>
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> ***CEO***
> ***Hyderabad Convention Visitors Bureau-India***

Whether it is a meeting of a small group of 50 or as large as 6,000 delegates, our experts can guide in planning every aspect of it."

"Our dedicated team at HCVB can assist you in identifying and securing the best quotes from leading business event suppliers. We can steer your event planning, covering all components – venues, accommodation, transportation, catering, entertainment, and other technical requirements and leave you to focus more on your agenda," he adds.

Planning for an international conference can be time-consuming and challenging, with daunting uncertainties. HCVB offers expertise in strategic planning, insights into political agendas, drafting compelling bid documents, and the capacity to influence decisions.

A strong network of resources is one of the strengths of HCVB, whereby it stands ready to shoulder any sort of event management. The tie-ups with strategic industry partners, stakeholders, and government bodies enable it to bring together information on logistics, infrastructure, appropriate venues, accommodation options, and government regulations that go into hosting a seamless and successful convention.

"Once the planning is halfway through, there will be a handful of shortlisted venues for your event. Hyderabad offers a wide range of facilities to choose from, be it a small meeting or a mega-conference. You will find just what suits you," Khan elaborates.

HCVB will then coordinate and host a site inspection. It will provide full support for touring the facilities. "This will help you know for sure that your delegates are going to experience a true business-class service," he adds.

Event planners can avail the expertise and free assistance provided by HCVB on planning and presenting compelling bid documents to win business events. The Bureau is a not-for-profit body, and the assistance it provides is free of cost. It provides the opportunity to associations, organizations, and institutions to not just market their products, but also to market themselves and improve their brand image and recognition. This also helps bring in more memberships, a leading revenue source for associations.

Driving Growth

HCVB gives attention to potential conferences that are most relevant to the sectors evolving in the city, including Information Technology, Medical Sciences, Biotechnology, Pharmaceuticals, and Finance. "The Bureau takes the initiative in bidding for events that can change the outlook of the city in terms of development as well as showcase Hyderabad in a broad perspective as the most preferred MICE destination. We focus on bringing those events to the city that can create a significant economic impact," shares Khan.

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It was a matter of immense pride for Hyderabad to host the eighth edition of the three-day prestigious Global Entrepreneurship Summit 2017 (GES 2017), which was inaugurated by our Hon'ble Prime Minister Narendra Modi and Ivanka Trump, who headed the US delegation. The summit, with the theme 'Women First, Prosperity for All', was attended by approximately 2,500 delegates from 170 countries. HCVB acted as the nodal authority to coordinate the deliverables envisioned by the GES Committee.

GES is a preeminent annual gathering that provides emerging entrepreneurs with exceptional opportunities for networking, investment, partnership, and collaboration and promotes entrepreneurship as a driver for economic growth.

United to Grow

Having established strong relationships with numerous senior government officials in Telangana and Delhi, HCVB achieves global visibility via partnerships with the Ministry of Tourism, Delhi (ICPB) while remaining an apolitical body. Regular participation in global trade shows, along with the Government of India, has been established as a normal practice. At the state level, the multi-layered support extended by the state remains exceptional.

HCVB is also a founding member of the Global Science Convention Alliance (GSCA), which includes Adelaide (Australia), Toulouse (France), Daejeon (South Korea), Prague (the Czech Republic), and Oslo (Norway). In 2017, HCVB worked closely with Daejeon Convention & Visitors Bureau for the Alliance's various initiatives. It worked towards increasing its global footprint and visibility and promoting the exchange of data among all members. HCVB had also made a joint promotion agreement with Star Alliance, the world's largest global airline alliance comprising 26 member international airlines.

With such strategic partnerships built over the years, the Bureau has sought support and cooperation from all over the world.

Optimism Looms Large

The pandemic has been a tough time for the Events industry, which has also been the most resilient and adaptable to the changes. Although Khan admits that the in-person experience is vastly different from what the pre-pandemic times offered, and though there are advantages to virtual events, cost-effectiveness being the primary, he highlights the enthusiasm in companies participating in traditional events. "You cannot deny their appeal," he says, stressing that the MICE industry is a rapidly growing sector in the city, with a large number of conferences and meetings to be held here. "This sector would be growing bigger and better by 2025. There is an immense scope of wider exposure to the city as a MICE destination," he adds. The confidence in this claim stems from the efforts that HCVB has been putting into realizing its vision of 'Taking Hyderabad to the World and Bringing the World to Hyderabad'. POV

Augmenting Manufacturing Footprint

All image source: HITEX

With the goal of promoting the Indian machine tools industry on an international scale in Hyderabad, one of the largest industrial hubs in South India, HITEX organized a dedicated show by bringing together all stakeholders on a single platform at Hyderabad International Machine Tool & Engineering Expo (HIMTEX).

The 6th edition of Hyderabad International Machine Tool & Engineering Expo (HIMTEX) and India Process Expo & Conference (IPEC) concluded successfully on August 20, 2022, with the support of the Government of Telangana and several industry associations and bodies, and clocked a record 452 organized buyer-seller meetings at HITEX Exhibition Centre, Hyderabad.

The twin exhibitions' theme was 'Defence and Aerospace'. Many large companies, including GMR Aerospace, Safron, South Central Railways, BHEL, SKM Technologies, MTAR, Tata Advance Systems, Tata Sikorsky, and others, sent representatives to the trade show. The fact that nearly 40 percent of this edition's exhibitors have rebooked space for the next editions.

Jayesh Ranjan, Principal Secretary, Industries & Commerce (I&C) and Information Technology (IT) Departments, Government of Telangana, inaugurated both exhibitions and advised the exhibitors to be quality-oriented because that is the only way to compete with the Chinese market, which is still regarded as the 'Factory of the World'.

According to TG Srikanth, Business Head, HITEX, the organizer of the twin exhibitions, the expos were organized concurrently to showcase cost-effective and technologically ad-

vanced, innovative solutions to achieve production efficiency and increased profitability.

Focusing on the Agenda

Sharing his views on the importance of the exhibition, especially against the backdrop of the faring Manufacturing sector, John Sudheer G, Senior Manager – Own Shows, HITEX Ltd, states, "The Manufacturing sector is the engine of growth for the economy, and the mid-term growth rate of 2 percent to 4 percent differential will contribute at least 25 percent to the National GDP by 2025. Around 100 million additional jobs are expected to be created by 2025 in the Manufacturing sector. Whereas, emphasis should be given to creating appropriate skill sets among the rural migrant and urban poor to make growth inclusive."

To this, Vinoth Sasidharan, Manager, HITEX Ltd, adds, "The Indian Manufacturing sector has a huge scope for development in several verticals, and with the Government of India's 'Make in India' push, the pace of development is gathering momentum every passing day."

Features of the Show

Sudheer G elaborates, "This edition hosted 146 exhibitors from 10 states across India who showcased their products and services in an exhibition area of 7,000 sq mt." There was group participation by Machine Tools Manufacturers Association (MTMA), Rajkot, and Ludhiana Machine Tool Manufacturers Association (LMTMA), Punjab, along with international participation from Italy with their machinery on live display. Other highlights, according to him, were the separate B2B Lounge for one-on-one meetings among the buyers and sellers and keynote speech and panel discussions.

Sasidharan adds, "HIMTEX's role in bringing together the important players of the Indian Machine Tool industry under one roof is to make sure the message reaches the right people—wider in the region and deeper in the organization."

Add-ons at HIMTEX 2022

Apart from the exhibition in terms of Buyer-Seller Meet and Conferences, 452 meetings were conducted in the span of three days. Buyers from Engineering, Aerospace, Defense, PSUs, etc. visited and interacted with the exhibitors and discussed their business needs.

The three-day conference focused on topics like 'Artificial Intelligence for Manufacturers and Industrial Operations' and

"The two expos are organized concurrently, showcasing cost-effective and technologically advanced, innovative solutions to achieve production efficiency and increased profitability."

TG Srikanth
Business Head
HITEX Ltd

"This edition hosted 146 exhibitors from 10 states across India who showcased their products and services in an exhibition area of 7,000 sq mt."

John Sudheer G
Senior Manager
Own Shows
HITEX Ltd

"There were around 452 successful buyer-seller meetings organized during the course of the event where several decision makers from aerospace, defence, and other manufacturing companies met with the exhibitors to discuss their immediate and future procurement requirements."

Vinoth Sasidharan
Manager
HITEX Ltd

"Small shows are highly useful for companies like us. We want to bring the products to the users, and this allows us to share our knowledge and experience in these fields."

Vikram Salunkhe
Chairman
Accurate Sales and Services Pvt Ltd

'Metal 3D Printing and How It's Evolving Machine Tool Development' by the National Centre for Additive Manufacturing (NCAM). More than 400 highly successful buyer-seller meetings were organized during the event. Several decision-makers from aerospace, defence, and other manufacturing companies met with the exhibitors to discuss their immediate and future procurement requirements.

Highlighting Visitor Promotion

It is critical for organizers to attract the right target audience at the show, and with the right visitor promotion strategy in place, it is bound to make the event a success. Sudheer G comments, "The team had put in much effort in bringing the target visitors from sectors including Aerospace, Defence, Public Sector Undertakings, Manufacturing, Pharma, etc. The team had personally visited the companies and discussed with them to understand their requirements, and had arranged B2B meetings with the relevant exhibitors."

He further adds, "We organized BTL activities in the industrial clusters like Kukatpally, Balanagar, Jeedimetla, Cherlapally, etc., and also promoted the show in the nearby cities like Medak, Karimnagar, Vijayawada, Vizag, and Guntur, to name a few. The newspaper ads and news items covered by our PR include EEnadu, Sakshi, Economic Times, Siasat, Namaste Telangana, etc."

In a similar vein, Sasidharan says, "All mediums of advertising, such as print, digital, and outdoor, were extensively used to reach out to potential visitors. A much focused BTL activity was carried on for more than two months, during which our team worked non-stop. They visited all the major manufacturing companies (PSUs, corporates, and SMEs) and invited their decision makers to the event."

The In-person Experience

Exhibitions, live events, and in-person interactions are all impacted by COVID-19. The need for human interaction has increased significantly, creating a challenge for event planners to get the right amount of human interaction. "The 'touch and feel' experience at the physical exhibition cannot be replaced by the online expos," Sudheer G opines, adding that the exhibitors were more than happy to participate in the HIMTEX and IPEC 2022 expos; the participation this year fetched exhibitors from 10 states and also international participation from Italy with their machinery on live display."

"Post-COVID the confidence level of the exhibitors is sky-high. We could see the enthusiasm every exhibitor showed to meet their potential clients, existing clients, dealers, and distributors in person and take them through their new launches," adds Sasidharan.

Exhibitors' Experience

HIMTEX 2022 was hailed as one of the most successful shows by Vikram Salunkhe, Chairman of Accurate Sales and Services Pvt Ltd, a company that provides a variety of metrology products and was an exhibitor at the event. While confirming some orders at the show, the primary focus of the company was on the aerospace customers in Hyderabad for blade manufacturing and toolrooms. Having received a positive response at the show, he continues, "Small shows are very useful for companies like us. We want to bring the products to the users, and this allows us to share our knowledge and experience in these fields."

"We have been able to connect with a lot of customers in Hyderabad, especially from the aerospace and defense sector, which is growing in Hyderabad."

Gowri Shankar K
Senior General Manager
Lakshmi Machine Works Ltd

"We received a good footfall among different customer segments from this region, and we anticipate the same excitement happening in the near future."

Santosh Patil
Regional Sales Manager
Carl Zeiss India (Bangalore) Pvt Ltd

"A lot of customers from the defense, aerospace, general engineering, mining, and power sectors also visited. Significant inquiries were received, and we anticipate they will result in orders."

SVS Radhakrishna
Marketing
Micromatic Machine Tools Pvt Ltd

"The right crowd came to HIMTEX, including MTAR, Azad Engineering, BHEL, and many genuine customers. This year, we received orders for 15 to 20 machines."

KK Makvana
Managing Director
KTM Techno Solutions

Gowri Shankar K, Senior General Manager, Lakshmi Machine Works Ltd, one of India's largest textile machinery and CNC machine tool manufacturers, expresses satisfaction that his expectations were met, "We have been able to connect with a lot of customers in Hyderabad, especially from the Aerospace and Defense sector, which is growing in Hyderabad."

Santosh Patil, Regional Sales Manager, Carl Zeiss India (Bangalore) Pvt Ltd, an internationally leading technology enterprise offering a wide range of solutions for any metrology requirement in the industry, says, "We received a good footfall among different customer segments from this region, and we anticipate the same thing, the same excitement, happening in the near future."

The marketing representative for Micromatic Machine Tools Pvt Ltd, SVS Radhakrishna, shares, "A lot of customers from the Defense, Aerospace, General Engineering, Mining, and Power sectors also visited. Good inquiries were received, and we anticipate they will result in orders," he adds.

KK Makvana, Managing Director, KTM Techno Solutions, a manufacturer of all types of CNC machines, believes that the right crowd came to HIMTEX, including MTAR, Azad Engineering, BHEL, and many relevant customers. Thanking the organizers, he reveals that the company has received orders for 15 to 20 machines this year. POV

ELECTRIEXPO
September 2-4, 2022
Secunderabad Electric Traders Association (SETA)
The expo serves as a platform for all business associates from the electric sector.

BRIDAL ASIA-SYMPHONY OF JEWELS
September 3-4, 2022
Services International
The event is a one-stop destination for India's finest wedding and festive designers and jewelers.

IND EXPO
September 2-4, 2022
Indore Infoline Private Limited
Industrial and Engineering Expo invites participants and visitors from various fields of industrial and engineering products.

ANALYTICA ANACON INDIA AND INDIA LAB EXPO
September 15-17, 2022
Messe Muenchen India Pvt Ltd
Both events bring together foreign and domestic manufacturers, laboratory users, consultants, and key government officials in a single venue.

PHARMA PRO&PACK EXPO
September 15-17, 2022
Messe Muenchen India Pvt Ltd
India's only Pharma Machinery Show returns after three years, providing an apt platform for networking.

INDIA HORECA EXPO
September 22-24, 2022
Synergy Exposures & Events India Private Limited
The expo brings together food service companies, hospitality groups, and major suppliers of equipment, technology, food, and services in the HoReCa industry.

TREDA PROPERTY SHOW
September 23-25, 2022
Telangana Real Estate Developers' Association (TREDA)
TREDA brings top builders and developers together on one platform to promote all projects and services that are important to the industry.

SUTRAA INDIAN FASHION EXHIBITION
September 30-October 2, 2022
Sutraa Exhibitions LLP
The Lifestyle Exhibition unites fashion enthusiasts and prominent designers from throughout the country to curate lifestyle products and services, particularly for the wedding season.

EARTHCON EXPO
September 30-October 2, 2022
Aries Events Private Limited
One of the fastest-growing B2B exhibitions in the Construction and Earthmoving industry gives manufacturers and buyers access to new markets all over India. Participants benefit from a large network of premium buyers and selected decision makers.

INDIAN ICE-CREAM EXPO (IICE)
October 10-12, 2022
AIM Events-Division of Mashad Multicom Private Limited
IICE, one of the most significant events in the worldwide ice cream business, will feature Ice Cream industry exhibitors from across the world and visitors from South Asia, primarily India and neighboring countries. The 10th edition of the Expo is expected to have 200+ stalls and 12,000+ visitors. It will also feature seminar covering various topics related to the ice cream industry.

TIMES HYDERABAD PROPERTY EXPO
October 29-30, 2022
Bennett, Coleman & Company Limited
The Residential Property Expo showcases some of the latest and best projects in Hyderabad that offer modern amenities throughout various places of the city, offering a variety of options under one roof to cater to consumers' varied interests. In addition to investment opportunities, the Expo will display housing options at a considerably affordable price. The offers range from flats and homes to open plots with luxurious amenities and comfort facilities.

Holistic Approach to Fitness

The 5th Edition of SportExpo India is Telangana's largest exhibition on Sports, Fitness, Nutrition, and Wellness products and services. The dedicated sports sector event was held on August 26-28, 2022, at HITEX Exhibition Centre, serving as a platform to connect with athletes and fitness enthusiasts.

HITEX SportExpo India, organized by Hyderabad International Expositions Ltd (HITEX), was inaugurated by Sushant Anumolu, a Telegu film star, known for his work in films like Kalidas and Ala Vaikuntapuramulo; Sumit Deb, Chairman & Managing Director, NMDC Ltd; Narayan TV, Chief Marketing Officer, IDFC First Bank Ltd; Rajesh Vetch, Founder, Hyderabad Runners; and Ashok Mahadev Tangadi, Director, ADMS Pvt Ltd. The show was supported by GiggleMug Events; Hyderabad Runners, Vikendi, Flex Pilates, GravityZip, Nourish You, and Sproutz.

Speaking at the inauguration, Anumolu said that fitness is life and keeps ailments and doctors away. Irrespective of one's area of work, one must keep himself fit to age gracefully. Health is wealth and it is our duty to keep ourselves fit physically, as well as mentally. He further added that sports is the best activity that keeps the body agile and mind alert.

Sprawled over 7,000 mt, it featured 55 stalls along witha dedicated activity area curated by a Hyderabad-based company called GiggleMug. Innovative sports such as Beach Volleyball, Chase TAG Championship, Bullseye Arrow Attack, were arranged at the event venue. According to Swathi Vasireddy, Founder, GiggleMug Events, these activities were organized indoors for the first time in India.

Speaking of the indoor games, she shared that several bags of sand were used to create the beach volleyball court where four people could play together at the Sports area. Elaborating on the concept of Chase Tag, she said that it is created for grown-ups on the lines of childhood playground sports. It combines parkour, obstacles, and the childhood game of tag, where a 'chaser' has 20 seconds to tag an 'evader' as they race around an obstacle course. It was a fun game liked by many visitors at the expo.

Similarly, Bullseye Arrow Attack was another game that instantly was a huge hit among visitors. Each team had to hide behind obstacles and try to hit an opponent of the other team. Getting hit by one of the soft-tipped arrows meant that the team member was out, and the team was handicapped by one player. The objective of this fun sport was to capture the flag of the enemy to win or eliminate all the players.

All image source: HITEX

For the first time an indoor skydiving area in Hyderabad was arranged by a company called GravityZip, which promoted Indoor Skydiving experience at the expo.

The Hyderabad Runners Society organized a 5 km and 10 km run along with Full (42.2 km) and Half Marathon (21.1 km) during the event. Around 16,000 runners participate in the event.

The cynosure of the expo was the presence of 126-year-old Yoga Guru, Padmashree Swami Sivananda, at the Yoga Pavilion. Known fondly as Babaji, the happiest old man of India demonstrated his yoga skills with asanas like Paschimottanasana, Sarvangasana, Pavanamuktasana, and a few more. Around 1000-plus Yoga enthusiasts participated in the yoga program called Yoganamami.

Alongside, the Telangana Body Building Association organized two competitions in which around 250 participants from Telangana and neighboring states participated. The Telangana Bodybuilding Championship called as Mr. SportEx Champion was held in nine categories according to the weight of the participant. Mr. Men's Physique SportEx Champion competition was held in three different categories according to the height of the participants. Arbaz Khan won the 'Mr. SportEx Champion' title as well as prize money of ₹1 lakh and Santosh bagged the Mr. SportEx Men's Physique Champion and prize money of ₹1 lakh in this edition of the show.

Toward a Healthy Lifestyle

Sharing the objective behind this dedicated sports expo, Venkat Vasanth Reddy, Project Head, HITEX, elaborated, "In order to cater to Hyderabad's rising demand for fitness, sports, and health products, HITEX, along with Hyderabad Runners, organized and hosted SportExpo in August, with the goal of promoting awareness about the importance of physical and mental health. The Expo is specifically designed to showcase latest technology, sports equipment, facilities, services, and nutrition to help improve and enhance the performance of athletes, sporting clubs, and organizations, as well as individuals looking to enhance their health and lifestyles."

Sports is a rapidly growing industry in India, with numerous opportunities for national and international sporting goods manufacturers and service providers. In this context, he stated that SportExpo specializes in sports, fitness, nutrition, and wellness. These categories are carefully curated, and stakeholders belonging to these groups are encouraged to participate in the Expo. The Expo revolves around raising awareness about general fitness and providing a platform to participate in a myriad of sport activities to encourage sports among young children and nurture talent.

Mentioning the Expo as a first-of-its-kind exposition in the city of Hyderabad, he adds, "Keeping in mind the potential scope of the market, the event was promoted extensively through various media. Advertisements for the expo appeared in print, electronic, and outdoor media and programs, reaching fitness enthusiasts, corporates, and customers all over the city. Dedicated social media and online promotion were done to ensure greater visibility and publicity."

Exhibitors' Experience

Promoting Running for Health

Venkatraman Pichumani, Founder, You Too Can Run Sports Management Pvt Ltd, states, "Hoka is an international shoe manufacturer. It is represented in India by TATA CLIQ. From the house of Tatas, we wanted to

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Venkat Vasanth Reddy
Project Head
HITEX

"The reason we chose to participate in HITEX SportExpo was that it was the first big event after the pandemic, and the fact that 15K runners would be visiting was appealing."

Venkatraman Pichumani
Founder
You Too Can Run Sports Management Pvt Ltd

"Our main objective was to come closer to our users and connect them to our products. We are here to further the objective of the brand, which is to make the benefits and pleasure of sports accessible to many."

Franck Lejeune
City Leader Hyderabad & AP
Decathlon Sports India

get branding and brand recognition for Hoka as a leading shoe. The reason we chose to participate in HITEX SportExpo was that it was the first big event after the pandemic, and the fact that 15K runners would be visiting was appealing."

Leveraging on various running events at the exhibition, he explains, "We are so deeply connected with the running community that we knew everybody who was going to be a part of the marathon. So, coming here allowed us to meet a lot of runners and trainers who could recommend and endorse our shoes. We also got to let a lot of runners try our shoes on. That was a significant opportunity for us."

Sharing his experience at the show, Pichumani said that the support he received from Venkat Vasant, Project Head, HITEX, and his responsive team was amazing and looks forward to being a part of the next edition too. Praising the SportExpo team, he said that the HITEX SportExpo team understands the requirements of the exhibitors very well and meets the expectations seamlessly.

Making Sports Sustainable

Decathlon, a world leader in sports equipment marked its presence at HITEX SportExpo India. Franck Lejeune, City Leader Hyderabad & AP, Decathlon Sports India, shared, "Our main objective was to come closer to our users and connect them to our products. We are here to further the objective of the brand, which is to make the benefits and pleasure of sports accessible to many."

Anticipating larger footfall next year and commending the SportExpo team for making the entire set-up experience smooth, he comments, "We see a business opportunity when it comes to connecting 15,000 runners to our products. We are not selling products, but we are selling the experience of a retail sports store."

Expanding wellness services

Three times participant at this expo, Fast&Up offers wellness and fitness services. Tribhuvan Reddy, Business Development, Sports & Alliances, Fast&Up India, says, "As a B2C consumer brand, we at Fast&Up always try to give good products to our customers. The expo is a crowd puller and has a large footfall. This gives us an opportunity to meet more consumers at the same time and get their feedback."

Appreciating the SportExpo team, he emphasized, "I have been a regular participant since 2013 and admire the team, especially Venkat Vasant, Project Head, HITEX. We thank HITEX for providing us facilities that have always helped us have a successful presence."

Broader Positioning of Footwear

Praising the organizers as very supportive, Neel Shah, Founder & CEO, Vibram, elaborated, "HITEX SportExpo being one of the biggest pan India events, we understood that here we will get the right audience for our product. We wanted to increase awareness of our product and educate people about the benefits of bare feet and the pros of minimalistic footwear."

Highlighting Workout Equipment

Talking about the expo, Solomon Rajkumar, Managing Director, Excel Fitness and Gym Equipment shared, "We have participated in the expo for the third time as we want to develop our market in Hyderabad." He pointed that the company participated primarily for branding as fitness enthusiasts are its target audience, and HITEX SportExpo provided them an opportunity to come closer to its potential customers."

Speaking of his positive experience at the show, in terms of the support extended by the organizers, he said that the HITEX team is very forthcoming and understanding. POV

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Managing Director
Excel Fitness and Gym Equipment

Clean Energy is Future

All image source: Informa Markets in India

Organized by Informa Markets in India, the sixth edition of the comprehensive renewable energy event, RenewX 2022, was held on June 10-11 at HITEX Exhibition Center, Hyderabad. The purpose of the event was to enhance the Indian entrepreneurial landscape in the renewable energy (RE) domain and the investment climate in the country, with a particular focus on electric vehicles in the Southern region.

"HITEX is an excellent venue with the comprehensive infrastructure required for any B2B or B2C event. Team HITEX has been helping us pro-actively to reach out to their mammoth database of Enterprises who're potential buyers of Rooftop Solar."

Rajneesh Khattar
Senior Group Director
Energy & Construction Portfolio
Informa Markets in India

RenewX 2022 was supported by Telangana State Renewable Energy Development Corporation Ltd (TSREDCO), and National Small Industries Corporation (NSIC), with Telangana serving as the 'Partner State'. The show, themed 'Unlocking the Era to Net Zero Emissions', emphasized the importance of increasing the penetration of renewable energy generation and preparing stakeholders to progress toward the Sustainable Development Goals.

Event Happenings

With over 100 exhibitors spread across 35,000 sq ft of business space under one roof, including major companies, the expo displayed a wide range of the latest products and technologies from various categories related to the RE sector. Elaborating on the venue, Rajneesh Khattar, Senior Group Director, Energy & Construction Portfolio, Informa Markets in India, said "HITEX is an excellent venue with the comprehensive infrastructure required for any B2B or B2C event." On the marquee exhibitors, he adds, "Team HITEX has been helping us pro-actively to reach out to their mammoth database of Enterprises who are potential buyers of Rooftop Solar."

It featured Conference Sessions, Business Meetings, Multiple Workshops and Seminars, and a Bioenergy Conference, as well as a power-packed accompanying program, 'All CEO Conclave', which carved out a medium-to-long-term blueprint for stakeholders to define the roadmap to achieve 500 GW of renewable energy by 2030. The maiden RenewX Awards recognized groundbreaking innovations and ini-

tiatives in the renewable energy domains. A distinguished jury panel of industry experts conferred and chose from over 60 nominations.

Relevance of the Location

South India is poised to reclaim its leadership in the creation of renewable energy capacity. The tremendous support received from Ministries, Government Departments, and top Industry Associations has accelerated the transition to a more resilient and sustainable energy economy while also leveraging investment, job creation, and import replacement opportunities. "Being blessed with long coastlines for wind energy and enough irradiance for solar, the southern states (Karnataka, Kerala, Tamil Nadu, Telangana, and Andhra Pradesh) all host the renewable energy industry through RenewX in a big way and make it an attractive business destination," stated Yogesh Mudras, Managing Director, Informa Markets in India.

HITEX Exhibition Centre served as an important host, providing much-needed impetus in terms of relevant footfalls and as an industrial hub. According to Khattar, "The exhibitors and visitors find themselves at ease while at the venue because of its geographical approach, registration point, and entry and exit processes. Opportunities for on-site branding are also umpteen, which gives exhibitors the desired eyeballs."

Further he added that main HITEX USPs are the immensely supportive team, flexible outlook, apt infrastructure, and neat and clean surroundings, aside from ample space and facilities for hosting an event. The connectivity by Metro is a huge plus for a show that is focused on sustainability, coupled with decent inventory for on-site branding. POV

Helping Search Dream Homes

Organized by Optimal Media Solutions, Times Home Hunt Expo, held from July 30-31, 2022, at HITEX Exhibition Centre, provided an excellent opportunity for those looking to realize their dream of owning a home in Hyderabad.

All image source: HITEX

Designed to be an ideal conduit between residential property buyers and sellers, Times Home Hunt Expo has been striving to make the process hassle-free for both parties. The show collaborates with Hyderabad's top builders, who showcase their various projects, located throughout the city. To provide superior customer service, the organizers take a personal approach to understand client needs and serve them accordingly.

HITEX Exhibition Centre, Hyderabad, played host to the recently held Times Home Hunt Expo 2022, which was present-

ed by Aparna Constructions under the patronage of Optimal Media Solutions, a division of Times Internet Ltd, a Times Group Company. "HITEX is easily accessible for visitors coming from various parts of the city. It is ideal for organizing small to large-scale events," stated V Sharath Kumar, Chief Manager, Optimal Media Solutions – Times of India Group.

Pranava Group joined the trade fair as associate sponsors, with Wingman Brandworks as the strategic partner. The two-day event featured more than 30 builders and over 90 projects. The show was completely free to attend, with stalls related to apartments, villas, and plots made available.

Location Matters

Venues are essential to the exhibition business, service quality, efficiency, and safety/security are important in meeting the needs of all stakeholders.

V Sharath Kumar, Chief Manager, Optimal Media Solutions - Times of India Group, commented on HITEX as the venue, "It was good to organize Times Home Hunt Expo-22 at HITEX for two days. We had ample space for the exhibitors to showcase their properties to the visitors. Since it is located in the heart of the city, it is easy for visitors to reach here. The spacious parking is another attraction. The venue staff were supportive and highly responsive. Overall, we had a great experience organizing the Times Home Hunt Expo-22 event at HITEX."

"Overall, we had a good experience organizing the Times Home Hunt Expo-22 event at HITEX. The venue staff at HITEX were supportive and always a phone call away."

V Sharath Kumar
Chief Manager
Optimal Media Solutions - Times of India Group

Key Stakeholders Assemble

The Hyderabad residential market had one of the strongest demand trends in Q2-2022, beating external factors like the global economic slump and in-

flation. In the coming quarters, momentum is expected to continue. Sensing that end-users in the Hyderabad market are still drawn to home purchases, a number of exhibitors participated in the event.

Some of the exhibitors include Sri Aditya Homes, Vertex Living Modernised, Mahidhara Projects Pvt Ltd, RV Infra Developers, SMR Holdings, Vedant, urbanise, Radhey Constructions India Pvt Ltd, Vishal projects, Ira Realty, Pacifica Companies, Planet Green, Sreenidhi, Tripura Constructions, NCC Urban, Northstar Homes, Modi Builders, Puja Crafted Homes, The Harvest, Sharvani Ventures & Avenues, Landlord Infra Group, Harshith Infra Developers, Bookmyplot Ventures, Fortune Butterfly City, Kapil Properties, Praneeth Group, MPM Group, Shanta Sriram Constructions Pvt Ltd, Greenhome Group, and SS Gold TMT. POV

Better Teeth, Better Health

HITEX Exhibition Centre successfully hosted Hyderabad Dental Show 2022, organized by Indian Dental Association (IDA) from July 30-31, to promote and showcase all aspects of dentistry and dental business under one roof.

All image source: HITEX

Hyderabad Dental Show is a trade and knowledge-sharing platform that provides the most up-to-date technologies, cutting-edge research, and dentistry techniques to meet increasing demands of the world of dental science. The event features lectures, panel discussions, hands-on sessions, courses, student competitions, and also serves as a meeting place for all relevant groups related to dentistry from around the world.

The dental exhibition and trade fair was presented by IDA, which focuses on public oral health through various IDA Health Initiatives and the National Oral Health Programme, and whose members include dental professionals, dental students, and affiliates.

"HITEX was our choice of venue for around a decade for all our national and inter-state level meets organized with Hyderabad as the host venue city, which itself is a major hub for any event of this magnitude and is popular among the North, South, East, and West zones in India," said Dr A Srikanth, Secretary, Indian Dental Association – Deccan. "It is a one-stop solution for organizing professional, business, political, social, and family events. HITEX being sprawled over a vast area, makes it possible for organizers to think out-of-the-box in terms of holding their events."

"HITEX was our choice of venue for around a decade for all our national and inter-state level meets organized with Hyderabad as the host venue city, which itself is a major hub for any event of this magnitude and is popular among the North, South, East, and West zones in India."

Dr A Srikanth
Secretary
Indian Dental Association
Deccan

Partners in Progress

HITEX has been involved in various exhibitions, and the hosted events have been successful because they used the Center's expertise and experience to provide an event that was tailored to the needs of their clients. In line with this, Dr Srikanth expressed gratitude to the HITEX team, saying, "The biggest asset for us was the unstinted support from the HITEX team backed by Srikanth TG, Business Head, HITEX Exhibition Center, who guided us at every moment, right from the event confirmation, execution, until it concluded, and post event too. The Center's huge halls, lawns, open areas in between, and car parking (including a helipad) speak volumes about its vision to cater to the ideas of the Nex Gen."

The exhibitor profile included Implant/Cosmetic Dentistry, Dental Practice/Laboratory Equipment, Laboratory Furniture, Dental Units/Laboratories, Prophylaxis, Oral Hygiene Pharmaceuticals, Work Aids, Materials for Dental Laboratory Purposes, Professional & Protective Clothing Services, Prefabricated CAD Block & CAM Block, Infection Control & Maintenance Sterilization, Model & Denture Materials, Arti-

ficial Teeth, Maxillofacial Surgery, Publishers, Universities, Software & IT-Solutions, and many more.

Dental Professionals/Researchers, Medical Institutions/Publishers, Research Organizations, Oral Healthcare Nursing Staff, Defense Personnel/Exporters and Importers, Dental Technicians/Manufacturers, Distributors, Suppliers, Pharmacists and Druggists, Infection Control and Maintenance, Dental/Medical Laboratory, Management of Dental Universities & Dental Nursing, Dental Specialty Associations, Educational Institutes, and Chambers of Commerce were among the visitors.

Some of the exhibitors included ASCI Hospital Management, Advance Dental Export, Allsurg, Ansell India, Brildent Sun Medical Japan, Columbia Life Science, CS Dental, Cumberland Biotherapeutics, Deccan Dental Depot, Dentcare Dental Lab, Dentee, Filay Dent, Gold Cura, Healix, The Hindustan Dental, Hyderabad Dental Depot, J B Pharma, Colgate-Palmolive, PreciDent Burs, Odonto Aligners, Orikam Neoendo, Penta Healthcare, Prime Dental Products, Rancho De Cabellos, SICHER, Sensodyne, Septodont India, Shanti Dental & Medical, Sun Dental Distributors, Trendy Brandy, Trudent International, True Force Aligners, Welcare Orthodontics, and Younique Dental Innovations. POV

Accelerating the Pace of Mobility

Prawaas 3.0, the flagship passenger mobility event of the Bus & Car Operators Confederation of India (BOCI), curated by MM Activ Sci-Tech Communications Pvt Ltd, was held from August 5-6 at HITEX Exhibition Centre, promoting Safe, Smart, and Sustainable Passenger Mobility and bringing together the country's most prominent Bus & Car Operators.

All image source: HITEX

The two-day Exhibition and Conference convened key stakeholders from across India in eight key segments: intercity, intracity, school bus, employee transport, tour operators, tourist cabs, maxi cabs, and PPP-SPVs. It was preceded by an internal meeting of the non-government, not-for-profit, passenger transport industry-led and managed organization, BOCI, which made up the three-day Passenger Mobility Conclave, including the Awards and Valedictory. The event brought together operators, original equipment manufacturers (OEMs), policymakers, thought leaders, and industry captains to reimagine passenger mobility in the country.

First time in Hyderabad

Following two successful editions of Prawaas in Mumbai, the HITEX Exhibition Centre (Hyderabad) was chosen to host the event in light of the state's capability as a technology hub. "Hitex indeed is a foremost and an appropriate destination/venue to host the International Trade Exhibition," explained Mangesh Vichare, Director - Operations & Planning, MM Activ Sci-Tech Communications Pvt Ltd. "The venue is conveniently located and well-connected for the participating industry delegates, which gives organizers the convenience to plan and organize large-scale shows."

He continued, "The well-equipped large exhibition halls, conference facilities, breakout rooms, and open spaces help the organizers plan B2B and B2C or purely conference-driven projects."

Highlights of the Event

The Conclave had the theme 'Towards Safe, Smart, Sustainable Passenger Mobility', and it drew in over 20,000 attendees, 100 exhibitors, 100 speakers, and 5,000 operators from 28 states and 8 union territories.

On hosting marquee exhibitors, encompassing national & international brands and path-breaking startups providing passenger mobility solutions, Vichare said, "The venue staff is extremely cooperative, experienced, and very well understands the needs and concerns of the organizers and participants. This encourages the organizers and participants to repeatedly come back to the venue. The team at HITEX ensures a smooth and hassle-free experience for the participants."

In regard to transportation and visitors, he commented, "Also, the venue is well-connected through the metro and other means of public and private transportation. The participants enjoy the larger footfall and, therein, meaningful business opportunities."

The event was also supported by the Ministry of Road Transport and Highways (MORTH), Ministry of Housing and Urban Affairs, and Ministry of Heavy Industries, Government of India.

Noteworthy Highlights

The much-anticipated Prawaas Excellence Awards were another highlight of the Conference. The awards were given to deserving operators in a variety of categories, including Best Operator, Safety Awards, People's Choice Awards, and so on.

Late KT Rajashekhara, the first chairman of BOCI, received the prestigious Lifetime Achievement Award. BOCI Prawaas Special Recognition Award was given to Padmashri Dr Vijay Sankeshwar, VRL Group. BOCI Prawaas Special Recognition Award was conferred to Dr Rajendra Jagadale, Director General, Science and Technology Park. Tata Motors, Volvo-Eicher, JBM, Intel, Abhibus, Redbus, J-Tac, and other transport technology and OEM companies received exhibitor awards.

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>
> ***Mangesh Vichare***
> ***Director, Operations & Planning***
> ***MM Activ Sci-Tech Communications Pvt Ltd***

For the first time, an African delegation representing various African countries took part in Prawaas. The dignitaries in attendance reaffirmed their total commitment to making the passenger mobility sector a priority. India is on the move, and with collaboration and collective efforts, the sector will reach new heights.

Reflecting on his time in organizing the event, Vichare concluded, "It was a wonderful experience to organize Prawaas 3.0 at HITEX. We are looking forward to the completion of your upcoming hall and would like to host the next edition at HITEX with all the improved facilities." POV

Play Matters

HITEX Hyderabad Kids Fair a fun-filled event, will return to the HITEX Exhibition Center in Hyderabad on December 23-25, 2022, for kids and families to explore extensive products from leading brands and take home a great experience from exciting and engaging activities.

All image source: HITEX

HITEX Hyderabad Kids Fair is an annual flagship event organized by Hyderabad International Expositions Ltd (HITEX) in Hyderabad. India's premier exhibition on kids' products attracts thousands of visitors each edition and has consistently been a massive success for exhibitors, brands, sponsors, the community, and most importantly, kids. The Fair showcases a diverse range of kids' products and services, offering a comprehensive shopping experience for kids, parents, and schools.

EdEx is a two-day concurrent show organized by HITEX with Telangana Recognised

School Management Association (TRSMA) as co-organizer. Alongside the expo, a conference will run in parallel to serve as a podium for discussing topics related to education sector and school management.

The Expo provides a platform to companies catering to school requirements and features supplies like blackboards, smartboards, software for education and so on. Some of the participating exhibitors in EDEx are: Dachepalli Publishers Pvt Ltd; Skooz; Digital Student; Growth Source Financial Services; e-Abhayas Academy; Vidura Digital Learning Pvt Ltd; Profectus Capital Pvt Ltd; K12 Techno Services Pvt Ltd; Edez Soft Pvt Ltd; Radius Edtech; 5 Mantra Learning Academy; Raghav Foundation; Toro Health Pvt Ltd; EZ Vidya Pvt Ltd; NISA; Proelium Learning Solutions Pvt Ltd; iGuru Portal Services Pvt Ltd; BT Coltum Pvt Ltd; Pallavi edu; Project Bolo English; Fourth Rev Edu Pvt Ltd; Claraeon Learning Pvt Ltd; Tech Avant; Medilight Education; Back to Basics Learning and Sai Veer Communications.

What to Expect

The event will feature high-spirited activities to promote creativity, positive thinking, healthy growth, physical activity, sports, self-esteem, and confidence in kids.

A one-stop exhibition for all kids' products, it will host more than 100 exhibitors, over 25,000 visitors, and almost all

major brands of kids' products. The event will comprise more than 50 Fun & Edutainment activities, including an extravaganza of games, hands-on learning, interactive sessions, fashion, exciting rides, art & crafts, role-plays, inspiring competitions, prizes & gifts, delicious food, and a number of other entertaining pursuits. Though kids' entertainment is central to everything, other areas of interest include learning, healthcare, nutrition, sports, and scientific exposition will also find center stage.

Stakeholders Assemble

The visitor profile includes kids under the age of 14, parents and grandparents, childcare specialists, schools, daycare centers, and kids' products stores.

The exhibitor profile includes domains such as Education, Technology: Schools, Books & Stationery, After School Services, Kids Magazines, Kids TV Channels, Mobile Apps, Gadgets, and Gaming Products; Health & Safety: Children Hospitals, Kids Safety Products, Kids Insurance & Banking, Children Hygiene Products, Kids Cosmetics & Oral Care, and Children Health Care Services; Playground Infrastructure: Furniture, Play Equipment, Software, Playground Infra, and Security Systems; Kids Apparel & Accessories: Casual Wear, School Uniforms, Kids Cycles, and Kids Furniture; Sports & Toys: Kids Sports Goods and services, Educational Toys, Play Toys & Games; and Training services: Kids Food and Beverages & Nutrition.

Mother & Baby Zone

In India, the market for maternity, baby, and kids' products

has seen an increase in usage and production. There is much room for investment in this segment, which has broadened the horizons for growth and development in the field.

Mother & Baby Zone has been specifically designed to provide an ideal platform for manufacturers to connect with decision-makers from wholesale and retail trade chains and hospitals. People from the maternity, baby, and kid's service sectors can attend to network and gain exposure to potential business opportunities and leads.

Mother & Baby Zone is intended for expectant mothers and parents of newborns and will include focus areas such as Baby Care, Feeding & Nursing, Diapering, Carrier, Nutrition, Fashion, and Toys.

Though the fair is focused on kids aged above two years, the maiden 'Mother-Baby' zone was introduced in the last edition to cater the needs of new mothers, newborns, and children below the age of 2 years.

Deep Diving in Fun Activities

The event will include activities that will allow kids to have fun while learning new things. There will be singing, dancing, RJ, arts & crafts, and fashion competitions. Different schools will present science projects on inventions, robotics, replicas, and eco-projects.

In addition, interactive sessions on a variety of relevant topics will be held. Nutrition games for kids, interactive activities, and nutrition tools for parents will be available at the 'Kids Health & Nutrition' session, which will be created and led by nutrition experts. Experts will discuss important topics such as life skills, creating a safe and interesting environment, assertive discipline, and taking care of oneself as a parent during the 'Smart Parenting' session. 'Future-ready Career Planning' interactive sessions led by career experts will assist children in identifying their passions, connecting education with the realities of work. Indoor games and physical activities such as badminton, table tennis, basketball, go-karting, and many other exciting games and sports will be available during the 'Games Arena' session.

The upcoming edition of HITEX Hyderabad Kids Fair is slated to be in alignment with the previous edition woven around kids' requirements. POV

Image source: Magic Wand Media

A Symbol of Equality

The Statue of Equality in Hyderabad radiates the persona of Sri Ramanujacharya, an icon of equality who was the torchbearer of Vaishnavism and a forerunner of the Bhakti movement.

The Statue of Equality in Hyderabad is a 216-foot-tall golden statue of the 11th-century Bhakti Saint Sri Ramanujacharya (Ramanuja) and is one of the world's tallest metallic statues in sitting position, only second to Thailand's Great Buddha statue. It is situated on the 45-acre beautiful Jeeyar Integrated Vedic Academy (JIVA) campus at Muchintal Road, Palmakol, near Shamshabad on the city's outskirts.

The statue was actualized by the Founder & Inspirer, Sri HH Chinna Jeeyar Swamiji, an Indian erudite Vedic scholar, to reintroduce the concept of equality throughout the world. The sculpture was created to commemorate Sri Ramanujacharya's teachings on his 1000th birth Anniversary, who ardently promoted the principle of equality in all spheres of life, regardless of caste, faith, or gender.

Highlights of the Statue

The Statue comprises 700 tonne of 'Panchaloha', a five-metal alloy made of gold, silver, copper, brass, and zinc. It is erected on a 54-foot-high base building called 'Bhadra Vedi', and atop the building, 36 elephants carry 27-foot-diameter lotuses representing 24 tattvas and the remaining three representing soul, god, and the guru.

The structure includes floors for a Vedic digital library and research center, ancient Indian scriptures, a theater, and an educational gallery showcasing Sri Ramanujacharya's contributions.

In addition, a meditation hall and a Ramanujacharya temple measuring approximately 300,000 sq ft have been built in the complex, where a 120 kg gold idol reflecting the years he lived is installed and placed for daily worship. Surrounding the statue are mini copies of 108 Divya Desams (model temples) made of stone with rich, elaborate craftsmanship.

Additional Attractions

Apart from the majestic statue and the entire complex dedicated to understanding Sri Ramanujacharya's teachings and philosophy, there is also the option of walking through the Divya Desams. The facility also includes a spiritual lecture auditorium and a food court where devotees can enjoy prasadam and bhog meals during the day.

The Statue of Equality also boasts a musical dancing fountain, and in the evening, visitors can learn about the Saint's key life events through a colorful laser light show. As nightfall comes, the entire complex is illuminated in bright lights, and the brilliance of the Statue of Equality at night is incomparable.

Things to Note

The Statue of Equality is open Monday through Friday from 3 PM to 8 PM and on weekends from 11 AM to 8 PM. Except for Wednesdays, it is open every day. The holy site's dress code is highly traditional, and visiting this place will require a whole evening or half a day. Battery-operated vehicles are available at the complex.

The Statue is located in Sriram Nagar, near Muchintal, off the Hyderabad-Bengaluru route. It is 36 km and 41 km away from Hyderabad Nampally and Secunderabad railway stations, respectively.

With it being around 44 km from the HITEX Exhibition Center, it takes approximately 55 min to reach. The best way to visit the site is to take a cab or a personal vehicle. Although local bus transit is available, it entails a lot of walking and may take three and a half hours or even more. POV

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