

ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

Volume - 02, Issue - 06, April-May 2024



*Nurturing
Talent for*
**EXHIBITIONS
INDUSTRY**

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President's Perspective



Image Source: IEIA

“
Habits,” Paramhansa Yogananda said, “can be changed in a day. They are nothing but the concentration of the mind. You’ve been concentrating one way: Simply concentrate another way, and you’ll completely overcome the habit.”

Dear Friends,

As IEIA concludes its Healthcare Awareness fortnight, it makes for an opportune time to create more awareness regarding mental health and well-being.

Despite evolving over several millennia, our basic instincts have remained unchanged. Are we not still cavemen overindulging in WiFi and 5G smartphones and smitten with the la-la land of Whatsapp?

In our race to survival, are we not succumbing to shorter attention spans and resembling Attention Deficit Hyperactivity Disorder (ADHD) traits?

In the Paleolithic era, our survival depended on being hyperaware of the environment, reacting quickly to dangers, and maintaining high energy levels. Humans in the modern era are no different when it comes to exhibiting hyperactivity. We are easily distractible, impulsive, impatient, and constantly on the go.

However, there exists some difference. While the ancient man was curious and exploratory toward the physical world, the modern man constantly seeks novelty and is diverted by irrelevant digital stimuli.

The digital onslaught has led to the ‘Mind Wandering’ syndrome in all. Overfed with the relentless barrage of online content, be it social media or OTTs, we feel perpetually busy and mentally drained. We have lost our capacity to hyperfocus on important issues.

Is there a way out?

“Habits,” Paramhansa Yogananda said, “can be changed in a day. They are nothing but the concentration of the mind. You’ve been concentrating one way: Simply concentrate another way, and you’ll completely overcome the habit.”

Let’s start paying heed to the issue and addressing the ill effects of the habits we have cultivated by replacing them with activities that could lead us to much-needed mental peace and well-being. It could be a digital detox on a weekend or seeking solace in books that once were our ideal companions. An uninterrupted soul-baring exchange with a friend on a long walk or a casual small talk with a stranger can also restore what we have lost on the way.

Technology is a useful servant but a dangerous master. Hence, it is about time we became mindful of what and how much content we consume. The very fact that you have read these 300 words without checking on your mobile phone once, gives us hope.

Stay healthy, stay happy!

Warm Regards,

A handwritten signature in black ink, appearing to read 'Sooraj', with a long horizontal stroke underneath.

Sooraj Dhawan
President
Indian Exhibition Industry Association

13th



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Green is the New Black

Recently, there has been a surge of new, almost namesake exhibitions for the same industry sectors. This has presented a challenge for show organizers to create a unique brand identity for their trade fair that can set them apart from their competitors.

With the names and industry domains of the shows being similar, attendees often find themselves baffled. For example, lately, multiple shows for the Fasteners, Logistics, and Machine Tools industries occurred within a few weeks of each other.

Hence, the trade events, with their much the same exhibit profiles and common participants, often fall short in offering a unique and memorable experience.

With the view to make their shows stand out, the organizers are integrating emerging technologies into their processes to provide visitors with an experience worth their time and effort. There is an emphasis on digitalization to streamline registration, facilitate business-to-business meetings, and enhance buyer-seller matchmaking. Equal focus is on deploying sustainable practices at the show venue, which is increasingly on the rise in the events and exhibitions sector.

This year, UFI - the Global Association of the Exhibition Industry has announced 'Exhibitions are catalysts to sustainable futures' as the theme for Global Exhibitions Day (GED) 2024. Since the number of exhibitions around the world is slated to be manifold soon, the implementation of green practices become highly crucial. These practices include using eco-friendly materials, sourcing from local vendors, promoting sustainable transport, saving energy consumption, and recycling materials. They have proven to be paramount in adding value to exhibitions and enhancing the attendee experience.

We hope that more and more trade show organizers become cognizant of the difference they can make to the ecosystem with these practices and benefit out of these. On our part, we are happy to do our bit in encouraging them for the same for the common good.

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!



SOUMI MITRA
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"What you do makes a difference, and you have to decide what kind of difference you want to make."

- Jane Goodall

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TPCI and IEML Sign MoU for a Food Show



An MoU was signed between the Trade Promotion Council of India (TPCI) and India Exposition Mart Ltd (IEML) to host the global food show, Indusfood Manufacturing 2025. The event is scheduled for January 9-11, 2025, at Yashobhoomi (IICC), New Delhi.

The event will feature four mega-shows: Indusfood Tech, Indusfood Packaging, Indusfood Ingredients, and Indusfood Hospitality Tech. Mohit Singla, Chairman, TPCI; Ashok Sethi, Director, TPCI; and Sandip Das, Deputy Director General, TPCI; graced the event. Rakesh Kumar, Chairman, IEML, and Sudeep Samarendra Sarcar, CEO, IEML, were also present. Singla expressed confidence that this collaboration will create opportunities and cultivate a thriving ecosystem for the Indian food industry.

IEIA Initiative for Future Leaders

Over 30 young professionals joined the inaugural edition of the Indian Exhibition Industry Association's (IEIA) Young Ambassadors Program, an initiative spearheaded under the aegis of the IEIA Focus Group - Fantastic Under 40s to develop future leaders in the Indian exhibition industry.

Ravinder Sethi, Chair, IEIA Fantastic Under Forty's Focus Group, Vice President, IEIA, and CMD, R E Rogers India; Sonia Prashar, Immediate Past President, IEIA, and Chairperson of the Board and Managing Director, NürnbergMesse India; and Matthias Tesi Baur, Founder, MBB-Consulting Group, Event Portfolio Strategy Expert, also joined.

Jewelry Extravaganza in Hyderabad



Hyderabad International Jewellery Show (HIJS) 2024, organized by United Exhibitions, is set to take place from June 21-23, 2024, at GMR Arena, Hyderabad. The B2B jewelry exhibition promises a fusion of elegance and craftsmanship, showcasing exquisite designs from timeless classics to avant-garde creations, focusing on gold, diamond, and precious gemstone jewelry.

Jewelry retailers and enthusiasts are invited to explore the works of the country's top manufacturers and retailers. Timed to coincide with the wedding season, the event aims to meet the increasing demand for fresh and unique jewelry. The event is supported by major jewelry associations in South India.

The exhibition will span over 1,50,000 sq ft, featuring 750 stalls from over 350 manufacturers and wholesalers. It is expected to attract over 15,000 trade visitors from across India and delegates from neighboring countries and the Association of South East Asian Nations (ASEAN), including Azerbaijan.

Mumbai to Host drink technology India 2024



International trade fair for beverage, dairy, and liquid food industry, drink technology India will be held from October 23-25, 2024, at Bombay Exhibition Center (BEC), Mumbai. Organized by Messe Muenchen India Pvt Ltd, the event will gather over 1,500 Indian suppliers and buyers to connect and define the industry's future.

With extensive networking opportunities, the event facilitates new and existing business relationships. It will feature face-to-face interactions, specially curated conferences, and a vibrant environment to explore market trends. Attendees can explore new trends in the manufacturing, bottling, packaging, and processing of soft drinks, water, alcoholic beverages, dairy, oils, and fats.

Highlights include 25,000 sq mt of exhibition space, over 3,000 products on display, and more than 300 exhibitors. The event is co-located with PackMach Asia Expo 2024 and World Tea and Coffee Expo 2024.

Auto Events Merge Under Bharat Mobility Global Expo 2025



Following the success of the Bharat Mobility Event, the Ministry of Commerce and Industry has announced that all automotive events in the country will now be unified under Bharat Mobility Global Expo 2025. Scheduled for January 17-22, 2025, this annual event will be hosted simultaneously at three Delhi venues, including Pragati Maidan, Yashobhoomi (IICC), and India Expo Centre & Mart.

Previously, the automotive industry experienced the biennial Auto Expo and Auto Component Show at different locations in Delhi NCR. Bharat Mobility Global Expo 2025 aims to reinvigorate the industry by covering a wide range of sectors, including commercial and passenger vehicles, electric vehicles, auto components, tires, battery and storage components, software integration, and construction equipment.

The event will feature participation from leading figures in the automotive industry and associations such as Engineering Export Promotion Council of India (EEPC), Society of Indian Automobile Manufacturers (SIAM), Federation of Indian Chambers of Commerce & Industry (FICCI), and the Associated Chambers of Commerce and Industry of India (ASSOCHAM). Vipul Bansal, Joint Secretary, Department of Commerce, shared that the event will serve as an umbrella brand, bringing together individual shows by various industry associations while each sector retains its unique branding at the three locations.

Startup Mahakumbh 2024 Showcases India's Innovation Drive



Shri Narendra Modi, Hon'ble Prime Minister, Government of India, recently addressed the Startup Mahakumbh event which focused on government initiatives to boost sectors like deeptech, agritech, biotech, medtech, and artificial intelligence (AI).

Organized by Bootstrap Incubation & Advisory Foundation and the Indian Venture and Alternate Capital Association (IVCA), with support from the Department for Promotion of Industry and Internal Trade (DPIIT), the event highlighted the country's thriving startup ecosystem.

Shri Piyush Goyal, Minister of Commerce and Industry, Government of India, emphasized that startups are key to economic growth, aiming to transform India into a developed nation by 2047 during Amrit Kaal, a visionary period leading up to 100 years of independence.

The event witnessed participation from over 2,000 startups, 1,000 investors, 100 unicorns, 300 incubators and accelerators, 3,000 delegates, 3,000 aspiring entrepreneurs, and over 50,000 business visitors. This remarkable turnout reflected the growing importance of startups in driving the country's economic future.

Army-Academia-Industry Meet at CODISSIA

The CODISSIA Defence Innovation and Atal Incubation Centre (CDIIC) and the Indian Army hosted the 'Southern Star Army Academia Industry Interface' at CODISSIA Trade Fair Complex, Coimbatore. The event aimed to identify and solve existing problems in the defence sector through collaboration between the army, industry, and academia.

The exhibition featured 80 stalls with the army and defence public sector undertakings, displaying their components, equipment, and spare requirements at 20 stalls. The remaining 60 stalls showcased the capabilities of small, medium, and micro enterprises (MSMEs).

Interactive sessions, a pipe band display, gun drills, army drills, and commando kalari were event highlights. The CDIIC signed a memorandum of understanding (MoU) with defence public sector undertakings such as Bharat Electronics Ltd (BEL), Bharat Earth Movers Ltd (BEML), Bharat Dynamics Ltd (BDL), Hindustan Aeronautics Ltd (HAL), and Indian Oil Ltd (IOL).

India's Tourism Sector to Surpass Pre-Pandemic Levels



India's tourism industry is predicted to experience an exponential recovery and surpass pre-pandemic levels. It was reported that this recovery was attributed to the rising travel demand, increased flight availability, better international openness, and investment in natural and cultural attractions.

Many countries, including Thailand, Malaysia, China, and the UAE, have extended visa-free travel policies for several nations, particularly India, to attract more visitors. The country's ranking in the Travel and Tourism Development Index 2024 has improved significantly, from 54th in 2021 to 39th in 2024. India is now the highest-ranking lower-middle-income economy in the index, with strengths in price competitiveness, growing air and ground infrastructure, and rich natural and cultural resources.

Regardless of some challenges, such as geopolitical risks and environmental concerns, the future looks bright for the country's tourism sector. By leveraging tourism for conservation efforts, investing in skilled workforces, managing infrastructure strategically, and encouraging cultural exchanges, the country is poised to achieve sustainable growth and reach new heights in the global tourism landscape.

Media Expo Mumbai 2024 Focuses on Sustainability in Advertising



Source: Messe Frankfurt

Organized by Messe Frankfurt Trade Fairs India Pvt Ltd, Media Expo Mumbai 2024 recently concluded at Bombay Exhibition Centre (BEC), Mumbai, from May 9-11, 2024. The expo showcased various products, including printing equipment, digital signage, and retail displays. Over 150 exhibitors like Colorjet, Epson, and HP displayed its latest technologies and solutions. New product launches from companies, including Canopus Imaging Systems, Teckwin Sign Solutions, and Dmark Lasers India were also featured.

Pawan Bansal, Chairman, Indian Outdoor Advertising Association, and the chief guest for the inaugural ceremony, highlighted the growth of the out-of-home advertising industry in the country which contributes 4 percent to advertisement expenses and shows double-digit growth.

Furthermore, Bansal emphasized the event's crucial role in promoting sustainable products within the industry. With that in mind, the event featured knowledge-sharing sessions and a panel discussion that offered insights on scaling businesses and implementing sustainable practices.

Koelnmesse Pvt Ltd Hosts Key F&B Event

At Hotel Sahara Star, Mumbai, Koelnmesse Pvt Ltd recently hosted a 'Partners Forum' to bring together food and beverage industry leaders. The forum focused on organizing the upcoming Anuga Select India 2024, Anuga FoodTec India 2024, and PackEx India 2024 events. The events are scheduled from August 28-30, 2024, at Bombay Exhibition Centre in Mumbai.

Milind Dixit, Managing Director, Koelnmesse Pvt Ltd, highlighted the forum's role in developing a comprehensive agenda for the events by stating that the collective expertise and vision of all participants were key.

The forum included notable industry associations such as Indian Chamber of Commerce (ICC), All India Food Processors' Association (AIFPA), Association of Food Scientists & Technologists of India (AFSTi - Mumbai), Forum of Indian Food Importers (FIFI), Chamber for Advancement of Small and Medium Businesses (CASMB), and Western India Culinary Association (WICA). Attendees witnessed retailers across India gathering at the show to contribute to seminars focused on the retail sector.



In Memory of Sachin Patil

The exhibition industry fondly recalls the impactful contributions of Sachin Patil, Managing Director and CEO, Messe Stuttgart India Pvt Ltd, whose sudden passing has left a profound gap in the hearts of the exhibition fraternity in India. The Messe Stuttgart India Pvt Ltd family and the wider exhibitions community unite to honor his legacy.

Patil had a distinguished career of over 18 years. He excelled in creating intellectual properties,

managing a diverse portfolio, and spearheading business development strategies. His expertise extended to corporate relations, liaising with government departments, and leaving a lasting mark on the industry, with many individuals looking up to him as an inspiration.



Source: Messe Stuttgart India

Beyond his professional accomplishments, Patil was a respected figure in the industry. His legacy was more than leading a company; it was about uncovering possibilities and driving progress in the industry. His vision, guidance, and unwavering commitment will be sorely missed by his colleagues and everyone who had the privilege of knowing him.

The exhibition industry extends its heartfelt condolences to his loved ones, colleagues, and friends. As the industry honors Patil's incredible journey, may his spirit rest in peace, and may his enduring impact inspire generations to come.

RenewX 2024 Highlights South India's Renewable Energy Progress



Organized by Informa Markets in India, the 8th edition of RenewX was launched at HITEX Exhibition Centre, Hyderabad. This event focused on South India's renewable energy sector and highlighted solar, wind, biogas, hydrogen, and e-mobility innovations. With over 150 do-

mestic and international exhibitors, the expo attracted around 5,000 visitors, thus providing a platform for manufacturers, suppliers, and industry experts to share insights and explore new opportunities.

The event featured content-rich conferences focusing on net-zero strategies, sustainable growth, and technological innovation. Notable sessions included discussions on India as a manufacturing hub for renewable energy, grid-scale energy storage, and the future of renewable energy generation. The event underscored the importance of renewable energy in achieving sustainable development, highlighting the country's record addition of 18.48 GW capacity in 2023-24, a 21 percent increase. The expo also emphasized the growing interest in decentralized solar systems and the need for increased adoption of rooftop solar installations.

Trip Navigator Aims 66% Revenue Increase in 2024

Corporate travel solutions and event company Trip Navigator is eyeing a 66 percent revenue increase in 2024. After a revenue increase of INR 60 crore in 2023, the company aligns with the Government of India's push for domestic tourism and international expansion.

Focusing on MICE tourism, particularly corporate outings within India, the company taps into trends of integrating local culture and heritage into itineraries. It focuses on partnering with luxury properties in unique locations like Lakshadweep and the Northeast to enhance destination appeal. Additionally, it actively promotes cruise tourism, which is gaining popularity for corporate incentive trips and recreational activities. Abhishek Gupta, Co-Founder, Trip Navigator, highlighted

the company's dual mission to elevate domestic tourism and explore new international markets, aiming to offer unparalleled corporate experiences.

The global MICE industry, valued at US\$ 805 billion in 2017 and projected to reach US\$ 1,337.4 billion by 2028, presents vast growth opportunities. The company is poised to capitalize on this, noting increased interest in destinations like Sri Lanka, Georgia, Baku, and Southeast Asia.

Record Exhibitor Turnout at MIFF 2024

Organized by Informa Markets Malaysia, Malaysian International Furniture Fair (MIFF) 2024 marked a milestone with a record-breaking attendance of 715 exhibitors, up from the 673 exhibitors recorded last year. Organized at Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre, Kuala Lumpur, the event showcased its prominence as Southeast Asia's premier furniture trade show.

With exhibitors from 15 nations, including Malaysia, Cambodia, Hong Kong, China, India, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand, Turkey, Vietnam, the UAE, and the US, the event attracted 19,000 visitors. From a show floor space of 1 million sq ft, exhibitors showcased a wide range of furniture, from office essentials to home and lifestyle furnishings. The new MIFF Furniture app enhanced the visitor experience by enabling them to navigate the venue, connect with exhibitors, and know about event activities. The upcoming edition is scheduled for March 14, 2025, at the same venue.

Thailand to Host Two Major Expos in September



The Department of International Trade Promotion (DITP) under Thailand's Ministry of Trade, Thailand, is set to host two of Southeast Asia's largest trade expos, Bangkok RHVAC 2024 and Bangkok E&E 2024, anticipating over 11,000 visitors, from September 4-7, 2024, at Bangkok International Trade and Exhibition Centre (BITEC), Thailand.

Industry enthusiasts can explore the latest trends and tech advancements

alongside informative seminars featuring renowned speakers. Bangkok RHVAC 2024 will feature a complete series of RHVAC products from downstream to upstream such as copper tubes, motorbikes, compressors, and coils, to finished products in all sizes and according to needs, such as air conditioning that can stand on the floor or the wall. Bangkok E&E 2024, on the other hand, will showcase electricity and electronics products, including household products and spare parts for industrial purposes.

According to Nittayanee Khawtehawan, Representative, DITP, the expos will spotlight eco-friendly solutions, aiming for Net Zero emissions.

IG Asia 2024 a Success



The recently held maiden edition of IG Asia 2024, formerly known as IG China, gathered 37 leading industrial gas exhibitors and over 350 participants. Under the theme 'Investing in Green Hydrogen for a Clean Energy Future,' the expo showcased green hydrogen's potential in driving a sustainable energy transition. Major companies from 12 countries across Asia, including China, India, South Korea, Thailand, Malaysia, and Singapore, attended the event.

The event featured the 'Southeast Asia Purchasing Matchmaking Meeting for Gases & Equipment 2024,' focusing on air separation equipment, cryogenic tanks, and gas analysis instruments.

HKCEC Soon to Reach Pre-Pandemic Levels



Hong Kong Convention and Exhibition Centre (HKCEC) is witnessing a surge in its event booking for 2024, leading to near pre-pandemic levels.

Monica Lee-Muller, Managing Director, HKCEC (Management) Ltd, shared that the total number of events in the second half of last year hit 84 percent of the level before the COVID-19 pandemic, and the outlook is promising. She highlighted the crucial role of these events in contributing substantially to the region's GDP and job market.

During the fiscal year ending June 30, 2023, 765 exhibitions were recorded. As of January 2024, 117 exhibitions have been confirmed for 2024.

IISM & ICE 2024 to Expand Food Production Industry

Indonesia's food production landscape is gearing up for a groundbreaking event as International Indonesia Seafood & Meat (IISM) Expo 2024 and Indonesia Cold Chain Expo (ICE) 2024 return from May 8-11, 2024, at Jakarta International Expo (JIExpo), Indonesia. This 11th edition promises to be the city's premier hub for advancing the Seafood and Meat Processing sector.

The events will showcase avant-garde cold chain systems, seafood and meat processing, packaging, and preservation technologies crucial for the expansion of the country's Food Production industry. Carolyn Khoe, Project Manager, IISM & ICE, enthusiastically invites stakeholders to join this transformative journey towards sustainable practices within the Seafood and Meat Processing industry.

Attendees can expect a comprehensive exhibit of cutting-edge technologies, networking opportunities, and educational seminars. Overall, the event is expected to herald a new era of ethical and sustainable food production, positioning the country as a leader in the global food market.



Messe Frankfurt's VIATT 2024 Concludes Successfully



The recently held first-ever Vietnam International Trade Fair for Apparel, Textiles, and Textile Technologies (VIATT) 2024 concluded successfully at Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City.

The event gathered 17,262 visitors from 55 countries, featuring 409 exhibitors from 17 countries. Hosted by Messe Frankfurt (HK) Ltd and the Ministry of Industry and Trade, Vietnam, the event connected global and local stakeholders, emphasizing sustainability and industry integration.

The event showcased apparel fabrics, yarns, home textiles, technical textiles, and printing tech, attracting major global players like Lenzing Group, Kitsu-taka Co Ltd, and Hohmann GmbH.

Enhancing the event's educational value, industry experts discussed sustainability, hemp textiles, and market trends. The next edition is scheduled for February 26-28, 2025, promising industry growth and global collaboration.

Asia Fruit Logistica 2024 Concludes China Business Meet-Up

Organized by Global Produce Events (HK) Co Ltd, Asia's premier fresh fruit and vegetable trade show, Asia Fruit Logistica 2024 successfully wrapped up the China Business Meet-Up, the largest edition of its Asia Business Meet-Ups, a series of content-backed networking events in key markets across Asia.

Hosted at Shanghai World Expo Exhibition & Convention Center (SWEECC), China, the event witnessed active collaboration with the country's leading wholesale markets, including Guangzhou Jiangnan, Shanghai Huizhan, and Hebei Sunhola.

R+T Asia 2024 Welcomes the World

R+T Asia 2024, a crucial event for companies in sun shading and door/gate industries in the Asia-Pacific region, is scheduled for May 28-30, 2024, in Shanghai, China. Spanning over 1,20,000 sq mt of exhibition space and featuring over 750 exhibitors, the event is poised to unveil cutting-edge innovations.

Expectations are high for increased international participation, buoyed by favorable visa conditions for citizens from several countries, including Germany, France, Spain, Italy, Switzerland, Ireland, Hungary, Austria, Belgium, Luxembourg, Thailand, Malaysia, Singapore, and the Netherlands.

IODS 2024 Set to Reinforce Australia's Defence and Security



Scheduled for July 24-26, 2024, the Indian Ocean Defence & Security (IODS) 2024 conference aims to address critical regional security issues and foster international cooperation. Organized by AMDA Foundation Ltd, the event will be held at Perth Convention and Exhibition Centre (PCEC), Australia.

The event will open with strategic discussions on the Quad, a diplomatic partnership between Australia, Japan, India, and the US along with AUKUS, a trilateral security partnership between Australia, the US, and the UK. The conference program is set to integrate a comprehensive industry exhibition as well. A standout highlight of the event is the Innovation Awards which will present prizes worth US\$ 40,000 to pioneering Australian products in defence technology.

WinePro 2024 to Showcase Industry Innovations

Claiming to be New Zealand's most extensive showcase of the Wine industry's equipment and suppliers, WinePro 2024, will be held at Marlborough Lines Stadium 2000, New Zealand, from June 25-27, 2024.



Organized by Gary Fitz-Roy, Managing Director, Expertise Events, the maiden event will house over 70 exhibitors who will unveil cutting-edge technologies like vintrace Winery Software, an Australian 'wine cloud' technology with a winemaker-focused app. International players like Fermentis by Lesaffre, a French company specializing in yeast research and fermentation techniques, alongside Kiwi companies, will showcase their expertise.

The event features workshops and guest speakers, serving as a platform for networking within the wine community. Anticipating more than 1,000 attendees, the event is a testament to the growing prominence of Marlborough, New Zealand, in the Wine industry. Collaborations with the city's local transport, tourism, and hospitality partners will ensure a seamless experience for attendees, including complimentary shuttles and tourism and accommodation deals.

Solar & Storage Live Africa 2024 Focus on Renewable Energy

Organized by Terrapinn Ltd, a global events company, Solar & Storage Live Africa 2024, a prominent African renewable energy exhibition, recently concluded at Gallagher Convention Centre, South Africa. With over 350 national and international exhibitors showcasing cutting-edge energy solutions, including photovoltaic modules, renewable energy storage, inverters, and smart technologies, the event aimed to drive sustainability and innovation.



The three-day event featured forums and conferences that brought together government officials and industry leaders who engaged in discussions about urgent concerns regarding Africa's energy sector.

World Police Summit 2024 Strengthens Law Enforcement Practices

The third edition of the World Police Summit 2024 kicked off at Dubai Exhibition Centre (DEC), Dubai, showcasing a diverse array of events aimed at strengthening law enforcement practices. This included the Tech Expo, conferences, exhibitions, and workshops, designed to facilitate collaboration and meaningful interactions among police, security delegations, and organizational representatives.

Key components of the Summit included four roundtable discussions addressing urgent issues in law enforcement. These discussions explored critical topics such as 'Modernization of Correctional Practices', 'Resilient Staffing Practices', 'Digital Maturity in Prison', and 'Impact of Artificial Intelligence on Law Enforcement'.

WFES 2024 Concludes Successfully

The 2024 edition of the Middle East's most important solar event, The World Future Energy Summit (WFES), was held at Abu Dhabi National Exhibition Centre (ADNEC), Abu Dhabi.



Around 16,000 people attended the event, with 4 percent encompassing international visitors. The event featured 450 companies, a 22 percent increase from 2023, and expanded floor space by 12 percent to 35,000 sq mt.

Additionally, the fair showcased the UAE's focus on large-scale photovoltaic (PV) projects and growing interest in commercial and industrial (C&I) solar initiatives. Major players like Jinko Solar Co Ltd, Trina Solar, and Sungrow Power Supply Co Ltd participated, indicating China's dominance in the region's PV market.

Nigeria Hosts Africa Tech Expo 2024

With a focus on celebrating Africa's technological prowess and connecting major players in the tech world, Africa Technology Expo 2024 is scheduled to take place at Landmark Centre, Nigeria, on June 22, 2024.

Organized by Spark Africa HQ, the event, with the theme 'Beyond Headlines, Into Solutions', will showcase and celebrate the technological capacity of the African Tech Ecosystem, bringing together tech aficionados, startups, investors, and existing tech companies.

Featuring a diverse lineup of programs, including a Product Exhibition, Africa Pitch Battleground, Speed Networking, Product Launch Showcase, and the Night Expo—an unwinding event where most deals get finalized—the event will provide a platform for startups to showcase their innovations, forge partnerships, and secure investments.

DigiMarCon South Africa 2024 to Drive Digital Success



The fourth annual DigiMarCon South Africa, the premier digital marketing, media, and advertising conference and exhibition, is set to take place on October 10-11, 2024, at Hilton Sandton Hotel, Johannesburg, South Africa.

The conference will equip attendees to expand businesses and optimize digital marketing. They will learn about lead generation, sales boosting, customer engagement/service enhancement, brand loyalty building/awareness creation, traffic generation, efficient use of digital tools, and other digital marketing and advertising strategies through informative sessions and networking opportunities.

TRENZ 2024 Highlights New Zealand Tourism

The recently concluded, TRENZ 2024, Aotearoa, New Zealand's premier tourism business event, was hosted at Takina Wellington Convention & Exhibition Centre, New Zealand.

The event attracted more than 1,000 delegates and over 300 distinguished travel buyers from 25 countries, with 15,000 scheduled appointments to benefit the economy.

Supported by key partners such as Tourism New Zealand, a marketing agency, and Air New Zealand Ltd, the event exemplified the country's tourism prowess, fostering meaningful industry collaborations and international engagement opportunities, solidifying its position on the global tourism map.

Arab Pharma Manufacturers' Expo Returns to Jordan

The 6th Arab Pharma Manufacturers' Expo is poised to make history as the biggest event of its kind in Jordan. Scheduled for July 2-3, 2024, the expo will gather over 2,000 attendees and 250 exhibitors at the Jordan International Exhibition Center (JIEC), Jordan, located in the Mecca Mall, Amman.

Organized by GPE Expo Pvt Ltd in collaboration with Arab Union of the Manufacturers of Pharmaceuticals and Medical Appliances (AUPAM), the expo aims to foster strategic partnerships and drive pharmaceutical advancements across the Middle East region.

Supported by key industry players and government bodies, including Jordan Chamber of Industry and Engineering Export Promotion Council (EEPC) under the Ministry of Commerce, Government of India, the expo promises to be a pivotal platform for the region's Pharmaceutical sector.

German Exhibition Centers Expand Surface Area

German exhibition centers of national and international significance have seen a slight increase in surface area with a total of 2.86 million sq mt. This growth, outlined by Association of the German Trade Fair Industry (AUMA), reflects an addition of almost 60,000 sq mt (+ 2.1 percent) compared to 2023, encompassing 25 exhibition centers across the country.



This uptick is credited to significant developments such as the inauguration of Hall 5 at Messe Frankfurt GmbH and the inclusion of the Estrel Congress Center (ECC), Berlin, which now hosts two international trade fairs. Additionally, regional trade fairs and exhibition centers contribute around 3,80,000 sq mt, hence culminating in over 3.2 million sq mt of trade fair grounds across the country, with no major extensions planned for 2024.

In 2023, the industry witnessed over EUR 160 million invested in infrastructure and modernization, supporting renovations, IT upgrades, and sustainability initiatives like photovoltaic systems and LED lighting. Globally, as reported by the Global Association of the Exhibition Industry (UFI) there are 1,425 exhibition centers spanning 42.1 million sq mt. Europe claims the largest share at 37.2 percent, with Germany alone accounting for one-fifth of this share.

A Global Flavor Fusion at World of Private Label 2024



The annual World of Private Label 2024 trade show, organized by Private Label Manufacturers Association (PLMA), concluded successfully at RAI Amsterdam, the Netherlands. The event, catered for retailers and suppliers, hosted 2,850 exhibitors from over 70 countries. The exhibition spanned 43,000 sq mt

and featured nine food halls and five non-food halls, with an additional hall added due to high demand.

With approximately 28,000 private-label professionals attending, the show featured a wide range of products including fresh, frozen, and refrigerated foods, cosmetics, household supplies, and do-it-yourself (DIY) materials. About 39 percent of exhibitors highlighted sustainability claims, 31 percent addressed specific dietary needs, and 26 percent displayed organic products.

The event welcomed over 120 countries, introducing new pavilions from Dubai, Egypt, Georgia, Germany, Italy, Poland, Thailand, South Korea, and the Netherlands. Key highlights included the PLMA Idea Supermarket that featured global store brands' innovations and the New Product Expo. Also hosted were the PLMA Salute to Excellence Awards which recognized top innovations in food and non-food categories.

VivaTech 2024 Convenes AI and Tech Leaders in Paris



The latest in artificial intelligence (AI) gained prominence at VivaTech 2024, a grand showcase of groundbreaking innovations, at Paris Expo Porte de Versailles, France. Despite the rainy weather, over 15,000 enthusiasts gathered at the 8th edition.

This year's event witnessed a 30 percent increase in European country participation, with over 3,500 exhibitors from 120 nations converging for four days of insightful exchanges. François Bitouzet, Managing Director, Viva Technology, highlighted the event's key objectives: unveiling tech trends, establishing business collaborations, and facilitating global connections among startups, corporations, governments, and tech leaders.

At the event, Japan stood out as the country of the year, with 60 Japanese companies showcasing their advancements in a dedicated spot called the Japan Pavilion. Tokyo's spotlight shone on SusHi Tech (Sustainable High City Tech Tokyo), a project integrating technology with environmental solutions. Manabu Miyasaka, Vice Governor, Tokyo, outlined the importance of integrating artificial intelligence into public administrations to optimize its potential for the future.

drupa 2024 Features Best in Printing Industry



From May 28 - June 7, 2024, drupa 2024, held at Messe Dusseldorf GmbH, Germany, hosted 1,646 exhibitors from 52 nations. This global trade fair for print technologies showcased innovations that shaped the industry's future. The event covered approximately 140,000 sq mt across 18 show halls, featuring renowned companies such as Canon Inc, Fujifilm Corporation, and HP Inc.

Attendees explored packaging, printing, and digital technology trends, focusing on sustainability and digitalization. The drupa cube, a dedicated

conference space, hosted over 50 sessions, addressing the importance of print in the digital age, sustainability practices, and emerging business models. Keynotes from international industry specialists provided valuable perspectives, while presentations focused on increasing business success, the future of print and packaging, and new business trends.

The drupa touchpoint sustainability forum highlighted sustainable transformation in the printing and paper industries, while the drupa touchpoint packaging forum focused on five key topics: neo-ecology, connectivity, glocalization, consumer mind, and future regulations. Additionally, drupa next age (dna) provided a special platform for startups and young talents to network and present their innovative solutions.

Interclean Amsterdam 2024 Sees Record Turnout



Interclean Amsterdam 2024 has been hailed as a game-changer in the professional cleaning and hygiene sector, drawing an unprecedented number of attendees from around the globe. With 30,000 visitors and more than 900 exhibitors from over 120 countries converging at RAI Amsterdam, the Netherlands, this edition provided a comprehensive experience by offering attendees a glimpse into the future of clean and hygienic solutions.

One of the unique aspects of the event was the unveiling of the revamped look and feel of the Interclean brand. Highlights also included the prestigious Amsterdam Innovation Award Ceremony, the Healthcare Cleaning Forum, and the Feel Good Friday, featuring the city's largest networking event.

Thematic focuses on sustainability, healthcare & hygiene, and data & technology were complemented by daily spotlights on specialized sectors such as food hygiene and safety, real estate, and hotels & leisure. Attendees were treated to interactive workshops, live demonstrations of cutting-edge products and solutions at the outdoor demo area and robot arena, and presentations from leading industry experts.

Sao Paulo to Host Expolazer 2024

Scheduled from August 13-17, 2024, the Expolazer 2024 trade fair will take place at the Anhembi Convention Center, Sao Paulo. The event will feature swimming pools, spas, decorations, and well-being exhibits. This biennial event, occupying 8,000 sq mt of exhibition space, is expected to be a pivotal platform in Latin America's aquatic and relaxation industry.

With over 80 confirmed exhibitors, the event stands as a must-attend trade fair and promises a convergence of industry leaders from several sectors including, swimming pools, spas, water parks, resorts, decorations, etc. The event is expected to gather more than 8,000 visitors to witness first-hand the unveiling of the latest trends and innovations in the industry.

Rave Reviews for Glassman Latin America 2024



trade show and conference, centered on improving glass manufacturing efficiency, sustainability, and digital integration.

Over 100 exhibitors from global technology suppliers participated, representing countries like the USA, China, Europe, and Mexico. Visitors primarily hailed from glass manufacturing firms, with attendees from Mexico, Brazil, the USA, Germany, and other nations. Hans Mehl, CEO, MGFS, noted the serious discussions on future projects amidst the city's political climate. Mirna Leal, Commercial Director, FAMA by Vitro, highlighted the show's importance for Mexican businesses, establishing international customer connections and new opportunities.

Glassman Latin America 2024, held at Expo Sante Fe Mexico, Mexico City, was an astounding success. The event, a blend of

Participants like Interglass and Heat Up Latin America showcased innovative solutions, attracting interest in CO₂ reduction technology, and quick delivery times. The parallel conference featured 24 presentations, including keynotes from industry leaders.

HANNOVER MESSE 2024 Explores Future Tech Trends



Attracting over 130,000 attendees from 150 countries and 4,000 exhibitors, HANNOVER MESSE 2024 showcased cutting-edge technology and established economic partnerships at the Hannover Fairground, Germany. Robert Habeck, Economics Minister, Germany, deemed the event a 'powerhouse for the promising upswing' in Germany and Europe.

Jochen Köckler, Chairman of the Managing Board, Deutsche Messe AG, highlighted the event's focus on automation, artificial intelligence (AI), and sustainability. Discussions focused on digitalizing value chains and boosting resilience. Notably, 40 percent of the visitors were international, thus underscoring the global interest.

At the event, industry leaders emphasized innovation's role in addressing climate challenges and improving efficiency. Thilo Brodtmann, Managing Director, Mechanical Engineering Industry Association (VDMA), elucidated the advancements in AI-controlled machinery and hydrogen utilization. The event also facilitated policy discussions on energy costs and talent acquisition.

Looking ahead, HANNOVER MESSE 2025 is scheduled for March 31-April 4, 2025, with Canada featured as the partner country.

Pechanga to Host BIS 2024 in September

The Building Industry Association of Southern California (BIASC), with over 100 years of advocating for home-building leaders, has announced the return of Building Industry Show (BIS) 2024 to Pechanga after successful stints in Anaheim and San Diego. The event will be held at the Pechanga Resort and Casino, Temecula, from September, 18-19, 2024, and promises to be Southern California's largest building industry trade show as the centennial celebration of BIASC rounds the corner.

Attendees can look forward to various activities, including keynote speakers, the Perfect Storm Educational Series, a Builder Roundtable, the Builders vs Associates Golf Tournament, and the 2024 Hall of Fame Luncheon. More than 100 exhibitors are expected to participate, offering attendees a chance to engage with industry experts and explore the latest trends.

Craig Foster, EVP & COO, BIASC, stated that the event will allow attendees to connect with industry leaders and gain insights into the industry's future. A room block will be available for those staying at the venue, along with access to the casino, spa, and nearby Temecula Valley Wine Country.

Terrapinn Takes Over NoVacancy Expo

Global media and events company Terrapinn has acquired Australia's largest trade show for the hotel and accommodation industry NoVacancy Expo, from National Media.

NoVacancy Expo serves the A\$22 billion hotel and accommodation market, bringing together suppliers, buyers, and investors to discover the latest in technology, in-room, sustainability, furniture & design, operational, and guest experience.

The NoVacancy show team will join Terrapinn immediately. Craig Macfarlane, Managing Director, Terrapinn Australia, said, "We have tracked the growth of NoVacancy over the years and are excited to welcome it to our portfolio of leading events."

Easyfairs Acquires European Trade & Exhibition Services

The world's largest privately owned exhibition organizer Easyfairs has acquired European Trade & Exhibition Services, the organizer of Southern Manufacturing & Electronics. The move is a significant addition to Easyfairs' already extensive European engineering and manufacturing portfolio of events.

Matt Benyon, Group CEO, Easyfairs, commented, "Southern Manufacturing & Electronics is a perfect strategic fit for our growing portfolio, and as part of an established stable of industry-leading events, the event's future development and its loyal exhibitor and visitor base that has been built up over the last 30 years will be in very safe hands."

Arena Group Acquires Showblock

Arena Group has acquired temporary structure specialists Showblock, strengthening its status as a global leader in the event industry.

Showblock will continue operations with its existing team, led by Nick Cole, Founder and Managing Director, from its base in Warwickshire, UK. Maestra, its partner in the Middle East, will operate the structures within that region.

Showblock's cutting-edge products, featured at prestigious events worldwide will now be complementing Arena Group's extensive range of temporary and semi-permanent structures.

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EPCH ELECTS SAGAR MEHTA AS NEW VICE-CHAIRMAN-II

The Export Promotion Council for Handicrafts (EPCH), an organization that promotes the exports of handicrafts from India, has elected Sagar Mehta, QTL Export House, Delhi, Member-COA-EPCH, as the new Vice-Chairman-II. This decision was made during the 188th Committee of Administration (COA)-EPCH meeting, announced by Neeraj Khanna, Vice-Chairman, EPCH.



All image source: EPCH

Sagar Mehta, QTL Export House, Delhi Member-COA-EPCH elected as new Vice-Chairman-II of EPCH during its 188th meeting of the Committee of Administration (COA) in New Delhi. In the frame, joins him Neeraj Khanna, Vice-Chairman-EPCH (EPCH), along with Members-COA EPCH.

RK Verma, Executive Director, EPCH, expressed confidence in Mehta's ability to fulfill the organization's vision. Verma highlighted Mehta's significant contributions to the growth of handicrafts industry in the Northern Region. He also noted that Mehta has been instrumental in mentoring numerous young entrepreneurs during his tenure as the Northern Regional Convenor at the national level.

Furthermore, Mehta has been a key figure in the handicrafts export industry for over two decades. His extensive experience and dedication to the sector have made him a respected member of EPCH. Having previously served as a member of the COA, he has demonstrated his long-term commitment and valuable contributions to the organization. Under his leadership, QTL Export House is highly regarded for its outstanding export performance, particularly in fashion jewelry, bags, and accessories. Additionally, the company has been recognized with awards for excellent export growth.

Upon his election, Mehta expressed gratitude to the COA and the Chairman of the organization. He conveyed confidence in meeting the committee members' expectations, with the support and collaboration of member exporters. His vision includes strengthening the industry's export performance and increasing global reach.

The meeting also saw the unanimous nomination of Girish Agarwal, Founder, Sankalp International, Jaipur, as President of the 58th edition of the IHGF Delhi Fair - Autumn 2024. The event will be held from October

16-20, 2024, at the India Expo Centre and Mart, Greater Noida, and is expected to showcase a range of handicrafts to international buyers. Agarwal was also nominated as the regional convenor for the North West Region.

Additionally, the following regional convenors were nominated for the organization: Prince Malik for the Northern Region, Avdesh Agarwal for the Central Region, Pradip Muchhala for the Western Region, K L Ramesh for the Southern Region, O P Prahladka for the Eastern Region, and Jesmina Zeliang for the North East Region.

EPCH, as a nodal agency, promotes Indian handicrafts exports to various global destinations, thus projecting the country's image as a reliable supplier of high-quality goods and services. With Mehta as Vice-Chairman-II, the organization aims to achieve new heights in promoting and exporting Indian handicrafts, thereby strengthening its position on the global stage.

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A blend of domestic demand and global opportunities is driving the exponential growth of the events and exhibitions industry in India. Hence, nurturing talent becomes paramount for the market to reach the expected US\$ 7.80 billion by 2029. Following are some strategies that can aid in developing and retaining talent in this burgeoning sector.

The Mordor Intelligence report estimates the Indian events and exhibitions market to reach US\$ 5.23 billion in 2024, growing at an 8.31 percent rate to reach US\$ 7.80 billion by 2029. This growth is fueled by various factors, including Government policies, economic improvement, and changing trends in the retail environment. Exhibitions play a significant role in stimulating economic activity, especially in the case of India, which is experiencing rapid development. Furthermore, the Government's plans to support private enterprises across all industries will lead to a huge demand for exhibitions and events.

Versatility at its Best

Similar to other industries, the dynamic Events and Exhibitions industry also requires individuals with a diverse skill set. To leverage digital technologies, these professionals must be proficient in digital marketing, social media management, and data analysis. Moreover, skills such as sustainable event management, waste reduction, and carbon offsetting are crucial to address rising environmental issues. Sensitivity to cultural differences and inclusive skills are also vital to create a conducive atmosphere.

IEIA Cultivates Young Guns

The Indian Exhibition Industry Association (IEIA) recently launched its first batch of the IEIA Young Ambassadors Program on May 24, 2024, with over 30 young professionals participating. This initiative, spearheaded by the IEIA Focus Group - Fantastic Under 40s, demonstrates the association's commitment to nurturing young talent and aspiring leaders within the Indian exhibitions industry, enabling them to become strong leaders of the future.

The program commenced with an inspiring welcome address and the entailing objectives behind this initiative by Vibha Bhatia, Co-Chair, IEIA Fantastic Under 40s Focus Group and President (Events), MM Activ Sci-Tech Communications Pvt Ltd. The inaugural sessions featured prominent industry figures such as Ravinder Sethi, Chair, IEIA Fantastic Under 40s Focus Group, Vice President, IEIA and Chairman cum MD, RE Rogers India Pvt Ltd; Sonia Prashar, Immediate Past President, IEIA, Chairperson of the Board & Managing Director, Nürnberg Messe India Pvt Ltd; and Matthias Tesi Baur, Founder, MBB-Consulting Group, Event Portfolio Strategy Expert. These speakers shared their insights on two key topics, including 'India: The Biggest Opportunity in Exhibition Industry' and 'Communication is the Key: Cultural Intelligence in Exhibition Management'.

Data processing proficiency is a key factor in making the right decisions since it includes analysis, visualization, and interpretation. Communication, collaboration, and project management skills remain paramount for diversified stakeholder management. More importantly, innovation, leadership, risk management, and technological competence are the pillars required for one to be able to face the challenges that come with the industry. Investing in training, promoting continuous learning, and championing innovation and diversity can enable the development of skills that will foster talent growth in the Events and Exhibitions industry.

Cultivating and Managing Talent

Cultivating talent within the Events and Exhibitions industry requires strategic talent management practices aimed at improving employee skills, productivity, and retention. Key insights include:

Adapting to Evolving Trends: The industry has lately tried to use the hybrid event format, thus calling for agility in keeping pace with the fast-changing environment, like omnichannel experiences, for instance.

Prioritizing Talent Retention: Compensation, career growth, work-life balance, and a positive culture are critical to retaining skilled employees and maintaining productivity.

The Indian events and exhibitions market is experiencing exponential growth, projected to reach US\$ 7.80 billion by 2029, fueled by factors like Government support, economic advancements, and changing retail trends.

Essential Elements of Talent Management: Talent acquisition, identification, and retention become critical for organizational success—considering the influence on performance and competitive advantage.

Impact of Talent Management on Productivity: By focusing on performance management, training, and employee attraction, effective talent management practices directly contribute to increased productivity.

Drivers of Employee Retention: Factors like communication, leadership, autonomy, motivation, support, work-life balance, training, and compensation are pivotal in retaining staff.

Developing Soft Skills and Domain Expertise

Soft skills, often overlooked, significantly contribute to an individual's success. A professional in the field of events and exhibitions should be able to effectively communicate with people and adapt to challenges. Hence, businesses should take the lead in the creation and delivery of programs and courses that help employees with skills like communication and interpersonal skills, problem-solving and critical thinking, time management and organizational abilities, creativity and adaptability, and client relationship management. These programs can equip young professionals with the necessary competencies to excel in roles like event management, exhibition design, and customer service.

Furthermore, event and exhibition companies must initiate training programs to introduce domain-specific skills and technical knowledge. For instance, providing training on event planning and project management, exhibition design and set-up, digital marketing and event promotion, as well as hospitality and customer experience, can enhance the general knowledge and skills of young individuals working in the sector. As a result, companies can create a pool of well-trained professionals who can join the industry with a well-rounded perspective and the potential to elevate this industry.

Employee Satisfaction and Engagement

In order to precisely evaluate employee satisfaction and engagement, companies can utilize different approaches, including frequent surveys to determine employee

IEIA's Professional Development Initiative

As part of its efforts to nurture young talent and a central importance in this context, the IEIA is planning to launch a Professional Exhibitions Management (PEM) Program. This initiative, spearheaded by the IEIA Sub-committee - Skilling & Training, is all set for its first batch, held from July 14-18, 2024, in Delhi-NCR.

The PEM Program is designed as an intensive 40-hour residential program spread over five days, featuring training modules from 10:30 am to 5:00 pm daily. This unique program will include sessions led by eminent industry leaders who will share a wealth of industry insights on various verticals and topics related to exhibitions management. The program aims to equip participants with strategies and mantras for assuming leadership positions and achieving career success.

The Graduation Ceremony for the PEM Program will take place during the 13th IEIA Open Seminar 2024, scheduled for July 19-20, 2024, at Jaipur Exhibition and Convention Centre (JECC), Jaipur.

job satisfaction, engagement levels, and turnover intentions. Applying metrics such as employee Net Promoter Score (eNPS) to measure employee loyalty and satisfaction with the company and its events.

Measuring Employee Engagement Metrics consists of assessing both employee engagement and motivation. Exit interviews can also explain why employees left, along with focus groups, interviews, and mystery shopping to measure service quality and engagement. Encouraging employee advocacy, in addition to feedback channels such as suggestion boxes, contributes to gauging employee satisfaction and engagement.

Strategies for Talent Retention

To maintain a positive work environment and retain talent effectively, organizations can emphasize work-life balance by providing flexible schedules and wellness programs. An inclusive and diverse culture in the workplace promotes open communication among employees, resulting in improved performance and engagement. A useful strategy for retaining employees is to give them an opportunity for job enrichment, which includes training, mentorship, and career development, which in turn keeps the employees motivated.

Remuneration and motivation are two sides of the same coin that are based on recognizing and rewarding contributions. Allowing employees to participate in the decision-making process not only increases their engagement but also their ownership. Crafting an attractive employer brand and offering competitive compensation and benefit packages will, in turn, attract and retain talented professionals. Making employee well-being a top priority and conducting regular performance evaluations with constructive feedback spur growth and development. Next, identifying and cultivating future leaders through talent development initiatives ensures a consistent talent pipeline that guarantees long-term success and growth.

The Youth Advantage

India has an age below 25 for half of its population. India can expose a large number of its youth to skills training and a pool of placement opportunities. This will provide employment opportunities to

Implementing holistic talent management strategies, including adapting to trends, prioritizing talent retention, and fostering employee satisfaction and engagement, is crucial for organizations to nurture talent effectively and drive continued success in the competitive industry landscape.

numerous people and generate highly skilled human resources in this sector. The importance of Government plans such as the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and the National Policy on Skill Development and Entrepreneurship needs to be emphasized so that young people get ready for industry-oriented employable skills that will likely close the skill gap.

Specialized programs providing technical training in event management, exhibition design, digital marketing, and hospitality can equip young Indians with essential skills. Additionally, the rise of digital technologies offers opportunities for youth to contribute to industry transformation. Initiatives like Digital India strengthen digital literacy and, therefore, allow innovation and excellence for the Events and Exhibitions industry to flourish. Investing in youth skills will enable India to take advantage of the demographic dividend and elevate the country to the top destination for exhibitions and events worldwide. ////



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Rising to the OCCASION



On the heels of the dynamic event and exhibition industry, key individuals like Dr Rakesh Kumar, Director General - Export Promotion Council for Handicrafts (EPCH) & Chairman - India Exposition Mart Ltd (IEML), the largest integrated multipurpose exhibition & convention center in India, and past Chairman of the Indian Exhibition Industry Association (IEIA), the national apex body representing the Exhibitions industry, are true advocates of the sector. In this exclusive interview with Team ExhiBits, we delve into the role of EPCH and IEIA in the exhibition industry, future and global positioning, discussions on Government support, and more.

1 • How have EPCH and the IEIA influenced the growth and development of the Indian exhibition industry, given your relationship with EPCH and your long-standing collaboration with the IEIA?

I have been at the helm of affairs at both EPCH and IEIA and

have seen the functioning of both organizations from close quarters, and I can say that both of these organizations have significantly worked towards the promotion and development of the



My relationship with EPCH has been deeply rooted in a shared vision of promoting Indian handicrafts on a global platform. Our collaboration with IEIA is built on mutual goals of advancing the exhibition sector in India.

exhibition industry in their own way. My relationship with EPCH has been deeply rooted in a shared vision of promoting Indian handicrafts on a global platform. I have always emphasized the importance of exhibitions as a powerful tool for market expansion and brand building. Our collaboration with IEIA is built on mutual goals of advancing the exhibition sector in India.

EPCH and IEIA have made significant contributions to the growth and development of the Indian exhibition industry, each contributing in its own distinctive way. EPCH has been serving its members since 1986, and over the last 30 years, it has been able to provide them with marketing platforms both in India and overseas, promoting Indian handicrafts globally. It has also extensively worked towards capacity building, design and product development, infrastructure creation in major craft clusters, and many more.

EPCH, established with the mission of promoting handicraft exports, has significantly contributed to the growth of the Indian exhibition industry by organizing various national and international trade fairs. Our collaboration with IEIA has further amplified this growth. By aligning our efforts, we have been able to set higher benchmarks for exhibitions in India, focusing on quality, innovation, and international standards.

IEIA has been at the forefront of promoting the exhibition industry in India by advocating for favorable policies and regulations that support the growth of exhibitions and trade shows. Through its initiatives, IEIA has facilitated the exchange of knowledge and best practices among industry

stakeholders, including exhibition organizers, venue owners, service providers, and Government bodies.

The collaboration between EPCH and IEIA has been mutually beneficial. EPCH and IEIA have collectively contributed to the growth and internationalization of the Indian exhibition industry, enhancing its reputation as a vibrant hub for trade and commerce.

2

• Please elaborate on the role EPCH and IEIA played in assisting the Indian exhibition business during the pandemic, and what strategies were used to overcome the hurdles.

During the pandemic, EPCH swiftly adapted to the new normal by embracing virtual platforms for conducting exhibitions and trade shows. The Council organized virtual trade fairs and exhibitions, allowing Indian handicraft exporters to showcase their products to international buyers without their physical presence.

EPCH organized online training sessions and workshops to educate its members on leveraging digital technologies for marketing, networking, and various policy interventions. These initiatives helped exporters transition to online platforms and navigate the challenges of digital technologies. Similarly, IEIA developed comprehensive guidelines and protocols for conducting exhibitions and trade shows safely amidst the pandemic. These guidelines included measures for crowd management, sanitation, social distancing, and health monitoring to ensure the safety of participants and visitors.

IEIA facilitated networking opportunities and collaboration among industry stakeholders through virtual platforms. IEIA organized webinars, conferences, and networking sessions to foster knowledge exchange, business partnerships, and collective problem-solving. IEIA & EPCH also advocated for Government support and relief measures to mitigate the impact of the pandemic on the handicraft sector. Overall, the proactive efforts and collaborative approach of EPCH and IEIA played a significant role in assisting the Indian exhibition business during the pandemic, helping the industry adapt to new realities, sustain operations, and emerge stronger in the post-pandemic era.

3

• As an industry veteran, kindly apprise us on your journey in making the recently concluded Bharat Tex 2024 a massively successful show.

The journey to making Bharat Tex 2024 a massive success was both



During the pandemic, EPCH swiftly adapted to the new normal by embracing virtual platforms for conducting exhibitions and trade shows. The Council organized virtual trade fairs and exhibitions, allowing Indian handicraft exporters to showcase their products to international buyers without their physical presence.

- Dr Rakesh Kumar

challenging and rewarding, marked by strategic planning, innovation, and collaboration. As an industry veteran, I drew on my extensive experience to navigate the complexities involved in organizing such a large-scale event.

As the Secretary General, Bharat Tex 2024, it certainly was challenging to put together a show comprising so many subsectors in coordination with Textile Export Promotion Councils (EPCs) and many representative bodies, spanning across two venues, in such a short time frame. This would not have been possible without a collaborative effort and the guidance and support of the Ministry of Textiles, Government of India. Inspired by the 5F Vision of Hon'ble Prime Minister of India, Shri Narendra Modi, the Bharat Tex'24 was unified as a Farm-to-Fashion-focus, covering the entire textiles value chain.

From the outset, we set a clear vision for Bharat Tex 2024 to be a benchmark event that showcases the best of Indian textiles to a global audience. Bharat Tex'24 was spread across over 22 lakh sq ft exhibition area in 2 venues at Bharat Mandapam and Yashobhoomi. With the participation of buyers from 100 countries and over 100 international speakers, Bharat Tex was a one-of-a-kind display of traditional craftsmanship alongside cutting-edge technology, showcasing the unique blend of India's textile story. The 4-day event brought together 3,500 exhibitors, over 3,000 buyers from over 100 countries, and more than 50,000 trade visitors, besides policymakers and global CEOs.

4 • How have EPCH, IEIA, and India Expo Center & Mart impacted the worldwide perspective and positioning of the Indian exhibition industry?

EPCH, IEIA, and India Expo Centre & Mart have collectively played significant roles in shaping the worldwide perspective and positioning of the Indian exhibition industry. EPCH has been instrumental in promoting Indian handicrafts globally, showcasing the rich cultural heritage and craftsmanship of India. Similarly, IEIA has been actively involved in advocating for the Indian exhibition industry at both national and international levels, promoting India as an attractive destination for exhibitions, trade shows, and conventions, whereas India Expo Centre & Mart, with its world-class infrastructure and state-of-the-art facilities, has been instrumental in hosting large-scale exhibitions, trade shows, and conferences, attracting both domestic and international participants.

EPCH's efforts have contributed to increasing the visibility and demand for Indian handicrafts in global markets. Through the world-renowned IHGF Delhi Fair (Indian Handicrafts and Gifts Fair), more than 3,000 exporters are enabled to transact business with many B2B buyers from overseas and India, thereby enhancing the worldwide perception of India as a one-stop sourcing destination for traditional and contemporary crafts.

The collaborative approach between EPCH, IEIA, and India Expo Centre & Mart has helped elevate India's stature in the global exhibition industry, attracting international participation, investment, and recognition, and positioning India as a preferred destination for hosting exhibitions and showcasing its diverse cultural heritage and economic potential.

5 • The events and exhibition sector is expected to develop significantly in emerging economies. Having said that, how do you perceive the future of the Indian exhibitions industry?

The future of the Indian exhibitions industry holds significant promise and potential for growth, driven by several factors such as Rapid Economic Growth of India, Government's focus on promoting



The collaborative approach between EPCH, IEIA, and India Expo Centre & Mart has helped elevate India's stature in the global exhibition industry, attracting international participation, investment, and recognition, and positioning India as a preferred destination for hosting exhibitions and showcasing its diverse cultural heritage and economic potential.

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trade, investment and tourism, and investments in infrastructure development, including exhibition centers, convention facilities, transportation networks, etc. Initiatives such as 'Make in India', 'Startup India', and 'Digital India' are projected as India's economic potential and innovation ecosystem to attract both domestic and international stakeholders. Continued investments in infrastructure development will enhance India's capacity to host large-scale events. The newly inaugurated Yashobhoomi, Dwarka, and continuous expansion of venues such as the India Expo Centre & Mart, Bharat Mandapam, and Pragati Maidan will support the growth of the industry.

As global awareness about environmental issues grows, the Indian exhibitions industry will increasingly adopt sustainable and eco-friendly practices. From green event planning and waste reduction to the use of sustainable materials and energy-efficient venues, there will be a strong emphasis on minimizing the environmental footprint of exhibitions. This commitment to sustainability will not only attract eco-conscious participants but also align with global trends and regulations. Overall, the future of the Indian exhibitions industry looks bright, driven by economic growth, infrastructure development, technological innovation, and a conducive policy environment. With its vast potential and diverse opportunities, the Indian exhibitions industry is poised for significant development in the years to come.

6. Going forward, which proactive initiatives and support from the Government will facilitate the Indian exhibition industry to be at par with global peers. Kindly elaborate.

To ensure the Indian exhibition industry remains competitive and on par with its global peers, proactive initiatives and support from the government are essential. Government intervention can facilitate the growth and development of the Indian exhibition industry. The Government can continue to invest in the development of world-class exhibition infrastructure, including modern exhibition centers, convention facilities, and supporting amenities.

Incentives such as tax breaks, subsidies, and subsidized land allocation can be provided to encourage private sector participation in building and operating exhibition venues. The Government can formulate supportive policies and regulations that facilitate the organization of exhibitions, trade shows, and events, including streamlined processes for obtaining permits, licenses, and clearances. Clear guidelines and standards for exhibition

management, safety protocols, and environmental sustainability can enhance the professionalism and credibility of the industry.

Financial assistance schemes, grants, and subsidies can be offered to exhibition organizers, particularly small and medium-sized enterprises (SMEs), to offset the costs associated with venue rental, marketing, and logistics. Low-interest loans and credit facilities tailored to the needs of exhibition organizers can help alleviate financial burdens and stimulate investment in the industry.

Bilateral and multilateral agreements with other countries can facilitate cross-border collaboration, knowledge exchange, and joint ventures in the exhibition industry. Participation in international exhibition associations and forums can provide opportunities for networking, benchmarking, and learning from global best practices.

By implementing proactive initiatives and providing necessary support, the Government can create an enabling environment for the Indian exhibition industry to thrive, compete globally, and contribute to the country's economic growth and development. **////**



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TEFLA'S TRIFECTA: AMBITION, ACHIEVEMENT, AND ACCOLADES

With 25 years of experience, Tefla's, a name synonymous with ambition in organizing conferences, exhibitions, and award shows, has carved a niche for itself over the years. By contributing significantly to various industry sectors through its innovative and research-based events, the company has grown into a respectable player, known for its high-quality, content-rich gatherings.

Tefla's journey in the event-organizing sector has been enriching and impactful. Its events are designed to serve as platforms for learning, knowledge-sharing, and networking. "Our offerings are a blend of content, communication, and celebration, making it a truly unforgettable experience for the participants," Kailash Singh, Managing Director, Tefla's, shares.

Diverse Industry Engagements

The company has successfully extended

its services to a multitude of industry segments, including edible oils, agri-trade, commodities, tech startups, organic food, grain and feed, and more. Each event is meticulously planned to cater to the specific needs and challenges of the respective sector, ensuring maximum relevance and value for attendees.

This initiative further demonstrates the company's versatility and wide-reaching impact as an event organizer. With that in mind, Singh lists a few notable annual gatherings that include Globoil India, CEO Weekend, AgriFundX, Sugar Summit, and South Asia Agri Summit.

An Ode to Successful Events

Now in its 27th year, Globoil India is a world-class gathering in the edible oils arena, witnessing a congregation of global participants



All image source: Tefla's

“ For newcomers to the Indian events and exhibitions market, it’s essential to immerse yourself deeply in understanding the market and its evolving demands. Building a robust network within the industry and staying abreast of global trends are fundamental steps to establishing a foothold.”



KAILASH SINGH
Managing Director
Tefla's

The event generally records the participation of more than 2,000 delegates and 100 exhibitors, providing a platform for information exchange, market identification, technology transfer, and potential investment collaboration. The growing popularity of Globoil provides an index of the rising importance of India and the sub-continent in the Global Marketplace.

Additionally, the AgriFundX event, concurrently held with Globoil, is a conference that centers on agricultural technology startups with the goal of driving investments and innovations in the agritech sector. The event is recognized as a pivotal forum for advancing technological developments and entrepreneurial initiatives in agriculture.

“CEO Weekend is a summit that delves into the commodities and equities markets, offering a gateway to networking and knowledge sharing,” he outlines, further elucidating the company’s vast industry impact. Furthermore, the Sugar Summit is dedicated to the sugar and ethanol industries and addresses future challenges and opportunities. This event brings together key stakeholders to discuss strategic advancements and market trends.

Lastly, “The SouthAsia Agri Summit is a multi-commodity forum that attracts the biggest players from the grain, pulses, rice, sugar, and edible oil industries in South Asia,” he adds.

Mastery in the MICE Sector

Through its thorough planning and design of events, the company excels in the Meetings, Incentives, Conferences, and Exhibitions

sharing insights and collaborations. It attracts industry leaders who discuss demand-supply trends, price movements, and various critical issues in the oilseeds, oils, and meals market. “Globoil features analysis on a whole gamut of issues and subjects which are a part of the changing paradigm of the global vegetable oil and related agri-commodity industries,” Singh explains. Over the last 27 years, Globoil has strongly benchmarked itself as the most distinguished feature in Global Edible Oil & Agri Trade and has matured into a virtual gateway for the global edible oil industry. Today, Globoil enjoys the repute of a unique, unrivaled platform in the global edible oil trade.





(MICE) sector. “This involves conducting extensive research into the demands and obstacles in the sector, interacting closely with players and stakeholders to maintain market relevance, and rigorous planning of sessions and operations to ensure a seamless experience,” Singh elaborates. The objective is to ultimately create an engaging environment that encourages interaction and meaningful engagement within the sector.

Tefla’s Tech Tactics

As the exhibition industry evolves, data and technology play an important role in the company’s event management strategy, thus strengthening the organizational efficiency and attendee experience of the event.

The company’s easy-to-navigate online registration system allows for quick and easy registration and payments including, unified payments interface (UPI) and QR code options. “We also employ an event app that enhances the attendee experience by facilitating better networking, scheduling meetings, accessing event information, and providing real-time updates,” he notes.

By utilizing tools like Google Analytics, the company gains insights into visitor behavior and preferences that help in targeting advertising efforts more effectively. This data-driven approach ensures that marketing campaigns reach the right audience, therefore boosting event participation and satisfaction. The integration of technology streamlines operations and creates a more interactive and engaging experience for participants.

Words of Advice: Dive Deep, Stay Ahead

As a gesture of goodwill, Singh offers insightful advice for newcomers to the Indian events and exhibitions industry. “It’s essential to immerse yourself deeply in understanding the market and its evolving demands,” Tefla’s MD shares. Building a robust network within the industry and keeping abreast of global trends are essential steps for establishing a strong presence.

“Investing in technology and leveraging data-driven approaches can significantly elevate the quality and impact of your events,” he stresses. “Most importantly, one should focus on creating value and fostering meaningful interactions for your audience.”





The Journey Goes On

The company continues to set benchmarks in the event-organizing industry with its innovative approaches and commitment to excellence. Its ability to cater to diverse industry segments and its focus on integrating technology and data-driven strategies are key factors in its success.

The company aims to fortify its market dominance by introducing new conferences and exhibitions, expanding current events to international locations, and developing new properties for

exhibitions. This strategy also includes a concerted effort to boost international participation and aggressively expand its brands on a global scale. Additionally, the company is keen on broadening the scope of its exhibitions division, with a particular emphasis on the business-to-business (B2B) segment.

On that note, the company is expected to reach new heights, delivering impactful and memorable events that drive industry growth and collaboration. ////

Tefla's continues to set benchmarks in the event-organizing industry with its innovative approaches and commitment to excellence. Its ability to cater to diverse industry segments and its focus on integrating technology and data-driven strategies are key factors in its success.



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Priyanka Reddyar, Head Venue Sales, HITEX

All image source: HITEX

“

I believe in the power of strong relationships with show organizers. Understanding their needs and goals is key to success in the Exhibition industry. I focus on giving personalized attention, listening closely to what they want, and working hard to make sure they succeed. By doing this, we not only strengthen our bond but also make sure we always meet their expectations. This leads to great experiences, long-term partnerships, and repeat business.”

”

Priyanka Reddyar
Head of Venue Sales
Hyderabad International Trade
Expositions Ltd (HITEX)

LEADING WITH VISION

In an industry often characterized by its fast pace and complex logistics, there shines a beacon of leadership, Priyanka Reddyar, Head Venue Sales, HITEX. Her unique blend of empathy, strategic acumen, and unwavering commitment to excellence propels Hyderabad International Trade Expositions Ltd (HITEX) forward and inspires women aspiring to lead.

Priyanka Reddyar's journey into the Exhibition industry was not just by chance; it was a choice fueled by her passion for creativity and strategic planning. As the Head of Venue Sales at HITEX, she is tasked with forging strong connections with organizers and event planners, understanding their visions, and ensuring that the venue's facilities and services align with their goals.

From contract negotiations, client relationship management, budget oversight, and logistical orchestration, her contributions culminate in delivering unforgettable experiences. "It's rewarding to contribute to an industry that fosters knowledge-sharing, business growth, and community engagement through impactful events," she remarks, highlighting HITEX's pivotal role as a premier event venue in Hyderabad.



What Determines a Woman Leader

At the heart of a woman leader lies a deep well of empathy, a creative spirit that knows no bounds, and an unwavering attention to detail. With that ethos ingrained in her beliefs, she views women leaders as individuals with indispensable qualities. She states, “They contribute uniquely and significantly to the success of the Event and Exhibition industry, bringing a blend of adaptability, effective communication, and a strong focus on community engagement.”

These qualities enhance relationships with clients and teams, injecting fresh, innovative ideas that captivate audiences and ensure flawless event execution. “Moreover, their flexibility helps them

From contract negotiations, client relationship management, budget oversight, and logistical orchestration, Priyanka Reddyar’s contributions culminate in delivering unforgettable experiences.

navigate challenges smoothly, and their outstanding communication skills enable them to articulate ideas clearly and motivate their teams effectively,” she adds. Women leaders like Reddyar contribute significantly to creating an inclusive and collaborative industry environment essential for its ongoing success and growth.

Communication Chronicles

In an approach to developing and nurturing strong relationships with show organizers at HITEK where each detail can make or break an experience, Reddyar unveils her powerful success mantra that revolves around open communication.

Understanding exhibitor needs and goals is key to success in the Exhibition industry. “I focus on giving personalized attention, listening closely to what they want, and working hard to make sure they succeed,” she shares. This proactive strategy strengthens bonds and ensures the organizers feel involved and informed at every step of the event planning process, resulting in long-term partnerships and repeat business.

This philosophy was put to the test during an exhibition at HITEK, where unforeseen challenges threatened to derail the event just days before its commencement. “Law enforcement requested cancellation of our exhibition due to VIP movement nearby, despite having obtained police permission earlier,” she recalls. The team acted swiftly and secured early access for exhibitors, allowing them to set up booths.

She adds, “On the event day, further complications arose as entry for exhibitors and visitors was entirely blocked due to VIP security measures.” The team devised a solution and implemented a unique transportation system using golf carts to ensure exhibitors and visitors reached the venue hassle-free.

Learning the Ropes

Keeping abreast of the latest trends in the Exhibition industry is vital



for venue operations. Reddyar offers women leaders her insights, “I regularly read industry publications, websites, and blogs for insights from experts and updates on emerging trends. Attending conferences and workshops helps me network and learn about current industry best practices. I also connect with peers and professionals to exchange ideas and stay informed.”

She further highlights the importance of continued education through courses, webinars, and certifications on new technologies and sustainability practices. She also suggests following thought leaders on social media to gain invaluable insights into industry discussions and innovations. Lastly, she stresses the importance of gaining feedback from clients and visitors to enhance services based on evolving preferences and expectations.

A Venue Like No Other

According to Reddyar, HITEX stands out as a premier venue for events

and exhibitions due to its exceptional features and amenities tailored to meet the needs of event organizers. She highlights its features:

Cutting-Edge Facilities: The venue boasts grand exhibition halls equipped with modern technology, adaptable to various event formats and requirements due to its customizable spaces.

Flexible Event Spaces: HITEX offers a range of flexible event spaces, including exhibition halls, conference rooms, banquet halls, and outdoor areas, allowing organizers to match their event’s size and theme.





Comprehensive Technical Support and Infrastructure: The venue goes the extra mile by including audiovisual equipment, lighting solutions, and fast internet connectivity, ensuring smooth operations during events and handling complex setups and meeting high-tech requirements.

Proximity to Amenities: Strategically located amidst the city’s hub, HITEX is easily accessible and surrounded by hotels, restaurants, and transportation options, enhancing the overall experience for visitors.

Safety and Security Measures: With stringent security measures and emergency protocols, organizers are assured that participant safety is a top priority throughout the event.

Offering some details on the state-of-the-art Hall 4 at HITEX, Reddyar shares, “Hall 4 is a dynamic and multipurpose event space designed to meet diverse needs. It is designed to accommodate exhibitions, trade shows, conferences, product launches, and cultural events. The hall is equipped with advanced technology like mood lighting, acoustically treated walls and collapsible partitions, floor loading capacities, 12.5 mt ceiling height, public address systems, high-speed internet, and AV equipment, ensuring seamless event execution.”

The hall’s versatile design allows for easy customization to suit events of various sizes. Attendee comfort is prioritized with comfortable seating, temperature control, and accessible facilities. Being a Platinum-rated facility, sustainability is at its core of operations. Ample parking and convenient access points make it easy for attendees to reach the venue.

Empowering the Next Gen

Reflecting on her journey and experiences, Reddyar extends her guidance to young women aspiring to become leaders in the Event and Exhibition industry. “First and foremost, believe in yourself and your abilities. Trust that you have the skills, knowledge, and

determination to succeed in the industry. Confidence in yourself is key to overcoming obstacles and seizing opportunities as you progress in your career,” she states.

She encourages young women to define their aspirations early on. “Whether it’s advancing to a leadership position, expanding your skill set, or making a significant impact in the industry, having clear goals will help guide your actions and decisions.” Surrounding oneself with mentors who can offer valuable guidance and insights based on their experiences is also important.

On a light-hearted note, she avers, “Above all, remember that your journey in the Event and Exhibition industry is unique to you. Stay true to yourself, embrace opportunities, and contribute your unique voice to shape the future of the industry.” *////*



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EMPOWERING HER, TRANSFORMING TOMORROW



All image source: IEIA

WeConnect WeRise 2024, an event centered around empowering women in the Indian exhibition industry, concluded on an inspiring note at the FIEO Auditorium, Niryat Bhawan, New Delhi. Organized by Indian Exhibition Industry Association (IEIA) on March 30, 2024, the progressive program was packed with enlightening speaker sessions and immersive workshops.

As inclusivity takes the Exhibition industry by storm, the need to engage and educate individuals on this transformative shift becomes increasingly significant. Thus, the event was a bold initiative by the IEIA Focus Group: Women in Leadership, a project launched to advocate for industry diversity and inclusivity, aiming to empower women leaders and motivate the following generations to dream big.

Panel Perspectives: Breaking Barriers, Inspiring Change

A welcome address by Pallavi Mehra, Chairperson, IEIA Focus Group: Women in Leadership and Group Director & Publisher, Travel Trends Today, Informa Markets in India, followed by a brief address by Sooraj Dhawan, President, IEIA and Founder & Director, Falcon Exhibitions Pvt Ltd, set the right tone for the event.

The event's highlight was a panel discussion titled 'Beyond Dialogues -

Breaking Barriers, Inspiring Change - Straight Talk with Exhibition Industry Leaders', led by prominent leaders including Mehra and Dhawan. Joining them were industry stalwarts comprising Ravinder Sethi, CMD, RE Rogers India Pvt Ltd; Himani Gulati, Director, MEX Exhibitions Pvt Ltd; and Jagdish Patankar, Executive Chairman, M M Activ Sci Tech Communications Pvt Ltd.

Moderated by Rucheeka Chhuggani, Director - Marketing, NuernbergMesse India Pvt Ltd, the panelists engaged in a candid conversation, sharing valuable experiences and insights.

During the discussion, Dhawan highlighted the pivotal role of women in the industry, stating, "The industry is run by a powerful force of women. While we are mindful, I think in areas such as finance, they should be offered a greater role." He further added, "We need to empower the existing women to take up multiple roles within the same setup." His insights underscored the importance of empowering women to take on diverse and impactful roles in the industry.

Reflecting on the industry's progress, Sethi remarked, "Around 10 to 15 years ago, there were almost no women in leadership roles in our association. Today, we have quite a handful." His observation highlighted the organic transformation of leadership dynamics in the industry, with more women filling executive-level or higher roles.



Mehra delved into the critical aspect of nurturing talent, stating that organizations should focus on how to empower women to reach their full potential. “The Exhibition industry can create women-specific

exhibitions,” she suggested. Creating platforms and forums for networking, mentorship, and fostering self-confidence are essential steps.

The event revolved around women’s empowerment in India’s exhibitions and events sector through the IEIA’s Women in Leadership Focus Group. It included workshops and sessions to boost diversity and inclusivity in the industry. With transformative talks and bold topics, the initiative aimed for revolutionary change, empowering women as future leaders, and promoting equality.

Gulati echoed the significance of mentorship, noting, “I think a mentor or a master is what everyone needs.” She further pointed out that mentorship is a two-way street, stating, “If I have received privileges or opportunities from someone who has mentored me, then it becomes my responsibility to mentor other women in my organization or those around me.” This sentiment emphasized the notion that ‘empowered women should empower others’.



Patankar emphasized the suitability of the Exhibition industry for women, affirming, “Now is the best time for women to join the Exhibition industry.” He further elaborated on women’s strengths in multi-tasking, forward-thinking, and creating immersive experiences, aligning seamlessly with the dynamic and project-driven nature of exhibitions.

Empowering Through Dialogue

Building on the insightful panel discussion, the event held a keynote session that delved into the topic of ‘Women Empowerment: The Key to Viksit Bharat 2024’, moderated by Sonia Prashar, Chief Managing Director, NuernbergMesse India Pvt Ltd and Immediate Past President, IEIA.



Focusing on Viksit Bharat 2024, a platform launched to enable the youth to come forward and share their ideas for a developed India by 2047, Archana Jahagirdar, Managing Partner, Rukam



Capital, and Neetii Maacker, Design Thinking Coach, Soft Skills Trainer, Strategy Consultant, led an insightful discussion positioning women at the forefront of attaining this goal.

As the number of working women in the industry continues to grow, there is a pressing need to promote awareness and educate

individuals on fostering a respectful and inclusive work environment. Piyali Acharya, Director, Children Unbound Foundation, spearheaded a bold initiative by conducting an enlightening 'Awareness Session on Prevention of Sexual Harassment (POSH)'. Additionally, Shagun Sethi, National Sales Manager, ITC Hotels, in conversation with Pratibha Singh, DEI Advocate, delivered a special talk on 'Building Diverse, Equitable and Inclusive MICE Industry in India'.



Interactive Learning: Walking the Talk

In addition to compelling speaker sessions featuring renowned industry leaders, the event showcased special workshops led by esteemed professionals in the industry. Anurag Bhartiya, Advisor & Coach, Founder of 'A Field Called You Consulting', offered a unique workshop titled 'Thriving: Going Beyond Labels, Trends, and Prescriptions', delving into holistic personal growth and barrier-breaking strategies.



Complementing this, Umikaa Mehra, Image Consultant & Personal Development Coach, conducted an engaging workshop on 'Leadership Essentials: Communication, Social & Business Etiquette', providing attendees with valuable insights into effective leadership and professional etiquette.////



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FOR EVENTS TO SPELL SUCCESS

Financial planning is at the heart of any successful exhibition. Ensuring the event's success while maintaining financial stability requires meticulous attention to detail. This involves crafting a comprehensive budget, effectively managing expenses and revenue, and closely monitoring financial performance from planning to execution.



All image source: Magic Wand Media

Exhibitions vary widely worldwide in size, reach, capacity, and impact. A successful exhibition, like any business venture, requires the right strategy for effective implementation. India stands as a prominent hub in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, attracting both domestic and international events due to its vast customer base and market depth.

The initial step in exhibition planning involves crafting a comprehensive plan that delineates the strategy, objectives, and necessary steps for organizing and executing a successful event. Market analysis is pivotal at this stage, aiding in understanding industry segments, identifying the target audience, and assessing competition.

The Indian MICE industry is poised for significant growth with a projected CAGR of 6 percent. This growth trajectory indicates a transformative phase for the industry. The resilience shown in FY 2022-23, overcoming the challenges of COVID-19, and the robust performance in FY 2023-24 underscore the industry's strength in the face of adversity.

Beyond benefiting individual companies, the MICE industry contributes to economies by creating business opportunities, facilitating knowledge sharing, and providing training and skill development. The industry's growth has also catalyzed innovation among startups, leading to novel concepts like drone shows and 3D exhibits in physical exhibitions.

India is the fastest-growing major economy in the world right now and is also luring foreign investments. This has further given a boost to India's Manufacturing sector. The Foreign Direct Investment this financial year is set to be more than US\$ 12 billion.

When global manufacturing companies adopted the China +1 strategy and looked for non-China locations, India was expected to

“Effective financial planning and management are pivotal for the success of exhibitions. Through meticulous budgeting, diligent financial oversight, cost control, revenue optimization, and thorough post-event financial analysis, one can secure the financial viability of one’s exhibition.”

SACHIN KUMAR SINHA
Group Chief Financial Officer
India Exposition Mart Ltd



as the presence and accessibility of both organizers and attendees. Presently, venues levy rentals across various slabs and categories, making strategic timing selection imperative for financial success. Venue fees encompass setup, utilities, and security, with costs potentially reaching up to 40 percent of the exhibition’s scale, underscoring the criticality of selection criteria. Beyond metropolitan areas, emerging cities such as Indore, Ludhiana, Goa, Lucknow, and Ahmedabad are witnessing a surge in hosting premier mega shows, further diversifying venue options.

Typically, exhibitions are held in locations separate from the organizer’s local office. Given that GST constitutes a significant portion of the expenses, it’s crucial not to miss out on claiming input credits. This practice can bolster the entity’s positive cash reserves.



be the big winner. This presents a golden opportunity for the MICE industry to capitalize on this momentum and secure a substantial share of this burgeoning market.

Financial planning is at the heart of any successful exhibition. Ensuring the event’s success while maintaining financial stability requires meticulous attention to detail. This involves crafting a comprehensive budget, effectively managing expenses and revenue, and closely monitoring financial performance from planning to execution.

For established exhibitions, the emphasis may shift toward cost optimization. In contrast, for emerging or growing shows, there’s a pressing need to prioritize sales numbers. A significant portion of the costs is variable and correlates with the scale of the exhibition.

Here are some of the important thoughts that need a comprehensive approach for well-balanced financial planning for exhibitions:

Budgeting

- **Venue Rental:** The size of the exhibition is contingent upon sales numbers, and the choice of venue location hinges on factors such

- **Marketing and Promotion:** This is the digital age and the allocation of funds for advertising, social media promotion, and PR activities needs to be carefully planned as one can monitor their performance and reach well in advance.

- **Exhibitor Services:** Economy in estimating costs for booth setups, electricity, internet, and other services for exhibitors helps in retaining and attracting new customers.

- **Staffing:** Training staff periodically and acquainting them with organization goals not only leads to a substantial saving in manpower cost but also makes them more efficient.

- **Accommodation Expenses:** There is a need for accommodating both exhibition staff, management, and exhibitors. Planning for hosting shows at venues with hotel accommodations within the premises or in the vicinity is always better.

Revenue Streams

- **Exhibitor Fees:** The world today is highly competitive, and we generally encounter shows on similar topics happening in different parts of the globe. Hence, the rate should be decided by the demand and supply approach. An established and fast-growing show aligned with the



- **Cost Control:** One must be mindful while spending. Closely monitoring expenses curtails overspending. Looking for cost-saving opportunities without compromising quality also helps.

Revenue Optimization

- **Pricing Strategy:** It involves setting competitive prices for exhibitor fees, tickets, and sponsorships. Also, offering early bird discounts or package deals encourages early commitments.
- **Upselling and Cross-Selling:** In terms of upselling and cross-selling, additional services or premium options can be sold to exhibitors at an extra cost. Advertising space in event materials or on the event website can also be sold to generate extra revenue.

- **Fundraising:** One can consider hosting a silent auction, raffle, or crowdfunding campaign to raise additional funds. This has become a trend in developed countries.

Post-Event Financial Analysis

- **Evaluating ROI (Return on Investment):** The organizer needs to assess the financial success of an event by comparing actual revenue to expenses and calculate ROI for sponsors and exhibitors to demonstrate value.
- **Settling Finances:** Settling outstanding invoices and payments promptly is a practice one must adhere to, which involves providing timely financial summaries or statements to exhibitors, sponsors, and stakeholders.
- **Learning Financial Lessons:** Reviewing what went well and what did not from a financial perspective helps in identifying areas for improvement and making adjustments for future events.

Conclusion

Effective financial planning and management are pivotal for the success of exhibitions. Through meticulous budgeting, diligent financial oversight, cost control, revenue optimization, and thorough post-event financial analysis, one can secure the financial viability of one's exhibition. This approach not only ensures financial success but also delivers a memorable experience for attendees, exhibitors, and sponsors alike. **////**

Government's policy moves can charge higher booth fees but others have to be economical to survive the exhibit fee structures that meet the financial objectives and budget philosophy of the organization.

- **Ticket Sales:** Shows can plan ticketed entry and the same needs to be thought and designed carefully.
- **Sponsorships:** Sponsors can provide funding and support for events in exchange of branding opportunities. Branding strategies can be aligned with industry needs and be developed in a way that exhibitors can utilize them as marketing tools.
- **Merchandise or Product Sales:** Organizers can offer exhibitors the opportunity to become partners for official merchandise or products related to the exhibition.

Financial Management

- **Tracking Expenses:** Using accounting software or spreadsheets to track all expenses and payments and regularly reconciling bank statements and invoices not only ensures accuracy but also helps in leakages and cost optimization.
- **Payment Terms:** Organizers should clearly define payment terms with exhibitors, sponsors, and vendors that require deposits or upfront payments to secure commitments. The right negotiation on this front can address fund flow issues.
- **Cash Flow Management:** Monitoring cash flow regularly ensures that there's enough liquidity to cover expenses. One should consider setting aside a contingency fund for unexpected costs.
- **Financial Reporting:** It is crucial to prepare regular financial reports to monitor budget vs actuals. Sharing financial updates with stakeholders, exhibitors, and sponsors is needed for their feedback and future planning.

Cost Management

- **Negotiation:** In order to get the best rates, it is important to negotiate with vendors, suppliers, and service providers. Additionally, considering bulk or early payment discounts also turns out worthwhile.

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INDEXPO- MUMBAI

June 6-8, 2024

CIDCO Exhibition & Convention Centre (CECC),
Navi Mumbai

SPACE TECH INDIA EXPO 2024

June 6-8, 2024

CIDCO Exhibition & Convention Centre (CECC),
Navi Mumbai

INDIA BIG 7

June 6-8, 2024

Bombay Exhibition Centre (BEC), Mumbai

**CONSUMER ELECTRONICS WORLD
EXPO 2024**

June 6-8, 2024

Yashobhoomi (IICC), New Delhi

**HYDERABAD JEWELLERY, PEARL
AND GEM FAIR 2024**

June 7-9, 2024

HITEX Exhibition Center, Hyderabad

ACE REFLECT 2024

June 7-9, 2024

Gujarat University Convention & Exhibition
Centre (GUCEC), Gujarat

DLP EXPO AFRICA

June 12-14, 2024

Kenyatta International Convention Centre
(KICC), Kenya

INNOPACK PHARMA CONFEX 2024

June 13-14, 2024

Hotel Sahara Star, Mumbai

INDIA HEALTH 2024

June 13-15, 2024

Yashobhoomi (IICC), New Delhi

IN-STORE ASIA

June 13-15, 2024

Bombay Exhibition Centre (BEC), Mumbai

CORRVISION EXPO 2024

June 13-15, 2024

Auto Cluster Exhibition Center, Pune

PACKVISION EXPO 2024

June 13-15, 2024

Auto Cluster Exhibition Center, Pune

ALL INDIA COLD CHAIN SEMINAR 2024

June 15-16, 2024

Hotel Clarks Shiraz, Agra

FAMDENT SHOW MUMBAI 2024**June 21-23, 2024**

Bombay Exhibition Centre (BEC), Mumbai

OSH SOUTH INDIA EXPO 2024**June 27-28, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

ACE REFLECT 2024**June 28-30, 2024**

Brilliant Convention Centre (BCC), Indore

FRO EXPO 2024**June 29-30, 2024**

Chennai Trade Centre, Chennai

INDIA EV SHOW 2024**June 29-30, 2024**

Chennai Trade Centre, Chennai

INDIA HORECA EXPO 2024**July 3-5, 2024**

CODISSIA Trade Fair Complex, Coimbatore

BAKERS TECHNOLOGY FAIR 2024**July 3-5, 2024**

CODISSIA Trade Fair Complex, Coimbatore

INDIA FOOD PACK EXPO 2024**July 3-5, 2024**

CODISSIA Trade Fair Complex, Coimbatore

INDIA DAIRY PROCESSING EXPO 2024**July 3-5, 2024**

CODISSIA Trade Fair Complex, Coimbatore

FOOD & DRINK PROCESSING EXPO 2024**July 3-5, 2024**

CODISSIA Trade Fair Complex, Coimbatore

SAFE-SECURITY AND FIRE EXPO SOUTH INDIA 2024**July 5-6, 2024**

Chennai Trade Centre, Chennai

SUGAR SUMMIT 2024**July 5-6, 2024**

Mastiff Grand La Villae, Lonavala

KHANDALA KONNECT 2024**July 6-7, 2024**

Mastiff Grand La Villae, Lonavala

INDIA WAREHOUSING SHOW 2024**July 11-13, 2024**

Yashobhoomi (IICC), New Delhi

INDIA MATERIAL HANDLING & LOGISTICS SHOW**July 11-13, 2024**

Yashobhoomi (IICC), New Delhi

TTF KOLKATA 2024**July 12-14, 2024**

Biswa Bangla Mela Prangan, Kolkata

DAIRYTECH AFRICA 2024**July 24-26, 2024**

Kenyatta International Convention Centre (KICC), Kenya

GIFTS WORLD EXPO 2024**July 25-27, 2024**

Pragati Maidan, New Delhi

FASTENER FAIR INDIA - NEW DELHI 2024**July 26-28, 2024**

Pragati Maidan, New Delhi

AMTEX 2024**July 26-29, 2024**

Pragati Maidan, New Delhi

AUTOMATION AND ROBOTICS 2024**July 26-29, 2024**

Pragati Maidan, New Delhi

ACE REFLECT 2024**July 26-28, 2024**

Hotel Babylon International, Chhattisgarh

RIDING THE LOGISTICS WAVE



All image source: Messe Stuttgart India

Organized by Messe Stuttgart India Pvt Ltd, LogiMAT India 2024 recently concluded its debut edition as an ode to the growing relevance of logistics. The nation's largest logistics, material handling, supply chain, warehousing, and transportation management exhibition was hosted at the India Exposition Mart Ltd (IEML), Greater Noida, Delhi-NCR from February 28 - March 1, 2024.

The event served as a platform for industry leaders, innovators, and stakeholders to network, exchange ideas, and delve into the latest advancements in logistics technology. Sachin Patil, Managing Director & CEO, Messe Stuttgart India Pvt Ltd, elaborated on the exhibition's impact by stating, "The event has emerged as a key driver of innovation, investment, and collaboration in the logistics sector, cementing its position as the leading platform for industry stakeholders to connect and thrive."

Unraveling Standout Features

The event, held in a sprawling area of 9,500 sq mt, attracted a significant footfall of 5,774 visitors, including industry experts and professionals gathered to discover cutting-edge solutions and actively engage with exhibitors.

The inaugural event offered visitors the opportunity to explore the latest advancements in various avenues including intralogistics, warehousing technologies, automation, material handling, and transportation

management. Stefan Lohnert, President, Messe Stuttgart GmbH, commented, "LogiMAT India 2024 was a confluence of diverse events, including the Startup India pavilion, technical conferences, panel discussions, and mentorship sessions for start-ups, poised to enrich the entire logistics ecosystem and its associated industries."

The Start-Up India pavilion comprised pitching sessions that offered logistics companies the opportunity to pitch their ideas and secure funding. The initiative distinguished the exhibition as a platform that boosts industry growth by encouraging innovation in established enterprises and emerging businesses.

Grounds for Economic Growth

During the event, numerous high-value business transactions were recorded, highlighting the event's pivotal role in driving economic growth and fostering collaboration within the industry. These transactions, totaling over INR 500 million, contributed significantly to the development of infrastructure, adoption of advanced technologies, and expansion of operational capacities within the country's Logistics sector.

Notably, the event stood out as a unique exhibition that attracted esteemed delegations from various branches of the armed forces, including the army, air force, and navy, seeking solutions for their depot and warehouse needs. Furthermore, visitors from prominent conglomerates such as Flipkart Pvt Ltd, Reliance Industries Ltd, Lenskart, and government entities like the Food Corporation of India (FCI), Central Warehousing Corporation (CWC), and National Cooperative Development Corporation (NCDC) graced the event.



Innovative Product Launches

With an impressive lineup of over 102 exhibitors representing global companies, the event was undoubtedly recognized for introducing a range of innovative products and solutions tailored to various sectors within the Logistics industry. Noteworthy launches displayed included a pioneering medical cobot specializing in rehabilitation and imaging. This first-of-its-kind assistive dog robot and a collaborative robot from Addverb Technologies Ltd aimed at improving operational efficiency and safety.

Additionally, exhibitors such as JREW Engineering Ltd and Stakon showcased advanced technologies encompassing robots, racking systems, artificial intelligence (AI), and digitalization tools. These innovations were meticulously developed, keeping in mind the aim to optimize logistical processes and improve overall efficiency, marking the event as a standout in the industry.

Exhibitor Satisfaction

The success of the event was affirmed by exhibitors voicing their satisfaction and appreciation for it. Sangeet Kumar, Co-Founder & CEO, Addverb Technologies Ltd, shared his enthusiasm, stating that participating in the event was an enriching experience. He further expressed a keen interest in continuing to be part of future editions.

Similarly, Sachin Daware, Consultant - Sales & Marketing, Daifuku Intralogistics India Pvt Ltd, commended the efforts put together for the exhibition and highlighted the massive turnout at their booth that led to engaging interactions with potential customers. The event, he said, was an ideal chance to share experiences and insights about their products and services directly with them.

Aiming to revolutionize the Indian Logistics industry, LogiMAT India 2025, an offshoot of the renowned LogiMAT Stuttgart, is to be held at the Bombay Exhibition Centre (BEC), Mumbai from February 13-15, 2025. The upcoming 2nd edition will have its focus on intralogistics solutions, transportation, and process management and promises groundbreaking advancements and strategic collaborations.

Shalabh Saxena, Deputy General Manager - Business Development, Craftsman Automation (India) Pvt Ltd, emphasized the critical role of the event as a platform to showcase their strengths and the value they offer. He noted, “It allows us to highlight our past successes and demonstrate our capacity to deliver innovative solutions tailored to their requirements and acquire a new client base.”

Plans for the Future

Renowned for launching the event worldwide in Germany, China, and Thailand, Peter Kazander, Managing Director, LogiMAT International and Logistics Exhibitions GmbH, noted, “LogiMAT India stands out as the largest, most comprehensive, and impressive inaugural edition I have observed on a global scale in all aspects. This event has truly set a remarkable standard.”

On that note, the success of LogiMAT India 2024 resonated with the growing importance of the Logistics sector in India’s economic landscape. The next edition of the event is scheduled to take place from February 13-15, 2025, at the Bombay Exhibition Centre (BEC), Mumbai, promising an experience that will set an even higher standard for the Intralogistics, Transportation, Warehousing, and Automation sectors. **////**



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PLANTING SEEDS OF CHANGE



All image source: Media Today Group

Fresh India Show (FIS) 2024, held on March 1 & 2, 2024, marked a significant milestone in India's horticulture sector, bringing together visitors from across the globe. Organized by Media Today Group at Sahyadri Farms, India's largest integrated horticulture project in Nashik, Maharashtra, this successful event showcased the opportunities and emerging trends in the fruit & vegetable industry.

Fresh India Show (FIS) 2024 proved to be an immersive experience for attendees that included producers, retailers, wholesalers, importers, and exporters from the Fruit & Vegetable (F&V) sector. With a fusion of exhibits, conferences, and networking sessions, the event underscored the vast potential of the sector.

Welcoming Growth and Collaboration

The event kicked off with a warm welcome from S Jafar Naqvi, Chief Editor, Media Today Group. Vilas Shinde, Chairman, Sahyadri Farms, echoed the importance of collaboration and innovation in horticulture. Vinita Sudhanshu, General Manager, Agricultural and Processed Food Products Export Development Authority (APEDA), shared insights into the nation's strengths in exporting fruits and vegetables.

Additionally, Pravin Gedam, IAS,

Commissioner Agriculture, Government of Maharashtra, focused on sustainable agricultural policies, underscoring the Government's commitment to fostering a resilient Agricultural sector. Pravin Pardeshi, IAS, CEO - Maharashtra Institution of Transformation (MITRA), Government of Maharashtra, complemented this by discussing the facilitation of investments in the sector.

Priya Ranjan, Joint Secretary & MD NHB, Agriculture & Farmers Welfare, Government of India, projected the future trajectory of the country's fresh produce trade. Finally, Gokul Patnaik, Chairman, Global AgriSystem Pvt Ltd, encapsulated the event's spirit by stressing the importance of innovation and collaboration for driving growth in the horticulture industry.

The event attracted global attention, with teams from retail giants like Lulu Group International and Barakat Fresh joining the event, highlighting the growing interest in the country's F&V industry. In addition, attendees had the unique opportunity to tour Sahyadri Farms. This visit provided an up-close look into sustainable farming practices and cutting-edge technologies, enhancing their understanding of the sector's appeal.

The show also featured an exciting new wine launch by Sam Agri Group, signifying industry diversification.



Fruitful Insights

The event's dual focus on exhibitions and its concurrent conferences provided a platform for industry leaders to share insights on emerging technologies, best practices, and market trends in horticulture. These sessions underscored the importance of collaboration, innovation, and strategic planning in driving growth and sustainability in the sector.

'Indian Horti Vision 2047 - Production & Future Trends'

Moderated by Azhar Tambuwala, Director, Sahyadri Farms, the panel on 'Indian Horti Vision 2047 - Production & Future Trends' focused on India's ambition to transform horticultural production by 2047. He discussed using advanced technologies such as precision farming and hydroponics to increase productivity and sustainability. GVK Naidu, Chairman and Managing Director, Sam Agri Group, highlighted the importance of climate-resilient crops and efficient water management.

Additionally, Kailas Bhosale, Chairman, Maharashtra Grape Growers Association (MRDBS), emphasized the potential of organic and niche markets. Whereas, Mayank Tandon, Senior Vice President - Sales and Marketing, Freshrop Fruits Ltd, spoke about enhancing sustainability and resilience in the sector to contribute to the country's agricultural and economic prosperity.

'Global Opportunities for Indian F&V Trade'

The keynote address by Rajendra Srivastava, Novartis Professor of

Marketing Strategy and Innovation, Indian School of Business (ISB), delved into the dynamics of the international F&V market, outlining opportunities for the country's exporters.

The session also featured insights on logistical strategies and market trends from industry leaders like Kuljeet Rajora, Sales Account Manager - Reefer Cold Chain Solutions; AP Moller - Maersk, Mohamed Wafaey, Deputy Chairman & Managing Director, Capital Agro Egypt; Siddharth Gupta, Group Procurement Head, Barakat Group - UAE; and Ravi Kumar, General Manager, F&V, Lulu Group International.

'Cooperatives, Corporates & Cooperation'

Led by Satyendra Gaur, Business Head, Adani Agrifresh Ltd, the panel 'Cooperatives, Corporates & Cooperation' examined the synergy and challenges between cooperatives and corporations in the Agricultural sector. Panelists including Tuli Mandeepsingh, Procurement Head, Nutrition, and Icecream - South Asia, Hindustan Unilever Ltd; Pramod Gorakh Nirmal, CEO, Mahakrushi Farmers Producer Co Ltd; and Madhukar Gawali, CMD, Om Gayatri Farmers Producer (FPO) Co Ltd; shared their experiences and strategies for fostering effective collaborations that drive growth and sustainability.

'Seeding the Future Trends in Indian Horticulture'

The session focused on the role of innovative agricultural practices and technologies in shaping the future of horticulture in the country. Sanjay

The event witnessed a remarkable global gathering of more than 1,000 industry professionals, in-person and virtually, at India's Largest Horticulture Project, Sahyadri Farms, Nashik, Maharashtra. The footfall consisted of wholesalers, exporters, importers, retailers, and industry supporters, engaging in fruitful networking and conferences.



Kalyani Shinde, Founder & Managing Director, Godaam Innovations Pvt Ltd, Nashik, shared how her company supports F&V farmers, while Manisha Dhattrak, Managing Director, Varun Agro Processing Foods Pvt Ltd, spoke on the inclusive growth models for food processing.

Presentations on 'Innovative Solutions for FPOs, Agri Startups, & Growers' unveiled further industry advancements. Biplob Barik, CEO & Co-Founder, Citrus Freight, shed light on the challenges of fresh produce logistics in Tier 2

Gahilot, Marketing Director, East-West Seed India, discussed the impact of high-quality seeds on agricultural productivity.

Harikrishnan G, CPO, KPM Farm Fresh Pvt Ltd; Dhriti Nayyar, R&D Head, Mala's Fruit Products; Manish Pande, Director & Head PAD Division, Quality Council of India; and Chetan Bhakkad, Partner, Grant Thornton Bharat LLP; explored topics ranging from the role of aggregators, the cultivation of processable crop varieties, to the importance of global standard equivalences and value chain development through innovative programs.

Harvesting Profits

Workshops covering profitability strategies, innovative berry farming techniques, and grape cultivation advancements enriched participants' knowledge and fostered valuable networking opportunities.

Richard Vollebregt, President & CEO, Cravo Equipment Ltd, led a pivotal workshop on 'Strategies to Increase Profitability and Protect the Profits from Extreme Weather'. He shared methods to enhance profitability in agriculture by leveraging technology and smart farming techniques to mitigate the impact of extreme weather conditions.

In another significant workshop, Bharat Bhojane, Vice President - Business Development, Asia Pacific Region, Ekland Marketing Co (EMCO CAL), discussed the suitability of soft berry varieties in different regions in the country.

Abundance of Presentations

Sam Ahilan, Managing Director, FD Berries SA, delivered a virtual presentation on 'Revolutionizing Berry Farming in India', focusing on sustainable practices and advanced technologies. Amit K Padol, Grower - Exporter, provided a detailed look into the current landscape and future trends in the Grape industry. Ambrish Karvat, Chairman, Yupaa Group, shared his vision for a 'Blue Revolution' in India, emphasizing sustainable aquatic practices.

A presentation on 'Women in Horticulture- Success Stories' featured Bhagyashree Patil, CMD, Rise N Shine Biotech Pvt Ltd, highlighting the company's role in empowering women through horticulture.

& 3 cities. Abhishek Khanvilkar, Business Lead - B2B, Ecozen, demonstrated how sustainable technology in the sector could mitigate post-harvest losses and boost profitability.

Furthermore, Neeraj Puri, National Head - Primary Produce, FoodChain ID, discussed the importance of Global Good Agricultural Practices (GAP) and Linking Environment and Farming (LEAF) MARQUE certifications in maintaining quality and sustainability. Lastly, Romic Mevada, Assistant Director, FoodChain ID, closed the session with strategies to prevent technical rejections by importers.

A Blooming Success

The conference concluded with a valedictory session where Azhar Tambuwala, expressed gratitude to all participants and collaborators for their contributions to the success of the event. He highlighted the event's role in fostering growth, sustainability, and innovation in Indian agriculture, setting a promising trajectory for the sector's future. **////**



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ENGINEERING A SMARTER FUTURE

The 11th edition of International Engineering Sourcing Show (IESS XI) marked a triumphant return to the CODISSIA Fair Complex, Coimbatore, from March 4-6, 2024. Organized by the Engineering Export Promotion Council (EEPC) of India, the expo was themed around smart sustainable engineering, showcasing the industry's dynamic revolution by seamlessly blending smart manufacturing and sustainable practices.



All image source: EEPC

The event garnered extensive support from various government entities in India, including the Ministry of Defence, Department of Commerce, the Ministry of Commerce and Industry, the Ministry of Heavy Industries, and the Department of Defence Production. This collective backing emphasized the show's significance within the Manufacturing industry and highlighted its alignment with key government initiatives.

Distinguished Inauguration

The grand inauguration was marked by the esteemed presence of notable figures including Vipul Bansal, Joint Secretary, Union Department of Commerce; Arun Kumar Garodia, Chairman, EEPC India; and Pankaj Chadha, Senior Vice Chairman, EEPC India.

Archana Patnaik, Secretary, Department of MSME, Government of Tamil Nadu, also graced the event with the release of a new corporate film on EEPC India. Rajesh Kumar Singh, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, participated virtually, adding a layer of inclusivity and technological adaptability to the show.

Exhibits, Engagement, and Knowledge Sharing

The expo floor was a hive of activity, featuring 149 cutting-edge engineering products that attracted a diverse audience. With 300 exhibitors in attendance, the event welcomed over 10,000 trade visitors and 300 overseas buyers from 48 nations. Martin Dulig, Minister, Saxon State Ministry of Economic Affairs, Labour and Transport, Federal Republic of Germany, led a significant delegation, infusing the event with international perspectives and fostering global connections.

The mix of participants, including manufacturers, exporters, importers, buyers, technology providers, and government representatives, created a dynamic environment ripe for innovation and networking. Notably, the presence of over 100 native exhibitors from the ten participating states of India added a local touch, enhancing the event's scope and impact.

The vibrant gathering was further enhanced with over 700 one-on-one B2B meetings, which fostered meaningful collaborations and sparked collaborations that promise to lead to future innovations.

Championing Sustainability

The theme of the exhibition was SmartSustainableEngineering, reflecting the current convergence of two critical trends in the manufacturing industry - Smart Manufacturing and Sustainable Manufacturing. In line with the theme, the organizers also launched a publication titled 'A Sustainable Future with Smart Engineering,' emphasizing the commitment to Net Zero Emissions and promoting industry-wide sustainability efforts.

A key moment at the event was the signing of a Memorandum of Understanding between EEPC India and the Council for Scientific



and Industrial Research-Central Road Research Institute (CSIR-CRRI), emphasizing the commitment to advancing industry standards and sustainability. The expo also included 13 knowledge sessions, which were met with enthusiastic participation, reflecting the industry's keen interest in evolving and adapting to new technologies and strategies.

State Participation and Partnerships

Tamil Nadu reprised its role as the host state for the sixth consecutive time, with Jharkhand joining for the fourth time. It was the third time for West Bengal, Himachal Pradesh, and Jammu and Kashmir and the second for Karnataka. Maharashtra and Andhra Pradesh participated for the first time as Focus States/Union Territories. Flanders was the Focus Region for the sixth time. Additionally, Odisha and Telangana joined with local exhibitors led by the respective state governments. This diverse lineup of participating states added a fresh dimension to the event's comprehensiveness and facilitated meaningful exchanges of knowledge and ideas.

Further bolstering the collaborative spirit of the event were strategic partnerships with industry leaders such as Tata Steel Ltd as the steel forum partner and L&T-SuFin as the B2B e-commerce partner. Other key partnerships were established with Subcon 2024, S D Promo Media Pvt Ltd, and CRI Pumps Pvt Ltd.

Awards and Closing Ceremony

The expo was more than exhibitions and deals; it also focused on accolades and future-oriented initiatives. The 3rd EEPC India Quality

Awards celebrated 15 companies for their dedication to quality in manufacturing. Similarly, the show wrapped up with the 12th prestigious India Design Mark Awards, originally instituted by the Good Design Award, Japan and India Design Council, where companies were recognized for their industrial designs. Winners of this acclaimed award included Blue Star Ltd, BSH, Wipro Enterprises Pvt Ltd, Geeken Seating Collection Pvt Ltd, Forbes Marshall, Godrej & Boyce Mfg Co Ltd, Godrej Interio, HOF Furniture System Pvt Ltd, Havells India Ltd, House of Kieraya Pvt Ltd, Swani Furniture Point Pvt Ltd, Whirlpool Co, Twenty First Century Techno Products Pvt Ltd, Urban Grey Furniture Industries, and VIP Industries Ltd.

Moreover, Best Pavilion Awards were conferred on Karnataka in the State Category, Mazagon Dock Shipbuilders Ltd under Public Sector Undertaking (PSU), Roots under the Large Enterprises Category, VINIR Engineering Pvt Ltd under Medium, and Jayashree Electron Pvt Ltd under the Small Enterprises category. These winners showcased the breadth of innovation across different sectors and sizes. **////**

The event featured 149 innovative engineering products, with 300 exhibitors, 10,000 hosted trade visitors, 300 overseas buyers from 48 nations, and 700 one-on-one B2B meetings. The 3rd EEPC India Quality Awards stole the show as 15 companies were awarded for their outstanding contribution to promoting quality manufacturing.



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FOR CLOTHES MAKE THE MAN

Held at the NSIC Exhibition Complex, Okhla Industrial Estate, New Delhi, Garment Technology Expo (GTE) 2024 was an immersive showcase of innovation and industry excellence. Organized by Garment Technology Expo Pvt Ltd from March 8-11, 2024, this premier event displayed the latest innovations in garment making, earning the title of the largest industry show in the subcontinent.



All image source: Garment Technology Expo Pvt Ltd

As South Asia's foremost platform for cutting-edge apparel technology, Garment Technology Expo (GTE) 2024 offered a comprehensive showcase of the complete apparel production process. With 35 successful editions under its belt, the event has played a significant role in elevating the Apparel industry across Delhi/NCR and neighboring states such as Haryana, Uttar Pradesh, and Rajasthan. Its enduring legacy in driving continuous innovation and transformative growth speaks volumes of the event's impact on the Apparel sector.

A Grand Garment Gathering

The business-to-business (B2B) expo was inaugurated by esteemed guests, including Chief Guest HKL Magu, Managing Director, Jyoti Apparels, and Inderjit S Sahni, Chief Managing Director, Garment Technology Expo, alongside leading technology suppliers from the industry.

The four-day expo drew a whopping 13,500 visitors, including exporters and domestic manufacturers from across India. Impressed by the industry response to the exhibition, Ricky Sahni, Joint Managing Director, Garment Technology Expo, stated, "We are overwhelmed with the response in terms of increased visitors to the show." He further added, "With every passing edition, GTE is setting a new benchmark, and we are particularly elated with the quality of visitors comprising genuine buyers."

Towards Mutual Benefits

Spanning across 1 lakh sq ft and encompassing four halls, the exhibition hosted a dynamic showcase of more than 800 brands and companies. This convergence of exhibitors included prominent garment manufacturers and suppliers of garment machinery and accessories, stemming from India and abroad, highlighting the global reach of the expo.

"For us, nothing matters more than creating a platform where exhibitors and visitors benefit mutually," Sahni averred. He further emphasized the positive feedback from exhibitors, citing numerous confirmed orders and enquiries for future business. The enthusiasm was palpable among existing and first-time exhibitors, who expressed eagerness to participate in future editions of the event to capitalize on business opportunities.

Supported by key industry associations such as the Garment Exporters Association of Rajasthan (GEAR), the Gujarat Garment Manufacturers

This B2B expo was a key meeting hub for garment manufacturers and technology providers to discuss and access the latest industry advancements. The 35th edition of GTE is widely known as the largest industry show in the subcontinent, featuring over 800 brands and attracting an impressive footfall of more than 13,500 trade visitors, including exporters and domestic manufacturers across India.



manufacturers get acquainted with the latest world trends and upgrade their manufacturing processes by adapting the latest technologies practiced internationally,” stated Amrish Chopra, Director, Garment Technology Expo Pvt Ltd.

A diverse array of technologies was showcased at the event, touching upon every aspect of knitting and garment manufacturing. This ranged from computer-aided design (CAD)/computer-aided manufacturing (CAM) systems to spreading and cutting machines, sewing machines, laundry machines, garment dyeing machines, and more.

Additionally, attendees had the opportunity to delve into finishing equipment, fusing machines, embroidery machines, accessories, leather & footwear machines, printing & digital textile printing solutions, quilting machines, knitting machines, spares & attachments, software solutions, accessories & trims, testing equipment, dyes & chemicals, fancy yarns, dyeing machines, and even support services. This marked the event as a pinnacle platform for industry professionals to explore a wide spectrum of cutting-edge technologies that are poised to shape the future of garment manufacturing.



Association (GGMA), the Noida Apparel Export Cluster (NAEC), and the Association of Apparel Manufacturers and Exporters of Gujarat, among others, the exhibition embodied the collaborative spirit of the industry.

Matching Global Standards

The decision to host the event in Delhi was strategic, considering the Garment industry’s crucial role in Delhi/NCR’s industrial and economic growth. Recent years have seen rapid expansion and significant potential for further development. Gurgaon, Noida, and Greater Noida have become major garment hubs with advanced processing and printing facilities. Therefore, upgrading existing textile units to global technological standards is imperative for sustained competitiveness.

In accordance with this agenda, the event has earned acclaim as a leading launchpad for introducing innovations, technological advancements, new materials, processes, and services in the Apparel industry. “GTE has dedicated more than 23 years to help Indian apparel

The Next Garment Act

The success achieved has encouraged the organizers to raise the bar still higher in the event’s next edition which is awaited with anticipation and excitement. The upcoming edition is slated for September 20-22, 2024, at the prestigious Gayatri Vihar, Palace Grounds, Bangalore. “We are quite upbeat about our forthcoming edition and look forward to putting up a great show there as well,” Sahni shared. **////**



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UNDERSCORING THE VALUE OF PACKAGING



All image source: IPAMA

Packaging is crucial for protecting one's products and making them stand out from the competition. Acknowledging this fact, Indian Printing Packaging & Allied Machinery Manufacturers' Association has introduced a dedicated exhibition focusing on the packaging industry the maiden edition of which was held from March 14 – 17, 2024, at India Expo Centre, NCR Delhi.

Packaging has a pivotal role to play in keeping a product safe and presenting it effectively for it to get distinguished among the ones from the competition. Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) thus has introduced IntraPac India, a platform for the Packaging industry stakeholders to showcase their competence in packaging solutions, network with potential customers, and explore industry trends.

The inaugural edition of IntraPac India hosted distinguished guests at its inauguration ceremony, including Heads of various Federations, Associations, International Institutions, Special Invitees, Exhibitors, Office Bearers, and Members of the Governing Council of IPAMA.

The event was supported by the Ministry of MSME, Government of India; Indian

Institute of Packaging; the Indian Flexible Packaging & Folding Carton Manufacturers Association (IFCA); Authentication Solution Providers' Association (ASPA); Packaging Industry Association of India (PIAI); PHD Chamber of Commerce and Industry; All India Plastic Industries Association (AIPIA); and Flexible Packaging Entrepreneurs' Welfare Association.

The event, held in the net exhibition space of 5,167 sq mt, showcased a diverse array of packaging solutions, including Plastic, Metal, Glass, Paper, Corrugation, Capping, Filling, Sealing, Bio-degradable Options, Protective Measures, Mono Cartons, Tin, Labelling, Traceability & Tracking, Logistics, Aseptic Packaging, Film, Molding and more.

Success Speaks

Despite being its debut edition, IntraPac India drew participation from 175 exhibitors representing different states and attracted 13,065 visitors. The exhibitors displayed cutting-edge packaging machinery and related products, focusing on both cost-effectiveness and suitability to the end-users. To encourage maximum participation from MSMEs, IPAMA offered them exhibition space at subsidized rates so they could leverage business opportunities. Additionally, the office of DC, MSME approved financial assistance for exhibitors, covering space charges, freight charges, and Airfare under the Procurement & Marketing Support Scheme of the Ministry of MSME.



Fifty-three percent of visitors constituted top management, 18 percent were purchase managers, 15 percent were sales and marketing personnel, 6 percent were from the R&D/Quality department, 5 percent were supply chain logistics heads, and 3 percent were consultants from government institutions and the media.

Exhibitor and Visitor Profile

The exhibitors at IntraPac India 2024 showcased a wide range of advanced technologies and solutions, shaping the future of the Packaging industry. Ten percent of the displayed offerings constituted machines and equipment for the production of pharmaceutical and cosmetic goods; 20 percent included machines and equipment for printing packaging materials; 13 percent were machines and equipment for finishing packaging materials; 28 percent comprised of packaging machines, facilities, and devices; and 29 percent were packaging materials, packaging means, packaging aids, and packaging production.

Fifty-three percent of visitors constituted top management, 18 percent were purchase managers, 15 percent were sales and marketing personnel, 6 percent were from the R&D/Quality department, 5 percent were supply chain logistics heads, and 3 percent were consultants from government institutions and the media.



Knowledge Matters

In the course of the event, conferences were held that deliberated on the issues the industry is dealing with.

'Authentication, Traceability, and Secure Sustainable Packaging Conference' was held in collaboration with ASPA. The panel of speakers included Manoj Kochar, President, ASPA; Ajai Srivastava, Former Director, SPMCIL; Honey Bhardwaj, Deputy General Manager, Brand Protection, Dhanuka Agritech Ltd; and Pratibha Malakar, AVP of Chem Analyst (a Sister Concern of Tech Sci Research Consulting).

Another comprehensive full-day conference titled 'Sustainable Packaging & Printing Industry' was jointly organized by IPAMA in collaboration with the Indian Institute of Packaging, Delhi. Distinguished speakers during the technical sessions included Sudhir Kumar, Advisor, NITI Aayog; Mayank Shekhar, Founder, Shekharson Technologies; Mukesh Goel, Director, Gopsons Paper Ltd; Nagesh Bakshi, CMD, Bakshi Marks Pvt Ltd; Ashok Marwah, Associate VP, Marks Emballage Pvt Ltd; and Rahu Tirpude, Deputy Director, IIP, Delhi.

The focal point of the panel discussion was 'Advances in Sustainable Packaging Industry'. Asim Datta, Consultant & Faculty, IIP Delhi, chaired the discussion, with Shekhar Amberkar, Assistant Director, IIP Mumbai, serving as the Co-chairman. The conference witnessed significant participation and engagement from attendees. ///



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All image source: Fairfest Media Ltd

NARRATING TRAVEL TALES

The Travel & Tourism Fair (TTF) Chennai 2024, organized by Fairfest Media Ltd, concluded on a high note, marking yet another successful chapter in the travel industry. Strategically scheduled from March 15-17, 2024, just before the summer holidays, the event unfolded in Chennai, the city known for its vibrant tourism scene, as the largest regional travel tradeshow in the Southern circuit.

The recently concluded The Travel & Tourism Fair (TTF), Chennai, an integral part of the TTF series, received remarkable enthusiasm from the participants, culminating in fruitful business meetings and insightful discussions.

The event served as a dynamic platform that hosted over 160 exhibitors and around 3,000 travel trade visitors including industry experts and travel aficionados, fostering an ideal space for networking, collaboration, and discovery.

Attendees were offered the opportunity to engage in exclusive business-to-business (B2B) sessions (trade only), followed by sessions open to B2B and business-to-consumer (B2C) visitors. This innovative format allowed general visitors and holiday-seekers the chance to uncover emerging destinations and seize enticing deals and packages for their upcoming summer escapades.

Showcasing Tamil Nadu

The event highlighted Tamil Nadu's rich tourism offerings. Supported by the state and its 14 co-participants, visitors were treated to captivating displays of the state's enchanting attractions, underscoring its position as one of the top-tier tourist destinations in the country. The Ministry of Tourism, Government of India, played a pivotal role in showcasing ongoing initiatives, adding depth to the event's thematic focus on regional tourism excellence.

The event featured an impressive lineup of exhibitors representing diverse segments such as businesses, travel agencies, tour operators, hospitality chains, destination management companies (DMCs), and tourist attractions. From domestic to international brands, the event provided a dynamic platform for engaging discussions and fruitful partnerships.

Diverse Industry Convergence

Beyond Tamil Nadu, the event fostered cross-cultural exchanges with representatives from various Indian states and international destinations. These representatives brought their unique charm to the forefront, sparking a delightful exchange of cultures and ideas while fueling economic growth and social development. The grand pavilions of State Tourism Boards like Bihar, Odisha, Uttarakhand, Kerala, Maharashtra, Karnataka, Delhi, Gujarat, Jharkhand, and Telangana showcased a tapestry of attractions, complemented by a strong presence of private hoteliers.



The event showcased over 160 exhibitors representing various segments, including businesses, travel agencies, tour operators, hospitality chains, DMCs, and tourist attractions. Strategically timed before the summer holidays, the event attracted a remarkable turnout of over 3,000 visitors, crowning it as one of the largest regional travel tradeshow in the Southern circuit.

Notable outbound and domestic tour operators like SOTC Travel Ltd, Riya Travel, The Nest Luxury Resorts, Fly24Hrs Holiday Pvt Ltd, Ramoji Film City, STIC Travel Group, and more showcased their expertise, adding depth to the event. The event also welcomed enthusiastic participation from leading private sector entities across India and abroad, creating a melting pot of industry expertise and innovation. The global flavor of the event was enhanced by the presence of countries like Nepal and Thailand, adding an exciting international dimension.



Future Fairs

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd, expressed gratitude for the remarkable turnout at the event. “We would like to thank all participants, exhibitors, visitors, our sponsors, and partners, for their unwavering support and participation,” he stated, citing the event’s success to their enthusiasm and dedication.

Looking ahead, 2024 promises a vibrant landscape for travel and tourism. The organizers have already set the stage for upcoming shows in the TTF series that are held in Mumbai, Bengaluru, Kolkata, Ahmedabad, Delhi, Hyderabad, and Patna. TTF Kolkata is scheduled for July 12-14, 2024; TTF Ahmedabad for August 7-9, 2024; TTF Patna for September 27-28, 2024; and finally, the Business+Leisure Travel and MICE (BLTM) event is planned for August 29-31, 2024, in Delhi. These events are anticipated to ignite industry growth and innovation, offering exciting prospects for all stakeholders. ///



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A JEWEL OF A SHOW



All image source: All India Gem and Jewellery Domestic Council

The sparkle of India's jewelry industry reached dazzling heights after the world-class India Gems and Jewellery Show 2024 (GJS April Show) concluded on April 2-5, 2024. Hosted by All India Gem and Jewellery Domestic Council (GJC) at the illustrious Jio World Convention Centre (JWCC), Mumbai, the flagship event gathered luminaries, international buyers, exhibitors, jewelry wholesalers, and retailers in a symphony of creativity and commerce.

Organized under the theme 'Humara Apna Show', India Gems and Jewellery Show 2024 (GJS April Show) was strategically scheduled ahead of significant Indian festivals Gudi Padwa and Akshaya Tritiya. The timing provided an ideal opportunity for retailers to explore, immerse themselves in, and stock up on the latest jewelry designs for the festive and wedding seasons.

A Star-Studded Inauguration

The grandeur of the event was accentuated by the presence of distinguished guests and industry stalwarts. The Chief Guest Shri Mangal Prabhat Lodha, Hon'ble Minister of Skills, Employment, Entrepreneurship and Innovation, Government of Maharashtra, inaugurated the show, joined by the Guest of Honor Rajesh Kalyanaraman, Executive Director, Kalyan Jewellers. Other luminaries

included Rajiv Jain, Secretary, Jaipur Jewellery Show and Sunil Nayak, Chief Executive Officer, Reliance Jewels.

International Allure, Local Hospitality

GJS April Show witnessed an impressive turnout of more than 9,000 visitors exploring over 550 stalls with more than 400 exhibitors showcasing their masterpieces. From traditional hand-crafted treasures to avant-garde designer collections, the event was a canvas of innovation and tradition intertwined.

The show transcended borders, drawing the attention of over 200 international buyers from diverse corners of the globe. This included Dubai, Bahrain, Qatar, Bangladesh, the United States, the United Kingdom, and Thailand, among others, highlighting India's prowess in jewelry craftsmanship to a global audience.

The international delegates actively participated in acquiring designer jewelry, which featured intricate styles like Kundan, Jadau, and traditional hand-crafted ornaments. Their engagement ensured ongoing partnerships with Indian suppliers for future procurement needs.

Considering this global lineup, the organizers ensured a warm welcome and hospitality, preparing more than 2,000 accommodations along with several amenities.



The event buzzed with excitement, welcoming an impressive turnout of 9,000 visitors to explore a mesmerizing array of 550 stalls, each showcasing the artistry of 400 exhibitors. Deemed a notable world-class event in the Jewelry industry, the GJS April Show drew the interest of 200 international buyers.



Glamour, Fashion, and Connections

The event witnessed a spectacle of elegance and charm at the Hotel Sahara Star, Mumbai, as the much-anticipated Gala Evening, GJC Nite, emerged as the apex of the event. Bollywood Star, Adah Sharma, captivated the audience as the showstopper, symbolizing the intertwining of fashion and jewelry.

Presented by IDT Gemmological Laboratories Worldwide, the evening set the stage for honoring jewelers, a moment of recognition for their craft and dedication.

The event was supported by esteemed partners such as De Beers Group, Laxmi Diamond, and Platinum Guild International (PGI), along with fashion shows from R K Bracelets Pvt Ltd, Padmavati Chains Pvt Ltd, and Shubham Motiwala Jewellers Pvt Ltd, enhancing its prestige and stance in the industry.

Ready for Future Success

Saiyam Mehra, Chairman, GJC and Convenor, GJS, highlighted the overwhelming response as a testament to their ability to organize leading B2B jewelry exhibitions and seminars, establishing a trusted platform for jewelers. "Our success lies in honesty, hard work, and transparency, which will enable us to achieve several milestones in the future," he added.

Following suit, Rajesh Rokde, Vice Chairman, GJC, shared, "I am pleased to share that the response received for the GJS April 2024 show was truly commendable, especially considering the market scenario and the Achar Sanhita period."

Adding to the accolades, Nilesh S Shobhawat, Co-Convenor, GJS and Director, GJC, remarked, "The seminar we organized garnered praise for its insightful discussion and valuable takeaways, further enhancing the overall experience for attendees." He extended sincere gratitude to participants, exhibitors, and partners for making the event a resounding success and reinforcing the collaborative spirit that drives the Jewelry industry forward. ///



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ADVANCING THE ART OF MEDICINE

Organized by PharmaTechnologyIndex.com Pvt Ltd, PharmaTechExpo 2024 & Lab Tech Expo 2024 unfolded successfully from April 12-14, 2024, at the Parade Ground, Chandigarh. The event acknowledged North India's substantial contribution to the nation's pharmaceutical sector and served as an optimal platform to showcase pharmaceutical advancements and connect industry stakeholders.



All image source: PharmaTechnologyIndex.com Pvt Ltd

The 16th edition of PharmaTech-Expo & Lab Tech Expo was a tribute to North India which has risen as the pharmaceutical powerhouse of Asia. Its stature is evident in its well-established industrial estates serving as a fertile ground for the production of raw materials, cutting-edge pharmaceutical processing machinery, advanced packaging solutions, and laboratory equipment.

The exhibition space sprawled across 15,000 sq mt, hosting a bustling congregation of more than 300 exhibitors unveiling their latest advancements in

drug production and pharmaceutical technologies. The exhibits included pharma machinery, processing and packaging equipment, laboratory instruments, cleanroom technologies, water & wastewater treatment equipment, lab furniture, turnkey projects & consultants, material handling equipment, handling units & pumps, pipes & fittings, and valves.

Among the event's highlights, exhibitors seized the opportunity to launch new products, services, and solutions, capturing the curiosity and interest of visitors. With over 1,000 machines and equipment on display, each booth became a stage for enhanced visibility, brand recognition, and customer engagement.

Immersive Experience for Visitors

The event was more than a gathering; it emerged as a dynamic hub of networking opportunities, seamlessly connecting participants

and fostering collaboration among industry peers, potential partners, and stakeholders. This year's milestone achievement saw an unprecedented footfall of over 8,000 business and industrial personnel, making each interaction more valuable and impactful.

Moreover, amidst the vibrant atmosphere, knowledge flowed freely, sparking discussions on best practices, and cultivating professional development. Visitors reaped tangible benefits from the event, gaining valuable insights, expert perspectives, and industry trends through engaging seminars, workshops, and networking sessions. This immersive experience empowered them with knowledge, connections, and inspiration essential for navigating and thriving in the ever-evolving landscape.

On that note, positive feedback and acclaim from industry professionals further solidified the event's reputation as a leading platform for showcasing innovations. The event contributed significantly to the overall growth and development of the Pharmaceutical and Laboratory sectors, painting a vivid picture of progress.

An Intellectual Stimulus

The event witnessed meticulously curated seminars, including one on 'Exploring New Avenues for Nextgen Technology and Advancement of Pharma Industry.' Renowned experts from diverse backgrounds took the stage, including Dr Vineet Bhushan, Certified IRCA PQMS GMP Auditor, Founder: Stellar Pharma Solutions & Former Vice President & Dean- Learning University, Pfizer, and Rajat Jain, GM - Global Sourcing & Plant SCM, Panacea BioTec, among others. Their lectures shed light on the latest trends and advancements shaping the pharmaceutical landscape.

A Panel Discussion on 'Extending the Harmonious Technology and Pharma Business Agenda-Regulatory Affairs' had esteemed experts including Shri Lalit Jain, IAS; Dr Pradeep Mattu, Former Joint Commissioner Drugs, Punjab; and Dr Manish Kapoor, State Drugs Controller (SDC), Himachal Pradesh, among others, sharing their invaluable insights. This dynamic exchange of ideas paved the way for innovative strategies and collaborative initiatives in the industry.

The exhibition featured over 300 exhibitors displaying state-of-the-art machinery for drug and pharmaceutical production. The event drew an impressive turnout of over 8,000 business and industrial attendees across the three days, marking it as a progressive platform in the pharmaceutical and laboratory sectors.

Adding to the intellectual feast, a session on 'Business Advent Program - Celebrating Fire Safety Week' was held. This engaging program encapsulated the spirit of innovation linked with safety, showcasing the event's multifaceted approach to industry enhancement.

A Prelude to Success

Leading up to the grand inauguration, interactive sessions were held across India to promote the event. The first session was held in Jammu, supported by the JK Pharmaceutical Manufacturer's Association (JKMPA), Jammu, and the Office of the State Drugs Controller, Drugs & Food Control Jammu & Kashmir. Similarly, the second interactive session was held in Haridwar with the support of State Industrial Infrastructure and Development Corporation of Uttarakhand (SIIDCUL) among other esteemed state associations.

The inauguration ceremony was a momentous occasion graced by several distinguished dignitaries. Dr (Col) Dhani Ram Shandil, Health and Family Welfare Minister, Government of Himachal Pradesh, honored the event as the Chief Guest and Shri Chandershekhar, MLA, Dharampur Mandi, Himachal Pradesh, as the Special Guest. Other notable figures included Lotika Khajuria, State Drugs Controller, Jammu & Kashmir; Surinder Mohan, Deputy State Drugs Controller, Jammu & Kashmir; and Lalit Goel, Deputy Drugs Controller, Food and Drug Administration (FDA) - Haryana.

The presence of industry luminaries, entrepreneurs, and eminent officials added a layer of prestige to the event, symbolizing a collective dedication to pharmaceutical advancements.

Pioneering Partnerships

The support from esteemed organizations like the Himachal Drug Manufacturers Association (HDMA), Ambala Scientific Instruments Manufacturers' Association (ASIMA), and other industry leaders was pivotal for the event's success. Their active collaboration fueled innovation and fostered valuable partnerships in the Pharmaceutical and Laboratory sectors.

The pharma event surpassed all expectations with remarkable participation, engagement, and outcomes. It celebrated current groundbreaking advancements and innovations while paving the way for a future marked by great success. **////**



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All image source: Messe Muenchen India

ENGINEERING SUCCESS IN LABORATORIES

Jointly organized by Messe Muenchen India and Indian Analytical Instruments Association (IAIA), the Mumbai edition of analytica Anacon India & India Lab Expo 2024 concluded with astounding success. From April 15-17, 2024, at Bombay Exhibition Centre (BEC), Mumbai, the event witnessed an exceptional turnout of decision-makers, exhibitors, and visitors.

Focused on automation and sustainability, the international trade fair for laboratory technology, analysis, biotechnology, and diagnostics – analytica Anacon India & India Lab Expo 2024's Mumbai's edition turned out to be a successful congregation of satisfied exhibitors and delighted visitors who benefitted from various targeted experiences such as technical conferences, hosted buyer programs, and prefixed buyer-seller meetings.

Showcasing an impressive 63.5 percent growth in exhibition space compared to previous editions, the event reaffirmed its status as a must-attend B2B gathering for the Analytical Instruments and Laboratory Technologies industry. The platform united 165 brands showcasing 3,000 innovative products to a remarkable footfall of 6,024 trade visitors. This included analysis and

laboratory equipment, diagnostic technologies, biotech solutions, and precision instruments for quality control, measurements, and testing.

Success Speaks

This edition reflected the industry's commitment to embracing cutting-edge technologies and sustainable practices. Bhupinder Singh, CEO, Messe Muenchen India Pvt Ltd, expressed his satisfaction with the event's growth and its pivotal role in shaping the future of analytical instruments and laboratory technologies.

“The phenomenal success of this Mumbai edition is a culmination of the strong professional relationships we have developed with the organizers as well as all industry stakeholders,” shared Chandrabhas Shetty, President, Indian Analytical Instruments Association (IAIA).

Having received the lifetime achievement award for his contributions towards laboratory research and the development of new technologies, Padma Vibhushan Prof Man Mohan Sharma, Emeritus Professor and Ex-Director, Institute of Chemical Technology (ICT), said, “As a long-term partner of this trade fair, I have witnessed a remarkable leap forward in recent years. Both the exhibitors and the exhibition have seen a quantum jump in quality.”



Dr Nilesh Amritkar, President, Association of Food Scientists and Technologists of India (AFSTI), said, “We work very closely with most of the exhibitors on this platform. This is a wonderful place to interact with all the partners, vendors, and suppliers of laboratory equipment and technologies in one place.”

Where Precision Meets Products

Among the top-tier exhibitors were Kewaunee Labway India Pvt Ltd, Shimadzu Analytical (India) Pvt Ltd, Agilent Technologies India Pvt Ltd, LabGuard India Pvt Ltd, Newtronic Lifecare Equipment Pvt Ltd, and many more. Swarup S Prabhune, Senior Manager – Analytical R&D, Cipla, noted, “The sheer number of manufacturers under one roof makes it an invaluable event. It is nearly impossible to connect with so many vendors elsewhere.”

The exhibitors took the opportunity to display their green solutions to potential clients and partners. Manish Dimri, Business Head, India - Lab Infrastructure, Kewaunee Labway India Pvt Ltd, said, “We have been focusing on futuristic technologies that empower labs across industries to embrace sustainability solutions.”



In a similar vein, Ishan Subudhi, Business Manager, BioAnalytics - India & SAARC, Sartorius India, remarked that the event was more than just offering sustainable solutions. “Our technologies help scientists obtain faster and more accurate results in the lab. This trade fair platform allows us to take these solutions to the markets that we are targeting,” he added.

Leaders Convene to Connect

Spanning 8,500 sq mt of exhibition space, the event earned a personal milestone of the largest Mumbai edition in history, providing a vast expanse to accommodate a large gathering from the domains of food and pharmaceuticals to healthcare, diagnostics, chemicals, cosmetics, and more. Industry frontrunners and innovators gathered to explore the latest advancements and cultivate valuable connections.

With a spectrum of dynamic business partnerships and an outstanding assortment of products on display, the event undoubtedly attracted an energetic crowd. Amy Thakker, Deputy Manager - Marketing & Sales, Shimadzu Analytical India, backed this point by stating, “The growing importance of this platform is evident. The expanded exhibition space and increased number of exhibitors suggest a focus on attracting high-caliber visitors.”

Additionally, notable certifications and regulatory authorities graced the



exhibition and conference with their presence. This included the Food and Drug Control Administration (FDCA), United States Pharmacopeia (USP), Indian Pharmacopeia Commission (IPC), National Accreditation Board for Testing and Calibration Laboratories (NABTCL), and a host of other influential bodies.

To further ingrain the collaborative spirit of the event with industry associations, Nilesh Amritkar, President, Association of Food Scientists and Technologists of India (AFSTI), highlighted, “We work very closely with most of the exhibitors at this platform. This is a wonderful place to interact with all the partners, vendors, and suppliers of laboratory equipment and technologies in one place.”

Beyond the Technology Showcase

Amidst the convergence of nearly 30 conference speakers and over 200 delegates, a lineup of enlightening presentations unfolded. Industry and regulatory experts delved into comprehensive topics such as laboratory analysis, automation, regulatory compliance, and sustainability. Additionally, the event facilitated 300 buyer-seller meetings, drawing in hosted buyers from across India.



According to Prabhune, the buyer-seller forum offered productive interactions with a wide range of manufacturers. Hemant G Koshia, Commissioner, Food and Drugs Control Administration (FDCA), also averred, “The trade fair is a great platform for knowledge sharing and learning through its thought-provoking panel discussions.”

Following that thought, A V Jayakumar, Executive Vice President (Corporate Quality), Ajanta Pharma, stated, “Trade fairs like this are crucial for staying ahead of the curve. Many of our team members actively attend both the Mumbai and Hyderabad editions.” He further added, “This is particularly beneficial for our sourcing team as it provides a unique opportunity to connect with industry leaders, discover cutting-edge innovations, and identify the latest technologies that can enhance our offerings.”

Onward and Forward

Moving forward, the next edition of the event is scheduled for September 26-28, 2024, at HITEX Exhibition Center, Hyderabad. The event will be co-located with Pharma Pro&Pack Expo. **////**



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All image source: Informa Markets in India

BABY STEPS TO MARKET SUCCESS

Informa Markets India Pvt Ltd, a premier business-to-business (B2B) exhibitions organizer, successfully concluded the 8th edition of Children, Baby, Maternity Expo (CBME) India 2024 at the Jio World Convention Centre, Mumbai. Held from April 18-20, 2024, the milestone event signified a pivotal moment in the baby care industry.

The event, returning after five years with renewed vigor, reaffirmed its stature as the country's leading sourcing platform for baby, child, and maternity products. With the 2024 Indian baby care products market estimated at US\$ 4.42 billion and expected to reach US\$ 7.71 billion by 2029, growing at a CAGR of 11.76 percent during the forecast period (2024-2029), the event showcased a thriving industry poised for substantial advancement.

Distinguished Dignitaries

The event's inauguration was graced by esteemed dignitaries, including Yogesh Mudras, Managing Director, Informa Markets India Pvt Ltd; Pankaj Shende, Senior Portfolio Director, Informa Markets India Pvt Ltd; Dr Nandita Palshetkar, President, Federation of Obstetrics & Gynaecological Societies of India (FOGSI); Dr Allan Mark Pereira, Pediatrician, The Children's Hospital, Malad; Rajesh Vora, CEO, Chicco India; and Mitali Thackeray, Celebrity New Mom.

One of the prominent exhibitors at the event Chicco India has been part of CBME India since its inception. Stressing the significance of the show, CEO Vora commented, "Our commitment remains strong as we restart this year. There's immense potential for child and baby care products in India, where awareness and penetration are still in their early stages."

Ideas at Play

The three-day expo transformed into a playground of innovation that displayed an array of major categories in the industry. This included baby care, fashionable apparel, footwear, maternity and baby products, contract manufacturing, licensing, toys, and private labeling.

The event designated a dedicated B2B meetings zone, providing a platform to unearth lucrative opportunities for both buyers and exhibitors. On that note, Mudras elaborated, "Our goal is to cultivate a supportive environment where industry participants not only showcase and bolster organized market offerings but also foster idea exchange and seize opportunities presented by emerging market trends."

Showcasing the Best in Baby Care

Munish Visharia, Managing Director, Prem Ratna Toys, highlighted, "This exhibition offers Indian manufacturers a prime opportunity to showcase their diverse range of products and brands to a wider audience," he shared.

With over 150 national and international exhibiting brands in attendance, the expo emerged as a must-attend gathering for stakeholders within the



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With the 2024 Indian baby care products market estimated at US\$ 4.42 billion and expected to reach US\$ 7.71 billion by 2029, growing at a CAGR of 11.76 percent during the forecast period (2024-2029), CBME 2024 showcased a thriving industry poised for substantial advancement.

Baby Care industry. Among the notable exhibitors were Chicco India, Ben Benny, R for Rabbit, BabyGo Inc, Phoenix Plastoware Pvt Ltd, Infantso, and Polka Tots, each representing its unique narrative of innovation.

Adding to the narrative of holistic products that meet every requirement, Vora stated, “Chicco, being a leading global brand in this space, with roots in Italy, we’ve witnessed the evolution of the industry firsthand. Over our 14 years in India, we’ve ensured that parents have access to a wide range of differentiated products.”



Quality Drives Industry Growth

Kunal Papat, Founder, R for Rabbit pointed out the surge in demand for quality baby products, attributing it to factors such as increased per capita income, awareness of product categories, premiumization, urbanization, Gen Z parents preferring top-quality products, and the emphasis on single-child households. “Moreover, a notable shift towards organic and green products reflects the environmental consciousness of new millennials,” he stated.

Adding a medical perspective, Dr Pereira emphasized the critical importance of high-quality products in shaping a child’s future during the first 200 days of life. “Fortunately, the availability of high-quality products within India has improved, reducing the reliance on imports from the West. However, amidst the influx of natural and organic products, it’s crucial to exercise caution and ensure product quality,” he noted.

As the market evolves, attaining quality certifications and maintaining a balance between organized and unorganized segments becomes important, particularly in segments like baby care cosmetics where quality is a must.

E-commerce and Consumer Behavior

The evolution of the Baby Care industry is intricately linked with technological advancements and changing consumer behavior. Mudras pointed out the significant role of e-commerce platforms in providing convenient options for exploring and purchasing baby care products.

Vora highlighted the ease with which Indian parents can now access childcare essentials, whether through local stores or online platforms. However, he emphasized the need for education programs.

Vijay Goel, Director, Infantso, further delved into the impact of online business beyond urban centers. He went on to underscore the advantages of online platforms, such as wider product arrays and seamless comparison tools, enhancing the overall shopping experience for consumers. **////**



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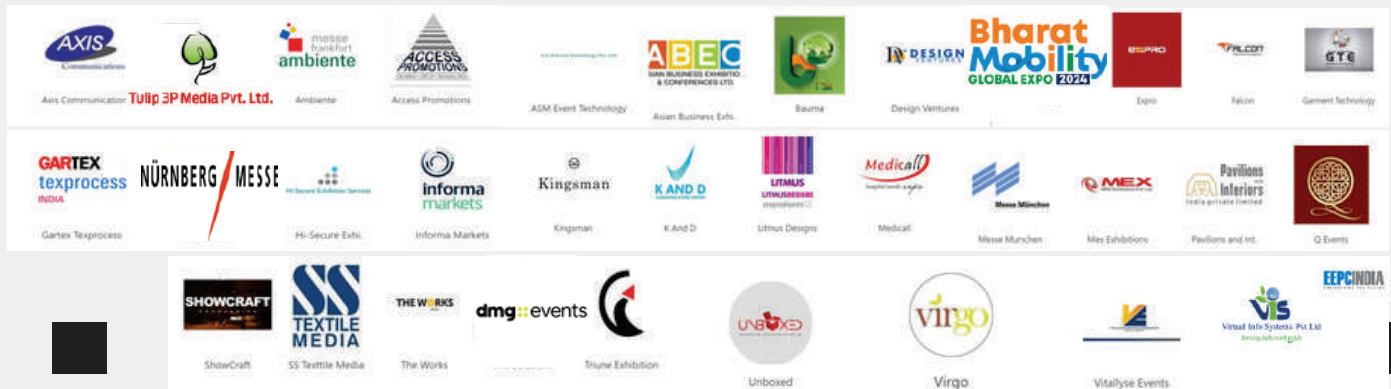
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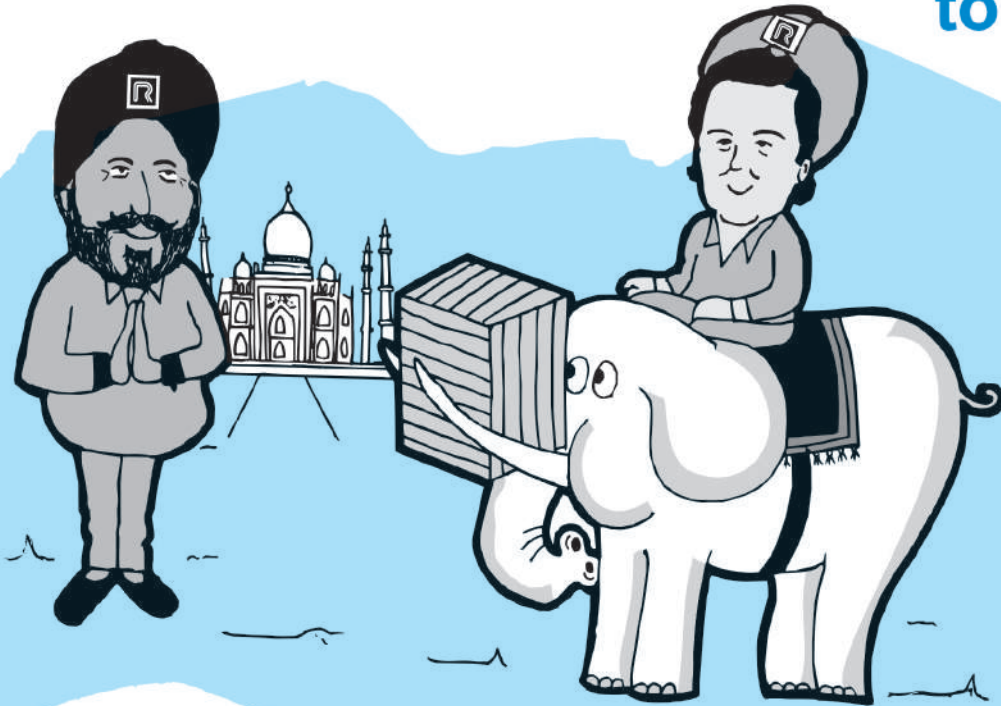




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