

ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

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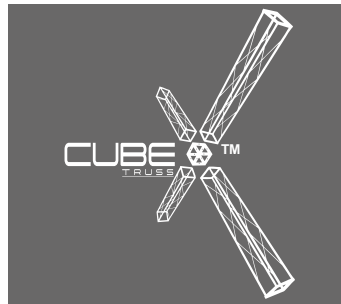
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WOW AWARDS (Pullman Aerocity) 2018



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EEMA 10



WOW AWARDS



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PRESIDENT'S PERSPECTIVE



Image Source: NürnbergMesse India Pvt Ltd

Dear Readers,

Trust you and your loved ones are keeping safe and doing well. It is a privilege and honour to be elected as the President of the Indian Exhibition Industry Association (IEIA) which has, over the years, been working tirelessly to develop the Exhibition industry in India.

Since the pandemic outbreak, the Exhibition industry has reoriented its strategies and embraced digital technologies to stay connected and offer innovative solutions to new-age customers. Data analytics, automation of processes and improved interfaces are some elements that have been worked upon.

Having said this, the power of face-to-face networking and physical exhibitions is here to stay, and this was reaffirmed from the responses garnered by the few events that took place in the interim. So, friends and colleagues, we are all in this together.

We will continue to progress with our vision, establishing vital goals, which will be woven in the narrative of the Indian Exhibition industry. During my Presidential tenure, I would like to focus on three key vision points as we tackle the challenges presented before us, namely, Skilling and Upskilling, Promoting India as an Exhibition Destination, and Industry Advocacy. These will broadly set the directions for IEIA's initiatives.

It is important to train the on-ground workforce to meet industry standards that we are aiming for, and we can make a difference through skilling. Simultaneously, the upskilling

of industry professionals through training and workshops needs to be continued. It is also of high priority that India be promoted as an attractive exhibition destination. This should be done by showcasing its world-class venues and highlighting new infrastructure projects along with the country's multiple growth sectors.

Lastly, IEIA will continue with its efforts of working closely with the Government, strongly articulating the industry's position, and emphasizing its significant contribution to the economy and job creation. This becomes more pertinent in the post-COVID era.

To bring in synergies of ideas for building a strong Exhibition industry and increasing bonhomie within the member community, the association has created the 'IEIA Social' platform.

This initiative will provide a platform to initiate conversations and dialogues on matters impacting the Indian Exhibition Industry and also help IEIA to lead initiatives aligned with the members' expectations.

I look forward to interacting with you more closely in the coming days. Please stay safe and happy. **////**

Sonia Prashar
President
Indian Exhibition Industry Association



REMEMBERING BALA

It is with a very heavy heart that we compose this message to inform the Exhibition industry of the loss of our S Balasubramanian, a stalwart in the field of exhibitions and events. Acquaintances and people close to him can never forget his effervescent smile that instantly would put every one at ease.

An ace football player, he carried with him the same spirit of sportsmanship in all the spheres of his life, and his boundless energy and enthusiasm was the source from where his team drew the strength from to deal with the most difficult of situations under his effective leadership.

Balasubramanian, endearingly called Bala, lost his battle against COVID-19, leaving the Exhibition industry with a void that cannot possibly be filled. However, Bala, the friend, mentor and colleague will always remain in the hearts of exhibition enthusiasts.

In his professional capacity, Bala was the Executive Director and Chief Operating Officer of the Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC). He was the President of the Indian Exhibition Industry Association (IEIA) at the time of his death on May 10, 2021. He led IEIA when the industry was facing most critical times.

He served the Exhibition industry for more than two decades and had, since 2007, become synonymous with IMTEX and other trade fairs at IMTMA and BIEC. Under his leadership, IMTMA also celebrated 50 years of IMTEX. Earlier in his career, he was associated with the Informa Group, Intech Trade Fairs and Wisitex Foundation.

Always a thorough gentleman to the core, Bala will be missed by his family comprising of his wife and two sons, industry colleagues and Exhibition industry stakeholders within India and overseas.



Image Source: Magic Wand Media



Image Source: Magic Wand Media



Image Source: Balas Facebook

Image Source: Photographs from Suresh's Facebook



S Suresh, Administration Manager, IEIA, Passes Away

Suresh, who was working with the Indian Exhibition Industry Association (IEIA) as an Administration Manager since 2012, succumbed to COVID-19 on May 11, 2021. He was a pillar of support for all of IEIA's administration-related activities for nearly a decade.

Suresh is survived by his wife and an 11-year-old daughter.



The Power of Human Connect

Though the world is slowly preparing to return to the normal pre-pandemic days, we all know deep within that nothing will be the same again. In the past year and a half, many businesses had to make changes to adapt, operate and survive. Given the circumstances, the Exhibition and Event industry too gravitated towards virtual as it was a viable alternative to connect with people.

However, with the restarting of exhibitions globally, it is evident that even in this age of virtual interaction, people need face-to-face interactions as it is critical to rebuild, regroup and bring organizations together. In-person exhibitions have been known for bringing new opportunities for trade, investment, collaboration, business expansion and talent attraction in a way that cannot be achieved online.

There is nothing more exciting like physically walking into a show and seeing its set up abound with possibilities. Our ability to converse is more organic in face-to-face interaction. We become more invested in the conversation. Having said that, even with increased safety procedures like social distancing practices, surface sanitation, face coverings, it may be a while before we all can be comfortable being among a crowd of people.

Till then, online events will continue to play an important role in the industry as a complement to in-person events. It is likely that several future events will be held in a hybrid format, which is a combination of face-to-face and virtual events. But there is a strong value and demand for meeting in-person, and face-to-face events cannot and will never be replaced.

We value the power of human connection more now and know that it will be all-important once the world safely reopens. Perhaps that is why legendary philosopher Aristotle's saying 'Man is by nature a social animal' is true to core even today.

The present issue is a reflection of the spirit of the Indian Exhibition industry to bounce back more strongly and demonstrate that the next couple of decades belong to India.

As always, we are committed to fostering conversations to bring forth the challenges and success tales of the industry through 'Your' own medium - ExhiBits. Your valuable opinion is what we value the most, so our inbox is always open at soumi.mitra@magicwandmedia.in

Stay well and connected!

CONNECT WITH US



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"Digital communication is completely different from in-person, face-to-face conversations. One will give you surface insights, and the other really gives you depth."

-Joe Gebbia



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Connecting the Dots in Exhibition Industry



L-R: TK Arun, Amarendra Khatua, Shyamal Ghosh

Image Source: IEIA

Uncertain times call for quick actions to make a turnaround and the Indian Exhibition Industry Association (IEIA) has been treading this path ever since the pandemic first entered public domain in India, resulting in the cancellation of shows. In its latest endeavor, IEIA organized the 'IEIA E-Connect', a special webinar, coinciding with the Global Exhibitions Day, on June 02, 2021.

To celebrate this day, IEIA invited to its panel eminent speakers such as Shyamal Ghosh, Former Secretary to the Government of India; Amarendra Khatua, Former Secretary, Ministry of External Affairs, Director Founder, MIICCIA (Millennial India International Chamber of Commerce Industry & Agriculture); and TK Arun, Editor-Opinion, The Economic Times.

The session moderated by Sooraj Dhawan, Director, Falcon Exhibitions, had the panelists discussing on trending topics such as 'India: The Next 12 Months', 'Globalization of Indian Economy in Post-Covid Scenario', and 'Digitization of Indian Economy'. The experts shared their opinion on how these would affect India's economy, foreign trade, and policies.

Arun spoke about India's domestic Pharmaceutical industry's readiness for vaccination and herd immunity, and how it can eventually bring the pandemic under control in the coming months. Stressing the need for training, he said, "The largest pool of young people who can be trained in the subject is in the disciplines where you find the solution to the world's problems to emerge. That pool of talent is available in India, and this is India's greatest strength."

In his address, Khatua emphasized the importance of rehabilitating MSMEs, reorganizing and relocating the migrant labor force, and reactivating supply chain values. He added that stakeholders should consider having permanent exhibition and display spaces in target countries and markets and having MoUs with the chambers of commerce and trade bodies.

Drawing from his past experiences in the Telecom sector, Ghosh stressed the need for affordability, accessibility, and availability in digitalization.

India Big 7 in October

India Big 7, India's leading trade event on gifts, stationery, writing instruments, office supplies, gadgets, houseware, kitchenware and home décor, lifestyle, apparels, luggage, food, confectionary, beauty, health & wellness industry is being organized by RX Group from October 01 - 03, 2021 at Jio World Convention Centre, BKC, Mumbai. Co-located shows Gifts India, Lifestyle Apparels & Luggage, Stationary Writing Instruments & Office Supplies, Gadgets & Electronic Appliances, House Kitchen Wares & Home Décor, Food and Confectionary Show, and Beauty, and Health & Wellness Show are all big attractions.



Image Source: Reed Exhibitions

The show in its last edition in 2019 featured 348 exhibitors, 189 first-time exhibitors, 24,751 attendees and 862 VIP buyers. The organizer expects to surpass these figures with its latest edition.

In its 27 years, India Big 7 has emerged as India's leading and trusted networking platform bringing together an entire range of solutions for manufacturers, traders, wholesalers and corporate buyers. The show will be a marketplace to build strong business relations featuring participation of decision makers from corporates, dealers and suppliers. Participants can also gather in-depth insights about prevailing market conditions besides witnessing the latest innovations on offer.

Dates Out for Light + LED Expo Launch in India

With the aim to reunite the Indian lighting industry under one roof, organizers Messe Frankfurt Trade Fairs India Pvt Ltd and apex lighting body



Image Source: Messe Frankfurt / Light + LED Expo India

Electric Lamp and Component Manufacturers Association (ELCOMA) have announced November 03-05, 2022 as the new dates for the launch edition of Light + LED Expo India to be held at New Delhi's Pragati Maidan.

Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd, shared, "Light + LED Expo India has created a niche in the lighting industry by being the top choice for trade. With the enormity at which these shows are hosted, there is no doubt that the launch edition of Light + LED Expo India will converge the entire lighting industry on a global level."

Shyam Sujun, Secretary General, ELCOMA, said, "The Indian lighting market is valued at ₹3 billion in 2021 and will register a year-on-year surge in the next three years at 10 to 11 percent with LED market having a share of 92 percent of total lighting value. This demonstrates that India has the potential to become the world's most lucrative market for Lighting and Components industry."

CIMS Healthcare Excellence Awards

The 9th Grand Edition of Healthcare Excellence Awards was organized by CIMS Medica India on the virtual platform on June 26, 2021. Achievers such as healthcare practitioners, physicians, pharma companies, hospitals and research institutions and health icons from across India were felicitated at the virtual ceremony.

The healthcare service providers got an opportunity to learn specific tools and techniques to achieve efficiency through innovation and strategy in an environment of quality learning and networking.

Shri Satyendra Jain, Minister of Home & Health, Public Works Department Power, Government of Delhi; Shri Rajesh Ankushrao Tope, Minister of Public Health and Family Welfare, Government of Maharashtra; and Dr Girdhar J Gyani, Director General, Association of Healthcare Providers (India); were the Guests of Honor.

Dr Rajneesh Kapoor, Medanta, Gurugram and Dr Girish B Navasundi, Apollo Hospital, Bengaluru were speakers at the event. There was a panel discussion on 'Resilience of Healthcare in the Current Scenario' led by Dr Sanjay Oak, Dr Ashwini Jagade, Dr Patkar and Dr Abdul Samad Ansari.

Fasteners Fair Mumbai Rescheduled



Image Source: MWM

With India experiencing a second wave of the COVID pandemic, Reed Exhibitions India, the organizers of Fastener Fair Mumbai has moved the show from August to November 2021. The event is scheduled at NESCO (Bombay Exhibition & Convention Centre), Mumbai from November 26 - 27, 2021.

Fastener Fair Mumbai is a leading exhibition for manufacturers of industrial fasteners and fixings, assembly and installation systems, fastener manufacturing technology and construction fixings.

Anuj Mathur, Chief Operating Officer, Reed Exhibitions India, said "Fastener Fair Mumbai has been rescheduled in the light of the ongoing second wave. It is important that health and safety of our colleagues and industry members remain centre-stage. Support, faith and strength will get us through this critical stage and then we hope to be back together again, building businesses and reconnecting with friends and colleagues across the Manufacturing sector."

GJEPC Announces New Jewellery Fair in Dubai

The Gem & Jewellery Export Promotion Council (GJEPC) has announced that the India International Jewellery Show (IJS) Premiere and



Image Source: MWM

Signature will be held in Dubai from August 14 - 16, 2021. The show is supported by India's Department of Commerce and the Indian Embassy in the United Arab Emirates (UAE) and will focus visitors from the Middle East, China, Russia, the US, the UK, Europe, Africa, Pakistan, Bangladesh, and Sri Lanka.

According to GJEPC, the Middle East is one of the biggest buyers of gems and jewellery from India, accounting for nearly 40 percent of the imports. Speaking about the show, Colin Shah, Chairman, GJEPC, said that a physical exhibition in Dubai would be ideal to connect with customers from across the world including key export markets such as the US, Hong Kong, and the UAE.

F2F Sourcing Show From September 06



Image Source: MWM

Back in March 2020 when the pandemic first came to light in India, Fibre2Fashion.com (F2F) was one

of the first trade show organizers to move to the digital platform for organizing events. The first edition garnered tremendous response with participation from over 100 countries.

Encouraged by the success of the show, F2F is organizing the second edition of the virtual show from September 06 - 19, 2021. The F2F Sourcing Show 2021 will provide significant opportunities for apparel, fabric, and yarn exhibitors.

The new features being introduced at the F2F Sourcing Show 2021 include Try-On Digital Draping for visualizing fabrics and styles on 3D models, and a 360° product display in high resolution to showcase realistic designs.

Informa Markets Calls for Solidarity

Image Source: Informa Markets in India



As the world celebrated Global Exhibitions Day (GED) 2021 on June 02, industry leader Informa Markets

called for solidarity, resilience, and safety by launching the 'Namaste-Leaders' Playbook. Informa is bringing out the first-ever exclusive newsletter from India for the Exhibition industry which will provide a deeper insight into the prevailing trends, forecasts, and insights.

The newsletter will provide leaders with information on the challenges confronting the industry, solution-centric insights, and a strategic roadmap to help stakeholders take informed decisions.

Speaking about GED 2021 celebrations, Yogesh Mudras, Managing Director, Informa Markets in India, said, "Observing Global Exhibitions Day 2021, even as India continues to battle the pandemic, is a re-affirmation of the power of exhibitions to revive the economy. While our hearts go out to everyone affected, it's heartening to witness our industry's never-say-die spirit."

Study in India Virtual Expo Meets Success

The first ever 'Study in India Virtual Expo' for reaching out to global students for Indian education was a big success. The expo was launched by AFAIRS Exhibitions & Media and 'Study in India' – a flagship project under the Ministry of Education, Government of India from June 11 - 15, 2021 on the digital platform. It opened possibilities for foreign students to explore avenues in India's prestigious universities and interact with the heads and faculties of the institutions to know more about pursuing education in India.



Image Source: MWM

Speaking at the inaugural ceremony of the virtual expo, Manoj Kumar, Chairman & Managing Director, EdCIL (India) Ltd, said that the expo provided a unique opportunity as students could harness at least thrice the opportunity.

Sanjeev Bolia, Founder & Managing Director, AFAIRS Exhibitions and Media Pvt Ltd, said, "The pandemic offered us the unique advantage of creating a digital differentiation. Our virtual exhibitions are fast and effective means of reaching the same goals. At Affairs, our objective is to continue the work of being the bridge between the global students' diaspora and Indian Institutions."

Showcasing India's Agri Strength

Exotic fruits, vegetables and floricultural products from various regions of India were launched on a digital platform as Agricultural and Processed Food Products Export Development Authority (APEDA) organized a virtual trade fair from May 27 - 29, 2021.



Image Source: MWM

The three-day virtual trade fair showcased not only the strengths of various agricultural products, but also provided a connection platform for Indian exporters and foreign importers to explore mutual business opportunities. Aided by innovative design and immersive infrastructure, exporters and importers, meetings were held seamlessly through audio and video conferencing, featuring brief demo workshops, product launches, live streams and webinars.

More than 470 exhibitors used the virtual platform to display their products and connect with visitors from India, Singapore, the United States, Australia, the UK, Nigeria, Bahrain, Israel, Suriname, Afghanistan, Japan, Iceland, Maldives and Brunei.

Interestingly, APEDA is initiating virtual trade fairs when India's agriculture and processed food exports grew by around 30 percent to ₹1.48-lakh crore during 2020-2021. Analysts opine that this will provide new avenues for the overall growth of the industry in the long term.

Japan Celebrates IT Week

Japan IT Week Osaka, organized by Reed Exhibitions Japan, is Western Japan's largest IT show. The 6th Japan IT Week will be held at INTEX Osaka from January 19 - 21, 2022 and will provide significant opportunities for IT and management professionals.

The show will feature ten specialized exhibitions: Embedded & Edge Computing Expo, IoT & 5G Solutions Expo, Information Security Expo, Cloud & BPR Expo, Web & Digital Marketing Expo, AI & Business Automation Expo, Advanced E-Commerce & Retail Expo, Sales Automation & CRM Expo, Software & Apps Development Expo, and Automated System Operations Expo.

Reed Sinopharm Exhibitions Acquires Majority Stake in CHCC

Reed Sinopharm Exhibitions, the joint venture between RX Global and the Sinopharm Group, has signed a definitive agreement to acquire a majority stake in the China Hospital Construction Conference (CHCC).

CHCC is Asia's leading event for comprehensive and innovative solutions for Hospital Design, Build and Management. Launched in 1999, the event spans over 100,000 sqm featuring over 600 exhibitors and 16 themed displays. CHCC also produces over 80 conference sessions and offers excellent learning opportunities, knowledge sharing and information exchange for over 10,000 hospital designers and managers every year.

Hugh Jones, CEO, RX Global, said, "In adding the CHCC brand to Reed Sinopharm Exhibitions' health sector portfolio, we will bring our expertise in face-to-face and virtual experiences, global reach and resources, to bear on CHCC's members, stakeholders, academics and industry leaders, ensuring growth, development and value for all our partners."

ILDEX Vietnam Postpones Physical Show



Image Source: ILDEX Vietnam

VNU Asia Pacific, the organizer of ILDEX Vietnam, has postponed the exhibition (in physical format) to March 16 - 18, 2022, at Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Vietnam. However, the V-Connect Vietnam Edition (in digital format) will be held as scheduled from July 21 - 23, 2021.

Meanwhile the organizer is providing a progressive web-based, smartphone-supported online ecosystem optimized for all attendees to meet, network, and make deals for ASEAN's Feed to Food Industry. The registration portal of the platform is already open for pre-event appointments.

Powering Food & Beverage Growth in China

SIAL China ranks among the top three food and beverage shows worldwide. The latest edition of the show 'SIAL 2021', organized by COMEXPOSIUM earlier this year in May in Shanghai New International Expo Center, was a grand success. It brought together more than 4,500 exhibitors, including many from France, Argentina, Ireland, Estonia, Brazil, Belgium, Poland, Canada, and other countries. The show also featured 10 major theme forums and other activities for industry professionals to analyze the development trends of the global food and beverage industry chain. The next edition of the show is scheduled to be held at the same venue in 2022. exhibitors a platform to promote their products and services.

HKTB Towards Strengthening MICE Industry



Image Source: MWM

Hong Kong Tourism Board (HKTB) has launched the 'Hong Kong Convention Ambassador' program to promote the city as the preferred choice for regional and global MICE events.

HKTB now has within its fold over 100 business leaders and professional bodies from Hong Kong to realize the goal of revitalizing Hong Kong's MICE industry after a turbulent and challenging 2020.

Dr YK Pang, Chairman, HKTB, said, "The Hong Kong Convention Ambassador program is formulated not only to bring business events to the city when travel resumes but also promote the advantages of Hong Kong to the global business community and help drive multi-sectoral recovery."

The city is all ready to welcome its first-ever Greater Bay Area Artificial Intelligence Congress with over 2,400 participants in November 2021.

"The ambassador program will deepen the network between the HKTB and business sectors to bring even more leading international events," said Henry Li, Chief Marketing Officer, Hong Kong Productivity Council.

The efforts have already found some success with the Hong Kong International Dental Expo and Symposium (HKIDEAS) being held successfully in January and the 15th Asia Pacific Congress of Endoscopic and Laparoscopic Surgeons of Asia (ELSA 2021) scheduled in November this year.

GIFA and METEC Southeast Asia Move to 2022



All Image Source: MWM

development of various industries in Southeast Asia including Automotive and Building and Construction.

Powered by the 'The Bright World of Metal' portfolio of trade fairs under the Messe Düsseldorf Group in Germany, the two specialist trade fairs, GIFA and METEC, will serve the foundry and metallurgical sectors in the Southeast Asian region. The twin shows will focus on a comprehensive range of products and technologies from additive manufacturing to casting machines for various industries.

Gernot Ringling, Managing Director, Messe Düsseldorf Asia, said, that the decision was taken after much deliberation with international industry partners and trade associations.

A Hybrid SinoCorr 2021!



Image Source: MWM

Organized by Reed Exhibitions, SinoCorr 2021 is all set to be held in Shanghai, from July 14 - 17, 2021. Interestingly, the exhibition is being held in a hybrid format this time for a wider reach to the global community. The response has been enthusiastic with over 400 corrugated exhibitors registering for the event, thereby meeting 98 percent of the sales target.

Corrugated board production lines are the key production equipment for corrugated box manufacturers and have traditionally been the highlight of SinoCorrugated. The UFI approved event will be crucial for the global packaging industry chain and various other stakeholders connected to the industry.

The inaugural editions of GIFA and METEC Southeast Asia have been rescheduled from September this year to February 9 - 11, 2022 at BITEC, Thailand alongside the Wire and Tube Southeast.

The four concurrent trade fairs are expected to drive the growth and

TCFB Taichung and TWSF 2021 Rescheduled



Image Source: MWM

Keeping in view the health and safety of exhibitors and visitors, TAITRA and Chan Chao International have rescheduled their flagship events Taichung International Tea, Coffee and Bakery Show (TCFB Taichung), and the Taichung Wine & Spirits Festival (TWSF) 2021 to December 24 - 27, 2021 at the Taichung International Exhibition Center (TCIEC).

As the largest food and beverage show in Taiwan, TCFB Taichung along with TWSF brings tea and coffee enthusiasts under one roof. The event is famous for 'Cafe Hall of Fame-Central Taiwan Tour', 'Coffee Lecture Series' and 'National Cup Tasters Championship' that showcase Taiwan's high-quality coffee roasting and brewing capabilities.

Aquatech China – A Win for Water Market



Image Source: MWM

Organized by Aquatech Global Events, the 14th edition of Aquatech China held earlier this month at National Exhibition and Convention Center in Shanghai provided crucial breakthroughs for the Chinese water market. The event demonstrated high level of interest from Chinese visitors with over 80,000 of them networking with more than 2,000 exhibitors at the show.

"The opportunities in China are growing constantly. Investments in water to ensure water quality is high on the agenda. Water challenges are connected with a growing sector that seeks innovations and solutions in China and abroad. I am delighted with the results of Aquatech China 2021. We look forward to building on that success for the next edition in 2022 when the world has opened up," said Editha Hoogenberg, Exhibition Manager, Aquatech China.

Established in 1964, Aquatech Global Events organizes the world's leading trade events in the process, drinking and waste water technology sectors in Europe, China and Mexico. The well-established format covers all aspects of water: Water Treatment, Transport and Storage, Point of Use, Process Control and Technology & Process Automation.

Forex Expo in Cyprus Again

Organized by Finexpo with the support from FX News Group, the latest edition of the global B2B event – Forex Expo 2021 will be held at Parklane Hotel, Limassol in Cyprus, from November 18 - 19, 2021.



Image Source: MWM

Forex Expo 2021 will bring together decision makers in the Cyprus FX industry, as well as those from elsewhere across Europe and Asia. The expo, which is likely to have a participation of 40 exhibitors, will also feature several panel discussions on topics of interest to the sector. Experts will be deliberating on the latest on topics including liquidity, cryptos, marketing, tech innovation, regulation, payments, etc.

Food & Hospitality Queensland Returns

Specialised Events has announced that it will organize Food & Hospitality Queensland from August 01-02, 2021 at the Brisbane Convention and Exhibition Centre. Over 160 exhibitors are participating in the show that will feature a series of specialized events for industry professionals.

“We are seeing real demand for an event that brings the industry back together to reconnect and rebuild,” says Tim Collett, Event Director, Specialised Events.

Food & Hospitality Queensland is the only dedicated food industry expo in the sunshine state. It is designed to meet the needs of the Retail, Foodservice and Tourism Sectors. Launched in 2018, it was an immediate success with buyers. The popular Queensland Chef of the Year competition, Brisbane Café School, Aged Care Catering Summit, and a new workshop for young chefs looking to supercharge their career, will be held concurrently.

Stand bookings have just opened. Collett adds, “We are keeping the show tight and only have room for 160 exhibitors. We want to show the best range of food, drink and equipment.”

CANEX Presents World IP Day 2021



Image Source: MWM

The Creative Africa Nexus (CANEX), a programme formulated by the African Export-Import Bank to support Africa’s creative and cultural industries is hosting a series of virtual events. All these events are a build-up to the Intra-African Trade Fair 2021 (IATF2021) scheduled to be held in Kigali, Rwanda from December 08 - 14, 2021.

The event will serve as a marketplace for stakeholders including continental and global buyers and sellers to share trade, investment and market information and trade finance and trade facilitation solutions designed to support intra-African trade and African economic integration. IATF 2021 will also feature an IATF 2021 Virtual, an interactive platform accessible to all. It will also focus on Africa’s creative economy as well as the Automotive industry with dedicated programs.

Melbourne Gift Fair to Showcase Brands

Australian Gift & Homewares Association (AGHA) is organizing the Melbourne Gift Fair 2021 from July 31 - August 04 at the Melbourne Convention & Exhibition Centre. Design and lifestyle enthusiasts will have a lot to explore at the event which will be thronged by leading retailers, stylists, decorators, corporate buyers, designers, and event planners. The exhibition will showcase many new boutique and premium products. Delegates can see, touch, and discover new and exciting Christmas and summer ranges, all under one roof.

Dubai Airshow to Showcase Aviation Sector Advancements

The Dubai Airshow, organized by Tarsus F&E LLC Middle East, at DWC, Dubai Airshow



Image Source: MWM

Site from November 14 - 18, 2021 will highlight the growth in business aviation and provide a platform for industry experts to shape the future of the industry with the deployment of ground-breaking technologies.

Business aviation is one of the main sectors to be focused at the event, with 30 percent of the attendance being involved in that part of the industry.

Key names in business aviation that will be taking part in Dubai Airshow 2021 include Airbus, Boeing, Airports World Company LTD, CAE, Citadel Completions, Comlux, Dassault Aviation, Embraer, Emojet, Gainjet Aviation S.A., Gulfstream Aerospace Corporation, and Pilatus Aircraft Ltd.

The airshow is being held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, the Ruler of Dubai and the UAE Minister of Defence. It will be the largest aerospace trade event to be held since the outbreak of the pandemic and the cancellation of leading shows such as Farnborough and Le Bourget.

23rd Saudi Elenex in Nov 2021



Image Source: MWM

Saudi Elenex, the 23rd international trade exhibition for electricity, alternative energy, water technology and lighting in Saudi Arabia will showcase novel ideas at the Riyadh International Convention & Exhibition Center in Riyadh, Saudi Arabia from November 15 - 18, 2021. Organized by Riyadh Exhibitions Company, the exhibition will feature unique exhibits from the Power and Energy sectors in Saudi Arabia.

Energy technologies, transmission and distribution, solar energy technologies, and services, modern lightning products, will be in focus. Saudi Elenex has grown in strength over the years and is today known for creating an avalanche of innovative thinking from across the world. Saudi Build 2020, which reflects on the Construction sector and key pioneering initiatives in the field, will be held concurrently.

China-MENA Expo Serves Trade Demands

The second edition of the China-Middle East & North Africa International Trade (China-MENA) Digital Expo was organized by the China Council for the Promotion of International Trade (CCPIT), in cooperation with the China Chamber of International Commerce (CCOIC) from June 15 - 24, 2021. The digital expo was designed to serve the trade demands between China and the Middle East and North African countries during the COVID-19 pandemic crisis.

More than 1,000 companies from China and overseas countries showcased their products and services at the expo, resulting in B2B matchmakings among various industries. Over 10,000 professional clients, mostly from the Middle East and North Africa participated in the digital expo to explore business partnership and trading opportunities. The event also furthered the rebuilding of a two-way supply chain to help connect buyers and suppliers.

Stephen Ibaraki Keynote Speaker at AI Expo Africa 2021

AI for Good Global Summit Founder, Chairman of the AI for Good Outreach Committee, industry analyst, venture capitalist and serial entrepreneur Stephen Ibaraki has been confirmed as a keynote speaker for the AI Expo Africa 2021 to be held online by AI Media Group from September 07 - 09, 2021.

In his keynote address entitled '5th Machine Age Driving Digital Reshaping', he intends to explore the 'Society 5.0' and 'Smart Humanity'.

Dr Nick Bradshaw, Founder, AI Expo Africa and CEO, AI Media Group commented, "It's a real honor to welcome Stephen as one of our VIP keynote speakers. This is another great commitment towards growing collaborations around AI for Good in our region."

Over 30 organizations have so far signed up to exhibit at the expo. Intel, Darktrace, Future Tech, Automation Anywhere partner Iai, The Embassy of Switzerland in South Africa, InstaDeep, Aizatron, IBA Group, and many other companies will be participating.

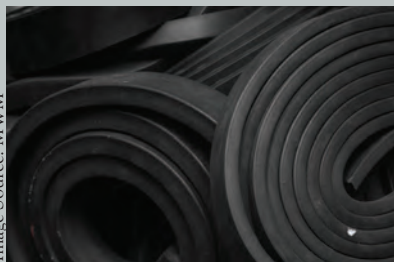


Image Source: MWM

ArabPlast 2021 in November

Al Fajer Information & Services (AFIS) is organizing the 15th edition of ArabPlast, an international trade show for plastics, petrochemicals, and packaging and rubber industry at DWTC, Dubai, UAE from November 15 - 18, 2021.

Visitors at the show can explore innovations and cutting edge technologies from plastics, petrochemicals, and packaging and rubber industries. Industry stakeholders will get significant opportunities to meet world-class players, cement trade relationships, find new markets and opportunities and generate new contacts, etc. Visitors can also evaluate products and suppliers and get competitive information, deepen industry knowledge and network for common interests.

CONSTRUCTION DAYS in September 2021

COMEXPOSIUM and SEIMAT have announced the launch of CONSTRUCTION DAYS, a new event focusing on the Construction sector, which will be held from September 14 - 16, 2021 at Eurexpo Lyon.



Image Source: MWM

The show will feature innovations through five key sectors: Earthmoving, Demolition & Transportation; Roads, Minerals & Foundations; Buildings & Concrete; Lifting & Handling; and New Technologies. The show organizers expect participation from around 300 exhibitors and 10,000 visitors, mostly from France.

Isabelle Alfano, Director, CONSTRUCTION DAYS, said, “We strongly believe that this gathering will epitomize the resurgence of major construction projects and fresh impetus among all the organizations who work on them and have remained active and innovative throughout the crisis.”

Pascal Guillemain, Chairman, SEIMAT, shared that his company was delighted to be working alongside Comexposium for the launch of this new trade event.

SOLUTRANS 2021, a Mini Hub for Commercial Vehicles

Under the patronage of Emmanuel Macron, the President of French Republic, SOLUTRANS will be organized by COMEXPOSIUM at Eurexpo Lyon from November 16 - 20, 2021. The expo can be a booster for business recovery as it will be the only international event this year focusing on showcasing innovations for the commercial vehicle sector.



Image Source: MWM

The exhibition offers healthy economic prospects and will push the industry towards adopting low carbon emissions with more usage of non-fuel vehicles. International participation is expected to have a healthy presence at the show with delegates coming in from Germany, Italy, Belgium, the UK, and the Netherlands.

The show will also have a digital format of the exhibition with the SOULTRANS Digital Show, enabling participants who cannot make it for the physical event due to travel restrictions.

FIEXPO Latin America Show in October

FIEXPO Exhibitions Group will organize its flagship FIEXPO Latin America show from October 27 - 30, 2021, at Convention Center of the Americas, Cartagena, Colombia.



The UFI-approved event, which has ICCA as one of its industry partners, provides a platform for business meetings, trainings, and networking. The event further aims to cement relationships of business entities with policy makers to ensure that the economic, inter-cultural and social benefits of business events are understood and recognized.

Anuga Goes Hybrid, Changes Format as Anuga @home

Organized by Koelnmesse, leading trade fair for food and beverages Anuga is creating a bigger presence on the web with its new format Anuga @home.



Image Source: MWM

With ‘Transform’ as its theme this year, Anuga will explore transformations within the Food and Beverage industry alongside new concepts of the global trade itself, being staged in a hybrid format for the first time.

Visitors can access the live programme of Anuga @home from October 11 - 13, 2021.

Techtextil North America 2021 to Accelerate Technology Usage

North America’s international trade fair for technical textiles and non-wovens will be organized by Messe Frankfurt from August 23 - 25, 2021 at Raleigh, North Carolina. Techtextil North



Image Source: Messe Frankfurt GmbH

America 2021 will showcase all vertical aspects of the Textile industry including research and development, raw materials, production processes, further treatment, and recycling. The show will provide unparalleled access to new business opportunities, showcase diverse product groups, and enhance knowledge through the various educational sessions by the experts.

Latin Tyre & Latin Auto Parts Expo Postponed

Image Source: Latin Expo Group



The Latin American & Caribbean Tyre Expo and the Latin Auto Parts Expo, held concurrently, is pivotal for driving the growth of Auto and many other industries in the Latin American region. The Latin Expo Group, the organizer of the show, has postponed for safeguarding the health of exhibitors and visitors due to the COVID-19 pandemic.

The rescheduled show will take place from June 29 - July 1, 2022, at the brand-new Panama Convention Center in Panama City, Republic of Panama. The newly built convention center has an area of around 59,000 sq mt with a capacity to accommodate more than 25,000 people at a time. Around 400 exhibitors including tyre manufacturers, tyre service and repair companies, and auto parts manufacturers are expected to participate in the show.

Glassman Latin America Returns to Mexico

Image Source: MWM



All eyes will be on

Mexican Glass Manufacturing industry as the show goes live on its new dates from May 11 - 12, 2022 at Monterrey, Mexico. The event will be an opportunity for stakeholders connected to the Glass industry.

The event will provide an opportunity for delegates to unearth more on the stringent environment legislation which could impact glassmakers. It will also cover trending subjects such as Industry 4.0, digital glassmaking, big data, augmented reality, etc.

CPNA Ready to Kick Off

The 18th edition of Cosmoprof North America (CPNA), the largest B2B beauty exhibition in the Americas, will take place from August 29 - 31, 2021 at Mandalay Bay Convention Center in Las Vegas. The event, organized by North American Beauty Events LLC, a joint-venture company between BolognaFiere Group and the Professional Beauty Association, will provide significant opportunities for a larger section of domestic and international retailers and distributors to come together.

Enrico Zannini, General Manager, BolognaFiere Cosmoprof, said, “Cosmoprof North America is proud to be the first Cosmoprof event in 2021 which will be held in a physical format. We are looking forward to getting back to the show floor and meeting our community in Las Vegas again, all while ensuring a safe experience and following government regulations.”

Steve Sleeper, Executive Director, the Professional Beauty Association, said, “The future of beauty is brighter than ever, with strong economic indicators, revolutionary innovations and unprecedented technological advances and we look forward to bringing the industry’s best and brightest back together at Cosmoprof North America.”

NACV 2021 Show Postponed



Image Source: MWM

Hannover Fairs and Newcom Media have decided to postpone the North American Commercial Vehicle (NACV) show, originally scheduled to be held at Atlanta’s Georgia World Congress Center from September 28 - 30, 2021.

The decision came in the wake of the feedback from manufacturers and other stakeholders who said that visitors were unwilling to travel and participate in large gatherings now.

Ed Nichols, Vice President, Hannover Fairs USA, commenting on the development said that organizations and individuals have made their choices based on a variety of factors, primarily health and safety. The Trucking industry is not yet ready to participate in the show as it had been doing traditionally.

DOMOTEX 2022, Strong on Innovations

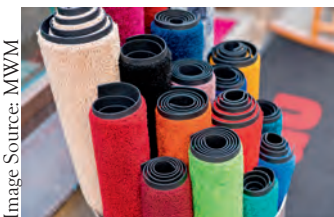


Image Source: MWM

With around eight months to go, the indications are strong that DOMOTEX 2022, a leading trade show for carpets and floor coverings, organized by Deutsche Messe in Hannover, Germany, in its 33rd edition from January 13 - 16, 2022 will be largely innovative.

A modern and optimized design of the two newly introduced DOMOTEX labels ‘Carpets & Rugs’ and ‘Floor & Wall’ as well as an adapted hall structure will be introduced at the show. According to Sonia Wedell-Castellano, Global Director, DOMOTEX, Deutsche Messe AG, Hannover, the event will present trends, innovations, and lifestyle in a decentralized way in the respective display areas. Beginning from the next year, DOMOTEX will be held from Thursday to Sunday as against Friday to Monday, which was the norm earlier.



Michael Duck
EVP – Commercial Development
Informa Markets
EVP – Commercial Development
Informa Group

Image Source: UFI

Michael Duck to be UFI President in 2022-23

The UFI (The Global Association of the Exhibition Industry) Board of Directors has elected Michael Duck as future President of UFI for the 2022-23 period.

The UFI Presidential Trio for the 2021-22 term will, therefore, be: Michael Duck, EVP – Commercial Development, Informa Markets, and EVP – Commercial Development, Informa Group, Incoming UFI President 2022-23; Monica Lee-Müller, Managing Director, Hong Kong Convention and Exhibition Centre (Management) Ltd, UFI President 2021-22; and Anbu Varathan, Director General & CEO, Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC), Outgoing UFI President 2020-21.

This decision will become effective at the conclusion of the 88th UFI Global Congress,

which runs from November 03-06, 2021, in Rotterdam, the Netherlands.

Duck has been active in UFI for 25 years, serving in various functions within the association.

Anbu Varathan, UFI's current President, said, "Michael has supported the association's mission for many years, driving developments especially in the Asia-Pacific region. I look forward to working with him, as he takes on the role of Incoming President."

Duck said, "I am delighted and honored to have been chosen by the UFI Board of Directors as Incoming President for 2022-23. There hasn't been a more challenging time for our industry, as we work together to revitalize and restart post-COVID-19. UFI has worked tirelessly to support the Trade Fair industry across the globe, and to support our members – both large and small."



Sonia Prashar
Deputy Director General
Indo-German Chamber of Commerce
Chairperson & Managing Director
NürnbergMesse India Pvt Ltd
President, IEIA

Image Source: IEIA

Sonia Prashar Becomes First Woman President IEIA

The Executive Committee of the Indian Exhibition Industry Association (IEIA) has announced Sonia Prashar as the new President of the association. She was unanimously elected for this position at the 80th Executive Committee meeting held on May 29, 2021. She succeeds late S Balasubramanian.

Prashar has to her credit more than 25 years of senior management experience, including a decade of strategic development. Currently, she is the Deputy Director General, Indo-German Chamber of Commerce, and the Chairperson and Managing Director NürnbergMesse India Pvt Ltd. She is also the Chairperson, Advisory Committee, Women's Leadership Forum, formed by IEIA in association with IAEE (International Association of Exhibitions and Events).

"IEIA has been progressively working for the betterment of the Indian Exhibition industry through its various initiatives for the last 15 years. As the industry evolves through restructuring and technology upgradation, I believe IEIA, with its strong Executive Committee, is in a position to assist the Indian Exhibition industry and guide through this tumultuous period," said Prashar.

Prashar has a rich professional background with an extensive network and trade fair experience which will be instrumental to further strengthen partnerships, develop strategic alliances and expand IEIA's global horizons. She has been a strong contributor to the promotion of Exhibition industry in India and internationally.

IEIA also welcomed Rakesh Kumar, Director General, EPCH (Export Promotion Council for Handicrafts) and Chairman, IEMML (India Exposition Mart Ltd) to its Executive Committee as ex-officio Past President. Kumar said that IEIA was always close to him since its inception and he was delighted to be part of the Executive Committee once again and look forward to working with the association for the Exhibition industry's progress during its most challenging phase.

Also welcomed was Ubaid Ahmad, Senior Director, Indian Machine Tool Manufacturers' Association (IMTMA) & Senior Director, Marketing, Bangalore International Exhibition Centre (BIEC), as the new representative from IMTMA. Ahmad said that he was pleased to serve the Exhibition industry as the Executive Committee Member of IEIA and shall endeavor to contribute to the causes of the industry.

Noor Ahmad Hamid as MyCEB New COO



Noor Ahmad Hamid
Chief Operating Officer
Malaysia Convention & Exhibition Bureau (MyCEB)

Image Source: MyCEB

Noor Ahmad Hamid has been appointed as the new Chief Operating Officer (COO) of Malaysia Convention & Exhibition Bureau (MyCEB). He will be responsible in enhancing the strategic direction, community collaboration and operational processes.

Dato' Dr Noor Zari Hamat, Chairman, MyCEB, expressed his delight in welcoming Hamid on board. He said that Hamid's rich experience, knowledge and passion for business events will be significantly valuable to steer MyCEB as one of the best models of convention bureau in the world.

Hamid's timely appointment is expected to strengthen the recently launched Malaysia's Business Events Strategic Marketing Plan 2021-2030 and also other initiatives of MyCEB to rebuild the business events industry in the post-pandemic world.

Dato' Sri Abdul Khani Daud, CEO, MyCEB, stated, "The new role of Chief Operating Officer reflects our commitment

to significantly grow and improve the bureau's endeavors. Since he joined us, Noor Ahmad has demonstrated all the qualities necessary to assume leadership, and I am delighted to acknowledge his contribution to our business in this manner."

"I am humbled by this appointment and would like to thank MyCEB's Chairman and Board of Directors for their trust. I would also like to specifically thank MyCEB CEO for this opportunity and look forward to working with him and the stakeholders in advancing the Business Events industry," said Hamid.

Hamid first started his career in Tourism Malaysia in the early 1980s, before moving to the corporate sector and the association community. Prior to MyCEB, he was the Regional Director Asia Pacific for the International Congress and Convention Association (ICCA). At ICCA, he turned the Asia Pacific regional office into a Global Research Centre, initiated an annual AP Summit and helped grow the Asia Pacific Chapter as the largest in ICCA's global membership.

VCC appoints Don Marcellus as Director, Facilities Management



Don Marcellus
Director, Facilities Management
Vancouver Convention Centre (VCC)

Image Source: VCC

Vancouver Convention Centre (VCC) zeroed in on Don Marcellus and selected him as the new Director of Facilities Management.

Marcellus joins VCC with 15 years' leadership experience in facilities operations and maintenance besides having an extensive technical background as a professional engineer.

Speaking about Marcellus's appointment, Craig Lehto, General Manager, VCC, said that it was vital for the center to strengthen capabilities of its two buildings while working towards the safe return of clients and guests. "With Don's leadership and considerable expertise, we will be able to further our organization's ability to innovate and operate sustainably during this unprecedented time for our industry," he added.

Prior to joining VCC, Marcellus worked with BC Ferries, overseeing and directing the efforts of the Tsawwassen Terminal Maintenance group, supporting operations in Delta, Richmond, and on Galiano Island.

"I am excited to be a part of the Vancouver Convention Centre team, and look forward to contributing to the innovation and excellence that the facility is recognized for globally," said Marcellus.

VCC is the world's first double LEED® Platinum certified convention centre. Recently, the facility also earned the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation for outbreak prevention, response, and recovery, further strengthening its commitment to the health and safety of its staff, clients, and guests.

THE INDIA STORY IS INTACT

Observing the sixth Global Exhibitions Day (GED), the Indian exhibition fraternity reiterated firmly that exhibitions act as a catalyst for growth and economic recovery. Thought leaders from the Indian Exhibition industry held an empowering virtual discussion on the future of India's offerings to the global exhibition community.

The stimulating virtual session witnessed the presence of luminaries such as V Anbu, President, UFI and Director General & CEO, Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC); Sonia Prashar, President, Indian Exhibition Industry Association (IEIA) and Chairperson, Management Board and Managing Director, NürnbergMesse India Pvt Ltd and Deputy Director General, Indo-German Chamber of Commerce (IGCC);



“The India story is here to stay and probably we are on the right track. Though COVID-19 posed challenges, the Government has been making all the efforts to create a sense of security among its citizens and the people visiting India, especially with the massive vaccination drive.”

Rupinder Brar
Additional Director General
Ministry of Tourism
Government of India



“By the year 2030, India’s GDP could be between \$8-10 trillion mark and manufacturing alone could be over \$2 trillion, which is as big as today’s GDP and is mind-boggling. India’s growth story is still very intact and in the coming days it will be bigger, better, and competitive.”

V Anbu
President, UFI
Director General and CEO
Indian Machine Tool Manufacturers’ Association (IMTMA)
and Bangalore International Exhibition Centre (BIEC)



Rakesh Kumar, Past President, IEIA and Director General, Export Promotion Council for Handicrafts (EPCH) and Chairman, India Exposition Mart Ltd (IEMML); Rupinder Brar, Additional Director General, Ministry of Tourism, Government of India; Bhupinder Singh, Honorary Secretary, IEIA and CEO, Messe Muenchen India; and Yogesh Mudras, Executive Committee Member, IEIA and Managing Director, Informa Markets India. The thought-provoking session was moderated by Ravinder Sethi, Executive Committee Member, IEIA and Chairman & Managing Director, R.E. Rogers India.

Enthusiasm Galore

Marking GED on June 02, 2021, IEIA took the opportunity to celebrate the spirit of resilience and the power of positivity demonstrated by the exhibition community in the last few months. Sharing inspiring anecdotes from the long-running trade fairs, Sonia Prashar, President, Indian Exhibition Industry Association (IEIA) and Chairperson, Management Board and Managing Director and Deputy Director General, Indo-German Chamber of Commerce (IGCC), said, “There are some incredibly old shows that have existed over 100 years, witnessing wars, epidemics, global recession and so on, yet never lost the power of connecting with people and continued creating experiences, forums of friendships and fostered

businesses. To begin with, ILA Berlin Air Show celebrated its 100th anniversary a few years ago. ITB Berlin first took off in 1966, Hannover Messe started in 1947, BAUMA show started in 1954 and back home IMTEX show celebrated its 50th anniversary in 2019. Did we not have roadblocks in the past? Of course, we had, but the business of connecting people never ended and will continue to go on.”

Echoing similar sentiments, Rakesh Kumar, Past President, IEIA and Director General, Export Promotion Council for Handicrafts (EPCH) and Chairman, India Exposition Mart Ltd (IEMML) said, “One of the largest conglomerations of human beings on the entire globe is ‘MahaKumbh’, which is held in India for thousand years. It is the biggest fair in the world and has taken place this year too, so rest assured the exhibitions will also re-start.”

In alignment V Anbu, President, UFI and Director General & CEO, Indian Machine Tool Manufacturers’ Association (IMTMA) and Bangalore International Exhibition Centre (BIEC), added, “The India story is intact. Though we have been impacted by the pandemic in the last one year, and the second wave is certainly affecting all industry sectors, yet the kind of resilience we have shown is a testimony to the fact that India will bounce back very strongly.”

The Big Picture

Talking of India’s growth story, he elaborated, “In 2019-2020, we were marching towards the \$3 trillion mark in terms of GDP size. In March last year, we started witnessing the real impact of COVID-19 in India and touched \$2.7 trillion mark. Last year in the first quarter, we saw the worst hitting the world; the GDP went to almost -24 percent, but we bounced back and today, in the fourth quarter, we are seeing 1.6 percent positive results. Hence, overall, we have managed the damage to the tune of 7.5 percent, which is remarkable. We may not see the kind of growth we were

“In the last one year, many German companies from Medical, Pharmaceutical, Construction, and Real Estate sectors have been looking at India as an investment destination. That makes me further positive that India story is here to stay and all of us must ensure how to make this story stronger.”



Sonia Prashar
President, IEIA
Chairperson
Management Board and Managing Director
NürnbergMesse India Pvt Ltd
Deputy Director General
Indo-German Chamber of Commerce (IGCC)

“All the three pillars that make an exhibition successful – show organizers, venue owners and service providers – must come together and facilitate the exhibitors gain confidence in terms of ROI and participate in exhibitions.”



Rakesh Kumar
Past President, IEIA
Director General, Export Promotion
Council for Handicrafts (EPCH)
Chairman, India Exposition Mart Ltd (IEML)

expecting in the first quarter of this year but, on the whole, India will move forward towards 10 percent growth this year very strongly. I do not have any doubt on the next couple of decades belonging to India.”

Apprising the Government’s initiatives on India’s growth story, Anbu said that the policies and schemes at the macro- and micro-levels are aimed to bring more technological developments, support innovation and new product development and, encourage MSMEs, especially in the Manufacturing sector. All these together act as a great enabler for creating an atmosphere of growth and development. He further added, “Currently, we have some pain points but we are creating ample opportunities for India to grow. For example, the Product Linked Incentive (PLI) scheme will attract huge investments in a myriad of industry sectors generating many jobs and making India a manufacturing hub. India has successfully climbed 14 rungs in one leap and ranks 63 in the World Bank’s Ease of Doing Business 2020 Survey. India has attracted the highest ever total Foreign Direct Investment (FDI) inflow of \$81.72 billion during the financial year 2020-21, which is 10 percent higher as against the last financial year.”

In this context, Prashar noted, “In the last one year, many German companies from Medical, Pharmaceutical, Construction, and Real Estate sectors have been looking at India as an investment destination. That makes me further positive that India story is here to stay and all of us must ensure how to make this story stronger.”

The Way Forward

Orienting on the role of the Indian Exhibition industry as a growth enabler, Anbu stressed that the need of the hour is an intensive partnership with the stakeholders of the sector with the focus on people, product, and processes and to strengthen our activities in the emerging sectors. “Our success lies in the ways we facilitate the economic growth of our country through trade shows. In the next 10-year roadmap, India’s GDP could be between the \$8-10 trillion mark and manufacturing alone could be over \$2 trillion, which is as big as today’s GDP and is mind-boggling. Very few countries could be of that size in terms of manufacturing and overall GDP. In the days to come, we will have huge opportunities in trade fairs as our playground is becoming bigger and bigger.”

Putting forth similar views, Kumar opined, “All the three pillars that make an exhibition successful – show organizers, venue owners, and service providers – must come together and facilitate the exhibitors gain confidence in terms of ROI and participate in exhibitions. In the coming days, exhibitions may be held in the hybrid format, but the real success of any show is the in-person event.”

To this end, he added, “The Indian Exhibition industry must be supported by the Government both at federal and state levels to make a strong comeback. The Government should encourage and extend financial aid to the exhibitors to participate in exhibitions in the coming days.”

Elaborating a three-pronged strategy to make a strong comeback, Prashar said, “The first and foremost task at hand is protection and preservation of life and morale of our workforce. Secondly, upskilling and upgrading technologies and gaining more expertise in our domains; it will prepare us for the future. Finally, all strings should be

“Let us be aligned with our purpose, values, and culture. Our purpose is to bring buyers and sellers together and facilitate business connections. We can retain our staff in that process and attract a lot of potential talent from outside.”

Bhupinder Singh
Honorary Secretary, IEIA
CEO, Messe Muenchen India



“Between the first and second COVID-19 waves, we organized six face-to-face events in six different cities and one common thing that clearly emerged was a huge demand for physical events.”

Yogesh Mudras
Executive Committee Member, IEIA
Managing Director
Informa Markets India



“We must make sure that ‘E’ of MICE (Meetings, Incentives, Conferences and Exhibitions) continues to get the Government’s support and leverage the best out of the policies made for making the comeback stronger.”

Ravinder Sethi
Executive Committee Member, IEIA
Chairman & Managing Director
R.E. Rogers India



pulled to highlight the importance of re-starting exhibitions and fast-track the revival of the economy.”

Speaking on the Standard Operating Procedures (SOP) post-re-opening of exhibitions, Bhupinder Singh, Honorary Secretary, IEIA and CEO, Messe Muenchen India, pointed that safety will become a ‘must have’ operational necessity and practices which were earlier considered as ‘good’ or ‘good-to-have’, will be ‘must have’. The COVID-19 protocols will have to be followed and factored into business planning, even if it comes at a certain cost.”

Human Connect is Important

For the Exhibition industry, human connection is the most important aspect as the entire exhibition business revolves around

human interaction. Against this backdrop, Brar stated that in the last two decades technology has penetrated to the grass root levels in India throwing challenges and opportunities. “The question is how we leverage technology in a manner that does not take away the human connect,” he added.

Singh pointed that there is no denying the role of technology that will enhance the customer experience both onsite and online and help understand user behavior and data analytics among other things. “We need to introspect and acknowledge that our DNA is not technology. We do not need to understand the core technology, we need to understand customers. Though we cannot shy away from businesses that require technological thinking, we should focus on understanding our customers’ requirements and the rest will fall in place,” he added.

Sharing his experience on holding six in-person events in six different cities between the first and second COVID-19 waves, Yogesh Mudras, Executive Committee Member, IEIA and Managing Director, Informa Markets India, said that the incredibly positive response made it evident that there is a huge demand for physical events. “In-person exhibitions are here to stay and will certainly bounce back more strongly,” he stressed.

India Perception

The Indian Exhibition industry will thrive again after the pandemic pans out. According to Prashar, India presently houses some of the finest exhibition centers and has been upgrading its facilities during the last 10-12 months. “We do not even realize the huge potential India has to offer in terms of technology, infrastructure, and exhibition venues. To make this India story more exciting, a positive narrative must be presented to our international audience,” she emphasized. ///



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OUTDOOR

SPECIAL EVENTS

View From THE TOP



Image Source: Invest India

Deepak Bagla, Managing Director & CEO, Invest India, in this free-wheeling interview with Soumi Mitra, shares investment practices deemed best by him and highlights the significant growth of MICE tourism in India, our emergence as a global hub for unicorns and frugal innovation, the role of exhibitions in reducing trade barriers, and the need to adopt more technology while conducting exhibitions...

1 Invest India was declared winner in the 2020 United Nations' Investment Promotion Award, bagging the first position. Kindly share any three best investment practices that make you stand out.

The pandemic brought many difficulties and unique challenges to companies across the globe, but it also highlighted the interconnectedness of the world and the need for better economic practices across the entire supply chain. Invest Promotion Agencies (IPAs) are best poised to inspire these positive changes.



The next focus of the Government within MICE tourism will be the promotion of building and upgrading the infrastructure for exhibitions. Basis the last five years, one can expect India to become one of the most sought-after destinations for exhibitions globally.

As the pandemic hit India, Invest India took the lead in enabling good practices by instituting the Business Immunity Platform (BIP) and Exclusive Investor Forums (EIFs), both of which placed the investor at the center of our services. This was made possible also because Invest India lies at the juncture of Government and business, putting us in a unique position to foster and sustain healthier business practices, create opportunities, generate jobs, and help build resilient local communities. These principles also embody Invest India's guiding principles, and we strive every day to achieve them and realize the vision of a New India.

Part of our success is India's global attractiveness as an FDI destination. We are a country of 1.4 billion people that is soon going to become the largest market within a single set of international borders. We have a large working force that is skilled and ready to take on a new role in the economy. Our youth and growing middle class are also becoming the engines of unparalleled growth and enabling market factors that give India a global edge. Presenting this edge to investors in creative ways that also meet their needs has been a special focus point for Invest India too.

We also work extensively with stakeholders across the country, including state Governments and state IPAs. This has allowed Invest India to become a true repository for all India-related information. We have, therefore, become successful in earning the trust of investors and proving ourselves a reliable business partner that is eager to cooperate with the world.

Invest India is committed to

working closely with global partners to develop solutions to pressing problems, build a robust global business environment and imbue best global practices.



2 How do you view India as a potential MICE (meetings, incentives, conferences, and exhibitions) destination, especially for exhibitions?

In the last five years, MICE has become a priority area for the tourism sector in India. We are constantly working on improving and upgrading MICE facilities. As a result, India has become one of the most sought-after MICE destinations globally.

At the same time, the Government of India has placed immense focus on the long-term sustainability of tourist destinations, and therefore it is important to build an extensive network of allied infrastructure, which ranges from the availability of hotel rooms, excellent connectivity to the venue, a well-developed transport network, and other tourist attractions. The Government is providing financial support for developing international convention centers and tourism-related infrastructure.

India has seen approximately a 15-20 percent growth in MICE tourism annually in the last few years, and by 2025, the Government is looking at increasing its shareholdings in the global MICE tourism market from 0.5 percent to 2 percent. The cities that have played a major role in this constant increase are New Delhi, Bombay, Bangalore, Hyderabad, Chennai, and Goa.

Two major areas that have contributed to the growth of MICE tourism in India are infrastructure and connectivity. The Government has placed special focus on developing these two sectors and bringing up India's position on the global standard of living.

While most aspects of MICE give a boost to the Tourism sector, exhibitions play an even bigger role by boosting the local economy. The attendees of these exhibitions contribute to an increase in the usage of public transportation, retail, hotels, restaurants, etc. It is, thus, natural that the next focus of the Government within MICE tourism will be the promotion of building and upgrading the infrastructure for exhibitions. Basis the last five years, one can expect India to become one of the most sought-after destinations for exhibitions globally.



Image Source: Invest India



Trade fairs are usually industry- or sector-specific and participation in these fairs leads to marketing and promotion for businesses. These exhibitions can play a major role not only in reducing trade barriers but can also be very beneficial to both the buyer and the seller.



To make India a preferred destination for trade fairs, how can Invest India and the exhibition stakeholders work together to attract foreign investments?

The Exhibition industry has been adversely impacted by the COVID-19 pandemic. Exhibitions will need to adopt more technology into the way they conduct exhibitions. Pre-event registrations, health screening at venues, short visits, and focused discussions at the exhibition booths will become a new norm for visitors.

The current situation has opened numerous opportunities to explore virtual exhibitions as people get more comfortable using these technologies and attending virtual events. Invest India can work together with industry stakeholders to promote events through international channels, facilitate public-private partnerships for new infrastructure projects in the exhibitions space, and provide associations and companies a platform and opportunities to connect with their clients to keep the business going. Along with exhibition stakeholders, we can help frame a comprehensive line of best practices and safety protocols in line with international standards which may help in reducing

any negative impacts for exhibitors and organizers. We can also work towards enabling easy temporary imports into India as well as visas for exhibitors.



There are many start-ups coming up in India in the Pharma, Bio-medical, Electronics sectors as well as advanced manufacturing technologies. How can the Indian Exhibition sector leverage the most out of the homegrown innovations and contribute to India's growth story?

India is one of the biggest and fastest-growing digital markets in the world. I am pleased to inform you that under the Start-up India initiative, we recently recognized 50,000 start-ups. This is a huge milestone and reflects the spirit of an Aatmanirbhar Bharat in its true form.

The Top five industries include IT Services, Healthcare & Lifesciences, Education, Professional & Commercial Services, and Agriculture. India has emerged as a global hub for not only unicorns but also frugal innovation over the past few years. We have added a total of 13 unicorns in the first six months of 2021 across three main sectors: Fintech, Healthcare, and E-commerce.

Start-ups that showcased their resilience during the pandemic maintained serious growth without sacrificing innovation and wealth creation. The pandemic has increased digital usage by all kinds of customers across sectors pan India. India has accelerated the expansion of the total addressable market across sectors. The country has further opened new niches in markets like Pharma, Bio-medical, and Electronics.

India's Exhibition sector can partner with Invest India to promote these homegrown innovations in their network. We can cover one unique Indian start-up and present its application to your readers every month.



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We can also start publishing content in partnership to promote other industry stakeholders to work with start-ups. Lastly, we can promote co-development through hosting grand challenges to give start-ups the funding and market access they require.

Indian start-ups have become synonymous with building a resilient India and we must do everything to promote them.



Invest India recently hosted the MSME COVID-19 Technology Showcase under its AGNI Mission focusing on critical care equipment and technologies that facilitate in dealing with the pandemic emergency. How does such a focused show encourage the MSMEs to be resilient in these challenging times?

The AGNI Mission is helping to build capabilities of the MSME sector to adopt and collaborate with India's innovation ecosystem through various initiatives including ongoing Technology Showcases with the Ministry of MSME, Development Institutes and several Industry Associations. The COVID-19 outbreak necessitated increased production of critical care equipment like oxygen concentrators, ventilators, etc., and their deployment on large scale. Addressing this need, Invest India organized Technology Showcases through which innovations from Indian start-ups helping to fight the pandemic were presented to around 100 MSME partners and industry stakeholders. The Showcase sought to build upon the following unique strengths possessed by MSMEs:

a. Knowledge of local ecosystem and availability of resources: MSMEs with their knowledge of local requirements and resource availability possess the agility to redirect their efforts to combat the COVID-19 pandemic. Moreover, MSMEs can closely collaborate with the local authorities to identify pressing demands and scale up manufacturing of the required goods and equipment.



Kindly share your views on how Indian trade fairs can contribute towards reducing trade barriers like their counterparts in Europe and East Asia exhibitions.

Trade fairs are usually industry- or sector-specific and participation in these fairs leads to marketing and promotion for businesses. These exhibitions can play a major role not only in reducing trade barriers but can also be very beneficial to both the buyer and the seller.

Europe currently has approximately 48 percent of global exhibition venues. The major reason behind the success of their exhibitions is the quality and diversity in both the venues as well as the types of exhibitions that are offered to the attendees. European fairs provide excellent infrastructure, reasonable prices, and high level of services including but not limited to logistics, catering, and accommodation.

International fairs held in India will bring together at a convenient place, potential buyers, and sellers from all over the world, and facilitate broader communication and information dissemination. This growth in B2B interactions will lead to an increase in the exchange of products, ideas, technologies, views, and culture. For the sellers, these trade fairs will create immense leads generating potential direct sale opportunities, and, most importantly, provide a cost-effective networking site. Further, it would create a level playing field for both small and big businesses, providing equal opportunity to showcase a product.

Moreover, the involvement of stakeholders, including the Government, can help in easing the discovery of barriers and hiccups in the smooth functioning of trade between nations through interactions in these trade fairs, thereby making it easier to address the problems that may exist.

These trade fairs thus enable participants and visitors to know about business opportunities, Government policies, products, and cost differentiation in similar products while providing face-to-face interactions between the buyers and sellers.



Invest India can work together with industry stakeholders to promote events through international channels, facilitate public-private partnerships for new infrastructure projects in the exhibitions space, and provide associations and companies a platform and opportunities to connect with their clients to keep the business going.



Image Source: Invest India



Your exhibition calendar for the year 2022 looks impressively chock-a-block. How do you expect the footfall of both domestic and international attendees - exhibitors as well as visitors - in those shows?

The Exhibition industry has been adversely impacted by the pandemic with the collective losses globally running into billions of dollars. The Government of India is taking all measures to reduce the spread of COVID-19 and with the ongoing proactive vaccination drive, we believe that the Exhibition industry, with its resilience, will recover very fast.

We will still need to take appropriate safety measures adhering to the Government and industry-specific norms to instil confidence amongst both the exhibitors and the visitors. Also, you can see, that during the pandemic, exhibitions became more than experiential face-to-face events but have had to evolve into an integral part of building communities and customer relations with the use of advanced technologies. By continuing to leverage this growth, in addition to things going back to normal post-pandemic, we can witness a quick recovery followed by growth in this sector. **////**

b. Technology Showcases help establish key connections with the innovation ecosystem: The technology showcases address a key gap in the deployment of emerging technologies to increase the efficacy of the MSME operational and manufacturing processes. The aim is to sensitize and showcase innovative solutions to the MSMEs which possess the capacity to quickly scale up production of the relevant innovation and hence its availability across the nation.

c. Streamline transfer of knowledge to adapt according to changing economic scenario: Adaptability is a key feature to ensure the continued survival of a business. Through the Technology Showcases, Invest India highlighted the scope for partnering with nodal agencies such as MSME Development Institutes and Industry Associations. These agencies can facilitate the adoption of flexible business models in their network of MSMEs which in turn can create a culture of collaboration with the Indian innovation ecosystem in the face of changing market dynamics.



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Rajeev Mukul

RISING TO THE OPPORTUNITY

Rightly hailed as 'the pharmacy of the world', the Indian pharmaceutical industry has played a lifesaving role for many a country in times of crisis, proving its mettle. The booming sector, hence, deserves to showcase its true worth in specialized exhibitions...

According to the Government of India estimates, India is the largest provider of generic drugs globally. The country ranks third in terms of pharmaceutical production by volume and is ranked 14th by value.

According to an IBEF report, Indian drugs are exported to more than 200 countries in the world, with the US being the key market. Generic drugs account for 20 percent of the global export in terms of volume. It is expected to expand even further in the coming years. The Indian pharmaceutical exports including bulk drugs, intermediates, drug formulations, biologicals, Ayush & herbal products and surgical reached \$16.28 billion in FY20, and the country's drugs and pharmaceuticals exports stood at \$22.15 billion in FY21 (until February 2021).

Government Support

As per the recent statement by EY FICCI for the 2020-2030 period, it is envisaged that the Indian Pharma industry will have to grow at a CAGR of 12 percent to reach \$130 billion by 2030 from \$41.7 billion in 2020. To reach that target from the current \$42 billion, the industry will require to double the last decade's growth rate of 6 percent to 12 percent. The overall growth has been driven by the industry's leadership in supplying generic formulations to markets across the globe.

The Government of India, through its various initiatives, has been promoting the Pharmaceutical sector to propel growth. 'Pharma Vision 2020' by the Government's Department of Pharmaceuticals aims to make India a major hub for end-to-end drug discovery. The Indian drugs and pharmaceuticals sector has received cumulative FDI inflows worth \$17.75 billion between April 2000 and December 2020.

Immense Growth Potential

Trade show organizers and exhibitors have opined that Indian pharmaceutical industry has immense growth potential. Throwing more light on this, Alok Suresh Sharma, Assistant Vice President, Events & B2B Pharma, CIMS Medica India, organizer of Indian Pharma Expo, says that the country's domestic market has a strong network of 3,000 drug companies and 10,500 manufacturing units. He identifies low-cost production and R&D as the sector's inherent strengths in making it competitive for exports.

According to exhibitor at Indian Pharma Expo, Rajeev Mukul, Managing Director, Zee Laboratories Ltd, "Further growth in domestic sales would depend on the ability of companies to align their product portfolio towards chronic therapies for diseases as such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers, which are on the rise."

He acknowledges the Government's steps to reduce costs and bring down healthcare expenses. "Speedy introduction of generic drugs into



Image Source: Magic Wand Media

“ Outsourcing has been the traditional method of doing business for Indian companies. In the recent years, India’s pharma companies have also begun to move up the value chain. Foreign companies are now increasingly tapping India’s growing research skills in addition to its manufacturing skills. Global pharma players can take advantage of a variety of options to maximize their investments in India.

Alok Suresh Sharma
Assistant Vice President
Events & B2B Pharma
CIMS Medica India Pvt Ltd

“ Medicine spending in India is projected to grow by 12 percent over the next five years, which may perhaps make India as one of the top 10 countries for medical spending. Growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases as such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers, which are on the rise.

Rajeev Mukul
Managing Director
Zee Laboratories Ltd

the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. In addition, the thrust on rural health programs, lifesaving drugs and preventive vaccines also augurs well for the pharmaceutical companies,” he adds.

Presenting his take on the massive growth potential of the sector, organizer of PharmaTech Expo of KNS Group, Ramesh Shah, Chairman, PharmaTechnologyIndex.com, opines that within the Pharma industry, pharmaceutical formulation and machinery have a bright future. Indian Pharmaceutical sector contributes about 1.5 percent to India’s GDP and has an increasing percentage of 9.5 points every year as the contribution to the country’s economy.

Exhibitor at PharmaTech Expo, PH Vachhrajani, Senior Vice President, Global Sales & Marketing, CADMACH Machinery, shares that even during the nationwide lockdown, the Pharmaceutical sector was functioning at a good pace to meet the medical requirements of the country. “This encouraged many entrepreneurs to move towards OSD/ pharmaceuticals manufacturing start-ups and, hence, a great number of pharma greenfield projects and expansions were approved across the nation,” he adds.

According to him, considering the ongoing pandemic situation, the industry needs to double up its production capacity to cope with enquiries and deadlines. “India has a large pool of scientists and

Even during the lockdown, the Pharmaceutical sector was functioning at a good pace to meet the medical requirements of the country. This encouraged many entrepreneurs to move towards OSD/pharmaceuticals manufacturing start-ups and hence a great number of pharma greenfield projects and expansions were approved across the nation.”

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Within the Pharma industry, pharmaceutical formulation and machinery also have a bright future. The Indian Pharmaceutical sector contributes about 1.5 percent to India’s GDP and has an increasing percentage of 9.5 points every year as the contribution to the country’s economy.

Ramesh Shah
Chairman
PharmaTechnologyIndex.com Pvt Ltd

engineers with the potential to make this happen and steer the industry to greater heights,” he notes.

The Need for Expos

According to Sharma, outsourcing has been the traditional method of doing business for Indian companies. Historically, the focus for the Pharmaceutical industry has been on lower value-add manufacturing activities such as APIs and generics, and India continues to play an important role in these segments. “In recent years, India’s pharma companies have also begun to move up the value chain. Foreign companies are now increasingly tapping India’s growing research skills in addition to its manufacturing skills. Global pharma players can take advantage of a variety of options to maximize their investments in India,” he states.

He adds, “As many pharma companies turn to more collaborative business models, Indian companies are likely to play an increasingly important partnering role. This is where expos on India’s Pharma sector play a vital role in bridging the gap between the two. Exhibitions such as Indian Pharma Expo showcase the latest trends and technologies in Indian pharmaceuticals, drugs and formulations, pharmaceutical machinery, packaging equipment, software technology, etc.”

Mukul says that participating in industry-specific exhibitions like Indian Pharma Expo provides direct access to domestic and internationally experienced pharma executives, consultants, buyers, senior procurement managers, contract manufacturers, hospital administration and decision

makers, etc. “For those looking for new supplies, building strategic partnerships, entering new ventures, or buying standard products and machines, expos will be crucial as they will always give the desired outcome,” he adds.

As per a recent statement by EY-FICCI for the 2020-2030 decade, it is envisaged that the Indian Pharma industry will have to grow at a CAGR of 12 percent to reach \$130 billion by 2030 from \$41.7 billion in 2020. To reach that target from the current \$42 billion, the Indian Pharmaceutical industry will have to double the last decade’s growth rate of 6 percent to 12 percent. The overall growth has been driven by the industry’s leadership in supplying generic formulations to markets across the globe.

Since KNS Group was established in 1971 and published ads and organized exhibitions focused on the pharma machinery, Shah has closely seen the growth of the Machinery segment of the Pharma industry from the very start. “After 90s, the Formulation segment played a key role in the Pharma sector and has been growing gradually.” The Group as PharmaTech Expo entered the Exhibition sector in 2011 and has organized 11 editions so far in various cities which have been well received.

PharmaTech Expo has been holding B2B meetings as ‘Buyers Sellers Meet (BSM)’ in the show. The meets facilitate foreign delegates to reach out to Indian suppliers and prospective buyers. “Exhibitors and visitors can meet foreign delegates on one-to-one basis and leverage the opportunity of providing their services outside the country,” he shares. ////



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Image Source: Magic Wand Media

SAFEGUARDING MEDICAL SUPPLY CHAIN

ASPAs and Messe Frankfurt India brought senior leaders and industry experts together at The Authentication Forum webinar held on June 11, 2021. Highlights...

Developing authentication methods is crucial in preventing false medicines entering public domain. Experts found themselves on the same page while participating in a panel discussion on 'Protecting the lives and Pharmaceutical supply chain during COVID-19' at The Authentication

Forum webinar, co-organized by ASPA (Authentication Solution Providers' Association) and Messe Frankfurt India.

Tackling Challenges

With the rising demand for medicines and pharmaceutical equipment to tackle COVID-19, instances of sub-standard, spurious, falsely labelled, falsified, and counterfeit medical products (SSFFC) have significantly escalated, not only threatening consumer health, but also jeopardizing public trust towards the healthcare system. Highlighting the issue, Nakul

Pasricha, President, ASPA, stressed, "Every year, the global pharmaceutical supply chain loses \$200 billion in revenue due to counterfeited drugs and other spurious pharmaceutical products."

Panel Discussions

Pasricha provided an overview of the counterfeiting issue in India with some examples of recent cases and highlighted the role of authentication solutions in combating the menace. He emphasized upon the need of building and nurturing authentication ecosystems in India and promised that ASPA would remain committed towards it. Further he pointed out that the involvement and active participation from every stakeholder is crucial to realize this dream. A lot of awareness is required at every level, be it the Government, consumers or the industry.

Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd, said that the webinar led to derivation of some insightful ideas and resolute measures to deal with counterfeiting in the Pharmaceutical industry.

During the discussion, Dr Praveen Gedam, IAS, Additional CEO, National Health Authority (NHA), elaborated on the possible benefits of a comprehensive drug registry, "The (NHA), is in talks with Centre for Development of Advanced Computing (C-DAC) to create a drug registry for India. A comprehensive registry can help tracking of drugs monitor pharmaceutical supply chain. This will not only provide consumer more choice in terms of selecting different drugs but also help us trace the origin of a particular SKU and keep proper check on those engaged in counterfeiting."

Speaking on CDSCO's initiatives to curb counterfeiting acts, Dr K Bangarurajan, Advisor, CDSCO (Central Drugs Standard Control Organisation), elaborated, "CDSCO has taken various actions to regulate the movement of the spurious drugs in India, such as setting up of additional drug testing laboratories both at Central and State level, strengthening regulatory measures by increasing the manpower.

We have also provided additional laboratory equipment to the existing laboratories and set up special courts in all states to prosecute the offenders under the Drugs and Cosmetics Act."

The panelists discussed the implementation of serialization of pharma packaging in India as a means to create a more systematic and secure supply chain.

Need a Strong Track and Trace System

Throwing light on the export-import scenario, Prabir Das, SME, Pharma Packaging, said that countries that import medicines from India have serialization as a criterion and Indian manufacturers abide by these terms. But serialization within India has not been adopted as companies by and large rely on old infrastructure. He added, "There is a need for complete packaging line automation, something which we are doing for exports, and we should also aim to practice and implement in the domestic market to create a strong track and trace system."

Subrato Dey, Deputy General Manager, Industry Engagement, GS1 India, emphasized on the importance of traceability, and said that it is important to create a strong end-to-end visibility and employ a strong track and trace system to make the supply chain secure from counterfeiters. Serialization in India is still a challenge but the country needs to make a start by doing it. Setting track and trace at least on the secondary and tertiary level will be a great stride towards this objective.

e-Pharmacies

The outbreak of the pandemic has increased the popularity of the use of technology and digital space by multiple times and e-pharma has become a popular method for procuring medicines. Addressing this, Gaurav Bhatia, General Manager - Supply Chain, Reliance Retail - Pharma, shared, "E-pharmacies form an intermediate node that links the pharmaceutical manufacturer with the consumer. Since e-pharmacies employ registered pharmacists, setting up a mechanism where these pharmacists could verify and authenticate each stock will play an effective role in filtering the spurious products from the supply chain."

Stricter Measures Needed

While most counterfeit offenses are non-bailable, the increasing number of counterfeiters every year demands more stringent response from the regulatory authorities, which means a swifter mechanism to identify and prosecute counterfeiters along with the imposition of heavier penalty.

Messe Frankfurt India and ASPA have revealed that together they would continue to provide a platform to discuss anti-counterfeiting measures across industry through the next edition of The Authentication Forum. **////**



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BREAKING BARRIERS

Women are breaking new grounds in the professional space with their holistic approach towards work along with their other strengths. Suparna D Gupta, CEO, G.S. Marketing Associates, a company known for launching highly successful international mega trade fairs in India, takes us through how the exhibition industry is embracing women leaders.





We need to believe in ourselves as that is the foremost requisite. Resilience in the face of challenges and the grit to overcome them are others. We ourselves have to strongly believe that there lies no difference between our abilities and that of men. Giving up should never be considered and despite challenges in the way, we must continue putting in our best efforts to achieve our goals.

Suparna D Gupta
CEO
G.S. Marketing Associates

Recognizing the need to advance the role of women in exhibitions, industry stakeholders are today giving women more opportunities to excel. The Indian Exhibition industry, like many other industries, is now accepting, recognizing, and rewarding the women workforce in all kinds of roles, including top positions.

This, however, was not the scenario a few years ago with a huge disparity between the two genders, more so in the leadership roles. Suparna D Gupta, CEO, G.S. Marketing Associates, shares an insider's view, "The entire mindset of our society along with the Exhibition industry has broadened and opened up towards the equality of men and women in leading roles. There is an overall acceptance of women from all the different entities concerned in the industry. The biggest proof of this is the unanimous election of Sonia Prashar, Chairperson of the Board and Managing Director, NürnbergMesse India Pvt Ltd and Deputy Director General, Indo-German Chamber of Commerce as the new President of Indian Exhibition Industry Association (IEIA).

Business Stabilization

For Gupta, who has to her credit a rich legacy of being in the Exhibition industry for more than two decades, ensuring stability was but a natural process. Any business in order to make its mark has to go through a gestation period of

development. G.S. Marketing Associates also faced this challenge of making clients understand the expected positive outcomes that they could garner by participating in Business-to-Business (B2B) and Business-to-Customer (B2C) events. "In the initial days, managing such events and vendors was a herculean task. Notwithstanding such challenges, we successfully created more than 3,000 exhibitors and a record number of targeted visitors in the pre-COVID-19 years," she adds.

Progressive Initiatives

G.S. Marketing Associates has undertaken several initiatives to empower its women workforce, Gupta says, "Our company respects women employees by according due credits to their contributions. They are encouraged to work as a team in a cohesive unit and the management considers them to be a vital part of the organization. They carry themselves with dignity and have important roles to play, especially in digital, marketing and advertising aspects of the business."



Glimpses from the India International Mega Trade Fair in pre-Covid times

Image Source: G.S. Marketing Associates



Visitors at the past editions of the India International Mega Trade Fair

Image Source: G.S. Marketing Associates

She highlights some important traits of leadership that can help women achieve goals in their workplaces, especially in the male dominated roles or industries, “We need to believe in ourselves as that is the foremost requisite. Resilience in the face of challenges and the grit to overcome them are others. We ourselves have to strongly believe that there lies no difference between our abilities and that of men. Giving up should never be considered and despite challenges in the way, we must continue putting in our best efforts to achieve our goals.”

The entire mindset of our society along with the Exhibition industry has broadened and opened up towards the equality of men and women in leading roles.

Physical Shows Must Go On

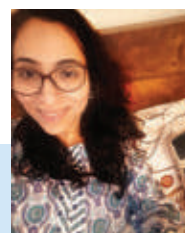
The pandemic situation has changed the dynamics of the Exhibition industry with a host of curbs and guidelines to be adhered to for physical events and the new normal being the digital ones. Gupta puts forth a

suggestion to all stakeholders to not just concentrate on virtual events during the pandemic, but they must also re-assess the situation. “Then when things get a little better, they should attempt smaller events and ensure that the physical shows are not off the hook for so long. We ourselves did five exhibitions from December 2020 to February 2021 with the support and permissions of the government authorities who were supportive to get the wheels of economic resurgence in motion,” she shares summing up. // // //



Image Source: G.S. Marketing Associates

A file photo from India International Mega Trade Fair



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Image Source: The Leela Ambience Gurugram Hotel & Residences

ACCLIMATIZING TO CHANGING WORLD

The Leela Palaces, Hotels and Resorts, commonly known as The Leela, has an unparalleled reputation of providing lavish luxury in environs that never fail to enthrall. Keeping up with the current unprecedented times, the unique brand is making all the possible changes to offer to the events and exhibition industry the perfect space, seamless service, and utmost safety it is hailed for.

Indian luxury hotel chain The Leela's journey began in 1986 with Captain Krishnan Nair building a world-class facility in Mumbai on the lines of Kempinski Hotel in Berlin. Named after the Captain's wife Leela, the chain has gone from strength to strength

establishing many more branches and becoming one of the most sought-after hotels for the Indian MICE (Meetings, Incentives, Conferencing, Exhibitions) industry. Currently, The Leela is a group of 11 luxury palaces and hotels.

Coping with Current Times

Conventionally, hotels have been the preferred venue for industry



Image Source: The Leela Ambience Gurugram Hotel & Residences

events and corporate meetings. However, the pandemic outbreak and the subsequent lockdowns' condition of physical distancing has led the event organizers to be cautious of the settings of events, prioritizing safety of the attendees over everything. The current scenario demands more flexible spaces with the ability to blend virtual and in-person events.

Varun Chhibber, General Manager, The Leela Ambience Gurugram Hotel & Residences, tells us of the measures that have been incorporated during the ongoing pandemic with the aim to adhere to the safety norms and boost the confidence of the event holders, "Flexible spaces are the need of the hour. In current times, conferences and meetings have to be spaced out keeping in mind social distancing norms and other guidelines laid by the government authorities."

Hotels and convention centers are embracing various ways where the available banqueting space can be modified to host smaller meetings with flexible seating and enough space to move around freely. Event spaces that offer multiple breakout rooms prove to be more accommodating and cost-effective. A banquet hall that has separable walls can easily accommodate gatherings as well as have the buffet set-up as part of the event layout, thus saving up on energy and making it convenient and safe for the

“ At The Leela Ambience, we are modifying the available banqueting space to host smaller meetings with flexible seating and enough space to move around freely. We believe that event spaces that offer multiple breakout rooms prove to be more accommodating and economical.”



Varun Chhibber
General Manager
The Leela Ambience Gurugram Hotel & Residences

attendees. Technology too plays a vital role to support flexible meeting spaces. Considering the number of attendees and the overall space of the venue, set-ups are possible for meetings to go virtual. Witnessing the growing necessity, The Leela Ambience Gurugram has introduced 'Plug and Play meetings', a pre-laid out set-up for on-the-go meetings with all the prerequisites in place.

Putting Suraksha First

Event planners are exploring venues that offer safety, flexibility, and technical support, notes Chhibber. "Meetings are hosted with a mix of physical and virtual audience. Therefore, heavy audio-visual requirements have been replaced with a strong IT support. Over the past few months, we have seen an emphasis on high data speed since video conferencing is not limited to expensive hardware but is convenient through multiple, user-friendly apps."



Image Source: The Leela Ambience Gurugram Hotel & Residences

“Safety remains an utmost concern for any planner. Suraksha by The Leela is a comprehensive program that ensures safety at every stage of the event. With strict protocols and standards, meetings at The Leela offer a safe environment to the guests,” he claims.

Sustainability is Another Goal

The Leela Ambience Gurugram property has been implementing sustainable best practices during symposiums and trade shows at its premises to reduce its environmental impact. Chhibber shares, “Various practices have been adopted in terms of energy conservation and making the planet green. The Leela Ambience has switched to LED lights, which not only helps save energy but also reduces the maintenance cost.”

Buffet set-ups in the banquets and restaurants are plastic-free; plastic straws have been replaced with paper straws while glass water bottles are used in place of plastic water bottles. Most of the produce ordered is local, therefore bringing down the carbon footprint.

State-of-the-art Facilities

The Leela Ambience Gurugram is known for its expansive banqueting space which is spread across 27,000 sq ft. The hotel has seven meeting rooms with smaller boardrooms. With all the meeting rooms on the same floor, meeting planners are not restricted to cut down on the gathering. Meetings for bigger gatherings are possible at the hotel with a limited number of attendees divided by the multiple venues situated on the same floor. Chhibber elaborates, “Skydeck is the only outdoor venue in the city that overlooks the vast greenery of the Rajokri forest. It is extremely spacious, which is important considering the current times, and a scenic and rejuvenating venue for events.”

Considering the number of attendees and the overall space of the venue, set-ups are possible for meetings to go virtual. Witnessing the growing necessity, The Leela Ambience Gurugram has introduced ‘Plug and Play meetings’, a pre-laid out set-up for on-the-go meetings with all the prerequisites in place.



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CREATING LEADERS OF TOMORROW

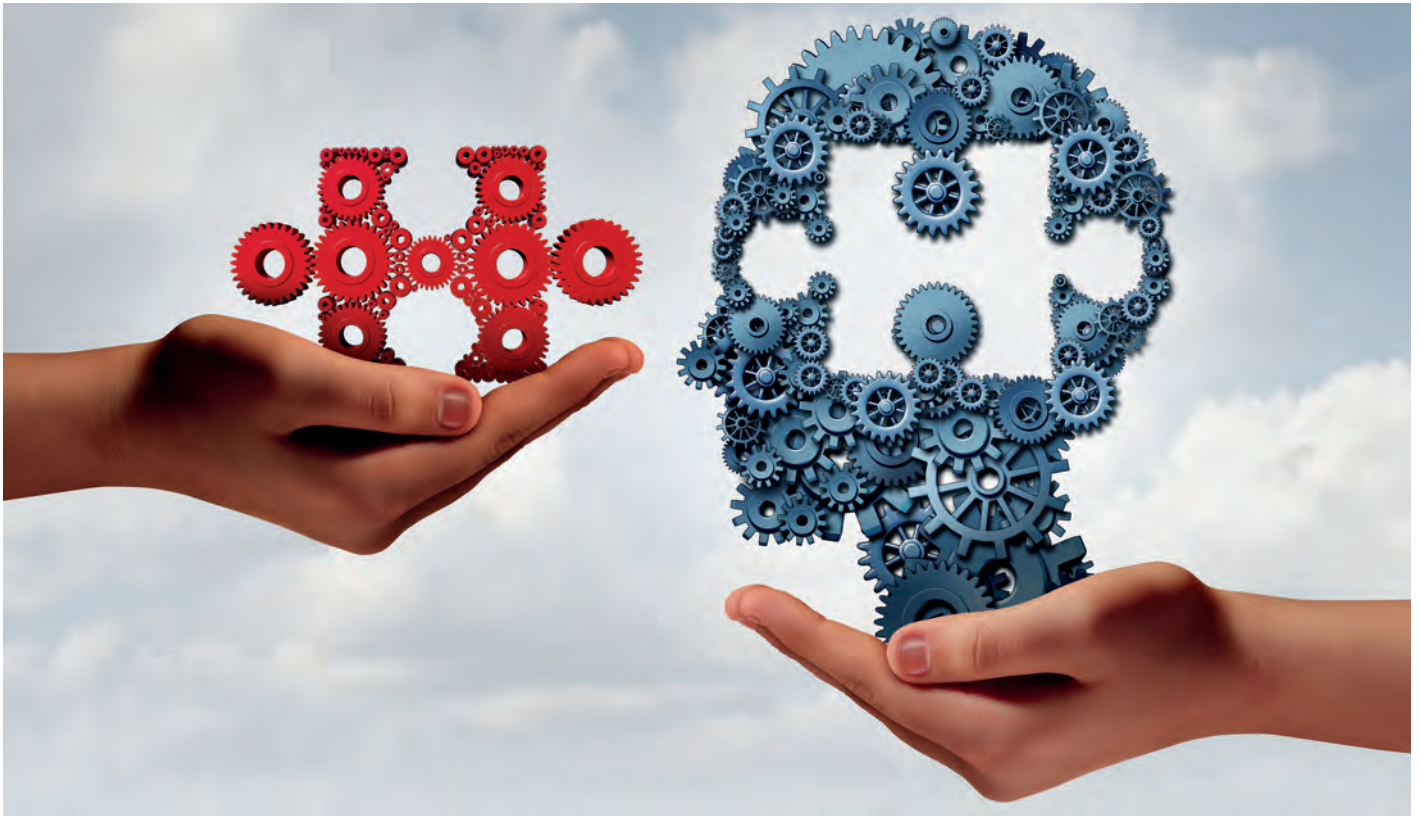


Image Source: Magic Wand Media

Indian Exhibition Industry Association (IEIA) has launched the Young Professionals Program with the aim to nurture and support talent development across the Exhibition sector in India. Read on to know more about the initiative that focuses on grooming future-ready leaders.

Through the Young Professionals initiative, IEIA endeavors to prepare the future leaders of the industry by providing them with meaningful handholding and mentoring support by the stalwarts of the industry. The program onboards the aspirants on an incredible journey of professional development that can help them unleash their career potential through learning sessions by the industry experts.

Special mentoring sessions are held on diverse topics related to the Exhibition sector every month to support the professional development of the aspirants. Another important aspect of the program is to provide a platform for peer-to-peer

networking that enhances the opportunities of knowledge exchange among these professionals. Professionals associated with the Exhibition and Events sector who are under the age of 35 years are eligible to register themselves as Young Members of IEIA.

A Win-Win Situation

The last session mentored by Nabeet Ganguli, Chief Marketing Officer, Informa Markets in India, in a webinar 'Customer Orientation: Driven by Culture & Data' on May 29, 2021, focused on how talented young leaders can manage key roles with great success.

Ganguli believes that mentoring is essential in today's fast-paced world. "The business world is dynamic with a continuous stream of disruptions and transformations. These change the entire ecosystem including the behavioral patterns of our valued customers and stakeholders. It is essential to understand these transformations, and how they can go on to impact every aspect of the business world in the upcoming years," he states. He adds that with years of experience, mentors are able to pick

“With years of experience, mentors are able to pick the grain from the chaff and pinpoint exactly what is of essence, which proves valuable for young professionals who can adapt with speed.”

Nabjeet Ganguli
Chief Marketing Officer
Informa Markets in India



“A skill cannot be exclusive or relevant forever. We have to be proactive enough to realize when a particular skill gets useless for our stakeholder, and to replace it with better skills, as everyone has the capacity to master only a few.”

Ujjwal Gupta
Head - International Sales and Business Development
Big Logistics India Pvt Ltd



the grain from the chaff and pinpoint exactly what is of essence, which proves valuable for young professionals who can adapt with speed.

“Besides, it is also an extremely gratifying proposition for mentors to be able to interact with younger professionals because they bring with them the energy and freshness which adds to the mentor’s knowledge and perception. A win-win situation,” he adds further.

Applauding IEIA’s initiative, Ujjwal Gupta, Head, International Sales and Business Development, Big Logistics India Pvt Ltd, one of the participants of the program, says, “It was an intuitive, thought-provoking, and engaging session for the Exhibition industry professionals like us. With his experience of collecting data and converting it to useful insights at an internationally reputed firm, the lessons Mr Ganguli passed on regarding data privacy, engaging customers, designing briefs and questionnaires, tracking customer behavior on social media platforms like Facebook and Instagram were highly beneficial and well explained. Such lessons hold prime importance in digital marketing.”

Getting Equipped with New Skills

Upskilling and re-skilling is another area that professionals are focusing on and where companies are not thinking twice to invest in for expanding their employees’ capabilities. Ganguli identifies it vital for every professional these days. “We are in the midst of a hugely transformative world fuelled by the power of technology. Adding new knowledge to the corpus of what we already know and unlearning to learn again is intrinsic to today’s job market to keep pace with the reality of the business world. Even these last one and half years of the pandemic have taught us that,” he adds.

“It is great to see the different avenues of increasing one’s value proposition with the plethora of intensive trainings, courses and mentoring available these days,” he notes.

Gupta concurs, “For being relevant in today’s world, and to offer products in order to keep our customs engaged, it is highly important to upskill.”

“Just as it is important to keep unlearning, it is equally important to keep refreshing the core set of skills that we have. A skill cannot be exclusive or relevant forever. We have to be proactive enough to realize when a particular skill is useless for our stakeholder, and to replace it with better skills, as everyone has the capacity to master only a few,” he rightly points out. ////



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Virtual Graduation Ceremony of the 5th CEM Batch

IEIA is organizing the graduation ceremony of the 5th Certified in Exhibitions Management (CEM) India batch virtually on July 01, 2021, after the Young Professionals session. During the session 24 graduates will be felicitated in the presence of IEIA Executive Committee and Members. IEIA has an agreement with International Association of Exhibitions & Events (IAEE) to run this program in India for the mid- and senior-level professionals associated with the Exhibition sector. The course facilitates in-depth learning of all aspects related to exhibitions management through a program spanning over eight days focusing on eight different modules.

Upcoming Young Professional Program

Date: July 01, 2021	Topic: Changing Dynamics of Sales	Speaker: Stephan Murtagh, The Exhibition Guy
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OFFERING THE RIGHT MIX

All Image Source: JECC

Read on to discover how Jaipur Exhibition & Convention Centre (JECC) is making exhibitions even more attractive by taking its effectiveness to the next level with smart planning, designing, and structuring...

The pandemic has undoubtedly been a big disruptor in organizing in-person events in India. We are walking into a new space where we witness the gap between physical and digital events getting bridged.

Located in the Pink City, Jaipur Exhibition & Convention Centre (JECC) is spread over 42 acres, its sprawling versatile spaces built in striking contemporary design is famous for holding exhibitions, conventions, corporate events, weddings, award ceremonies, and sports events in its majestic grandeur.

The JECC campus has two state-of-the-art exhibition halls with a combined column space of 20,000 sq mt and a convention center featuring a ballroom and 14 meeting venues split across two levels. The facility also has open air venue options that include a massive lawn and an expansive outdoor exhibition area of 85,000 sq mt. JECC is also cementing its position in the MICE market as a coveted destination by building a 241-room five-star hotel in its premises. As it offers end-to-end event planning and management services, the venue is sought after by organizers for shows to be held in Jaipur.

A Popular Venue

Over the years, the convention center has hosted some of the biggest international and national events such as the Great Indian Travel Bazaar, Resurgent Rajasthan, India Stonemart, the VASTRA - Textile & Garment Fair, Jewellers Association Show, Jaipur Jewellery Show, Global Rajasthan Agritech Meet, and many more. The Government of India and the Government of Rajasthan have patronized JECC for many of their



events. Leading industrial bodies such as FICCI, CII, RIICO, etc. have also held their flagship events in JECC. Several big-ticket shows including GJEPC, APICON and DERMACON are in the pipeline.

Ease of Doing Business

Sumit Joshi, Head, Marketing & Sales, JECC, reminds us that location, layout, parking, capacity, accessibility, services, amenities, and a friendly environment are all important for successful trade shows. The process begins with the booking of a venue and then all other things follow.

He adds, “Till date, we have hosted over 100 international and national events and most of them are repeat clients which strengthen our services and boost us to serve them better every time they visit. We have trained staff

“On an average, every year in India, more than 1,000 international and national trade fairs, conferences and events take place with a healthy tourist inflow. If we can club ‘Work with Fun’ and ‘Business in Leisure’ together, then we will pump our economy and strengthen our industry.”

**Sumit Joshi, Head
Marketing & Sales
Jaipur Exhibition & Convention Centre**





for dedicated services for smooth functioning. We also organize pre-meeting with our clients and the team to understand their requirements and fill the gap, if any.”

A Destination of Choice

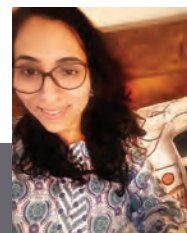
Joshi identifies providing best services as the key factor for JECC in building its market value and enhancing its brand. He says that the team ensures that all organizers are fully satisfied with their efforts and if they retain an event, then it is considered to be a reward. “On an average, every year in India, more than 1,000 international and national trade fairs, conferences and events take place with a healthy tourist inflow. If we can club ‘Work with Fun’ and ‘Business in Leisure’ together, then we will pump our economy and strengthen our industry,” he adds.

According to Joshi, though Tier I cities are a preferable destination for show organizers, the Tier II cities also have huge potential in terms of market. Of course, it requires a lot of research, exploration, development, and execution to hold any event successfully.

Safety First

Talking about the pandemic and the necessary precautionary measures, Joshi shares that JECC follows all the SOPs laid down by the Government for the MICE industry. “We strictly learn, train, and follow every step to make our colleagues, friends, stakeholders and clientele remain healthy and safe during their stay at JECC and all events here are primarily ‘Safe Events’,” he concludes. **////**

“Location, layout, parking, capacity, accessibility, services, amenities, and a friendly environment are all important for successful trade shows. The process begins with the booking of a venue and then all the other things follow.”



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Image source: Magic Wand Media

COMBATTING THE CRISIS TOGETHER

The following article is a revelation of leadership and anti-crisis strategies of the companies that lead the world market of exhibition services conceived to meet the COVID challenges.

The Exhibition industry is one of the most dynamically developing economic domains in the world because exhibitions, conventions and conferences become fully-fledged participants in the global economic development of any country.

In addition, one has to note that they are distinguished by a high degree of digitalization and penetration of the tools and methods of the digital economy.

The industry turns out to be an enticing research area in the sphere of leadership due to its unique ability to quickly adapt to the changes and challenges of the external environment.

Leadership, Digitalization and Strategic Priorities

About 31,000 exhibitions are held annually around the world. There are over 4.4 million exhibits and more than 260 million visitors. According to the report 'Top 20 exhibition organizers: the global ranking' provided by AMR, the leading consulting agency in the global event industry, the leading positions in the industry in terms of revenues and M&A activities remain unchanged. The company Informa Markets retains its first-place ranking, followed by Reed Exhibitions, while Messe Frankfurt concludes the top three.

Priority 1 – 'Glocalization of events' – a

trend of globalization that manifests itself in the way production, services and consumption of universal goods adjust themselves to the specifics of local markets. The trend involves starting such processes at regional enterprises based on interregional cooperation. It means that new kinds of

activities must be added to the range of traditional products and services in the Exhibition industry; a special focus must be made on cross-sector initiatives to create an optimal number of links between the exhibitors and visitors and the external environment. It will increase the number of event stakeholders and integrate it with the regional, national, and global products and services.

It should be noted that this trend is the object of scientific research in the industry and is effectively implemented by Exhibition companies.

Priority 2 – 'Digitalization and hybridization of events' – represents new hybrid 'dual' formats of events accompanied by all types of digital technologies and Artificial Intelligence. The implementation of 'dual strategies' in the course of exhibitions, fairs, and seminars should become the new norm: any event should be equally represented both in real-life and virtual formats. This strategic direction is developing very fast

because hybrid event forms make it possible to bring consumers as close as possible to manufacturers and markets, and boost the number of exhibition participants.

The strategic priorities stated above require 'proactive' changes on the part of all players in the struggle for leadership on the market of exhibition services.

Informa Markets Leadership Strategy

Informa Markets is actively using the strategy of 'Glocalization', i.e. for each direction, a different approach is chosen, which takes into account the specifics of a particular region (country) to display local brands. For example, as part of the Health & Nutrition division, which includes popular brand names such as Natural Products Expo, SupplySide and Food Ingredients (FiNA), Informa Markets has launched MarketReady Insights, a digital consulting platform that enables start-ups or companies approaching the US market for the first time and interested in promoting their local or national brands in the US market,

to get expert advice on regulatory issues related to entering the market, expanding their business, supply chain security or contract manufacturing, certification, digital marketing and advertising their products in the United States. As part of the MarketReady Insights platform for small businesses, acceleration programs launched by Informa ensure product labelling in accordance with the requirements of the American market.

The case clearly demonstrates why Informa Markets is a leader

and continues to increase its profits during the COVID crisis: the company's strategic goal is to scale and strengthen its geographic spheres of influence by providing a unique opportunity for small, medium and large businesses at advantageous conditions to develop new markets for their products and services.

Reed Exhibitions Leadership Strategy

In addition to exhibition projects, Reed Exhibitions implements independent digital projects such as Imbibe, InfosecurityMagazine and Retail Design World, which offer additional benefits for the company's clients from among exhibitors, participants and event visitors. For example, the Imbibe web portal is a niche virtual international online platform for festivals, workshops, conferences dedicated to the world's leading brands of spirits.

The digital interactive service InfosecurityMagazine was launched by the company back in 2014. During the COVID-19 pandemic, InfosecurityMagazine became a consulting assistant for the company's clients on creating jobs during the period of remote work. In addition, the service provides clients with solutions for corporate information security and warding off cyber risks during the period of remote work of employees, as the number of hacker attacks increased significantly during this period. Another digital service called Essential Retail during the COVID-19 pandemic provided the company's clients with recommendations for the safe opening of retail stores, agencies and restaurants after quarantine measures are lifted through a series of online webinars, virtual round table discussions with experts in medical,

New kinds of activities must be added to the range of traditional products and services in the Exhibition industry and a special focus must be made on cross-sector initiatives to create an optimal number of links between the exhibitors and visitors and the external environment.



Image source: Magic Wand Media

financial, legal and other aspects of work of retail companies.

CFTC Leadership Strategy

Despite the gravity of the situation with the pandemic in China and around the world, China Foreign Trade Centre (CFTC) managed to effectively conduct all the scheduled events starting as early as April 2020.

CFTC has created a comprehensive virtual platform of the international level called 'Smart Canton Fair'. It has been under development since 2016. Due to this work, the 127th China Import and Export Fair (commonly known as the Canton Fair) scheduled for June 2020 was not canceled, but successfully held online with minimum yet profound preparation of two months. Smart Canton Fair united a record number of wholesale buyers from 217 countries and regions. The fair aimed to promote goods Made in China and familiarize global consumers with Chinese brands. About 26,000 Chinese and overseas exhibitors uploaded nearly 80,000 products online in text, graphics, video, and 3D, showcasing high-tech, multi-profile products made in China.

During the virtual exhibition spanning 10 days, exhibitors showcased their products 24/7, and got many inquiries and orders from all over the world. Chinese plants, factories, workshops, warehouse centers for finished products managed to broadcast footages about production, storage, and logistics of their goods in real time. The average amount of video content from businesses was around 1,300 streams per day.

Conclusion

All in all, the research and the case studies focusing on the global leaders in the sphere of exhibition services enable us to posit that many of them adhere to identical strategies. Their primary goals include the intention to scale up their activity and strengthen their geographical and sectoral market positions by increasing their performance and output, applying the strategy of organic growth or its alternatives, by expanding the production of exhibition services due to takeovers and mergers.

While setting their second-order goals, the market leaders display proactivity, try to detect new trends and enter creative synergy with all the parties involved – exhibitors, participants, visitors, subcontractors, and suppliers. Such an approach enables the leading companies in this sphere to review and redesign their activities through diverse collaborations with different stakeholders and adapt their products to new challenges. **////**

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Image Source: Magic Wand Media

MAXIMIZING ROI VIRTUALLY

The following list of virtual event sponsorship ideas can be of immense help for improving investment returns...

The principle of sponsorship remains the same as during physical events, but during virtual events, the advantages for sponsors are laid out on the digital event platform. Let us look at how sponsors and exhibitors can be ensured of maximizing their Return on Investment (ROI).

Demonstrating the Impact of Virtual Event Platforms

The emergence of the all-in-one virtual event platform gives planners a wide variety of services and features to offer potential sponsors. It is a relatively new space and not many people even know what a virtual event platform is. Hence, the first step to securing virtual event sponsorship is to make sure that potential collaborators know what is out there. They must be educated about all-in-one virtual event platforms, a major leap forward in the world of remote exhibitions, conferences, and shows. From sponsor profiles to AI-enhanced matchmaking tools, to live



According to data from over 460 virtual events, as much as 60 percent of leads generated come directly from the sponsored sessions on an event's schedule.

exhibitors shows that booths are the best place for closing business deals, second only to sponsored sessions on the event agenda. So, the virtual stand must be attractive, immersive and spark curiosity. The easiest way to do this is by hosting an event on a comprehensive virtual event platform – one built with the sponsors and their prospective leads in mind. Having a curated profile on a platform shared by an event's attendees and exhibitors, a sponsor can easily showcase their brand messages, products, and presentations.

Offering Sponsored Sessions in the Package

The most direct way for a sponsor to make an impact on an event – virtual or physical – is to host sessions with virtual exhibitors, and for their target audience. Whether it be a roundtable, live stream, or pre-recorded on-demand presentation, sponsors can tailor and brand any given session to meet their every need. According to data from over 460 virtual events, as much as 60 percent of leads generated come directly from the sponsored sessions on an event's schedule.

Some examples of such customization include placing a sponsor's logo in the corner of the presentation screen, playing a sponsored ad just before an event begins, and curating shout-outs from virtual exhibitors.

In addition to putting sponsors in touch with exhibitors and audience members who could be potential clients, virtual sessions also offer an invaluable branding platform. For well-built virtual events, such sessions can see thousands of active users.

analytics, and inclusive services such as onboarding emails and polls – all the scattered virtual event tools supporting limited gatherings across the internet come together on comprehensive platforms. Sponsors must be introduced to a platform built to meet their every need and to the more profitable and connective features of the virtual events world.

Training Sessions for Sponsors

The biggest mistake an organizer can make is to neglect training their sponsors and exhibitors on the platform. To set sponsors up for success, they must be trained on an all-in-one virtual event platform. For an increased performance, a platform with in-depth analytics must be opted for so that sponsors can improve how they approach an event and promote themselves from one event to the next.

Customizable Virtual Booths

To convince anyone to invest money in an event, they need to be ensured that it will go towards growing their business. To do that, planners must also guarantee that sponsors are accessible and, in a position to represent themselves with style. A recent study on virtual



Image Source: Magic Wand Media

For Strategic Branding and Visibility

While virtual sessions offer event sponsors one area for logo placement and brand promotion – the landscape of an all-in-one virtual event platform features much more. Building off the tried-and-true methods of sign hanging and brand messaging throughout a physical space, sponsors can deck out a digital one too. As virtual event platforms and forward-thinking planners build larger and more engaged audiences, branding in these spaces will become harder and harder to come by.

Offering Augmented Visibility on Communications

Branding within the platform is not the only place that is strategic for sponsors. What about the organizer emails, social media posts and other communications that bring the attendees onto the platform? Consider offering augmented visibility on communications as a paid add-on in virtual event sponsorship packages. The pre-event period is the most lucrative for gaining maximum visibility among attendees, so the weeks leading up to the event in sponsors agreements must be emphasized on. Logos and banners on emails, social media takeovers, sponsored posts and even a pre-event fireside chat or eblast can offer valuable exposure to sponsors.

Happy Hours and Meetups for Networking

Presentations, talks, and formal events are certainly great for sponsors, but so are casual gatherings. Holding a space for conversation and relaxation is as important to a virtual event as it is for a physical one. When planners set up clients with an event platform that can host sponsored happy hours and meet ups, they are giving them a powerful tool for branding and networking. Meeting qualified leads and real potential customers is becoming easier and more efficient online, especially with the help of AI-powered platforms.

Maximum Visibility for Exhibitors

Like an exhibition hall, the online marketplace is a page full of customized, colorful and visually appealing booths where sponsors can share product and services, job boards and other resources. Hence, exhibitors must be encouraged to upload videos and images, both of which are more engaging than plain text, and MCs and ads must be used to direct attendees to the marketplace during their free time.

AI for Virtual Networking

Virtual event planners run into a lot of skepticism when estimating just how profitable an event online can be. Sponsors who have had success for years, and in many cases decades with backing in-person gatherings often have more trouble seeing the upside of moving things either partially or completely online. However, to find those sponsors and ensure their return, it is important to show them what is available

on virtual platforms, because that is where the most in-depth reporting and advanced tech lives. There is the new emergence of artificial intelligence (AI) in the events world. Sponsors must, therefore, know that they can take advantage of the educated connections available with an AI-powered platforms.

Equipping Sponsors with Tools to Generate and Track Leads

On top of the benefits of automated lead generation that come with virtual event sponsorship is a well-built platform that makes it easier to keep track of contacts and follow up. By scanning badges and business cards and collecting contact details on an app, a virtual event sponsor can build a ready list of qualified leads. They can categorize these contacts by their qualifying information with notes and tags, and then share that information with their team. This sets the stage for a streamlined engagement campaign. Taking advantage of automated follow-ups increases the speed of sales and ensures that no potential customers slip through the cracks.

Meeting qualified leads and real potential customers is becoming easier and more efficient online, especially with the help of AI-powered platforms.

Gathering analytics can be used for matchmaking campaigns and to inform sponsors on the reach and effect an event had on its audience. Taking all of this into consideration, anyone who has invested in the success of a virtual event can maintain a detailed understanding of their ROI, as well as their performance, and how they compare to everyone else involved.

Virtual event planners need to make sure their sponsors know that this information is fast becoming the standard. Ensuring they get to work on a platform that delivers detailed reports on ROI is highly crucial. **////**

The key takeaways are excerpts from a thought piece produced by Swapcard.



NOW IS THE TIME

A deliberation on the current state of affairs and the restorative actions that can lead the Exhibition industry and its stakeholders to a better place...

Today, the Exhibition industry finds itself at the crossroads, not knowing which way to take. Physical exhibitions and events are still in a grey space. No one knows by when they can resume or whether we will ever return to the activity levels of 2019. While fear and uncertainty are prevalent all over the industry, it is high time that we took stock of our individual situation and planned.

Admitting that a problem exists is often the first step towards taking a remedial action that comprises coming up with a business model that can benefit each one of us uniquely.

The Biggest Problem

In my opinion, the biggest issue causing tension and turmoil is the cashflow. No other issue impacts us as much. We have typically worked in a collateral free bank loan environment where we burn ourselves for 11 months and earn in the 12th month. The fear of running out of cash is our biggest worry, something that we should seriously think about to keep it at bay. As the head of an organization, you cannot wait and watch depletion of cash reserves. Hence, the need is to act right away.

Steps to be Taken

To begin with, each one of us need to find alternate avenues for cashflow generation. Then ask ourselves questions such as: why do we organize exhibitions in the first place and what is the biggest asset of an exhibition organizer? We organize exhibitions to generate buyer leads for our exhibitors and the database of quality buyers is our biggest asset.

Then involve your team members to get the right answers to some other questions such as: if we cannot organize physical shows, are there any other options where we can help our exhibitors in generating business leads? Can we create a system for monetizing this alternate lead generation? Will this happen by virtual shows? Can we do tele-marketing on behalf of our exhibitors and give them leads? Can we do digital marketing for them?

Another important step is reaching out to exhibitors. Each one of us now should be talking to our exhibitors and finding out how we can help them in doing their business better by generating buyer leads. If an exhibitor shows interest, you do have your inhouse teams of tele-marketers who can surely assist your exhibitor in finding a distributor in Agartala or Abu Dhabi or Addis Ababa as per his mandate.

You have a team of under-worked resources, sitting at home, trying to be useful, and yearning to contribute and make an impact. Put them to use. Do a team meeting and ask how each one can contribute. You will be amazed at the responses and excited with the plethora of ideas the team may throw at you.

Changing tacks

If you think you cannot adapt to the New Normal and want the life to go back to 2019, then it is better to change tacks. There is no guarantee of when or how or where physical exhibitions will start. The more you dig deep in the cashflow hole, the more difficult it will be for you to come out of it.

In our lifetime, we have seen media publishers become exhibition organizers, exhibition organizers become venue owners and venue owners become F&B suppliers. The spirit of entrepreneurship will make winners out of all those who wage a well-considered bet into the unknown.

If you really want to change the course of your direction, do it now. Sooner, the better. Pay all the unpaid dues, clear your liabilities. Start on a clean slate. Also, inform your team members in advance. They have spent their lives in your company. Help them find new jobs and give them good references. Your goodwill in the industry matters the most. You will be known and recognized by that. **////**

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Image Source: R.E.Rogers

TIDING OVER CHALLENGES

Following is the account of the challenges encountered by R. E. Rogers India in the ongoing COVID-19 phase and its efforts to surmount them with an indomitable spirit.

With offices in most major cities in India including Delhi, Mumbai, Bangalore, Hyderabad, Chennai and Goa and abroad, R. E. Rogers India Pvt Ltd (RERI) is a well-known name when it comes to handling exhibition cargo. Incorporated in 1986, the market leader has been providing services to support international exhibition organizers, governments, trade associations and exhibitors and event managers throughout the world.

Keeping the Work On

Hit by the COVID-19 slump, followed by social distancing and a nationwide lockdown, the Exhibition industry was experiencing major impacts. For RERI, it was challenging to keep the financial wheels turning during the lockdown period due to less revenue churn. It started approaching more and more clients for handling their local and general freight enquiries. Although the exhibitions were at a standstill, it kept working on the exhibition data and resources available. The company extracted the details of the last 5 years' assignments and shared the feedback and other relevant information to its overseas partners to complement past business and enhance future sales. It approached organizers to check the status of the shows and engaged with them for periodic updates.

The work was no more divided as per the departments now. The sales, marketing and operations staff were together in everything. All services related to sales, communication, delivery, invoice generation from the accounts team and payment follow-up became a single person's assignment. This way evaluating revenue generation became easier. Online meeting platforms such as Zoom were used in setting up meetings with the clients and team members. Closely following up on shipments and customer requirements, updating daily activities to the clients, and

offering competitive pricing were some of the ways RERI retained clients and continued to stay robust in the market.

Challenges Encountered

It was not easy for the company to generate revenue all of a sudden from a stream which was rarely used before. Though it had a database of the clients who regularly carried out import/export trades, the pandemic situation highly impacted the demands and supplies and, hence, the trade. It was difficult to obtain business from the clients as they too were facing the financial crunch. Another challenge was the price factor. As all the businesses were already going through financial issues, holding a nominal margin in the business was also a difficult task. Moreover, the market already had enough CHAs who have been undertaking import/export/freight forwarding activities for a long time. The challenge was to stand out amidst the competition.

In High Spirits

With all the challenges abound and of all nature, the team did not lose its spirit and stood together to face them and come up with solutions. The management played a vital role in building the morale of the team. The leaders' relentless motivation in the face of the crisis brought in the much-needed enthusiasm among the employees, leading to their increased efficiency and productivity.

Hope in Adversity

The challenges to survive in the current circumstances are still on for RERI. However, each one continues to give their best, the outcome of which reflects in its day-to-day activities.

Understanding the competition in handling general freight has helped the company to strive harder for customer satisfaction. Along with the supply chain business and general freight, it is already working on the exhibitions calendar on the worldwide events and other prerequisites for handling trade shows. With the new style of work delegation among the staff, the entire team has become close-knit and empathetic towards each other. **////**

Challenge:

With all the events across categories postponed or cancelled in the wake of the corona virus outbreak and nationwide lockdown, it became extremely difficult for RERI to make its ends meet.

Solution:

- The company kept working on the available exhibition data and resources.
- Closely following up on shipments and customer requirements, updating daily activities to the clients and offering competitive pricing were some of the ways RERI retained clients and continued to stay robust in the market.
- Digitalization was brought in to creatively change the business model for the better.
- Work was no longer divided as per the departments.



Image Source: Bangalore International Exhibition Centre

TURNING WASTE INTO RESOURCE

Nisarga, a BIEC initiative, addresses the perennial issue of waste generation during events and exhibitions and aims to work towards sustainable waste management with a series of actions.

India's first LEED Certified Green Exhibition and Conference Facility and an initiative of Indian Machine Tool Manufacturers' Association (IMTMA), Bangalore International Exhibition Centre (BIEC) is one of its kind and among the largest in the country.

Since its inception, the exhibition center has been focused on implementing best practices in exhibitions with a strong emphasis on sustainability.

Need for Environment Protection

The team at BIEC was concerned about the amount and different categories of waste generated at the venue and its improper handling that could cause serious hazards to the environment as well as living beings. It had to come up with sustainable solutions to bring in a progressive change that best suited its vision and create a benchmark in the Exhibition industry.

The team analyzed the situation and shortlisted the issues:

- Improper management of wastes
- Poor awareness on waste management
- Inadequate space for waste disposal
- Lack of housekeeping/waste management team.

Stage-wise Execution

Some of the categories of the waste generated included paper cups, tissues and other paper, brochures, disposable cutlery, low-density plastic covers, wood, mats, and dust.

The team came up with a strategy that included – keeping the exhibitors informed on minimizing waste generation; including a clause in the contract to adhere and follow procedures

in line with the waste disposal guidelines; and informing on waste segregation at various points across the campus.

The plan was implemented in three stages: set-up, exhibition and, dismantling. The sources of the waste included Halls 2, 3 and 4; common spaces; and the food court. The waste was collected through tipper vehicles, bins, and waste disposal kiosks, respectively. Hall 5 was made the aggregation and segregation point. The wet waste from the food court was taken to SZW (Saahas Zero Waste) Unit. Onsite composting of the wet waste was arranged. The dry waste including LD covers, paper, thermocol was taken to MRF (Material Resource Facility) and that of wood was taken to authorized recyclers. Dust and other rejects were stored and taken to authorized landfills. With this process, 18.53 tonne of waste was collected in 324 man-hours just at the set-up stage. Waste weighing 9.16 tonne was collected in 900 man-hours at the exhibition stage. The dismantling stage saw 36.8 tonne of total waste being collected in 333 man-hours. **////**

Challenge:

To bring in formal waste management processes for exhibitions to reduce, reuse and dispose of their waste.

Solution:

- IMTMA and the waste management team educated exhibitors and stall builders;
- Awareness was provided to the exhibitors through various means;
- Temporary set-up done at BIEC premises for collection, aggregation, and segregation of waste.

Benefits:

The outcome of this initiative, which started in 2018, has been phenomenal.

- There was 38 percent reduction in total waste generation from 2019 to 2020.
- Waste diverted from landfill amounted to 59.3 tonne and 34 tonne was the carbon emissions saved.
- Other initiatives such as the use of recycled and prefabricated wood and recycled carpet for in-house use have been brought in.
- Increased visitor support for segregation at source, especially at food courts, during the show was a key change seen in the behavior.
- Waste segregation at source has been a major impact.
- A significant number of people from the bottom of social and economic pyramids were assigned to IMTEX FORMING 2020 and social benefits (PF, ESI, Bonus) were paid to SZW staff assigned to IMTEX.
- With formal waste management processes in place, minimum wages were paid to the labor (not on SZW payrolls) for loading and unloading.
- Recycling led to newer products – waste paper became recycled paper; plastic, recycled plastic items; tetra paks, chipboard; wood, briquettes.



Image Source: Shivom Management Services

FOR ENHANCED CUSTOMER SATISFACTION

Shivom Management Services understood the importance of customer engagement in trade exhibitions and implemented strategies to achieve it and reap benefits.

Shivom Management Services has served as the marketing and on-ground execution partner for numerous events over the last three years. The team, which has a combined experience of over 12 years in the industry, highlighted the issue that the industry over the last five years has been facing low exhibitor and visitor retention, low exhibitor satisfaction and ROI, and reduced buyer interest towards trade shows.

To combat this, the team thought of some key customer engagement strategies in trade exhibitions including road shows/pre-event networking events; PR interaction with media key decision-makers pre-event and during the event; social media digital marketing of the expo along with the development of an online interaction forum pre-event, during the event and post-event; onsite VIP buyer or key decision-maker meetings with exhibitors including invitation to RSVP management, logistics to the final meeting, booth to booth meetings or onsite B2B meetings in a pre-fixed area; online direct meetings between buyers and sellers that are monitored meetings with business conversion incentive; onsite online event gamification for enhanced interaction between buyers and sellers.

Case in Point

At ELECRAMA 2016 and SWITCH GLOBAL EXPO 2016, the team, as a customer engagement strategy, held pre-event road shows and networking events for physical interaction.

The target was to inform the target audience (visitors, partners media) about the event and its key highlights; allow networking between organizers and the various stakeholders to enable idea sharing, pre-planning and bookings; create excitement among the participants about the upcoming event; and allow the participants to gather more information from organizers

as well as target buyers about the expectations of the market from a sourcing perspective.

The team executed the above by holding multicity communication events, branding and promoting the events to city-specific partners, exhibitors and buyers; a flow of the events was created with panel discussion topics to create engagement and interaction with the attendees; communication was facilitated between the attendees and the organizers via games, question sessions, exhibit tables etc.; surveys were taken of all the attendees and discussions were held among them regarding the industry; and the attendees were rewarded on social media platforms to maintain post-interaction.

There was a significant impact of the customer engagement strategies implemented including:

- Interest was created among the audience, exhibitors and visitors prior to the events;
- Industry-level discussions were held before the events;
- Audience's needs could be understood through their comments, likes, discussions/lack of discussions, and direct chats;
- Increased excitement and anticipation among exhibitors;
- Enhanced interaction and discussions between stakeholders;
- Increased brand involvement of all stakeholders.

The outcome was:

- 12 successful city shows with approximate 200 attendees per event and 30 media per event
- 16 panel discussions and 12 press conferences
- 30 percent increase in social media posting and followers. **////**

Challenge:

Shivom Management Services acknowledged the issue that the industry was facing low exhibitor and visitor retention, low exhibitor satisfaction and ROI, and reduced buyer interest towards trade shows.

Solution:

The team thought of some key customer engagement strategies the effective implementation of which led to:

- Focused business interaction between the buyers and sellers (exhibitors);
- Brand penetration and brand value enhancement for the exhibitors leading to valuable networking;
- A platform for learning, interaction and business decision-making, increasing the business deliverables and value;
- Exhibitor meetings with direct decision makers, fast-tracking the business development cycle – enhanced ROI for exhibitors;
- The exhibitors could better understand the buyers' needs and their decision-making pattern for integrated business enhancement;
- Enhanced exhibition experience and overall customer satisfaction;
- Increased exhibitor and visitor retention rate - hence the brand loyalty towards an exhibition and its organizer.



Image Source: Viva Track

EXPLORING OPPORTUNITIES

Viva Track had just seven hours to start work on an event that the entire country was fixated on. With not much information and hardly any database, the company was pitted against a sea of challenges, surmounting which led to endless opportunities...

A prominent player of the Event and Exhibition industry for around 18 years, Viva Track has, over the last decade, progressed to provide market leading and customized all-in-one solutions for the events technology and onsite registration management.

Namaste Trump Event

With its core strengths being Government summits, trade shows and medical conferences, the company was approached for providing its services for the Namaste Trump Event. Otherwise, a golden opportunity, it was an intimidating affair for the team since it was given a mere seven hours to start work. There was no information on the event and even the database was not ready with the client. The software also required some changes. The team also had its plate full with multiple events that were to be held in Lucknow, Baroda and Gandhinagar.

Additionally, the team needed to take approval from different departments and had to spend more of its time in daily meetings than working. More than 1,25,000 badges and lanyard quantity had to be printed with 12 types of badge categories, all in different color codes. Since they were photo badges, the badge printing took more than the normal time. Each badge with its data had to be verified with the Police Department and the record had to be documented in both the soft and hard copy formats.

There were three different set up places - two at the venue and one 4 km far from the stadium, and there was hardly any time for installing hardware, networking, electrification, placing furniture etc. The most challenging part was getting skilled temporary manpower and training them in no time.

The TOP Solution

The Viva Track team came up with the

TOP – Technology, Organizational Chart and Process – solution:

Technology:

Online Registration Portal

The team customized the online registration link for different vendors and others. Auto e-mail and SMS confirmation regarding the badge collection date and time, and also pending and cancelled registration was generated. The organizers could also get a detailed report of all the attendee data on the same.

Admin Module

To auto import data in the offline server from the Cloud database, verify the data from organizer side and send auto e-mail confirmation regarding the badge collection date and time. The Approved and Cancelled option was also available in the system. The organizer could assign the Badge category and color code through the system.

Spot Registration

A customized spot registration form was provided according to the badge category. The registration involved Aadhar card-based verification and a digital signature.

The Process:

Data Inward and Assign

This involved data download and verification, entry of the inward file, assigning badge category for printing and the transfer of the file to the badge printing department.

Badge Printing Department

The department carried out: Import of the assigned file, team-wise file distribution, photo capturing and cropping, file-wise badge printing, submitting the badges in the outward department.

Outward & Police Verification

This involved checking and verification with the badge printing file and keeping the record in the outward file. **////**

Challenge:

Viva Track had to provide its technology and management for the mega Namaste Trump event that had a total footfall of over 1,25,000 attendees for which it was given just a few hours to prepare.

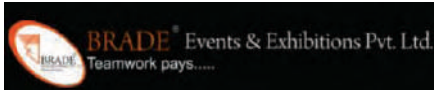
Solution:

The team came up with the TOP – Technology, Organizational Chart and Process – solution. The event's success led to the company fetching another project of the same scale. The team got a learning experience of dealing with clients in an urgent and critical situation.

New IEIA Members



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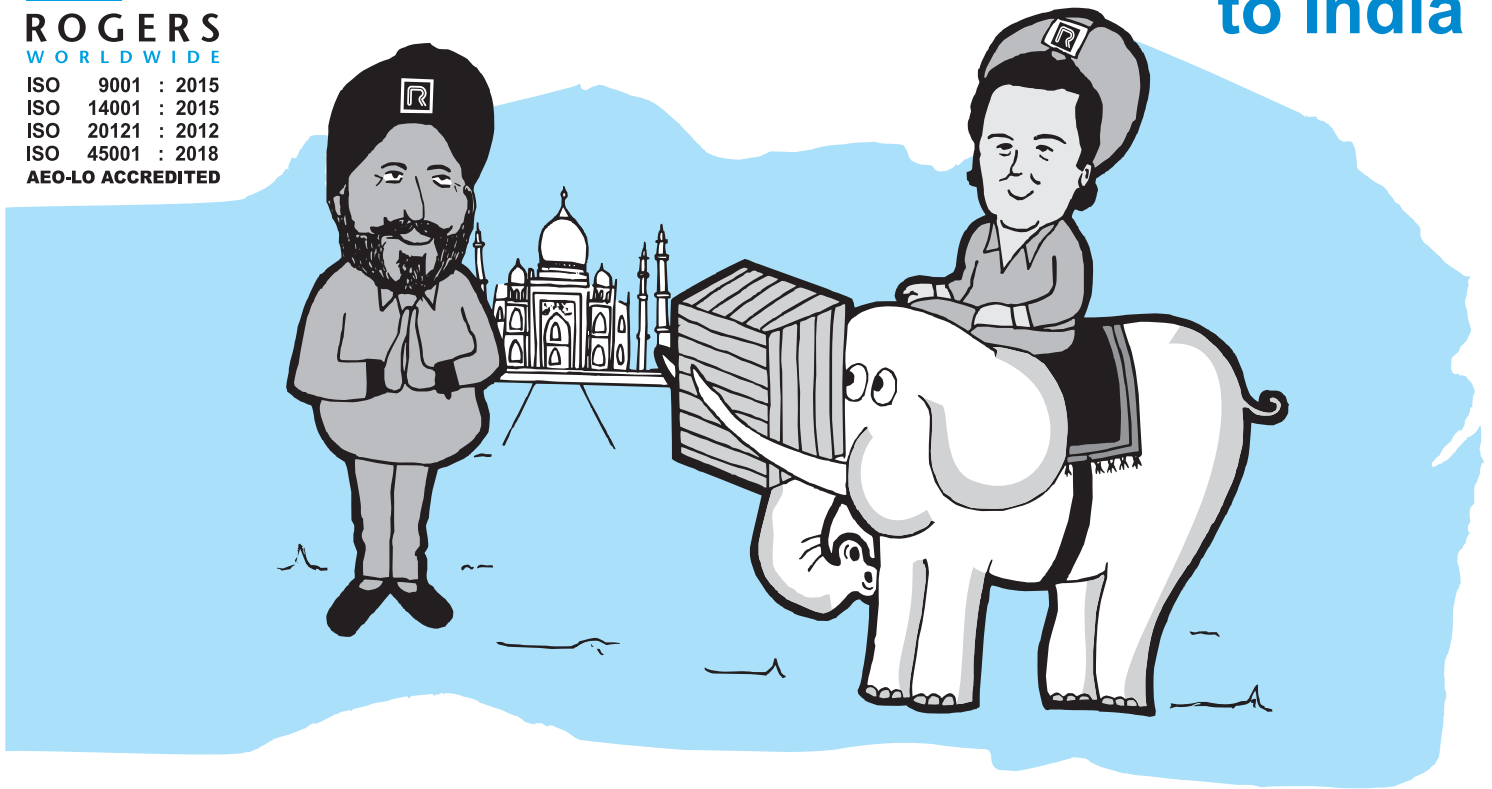
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Since inception, we are the market leaders in this growing and complex industry-providing services to organizers, venues, governments, trade associations, exhibitors and event managers globally. In recent years, we have also expanded into areas as defence, free trade zone services, special import/export projects, sports and entertainment events.

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In addition, we play a very prominent role in the national/global fraternity as leading members of various key associations.

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