

ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

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Volume - 01, Issue - 05, January-February 2022

EPIC COMEBACK OF TRADE FAIRS

**IEIA Open Seminar:
Together We Surely Can!**

**Indian Textiles Sector:
Weaving A Prosperous Future**





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30

**MAIN FEATURE –
EPIC COMEBACK OF TRADE FAIRS**

37

**IEIA OPEN SEMINAR –
TOGETHER WE SURELY CAN!**

44

**BUZZ SESSION –
INDIAN TEXTILE SECTOR
WEAVING A PROSPEROUS FUTURE**

48

**VENUE –
HITEX
LOCATION MATTERS**

51

**WOMEN LEADERSHIP –
HIMANI GULATI
TOWARDS AN INCLUSIVE WORLD**

54

**CONFERENCE VENUE:
HYATT REGENCY PUNE HOTELS
& RESIDENCES
BRINGING PEOPLE TOGETHER**

56

**OPINION –
INTROSPECTION
A TRYST WITH YOUR INNER SELF**



58

**POST SHOW REPORT –
HGH INDIA 2021
HELPING HOMES EVOLVE**

60

**POST SHOW REPORT –
ENGIMACH
A WINDOW OF OPPORTUNITY**

62

**POST SHOW REPORT –
ANUTEC - INTERNATIONAL
FOODTEC INDIA
SHOWCASING TECHNOLOGY IN F&B**

64

**POST SHOW REPORT – GARTEX
TEXPROCESS INDIA 2021
RIDING A WAVE OF OPTIMISM**

67

**POST SHOW REPORT –
IFSEC 2021
SECURITY IS INTEGRAL**

70

**POST SHOW REPORT –
AGRI ASIA 2021
FOR THE PROFESSION OF HOPE**

72

**POST SHOW REPORT –
ACMEE 2021
BOLSTERING MACHINE
TOOL INDUSTRY**

74

**POST SHOW REPORT –
SIAL INDIA AND VINEXPO INDIA
THE PERFECT MARRIAGE OF
FOOD AND WINE**

76

**POST SHOW REPORT – INDIA
WAREHOUSING SHOW
PROFESSIONALS DISCUSS LOGISTICS**

78

**POST SHOW REPORT – JAIPUR
JEWELLERY SHOW
A DAZZLING AFFAIR**

04 IMPRINT
08 PRESIDENT'S PERSPECTIVE
10 EDITORIAL
11 IEIA NEW MEMBERS

12 NEWS INDIA
17 NEWS ASIA
20 NEWS AFRICA + MIDDLE EAST + OCEANIA

24 NEWS AMERICA + EUROPE + LATAM
26 CORPORATE NEWS
79 ADVT & COMPANY INDEX

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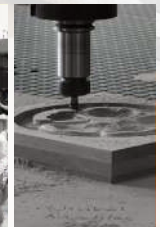
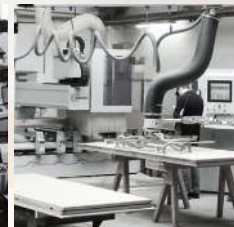
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PRESIDENT'S PERSPECTIVE



Image Source: NürnbergMesse India Pvt Ltd

Dear Readers,

It was great meeting you in person at the 15th IEIA Annual meet in Bengaluru in December. The event was indeed a testament to the resilient spirit of our industry and the camaraderie we share as an ecosystem. It was particularly encouraging to see participation from the young and upcoming industry professionals who will be our future leaders. All in all, we had some tremendous interactive sessions, panel discussions, and networking opportunities spread over two days, which was appreciated by the industry at large. The exchange of ideas and the acknowledgment of challenges were the two substantial outcomes of this meet, and we will strive to create more opportunities to address these in detail.

Our issue this month focuses on the role of exhibitions in supporting the GDP of our country.

Exhibitions and Trade Fairs have been contributing significantly to the growth and prosperity of our nation. With this tool, we have succeeded in positioning India on the global map as a sourcing destination, a manufacturing hub, a land of innovations, and a reservoir of talent and expertise. This industry has been a major FDI facilitator as well.

Today, with the support of several relevant stakeholders, we are able to build modern exhibition venues and organize large exhibitions of global standards. Exhibitions and Trade Shows are one of the lifelines for the Indian economy. This sector also forms the backbone of 'Aatma Nirbhar Bharat' as it adds to the industrial growth in India, facilitating the most effective marketplaces. Onsite and post-exhibition order bookings help generate

substantial business across various industries in India annually, resulting in impressive business tourism, thereby assisting the Hospitality and Aviation sectors and local industries and boosting employment in the regions where exhibitions are held.

In the latest budget, it has been proposed to increase the size of the economy's annual spending to ₹39.5 lakh crore (US\$ 529 billion) to support growth plans.

Several industries, including Transport, Infrastructure, EV Battery, Metals, Cement, Construction, Solar, Telcos, Data Centers, Digital Finance, and Defence Manufacturers, are expected to benefit from the various policies which have been laid out.

Exhibitions support several of these sectors by creating forums where stakeholders converge to define and create the future path. Our role will only become stronger and more substantial in the coming years as we enhance the scope and relevance of our platforms.

We are collectively looking at various exhibitions scheduled to take place in the coming months and, despite all the challenges, we are confident and optimistic about delivering events that will hugely benefit the industries we serve. Until then, stay safe and stay connected.

Sonia Prashar
President
Indian Exhibition Industry Association





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Finding Certainty Amidst Challenges

So, just as we stepped into 2022, anticipating that we had left COVID-19 behind and rejoicing over businesses coming back to normal, it struck us again with a sense of déjà vu. With the announcement of rescheduling and cancelation of exhibitions, trade shows, conferences, and events worldwide, we are again witnessing uncertainty looming over us.

That said, today, we are better armed to act in the face of unpredictability and refuse to let it define us. In the last two years, we have accepted the presence of COVID-19 in our lives, termed it as the 'next normal', and invented individual coping mechanisms.

The recently held IEIA Open Seminar reflected on the resilience the industry demonstrated during the trying phase. Industry experts across the globe shared how confronting the crisis head-on and seeking diverse perspectives from their peers helped them stay afloat. The story compiled on the event in this issue covers industry insiders talking about leaving the past behind and instead focusing on what can be done with the opportunities ahead.

It is well-acknowledged that a higher degree of adaptation and a focused approach are required during uncertainties to endure challenges. It is all the more important in the fast-paced exhibition industry to envisage and deliver a befitting customer experience and drive the business with efficiency and growth. Companies are entrusted with testing, learning, and transforming to firm their footings by turning challenges into opportunities.

The present issue amplifies the strong message that echoed during IEIA's event that however uncomfortable this crisis seems, it shall certainly pass and make us look back with pride on the lessons that we have learned and remain to be learnt...

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!

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"The paradoxical conclusion is that it would be very unlikely for unlikely events not to occur."

– John Allen Paulos

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IMTEX New Dates Announced



Indian Machine Tool Manufacturers' Association (IMTMA) has rescheduled its flagship event 'IMTEX FORMING & Tooltech'. IMTEX FORMING 2022 & Tooltech 2022, along with Digital Manufacturing 2022, will now be held at the Bangalore International Exhibition Centre (BIEC) from June 16-21, 2022.

IMTEX, focusing on metal cutting, will be held in January 2023. IMTEX 2023 & Tooltech 2023, along with Digital Manufacturing, will be held at BIEC from January 19-25, 2023.

Commenting on the rescheduling, V Anbu, Director General & CEO, IMTMA and BIEC, said, "The decision was not easy for us. However, keeping in view the sentiments of the Manufacturing industry stakeholders, we had to take this challenging step. On a brighter note, the decision would enable us to specifically focus on metal forming technologies in June 2022, while the spotlight will be on metal cutting technologies in January 2023. The measure would also enable us to move back to our original calendar of holding metal cutting and metal forming shows in odd and even years, respectively."

AAHAR 2022 at Pragati Maidan

India Trade Promotion Organisation (ITPO) will hold its flagship event AAHAR, an international food and hospitality fair from April 26-30, 2022, at Pragati Maidan in New Delhi. The exhibition is supported by the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA), and apex industry associations and trade bodies.

AAHAR 2022 will feature a wide range of food products, machinery, F&B equipment, hospitality and décor solutions, confectionary items, and so on. Stakeholders from the Hospitality and Food and Beverage industries are expected to throng the exhibition. Exhibitors and visitors will strictly adhere to COVID-19 related guidelines and SOPs issued by the Government to make the in-person show safe.



Image Source: Magic Wand Media

India Mattresstech Expo Rescheduled Due to Omicron

The sixth edition of India Mattresstech + Upholstery Supplies Expo, co-located with IndiaWood, has been rescheduled to June. The expo will be held at Bangalore International Exhibition Centre (BIEC), Bengaluru, from June 2-5, 2022. NürnbergMesse India, which organizes the event, has decided to postpone the show in the wake of the rising Omicron cases in India.

Speaking about the development, Sonia Prashar, Managing Director and Chairperson of the Management Board, NürnbergMesse India, said, "The India Mattresstech Expo is the only dedicated exhibition in the country for mattress and upholstery production technology, machinery, and supplies. The industry is on a robust growth trajectory, and we are looking forward to a great edition."



Image Source: Magic Wand Media

Convergence India Expo and Co-located Shows in Delhi

The 29th edition of Convergence India Expo, along with co-located expos - 7th Smart Cities India Expo, Internet of Things India Expo, EmbeddedTech India Expo, Mobile India Expo, Fintech India Expo, and Digital Gaming India Expo - is scheduled to be held from March 23-25, 2022, at Pragati Maidan, New Delhi.

While Exhibitions India Group and India Trade Promotion Organisation are the organizers, Electronics and Computer Software Export Promotion Council is the co-organizer and CCPIT Electronics & Information Industry Sub-Council is the official partner. The Kerala Startup Mission (KSUM), the nodal agency of the Government of Kerala for promoting entrepreneurship in Kerala, is the start-up partner. UN-Habitat is the supporting partner.



Image Source: Magic Wand Media

ASSOCHAM to Showcase Indian F&B in Nepal

ASSOCHAM, with the support of the Ministry of Commerce & Industry, Government of India, organized Food and Beverage International Expo as part of the India Pavilion in the Nepal Food & Beverages Expo 2022. Interestingly, the Nepal Food & Beverages Expo is a leading trade fair that brings decision makers and international brands together from across the world for business.

The event, held from February 25-27, 2022, at Bharatpur, Nepal, enabled foreign firms to explore the Nepal market in food, beverages, and related technologies.

IIJS Signature 2022 Ends on High Note

The 14th edition of IIJS Signature 2022, organized by the Gem & Jewellery Export Promotion Council (GJEPC) at Bombay Exhibition Centre, NESCO, Mumbai from February 18-21, 2022, was a major success. The four-day exhibition generated business worth around ₹5,000 crore.

Speaking about the exhibition, Colin Shah, Chairman, GJEPC, said, “GJEPC put up IIJS Signature 2022 in a record time of just three weeks. The unequivocal success of IIJS Signature 2022 is a testament to the fundamental strength of the Indian market and economy at large.”

Supporting Colin’s views, Vipul Shah, Vice Chairman, GJEPC, said, “The Council, through its persistent efforts, was able to enlist IIJS Signature 2022 trade fair under the Ministry of MSME’s ‘Procurement and Marketing Support Scheme.’”

Overall, the show displayed latest trends and technologies in gold, diamond and silver jewelry and served as a great platform for exhibitors’ and visitors’ interactions.



Image Source: Magic Wand Media

India Pavilion Rings in 2022 with 1 M Visitors

The India Pavilion, one of the largest and most visited pavilions at Expo 2020 Dubai, has attracted more than 1 million visitors since its opening. Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles inaugurated the Pavilion on October 1, 2021. The Pavilion had received 7,05,622 visitors as of January 3, 2022. “Celebrating the Grandeur of #IndiaAtDubaiExpo with 7 Lakh+ Footfall. The buzz continues at India Pavilion as it achieves a remarkable feat in less than 100 days. The iconic India Pavilion at @Expo2020Dubai has left the whole world in awe with our dynamic culture & futuristic plans,” he wrote in his tweet message.

Among the 192 participating countries, the India Pavilion has been named ‘one of the most iconic pavilions’ at the Expo by the American Institute of Architects.



Image Source: Expo 2020

India to Host Five BRICS Events

India will host five international BRICS events in 2022 as decided at the 15th meeting of the BRICS Science Technology Innovation (STI) Steering Committee. Earlier this month, India handed over the BRICS chair to China. BRICS STI is a forum for scientific communities from Brazil, Russia, India, China, and South Africa to deliberate upon the advancements in science and technology.

According to India’s Ministry of Science & Technology, the calendar for BRICS STI and the expected deliverables were discussed in a meeting held online. India will be hosting five high-level events, including BRICS Startups Forum Meeting; Working Groups Meetings on Energy, Biotechnology & Biomedicine, ICT & High-Performance Computing; and the STIEP (Science, Technology, Innovation and Entrepreneurship Partnership) Working Group Meeting, which will see the launch of the BRICS innovation launchpad as a microsite (Knowledge Hub).

Overall, 25 events have been planned, of which India will be hosting five.



Image Source: Magic Wand Media

Air Cargo India Rescheduled

Image Source: Messe Muenchen India



In light of the uncertainties surrounding the global pandemic, Messe Muenchen India has postponed its flagship event Air Cargo India and announced the new dates. The show will now be held from May 31–June 2, 2022, at the Grand Hyatt, Mumbai. Everyone concerned, including exhibitors, sponsors, industry associations, and partners, was taken into confidence to arrive at the show’s new dates.

Bhupinder Singh, CEO, Messe Muenchen India Pvt Ltd, thanked all the stakeholders for their support and expressed happiness that they could arrive at a consensus date for the show.

Lending support to Singh’s views, Glyn Hughes, Director General, TIACA, said that the current situation in India was not conducive to hosting the event. The postponement would perhaps allow more international delegates to travel to the exhibition.

The spotlight will be on future trends, sustainability, latest innovations in the Air Cargo industry as the show gets underway in May/June in Mumbai.

Enterprise India Exhibition Inaugurated in Kathmandu

Enterprise India Exhibition, organized by the Confederation of Indian Industry (CII) with the support of the Ministry of Commerce & Industry, Government of India, was held at Bhrikutimandap Exhibition Hall in Kathmandu from December 21-23, 2021.

The exhibition was inaugurated by Namgya C Khampa, Deputy Chief of Mission, Embassy of India. In her address during the inauguration ceremony, Khampa urged key Indian stakeholders to explore B2B partnerships with their Nepali counterparts and strengthen commercial linkages between the two nations.

Image Source: Magic Wand Media



The exhibition aimed to promote Brand India, enhance bilateral trade and investment between the two countries, and enable businesses to tap into available opportunities. Overall, the show’s primary objective was to facilitate joint ventures, technology transfer, and arrangements and establish people-to-people contact.

Media Expo Back with a Bang

It was business as usual in the national capital region as the 47th edition of the Media Expo, organized by Messe Frankfurt India, went live at India Exposition Mart Ltd (IEM) in Greater Noida. The show, which showcased more than 100 brands from the indoor and outdoor advertising and signage industry, attracted a footfall of 5,834 business visitors.

Arrow Digital, Colorjet, HP India, Mehta Cad Cam, Mimaki, Monotech, Rextone, Orafol, Silicon Infotech, and Timex Bond were among the key exhibitors who were a part of this significant three-day business event. International brands such as Kao, Seiko, and Reiko also showcased their products for the first time through DPI 360 and Unique Sign.

The show largely focused on inducing industry reconnection and business recovery through its intensive sourcing and networking platform that featured the latest innovations and green advertising solutions. The trade fair featured several ‘Make in India’ products depicting the growing prowess of India’s local manufacturers. Business visitors and buyers, converging from across India, were impressed by the quality of the products showcased and product launches and were eager to explore innovations on the show floor.



Image Source: Messe Frankfurt India

India Art Fair 2022 Rescheduled

India Fair will now be hosting its India Art Fair (IAF) 2022 show from April 28-May 1, 2022, in New Delhi.

Around 75 galleries and institutions are planning to exhibit at IAF 2022, marginally less than 81 that participated in IAF 2020 when the art fair was held as a physical event.

According to Jaya Asokan, Director, IAF, all the 75 exhibitors have extended their support and agreed to participate on the rescheduled dates.

CHEMCON 2021 in Bhubaneswar

CHEMCON 2021, an annual event of the Indian Institute of Chemical Engineers, was organized by IChE-Bhubaneswar Regional Centre and CSIR-IMMT Bhubaneswar in association with the Institute of Chemical Technology-IndianOil Odisha Campus, Bhubaneswar, in hybrid mode.

Odisha Chief Minister Naveen Patnaik inaugurated CHEMCON 2021. In his address, Shri Patnaik spoke about the importance of sustainable utilization of resources for the Chemical and Mineral sector. He said that the Government of Odisha had undertaken various measures to ensure sustainable leverage of natural resources to develop the state.

T&D Conclave Focuses Widely on Technologies

Image Source: Magic Wand Media



Indian Electrical and Electronics Manufacturers Association (IEEMA) held the 14th edition of T&D Conclave in its physical format after two years in New Delhi. The prime focus was on technologies needed for promoting smart electrical solutions and clean and green energy concepts.

Speaking about the conclave, Vipul Ray, President, IEEMA, said, “The industry is focusing on the implementation of smart technologies like evolved grid systems, smart meters, and digital asset management that will help transform the seemingly traditional, manpower-heavy sector into a smarter, more efficient power system with each element in the value chain re-imagining their processes and streamlining infrastructure.”

New Dates for Paperworld India, Corporate Gifts and Interior Lifestyle India

Messe Frankfurt Trade Fairs India Pvt Ltd has announced the new dates for the much-awaited trade fair trio. Paperworld India and co-located shows Corporate Gifts and Interior Lifestyle India will be held concurrently from May 12-14, 2022, at JIO World Convention Centre in Mumbai.

Paperworld India, organized by Messe Frankfurt India, Corporate Gifts, co-organized by Messe Frankfurt India and Gifts & Accessories, the exhibition division of Netlink Solutions (India) Ltd, and Interior Lifestyle India, presented by Ambiente India, are being held after a hiatus of two years of business disruptions.



Image Source: Messe Frankfurt India

According to Raj Manek, Managing Director, Messe Frankfurt Trade Fairs India, the time gap will create more favorable trade prospects for exhibitors, ensure additional time to plan with certainty, and enhance business confidence among the fair attendees.

Surat International Textile Expo a Huge Success

Organized by The Southern Gujarat Chamber of Commerce and Industry (SGCCI), Surat International Textile Expo (SITEX Expo 2022) was a huge success. The show took place in Surat from January 8-10, 2022.

Smt Darshana Jardosh, Hon'ble Minister of Textiles, inaugurated the SITEX Expo 2022 and the ColorJet booth. Speaking on the occasion, the minister acknowledged the initiatives by ColorJet in textile printing machine manufacturing and its overall efforts in advancing the Textile sector in India.

The Indian textile machinery market is worth around ₹14,000 crore. However, India-manufactured textile printing machines contribute to only around 20 percent of the supply. ColorJet is engaged in promoting Atmanirbhar Bharat to reduce imports, which will help increase domestic demand and enhance global competitiveness.



Image Source: Magic Wand Media

Electronics Industry Restarts Convening Physically



Image Source: Messe Muenchen India

The special edition of electronica India, productronica India, IPCA Expo, and MatDispens, co-located with LASER World of PHOTONICS INDIA and SmartCards Expo, was held at the Bangalore International Exhibition Centre (BIEC) in Bengaluru on December 16-18, 2021.

With over 138 exhibitors showing their solutions and innovations, the expo returned to its physical format, attracting over 8,255 visitors. The IPCA Expo was organized by IPCA, the representative association of Printed Circuit Board (PCB) manufacturers and allied industries. The show was held in partnership with Messe Muenchen India.

The conference sessions, CEO Forum, and India PCB Tech, which were organized in collaboration with partners, focused on the topics ‘A trillion dollars digital economy - Pathway to Progress’ and ‘Investment in PCB manufacturing - a billion-dollar opportunity witnessing green shoots.’

The next edition will return to India Expo Mart, Greater Noida, from September 21-23, 2022.

An Exhibition on Comets, Meteors, and Asteroids

Jyotirvidya Parisansta organized an exhibition for space enthusiasts in Pune recently. Comets, meteors, and asteroids were all showcased at the exhibition. It is believed that the Lonar Lake, one of the few craters on earth, was the direct result of a meteor crash in Maharashtra ages ago. A handmade model of Lonar Lake was one of the attractions at the exhibition, besides the handmade space telescope and spacecraft that were on display.

Gartex Texprocess India’s Mumbai Debut in May

The decks have been cleared for the Gartex Texprocess India and Denim Show in Mumbai. The concurrent shows, organized by MEX Exhibitions and Messe Frankfurt Trade Fairs India in collaboration with the Denim Manufacturers’ Association from May 12-14, 2022, at Jio World Convention Centre, Mumbai, will set the ball rolling for innovations in the Textile industry.

Taking center stage this year will be the show’s ‘Fabrics and Trims’ segment, along with the co-located Screen Print India exhibition. Screen Print India will track technological advances in digital textile and screen-printing technologies, expanding the machinery showcase.

With the dates set for its Mumbai chapter, the leading B2B exhibition, together with its co-located and focused segments, aims to target trade visitors and textile hubs in the western and southern regions for its Mumbai debut.



Image Source: Messe Frankfurt India

TAAI Bats for One India One Tourism Rule

With the union budget expected to be unveiled in February, the Travel Agents Association of India (TAAI) has approached the Government for a ‘One India One Tourism’ approach. TAAI is seeking a ‘One Tax Structure’ in the forthcoming union budget, which, it believes, will help revive the pandemic beleaguered Tourism and Hospitality industry.

The Association has also called for bringing the aviation turbine fuel under the ambit of GST to make air travel viable for all business travelers, besides extending the Emergency Credit Line Guarantee Scheme (ECLGS).

According to TAAI, it is extremely important for the Central and State Governments to work in close co-operation to include tourism and hospitality in the concurrent list and get it an industry status which will help the industry become more organized and structured.

Tea, Coffee, Bakery, Ice Cream Fair in Thailand

Thailand Coffee Tea & Drinks and Thailand Bakery & Ice Cream shows will be organized at Bangkok International Trade & Exhibition Center (BITEC), Bangkok, Thailand, from February 3-6, 2022.

According to the organizer Kavin Intertrade, both the shows will help boost trade and the economy in Thailand, which is recovering from the after-effects of the pandemic.

Speaking about the shows, Kavin Kittiboonya, Managing Director, Kavin Intertrade, said that the coffee and tea business is booming in Thailand and is one of the sectors witnessing steady growth, while the bakery and ice cream business is also doing well.



Image Source: Kavin Intertrade Co Ltd

TIMTOS x TMTS 2022 in February

TIMTOS x TMTS 2022, organized by Taiwan External Trade Development Council (TAITRA), Taiwan Association of Machinery Industry (TAMI), and Taiwan Machine Tool & Accessory Builders' Association (TMBA), is Taiwan's first co-branding machine tool mega show. It was held in Taipei Nangang Exhibition Center from February 21-26, 2022. Nearly 950 exhibitors in 5,100 booths showcased their products at the show.

TAITRA launched six tactics to serve the exhibitors and overseas buyers including TIMTOS x TMTS online exhibition, On-site Guide for Online Visitors, Live Tour @ Showground, 1-on-1 Procurement Meetings, Media Eye on TIMTOS x TMTS Online, and On-site Guide for Media Tour.

DSA and NATSEC ASIA 2022 Back

Image Source: Defence Services Asia



Asia's most significant Defence and Homeland Security show Defence Services Asia (DSA) is back after last held in 2018. The 17th edition of the show is happening on March 28-31, 2022, at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur.

The event is to showcase the world's sophisticated hardware and electronic warfare in land, air, sea & cyber domain, border protection, citizen identification, artificial intelligence, battlefield healthcare products/technology, training & simulation systems, and police and homeland security peripherals and critical assets protection systems. Held concurrently with DSA 2022 will be National Security Asia 2022 (NATSEC Asia 2022), an international exhibition on National Security for Asia, covering Law Enforcement, Homeland Security, and Border Control.



Image Source: Magic Wand Media

Event for Chip Industry Advancements

SEMICON Korea 2022 Hybrid, held from February 9-11, 2022, converged 500 semiconductor companies from around the world to showcase their latest developments, trends, and innovations.

Running through February 25, online conferences at SEMICON Korea 2022 Hybrid highlighted hot topics and critical drivers of the Semiconductor industry growth, including artificial intelligence, smart manufacturing, sustainability, design automation, MEMS and sensors, advanced materials and process technologies, and workforce development.

Prior to SEMICON Korea 2022 Hybrid, global semiconductor industry organization SEMI honored companies that have made outstanding contributions to the domestic Semiconductor industry.

Japan Takes Heed of Wellness Matters

Now in its 40th year, Health & Wellness Japan, the country's significant business trade fair in health, was held at Tokyo Big Sight South Halls from February 8-10, 2022.

Organized by Informa Markets Japan, the show featured a wide range of health-related products and services. It hosted over 20,000 visitors and more than 420 exhibitors, and hold over 50 insightful seminars and about 20 influential trend themes.

With the world recovering from the global pandemic, the spotlight is on health and wellness, and the exhibition proved to be crucial in further developing the Health and Wellness industry.



Image Source: Informa Markets Japan



Image Source: ATF

ATF Concludes Successfully

The ASEAN Tourism Forum (ATF) 2022, held from January 16-22, 2022, in Sihanoukville under the theme 'ASEAN - A Community of Peace and Shared Future' is setting the Travel and Tourism industry of Cambodia on the recovery path.

The show was officially opened by Hun Sen, the Prime Minister of Cambodia. Dr Thong Khon, Minister of Tourism, Cambodia, also attended the event. One of the first in-person events in Asia, the show safely followed all the COVID-related protocols. It succeeded in connecting all the key stakeholders in the Travel industry.

Bangladesh Showcases Modern Gadgets

The three-day Smartphone and Tab Expo from January 6-9, 2022, at Bangabandhu International Conference Center (BICC) in Dhaka, offered visitors a hands-on experience of innovations in the latest smartphones and tabs.

The expo was officially inaugurated by Bangladesh's Posts and Telecommunication Minister Md Mustafa Jabbar. The visitors were able to experience the most modern connectivity for the first time at the '5G Experience Zone' facilitated by mobile operator Teletalk and with the technical support of Huawei Technologies Bangladesh.



Image Source: Expo Maker

JITF Holds Promise for Economy

The 12th Jaffna International Trade Fair (JITF), held at the Muttraweli Grounds from January 21-23, 2022, concluded on a high note. The show is expected to help the Sri Lankan economy recover from the effects of the pandemic.



Image Source: JITF

Organized by Lanka Exhibition & Conference Services (LECS) in association with the Chamber of Commerce & Industries of Yarlpanam (CCiy) and endorsed by International Business Council, the Ministry of Industry & Commerce, and the Consulate General of India in Jaffna, the show attracted several industrialists and entrepreneurs from Kilinochchi, Mullaitivu, Jaffna, Vavuniya, and Mannar. Foreign companies, including those from Thailand and India, also participated in the trade fair.

India Pavilion at Nepal Food & Beverages Expo

ASSOCHAM, with the support of the Ministry of Commerce & Industry, Government of India, organized India Pavilion at the Nepal Food & Beverages Expo scheduled from February 25-27, 2022, in Bharatpur, Nepal. The trade fair, the most important integrated F&B show in Nepal, brought together influential decision-makers and brand owners from across the world, facilitating connections, building relationships, and driving business globally.



Image Source: Magic Wand Media

The exhibits included food and beverages, confectionery, processed foods, ingredients, frozen foods, fruits and vegetables, cold storage, warehousing, and many more.

Philippines Pavilion Kicks off at Expo 2020 Dubai

The Philippines Pavilion 'Bangkóta' at Expo 2020 Dubai marks the beginning of a brand-new fitness challenge in the UAE.

The Filipino International Triathletes and the United Architects of the Philippines (UAP) 124 Dubai, in collaboration with the Philippine Organising Committee (POC) at the 'Bangkóta' at Expo 2020 Dubai, drew a stream of visitors during the fitness program that involved full-body workouts, yoga, wellness talks, and the launch of a 75-day long weight loss challenge.



Image Source: Magic Wand Media

Bangladesh's Biggest Int'l Expo at Chinese-Built Venue

The 26th edition of Dhaka International Trade Fair (DITF), Bangladesh's biggest annual trade fair, organized by the Export Promotion Bureau and the Ministry of Commerce, Government of Bangladesh, kicked off on January 1, 2022, and lasted for one month. It was held at Bangabandhu Bangladesh-China Friendship Exhibition Center (BBCFEC,) located in Purbachal on the outskirts of the capital, Dhaka.



The show was inaugurated by the Prime Minister of Bangladesh Sheikh Hasina virtually from her official Ganabhaban residence in Dhaka.

Speaking at the inaugural ceremony, she expressed hope that the trade fair would demonstrate Bangladesh's strengths to industrialists and the larger customer base overseas. She also called upon Bangladesh's business community to diversify their products to boost exports and usher in business growth.

TFWA to Host Live Trade Show in Singapore

Encouraged by the successful return of TFWA World Exhibition & Conference and the MEADFA Conference in 2021, the Tax Free World Association (TFWA) has announced TFWA Asia Pacific Exhibition & Conference in Singapore. Speaking about the exhibition, Erik Juul-Mortensen, President, TFWA, said that the exhibition cum conference will take place from May 9-12, 2022. The event will provide substantial opportunities for delegates to network both formally and informally in a safe, yet business-conducive environment.



TFWA Asia Pacific Exhibition & Conference will open for on-site registration on May 8, 2022. The full afternoon conference will be held from 2 pm to 6 pm local time on May 9, 2022, with a live stream of events available for virtual viewers via the TFWA 365 digital platform.

Vinexposium Cancels Hong Kong, Focuses on China

Trade show organizer Vinexposium has canceled its upcoming Vinexpo Hong Kong show and will instead focus on Vinexpo China, which will take place for the first time in Shenzhen from October 30 to November 2, 2022.

Vinexpo China will share its location with the food and drink exhibition SIAL China, which already has a presence in Shanghai.



Image Source: Magic Wand Media

Nepal Wood, Furniture and Home Decor Show 2022

The seventh edition of Nepal Wood International Expo 2022 and Nepal International Furniture & Home Décor Expo was held from January 7-9, 2022.

The show was organized by Media Space Solutions Pvt Ltd, Nepal and Futurex Trade Fair and Events Pvt Ltd, India. Srijal Bhattarai, Managing Director, Media Space Solutions, remarked that the exhibition was a great booster to the pandemic-ravaged economy and would go a long way towards turning the fortunes of business entities.

HortEx Vietnam 2021 Rescheduled

The organizers of HortEx Vietnam, Minh Vi Exhibition & Advertisement Services Co., Ltd from Vietnam, Nova Exhibitions B.V. (NOVA) from the Netherlands, and Great Wall International Exhibition Co., Ltd (GIE) from China, have announced the new dates for HortEx Vietnam 2023.

The show will be held from March 1-3, 2023, at Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City, Vietnam.

HortEx Vietnam 2021, which was initially scheduled for March 17-19, 2021, had to be postponed due to the uncertainties surrounding the pandemic. The organizers are confident that things will return to normal in 2023 and hence arrived at the dates accordingly.

'Made in Libya 2' in Niamey

Libya is readying itself to host the second edition of the 'Made in Libya' exhibition in Niamey, the capital of Niger. The first edition of the show was held in November last year in the Tunisian capital.

The news was confirmed on the back of preparatory meetings last week by the Privatisation and Investment Board (PIB) that included the Minister of Labour, the Libya Industry Union, the Libya Export Promotion Centre, and several business leaders. The attendees discussed various issues, including organizing and activating transit trade and stimulating free and border zones.

The agenda is to introduce and promote Libyan products and industries, as well as commercial agents to stimulate and revive transit trade from Libya to the African depths.

Image Source: Magic Wand Media



A \$43 M 'Event Saver Fund' by NSW

The New South Wales government in Australia has established a \$43 million fund to support organizers of major events and festivals who were forced to cancel/postpone their flagship shows due to COVID-19 public health orders. With the funding, show organizers would be able to pay suppliers, staff and recover their expenses. The funding is a lifesaver for event organizers as it provides them with financial security and certainty to plan and deliver future events in New South Wales.

Expressions of interest are now open for the Event Saver program for organizers of major events scheduled from December 15, 2021, to the end of 2022, and will close on September 30, 2022.

According to Matt Kean, Treasurer, New South Wales, the funding was recognition of the important impact major events have on driving tourism as well as on the broader NSW economy.

Expo 2020 Dubai Hosts Philatelic Exhibition



cased a rare collection of stamps of the past and the 'future'.

Hosted by the Emirates Post Group (EPG) and the Emirates Philatelic Association (EPA) at Dubai Exhibition Centre, the five-day event aimed to showcase and promote philately, or the collection and study of postage stamps, and develop cultural exchange and partnerships that can enrich philately in the region.

The event featured around 175 exhibits from 27 countries from the Middle East, Asia, Africa, Europe, America, and Oceania, and had participation from postal administrations from the GCC and Arab countries, philatelic and numismatic dealers, and philately enthusiasts. Several collectors are also displaying rare coins and antique collectibles.

JGT Dubai Shines Brightly

The inaugural edition of Jewellery, Gem & Technology Dubai (JGT Dubai), jointly organized by Informa Markets and Italian Exhibition Group, was held at Dubai World Trade



Image Source: Informa Markets

Centre (DWTC) from February 22-24, 2022. The show was simultaneously held at Expo 2020 Dubai.

Suppliers from Belgium, Hong Kong, India, Italy, Israel, Turkey, UAE, and other key sourcing destinations came together under one roof to conduct business.

The jewelry trade fair, the first international in-person sourcing opportunity for 2022, attracted interest from key buying groups, with retailers, wholesalers, and brands from the Middle East, Eastern Europe, and South America, signing up for JGT Dubai's Hosted Buyer Programme.

NewSpace Africa Conference 2022 in Nairobi

The inaugural edition of NewSpace Africa Conference, organized by Space in Africa, will make its debut in Nairobi from April 25-27, 2022.

In Africa, commercial ventures are developing space technologies and offering space-enabled services to address market demands in various sectors, including Telecommunications, Defense, Security, Maritime, Aviation, Mining, Agriculture, Environment, Development, Education, and Health. In 2019, the African Space industry was worth US\$ 7.37 billion and is estimated to grow up to US\$ 10.24 billion by 2024, representing a 40 percent increase. This provides an immense business opportunity for various stakeholders.

The three-day conference, with the theme ‘Making Africa the New Hotspot for Space Business’, will convene industry leaders, commercial space companies, investors, and other key stakeholders to discuss ways to turn Africa into a prominent space power.



Image Source: Magic Wand Media

Oman Air Holidays and CONNECT Come Together

Oman Air Holidays has forged an alliance with CONNECT, a subsidiary of Oman’s SABCO Group, to become the exclusive travel partner for all CONNECT events in 2022. Oman Air Holidays will offer business visitors exclusive accommodation and tour packages to choose from, including flight tickets, transfers, excursions, etc.

Covering a wide cross-section of the industry, this year’s CONNECT-organized events include Oman Design and Build Week (March 14-16), Oman Sustainability Week 2022 (March 14-16), Oman Petroleum and Energy Show (March 21-23), Oman Health Exhibition and Conference (September 26-28), and Food and Hospitality Oman Exhibition and Conference (September 26-28).

Intra-African Trade Fair 2023 Registration Open

The African Export-Import Bank (Afreximbank), in collaboration with the African Union (AU) and the African Continental Free Trade Area (AfCFTA) Secretariat, is to organize the third edition of the Intra-African Trade Fair (IATF) in 2023. Registration for the event has been opened.

The organizers are planning a bigger show following the success of the previous two editions held in Egypt and South Africa in 2018 and 2021, respectively. Although the dates for the upcoming edition have not been announced yet, the Ivory Coast region remains the preferred destination for holding the event.

IATF provides a platform to promote trade under the AfCFTA by bringing together continental and global buyers and sellers and enabling stakeholders to share trade, investment, and market information as well as trade finance and trade facilitation solutions designed to support intra-African trade and the economic integration of the continent.



Image Source: IATF

AAAE Preparations in Full Swing

The Australian Auto Aftermarket Expo (AAAE) is moving ahead to host the show from April 7-9, 2022 at the Melbourne Convention and Exhibition Centre. The show will be co-hosted with the Collision Repair Expo.



Image Source: AAAA

The theme of the expo is ‘The Workshop of the Future is Here’. It will showcase the latest vehicle repair and servicing equipment, parts, tools, accessories, technologies, and trends from the country’s leading manufacturing companies.

Speaking about the preparations, Stuart Charity, CEO, Australian Automotive Aftermarket Association (AAAA), the organizer of the show, said, “We are excited to be able to move forward with our preparations for the Expo – an event run by the industry, for the industry. After a challenging couple of years for everyone, our industry is more excited than ever to come together to celebrate, learn, conduct business, and network.”

PLASTEX 2022 Held Successfully

Image Source: PLASTEX



The in-person PLASTEX 2022 re-connected buyers with leading international and local manufacturers and distributors. Held from January 9-12, 2022, the

18th edition of the show kicked off under the patronage of H.E Dr Mostafa Madbouly, Prime Minister of the Arab Republic of Egypt. The exhibition was officially inaugurated by Her Excellency Nevine Gamea, Minister of Trade and Industry, in the presence of other dignitaries.

Co-organized by dmg events and ACG-ITF, PLASTEX brought together more than 22,000 attendees, with 300 local and international exhibitors participating. The show elevated Egypt's global standing in plastics by bringing together global multi-national organizations, including Gold Sponsor Bourouge, Silver Sponsors ADEKA AL OTAIBA Middle East LLC, and Transmar.

Companies that showcased their latest innovative products, technologies and services included Tomra Sorting, Starlinger, Bandera, Kowin, Krauss Maffei, RR Plast, Zerma Africa, Eco Batch, Megastrike, Baerlocher and many more.

Dubai World Trade Centre Set for a Happening Q1-22

The Dubai World Trade Centre (DWTC) is all set for a packed schedule of events and conferences in Q1 of 2022.

The event is planned to be followed by the Dubai International Pharmaceuticals and Technologies Conference and Exhibition, Jewellery, Gem & Technology Dubai, Middle East Energy, Dubai International Wood & Wood Machinery Show, and numerous other exhibitions.

Speaking about the preparedness of the venue in hosting international shows, Mahir Abdulkarim Julfar, Executive Vice President, Venue Services Management, DWTC, said, "Throughout 2021, DWTC proved that major events could be responsibly hosted to allow businesses to be held safely and effectively. We look forward to building on this success in Q1 and throughout 2022 as we reinforce Dubai's position as a world-leading MICE destination."

Food Africa 2021, a Runaway Hit

The sixth edition of Food Africa, a major international exhibition for the agro-food industry in the African region, from December 12-14, 2021, at Egypt International Exhibition Center (EIEC) in Cairo, was a great success. Over 400 exhibitors from various parts of the world showcased innovations and the latest trends in the Food industry.

The concurrent shows included Pacprocess Middle East Africa, Live Cooking Show, Food Africa Conference, Sea Food Africa, Ingredients Africa, and Dates Africa.

The exhibition also witnessed the international participation of foreign countries, including Saudi Arabia, India, UAE, Kuwait, Jordan, Poland, Lebanon, Pakistan, Belarus, and Russia, which participated for the first time with a huge booth including about 30 Russian companies.



Image Source: Food Africa

Global Sourcing Expo Events Back

Dates have been announced for International Sourcing Expo Australia and Footwear and Leather Show Australia for 2022. The events will once again be co-located with China Clothing Textiles Accessories Expo.

Thousands of Apparel, Textile, and Footwear industry leaders from Australia and the Asia Pacific will converge at the Melbourne Convention and Exhibition Centre for the events taking place from November 15-17, 2022.

Organized by International Exhibition & Conference Group Pty Ltd (IEC Group), International Sourcing Expo Australia and Footwear and Leather Show Australia form part of the Global Sourcing Shows Australia portfolio of events, which also features a Global Sourcing Seminar program. The events currently focus on apparel, accessories, textiles, footwear, and leather.

Image Source: International Sourcing Expo



DIBF 2022 Pulled Crowds

The 31st edition of Doha International Book Fair (DIBF), held for 10 days from January 13-22, 2022, at Doha Exhibition and Convention Center (DECC) in Qatar, concluded on a positive note.

Organized by the Ministry of Culture, Government of Qatar, the book fair was one of the largest, featuring over 840 pavilions, over 430 publishing houses, including more than 300 Arabian ones, over 40 foreign publishing companies, and over 70 children's book publishers.

High-profile dignitaries such as Amir H. H. Sheikh Tamim bin Hamad Al Thani, Prime Minister and Minister of Interior H. E. Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, their excellencies a number of ministers, ambassadors, writers, and intellectuals visited the show.



Image Source: DIBF

New Zealand Showcases its Culture at Expo 2020

The New Zealand Pavilion celebrated its biggest month at Expo 2020 Dubai with music, dance, and culinary events throughout January. The action-packed cultural calendar ran from January 13 and culminated with New Zealand's National Day celebrations on January 31, including a special performance by one of the nation's top-selling live bands, Six60.

The event, with the theme 'Care for People and Place', showcased the nation's creative talent. Clayton Kimpton, New Zealand's Commissioner-General to Expo 2020 Dubai, commented, "The month's calendar of cultural happenings at Expo 2020 Dubai is a prime opportunity for Aotearoa New Zealand to demonstrate our creativity and innovative spirit on a global stage."



Image Source: Expo 2020 Dubai

Mombasa to Host Innovation Week Forum

The third edition of Pwani Innovation Week (PIW) will be hosted in Mombasa and other coastal counties from March 28-31, 2022. Being organized under the theme 'Leveraging on COVID-19 opportunities to create a better future', the show will be an opportunity for individuals and both public and private sectors to address challenges and solutions in business and other economic activities.

The forum is being organized by Swahilipot Foundation Hub in collaboration with the Kenya National Chambers of Commerce and Industry (KNC-CI), Mombasa County Government, and other partners.

AADA Convention Rescheduled



2022 AADA CONVENTION & EXPO

Keeping in view the global pandemic situation, the Australian Automotive Dealer Association (AADA) 2022 Convention & Expo at the Brisbane Convention & Exhibition Centre has been rescheduled to June 2-3, 2022. The decision to postpone the event was taken after due deliberations with all stakeholders, including members, sponsors, and industry partners.

James Voortman, CEO, AADA, said, "The safety of our members and their staff is our number one priority, and we believe rescheduling this very important event is in the best interest of our members, sponsors, and industry stakeholders."

CES 2022 Spurs Business



Image Source: CTA

Organized by Consumer Technology Association (CTA) as an in-person event in Las Vegas, Nevada, CES 2022 concluded on a high note on January 7, 2022. Over 2,300 exhibitors from across the world unveiled technologies and innovations promising to solve challenges that businesses face.

More than 800 startups launched products featuring innovations in artificial intelligence, automotive technology, digital health, smart home, etc. CES was held in Las Vegas after a long gap of nearly two years, attracting over 45,000 visitors, including 1,800 global media, across 11 indoor and outdoor venues. Around 30 percent of the visitors were from outside the United States – from 119 countries, making it a truly global event.

“Innovation came to life at CES 2022 – with technologies that will reshape industries and provide solutions to pressing worldwide issues from healthcare to agriculture, sustainability and beyond,” said Gary Shapiro, President & CEO, CTA. “The CES show floor buzzed with the joy of human interaction and a five-sense innovation experience with products that will redefine our future and change our world for the better.”

CES will return to Las Vegas again from January 5-8, 2023.

Agritechnica 2022 Canceled



Image Source: DLG, F. Holland

Agritechnica 2022, the world’s leading agricultural machinery exhibition, has been canceled. In light of current national and global developments related to the corona pandemic, including the rapidly increasing number of cases worldwide and the associated travel restrictions, as

well as official regulations, the DLG (German Agricultural Society) as an organizer, the VDMA Agricultural Machinery Association, and Agritechnica’s exhibitor advisory board have jointly concluded that the conditions required for hosting the event are no longer met. In this situation, the health and safety of visitors, exhibitors, partners, members, and staff are of the utmost importance.

The winners of the Agritechnica Innovation Awards, on the other hand, were announced. Even though the event could not take place in Hanover as planned, there remains an opportunity to focus on agricultural machinery innovations. The DLG Innovation Commission, which awarded one gold and sixteen silver medals for exceptional innovations, will officially present the winners’ awards next year.

The next Agritechnica trade show will be held in Hanover, Germany, from November 12-18, 2023.



Image Source: GUH

Subsea Expo Hailed a Success

Organized by Global Underwater Hub (GUH), Subsea Expo 2022 has been hailed as a major success after more than 4,000 visitors attended and exhibitors reported doing ‘real’ business with a strong interest in their products and services.

The three-day conference and exhibition, held at the P&J Live in Aberdeen from February 22-24, 2022, is the first major industry event to take place since the restrictions on large indoor events were lifted.

“We are on the cusp of a prolonged period of exponential growth and opportunity and for the first time in more than two years, industry professionals were able to get together, meeting in person to discuss the challenges which lie ahead and their solutions, to learn about new tools and technologies and to share ideas and expertise,” said Neil Gordon, Chief Executive, GUH.

Plant Based World Expo 2021 Exceeds Expectations



Plant Based World Expo 2021 revitalized the industry by showcasing plant-based product innovations. Featuring over 200 exhibitors and over 3,100 visitors, the show, organized by Plant Based Food Association (PFBA), was back at the Javits Center in New York on December 9-10, 2021.

Visitors at the Plant Based World Expo North America (PBW) got a peek into some of the best-in-class plant-based products and innovations, listened to informative and inspiring speakers, and networked with peers.

Image Source: Magic Wand Media



Emerald Acquires MJBiz

Emerald Holding, Inc. has acquired MJBiz, a leading event producer and content platform serving a wide range of companies operating in the Cannabis industry. The acquisition will help Emerald realize its goals of delivering 365-day customer engagement and enhance its portfolio to tap business opportunities in North America.

Speaking about the acquisition, Hervé Sedky, President & CEO, Emerald, said, “This is a transformational acquisition for Emerald as it represents an important next step in the implementation of our strategic initiatives and underscores our commitment to evolve and grow our customers’ businesses 365 days a year.”

Planning for LAMIERA 2022 in Full Swing

The 21st edition of LAMIERA, promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers’ association, and organized by CEU-CENTRO ESPOSIZIONI UCIMU, will be held at Fieramilano Rho from May 25-28, 2022. The international exhibition will showcase innovations in sheet metal forming. Initially set for 2021, the event was rescheduled to 2022 in light of the global pandemic.

Exhibitors will showcase machines, plants, equipment for processing and cutting sheet metal, tubes, sections, wires, metal structural work, presses, dies and molds, welding, surface treatments and finishing, robots, automation, parts, components, accessories, tooling, fastener materials, and many more products and technologies.



Image Source: UCIMU

NATPE Miami 2022 Called Off

Organized by The National Association of Television Program Executives (NATPE), NATPE Miami 2022, scheduled to be held as an in-person event from January 18-20, has been canceled due to the rapid spread of the Omicron variant of COVID-19 around the world. New dates and location for the next NATPE Conference and Marketplace are under consideration. The show organizer is in the process of developing a plan to create both virtual and in-person events (when appropriate) throughout the year with either no fees or limited ones in appreciation for the support NATPE has received from many people around the world.

Spielwarenmesse eG Takes Over SPIEL

Image Source: Spielwarenmesse



Spielwarenmesse eG has acquired the Internationale Spieltage SPIEL event in Essen. From January 1, 2022 onwards, the Nuremberg trade fair and marketing services provider is the new owner of the biggest public fair for board games in the world. SPIEL will continue at the Essen exhibition center and organized from Bonn by Dominique Metzler, its Director of many years’ standing, and her highly experienced team. Florian Hess, Chair of Spielwarenmesse eG, serves as an Additional Director.

SPIEL, which has a 40-year history, began as a small gathering of players in 1983 and has grown to become what it is today, the largest consumer fair in the world for board, card, and role-playing games. Conventionally, new national and international games products are introduced to a broad audience at the Essen exhibition center in the autumn. Every year, the event has some 2,00,000 visitors, and the numbers have been growing.



Image Source: Magic Wand Media

EOLICA MEDITERRANEAN 2022 Returns to Rome

EOLICA MEDITERRANEAN 2022, the international trade fair for onshore and offshore wind energy, is returning to Rome once again. The upcoming edition of EOLICA will be held from October 12-14, 2022, at Rome Exhibition Centre – Fiera di Roma, Italy. The fair will be co-located with Zeroemission Mediterranean 2022, a trade show dedicated to the electrification of consumption, decarbonization of energy production, and environmental sustainability.

The fair will include conferences, workshops, and top-level training sessions, organized in close collaboration with leading industry associations. A special focus will be put on the potential growth of floating offshore wind plants in the Mediterranean Sea. Professionals from Southern Europe and Mediterranean countries, besides visitors from many other parts of the world, are expected to turn up for the event in large numbers.

An Independent Hotel Show in Miami

Global trade show organizer Montgomery Group has announced the expansion of the Independent Hotel Show, which has successful editions in London and Amsterdam, into North America, in partnership with Exposition Development Company (ExpoDevCo).

The show is expected to debut in Miami on November 2-3, 2022, at the Miami Beach Convention Center, connecting boutique and luxury hoteliers from the US and elsewhere.

The show was founded in London in 2012, and seven years later, in 2019, it was launched in Amsterdam, drawing great acclaim. It brings together hotel owners, general managers, and key decision-makers to source new products and services to do business and network.

Converters Expo South Held as In-person Event

Converters Expo South united manufacturers of paper film, plastics, foil, and non-wovens on February 23, 2022, at the Charlotte Convention Center in Charlotte, North Carolina, US. The 4th issue of the Expo brought together almost 100 exhibitors and more than 500 attendees to support the Converting industry. Attendees got to witness the latest converting technology, meet with vendors, network with industry peers, and find solutions to daily challenges.

Frankfurt Consumer Goods Fairs Canceled

In the wake of the rising COVID cases and travel restrictions, Messe Frankfurt has canceled four of its upcoming shows slated to be held in January and February. Christmasworld, Paperworld, and Creativeworld scheduled for January, and Ambiente for mid-February have been canceled. The exponential rise in the number of infections worldwide in a very short period of time and the accompanying multitude of developments and decisions that are clearly outside the organizer's sphere of influence led to the cancellations.

Speaking about the decision, Detlef Braun, Member of the Executive Board, Messe Frankfurt, said, "The decision was anything but easy for us. However, in agreement with large parts of the industries represented at the fairs, it is now our responsibility to take this difficult step."



Image Source: Messe Frankfurt Exhibition GmbH

Image Source: Magic Wand Media



Italian Jewelry Shows Called Off

With COVID-19 cases surging across several parts of Europe and other parts of the world, Italy's leading jewelry shows VicenzaOro, VO Vintage, and T. Gold have been postponed to March. Italian Exhibition Group, which organizes the exhibitions, has said that the shows will be held from March 17-21, 2022 for VicenzaOro and T. Gold, while VO Vintage will run from March 18-20, 2022. The organizer decided to postpone the show, keeping in mind the protection of the health of exhibitors, visitors, and workers and the economic interests of the companies involved in the event.



Image Source: Magic Wand Media

SuperWorld and BrasilNFT Join Forces

The virtual world platform SuperWorld has collaborated with BrasilNFT to provide Metaverse applications during Rio Innovation Week, Latin America's largest technology and innovation event.

SuperWorld enhanced the conference experience for both attendees and sponsors by implementing location-based display, or 'anchoring', of digital images throughout the Jockey Club Brasileiro, where the conference was held from January 13-16, 2022, using Augmented Reality (AR).

During the event, SuperWorld also displayed digital AR images in partnership with BrasilNFT, whose mission is to cultivate, promote, and showcase fine art through the NFT format, as well as to ensure artists, creators, and communities are educated and informed about the NFT market and digital assets.

DOMOTEX 2022 Canceled

Image Source: Deutsche Messe AG



The leading trade show for carpets and floor coverings DOMOTEX, scheduled for January 13-16, 2022, in Hanover, Germany, did not take place. This was announced by the organizer Deutsche Messe AG.

Commenting on the cancellation, Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe AG, said, "DOMOTEX is particularly affected by the impact of the Corona pandemic, as the vast majority of DOMOTEX exhibitors and attendees come from abroad. However, given the current pandemic situation, international business travel is not expected to recover in the short term."

Previously, the organizers intended to hold DOMOTEX in a compact format as a Re-Start event in three halls in the southern part of the Hannover exhibition grounds, giving the industry a chance to meet physically after nearly two years of pandemic. Wedell-Castellano asserted, "What was considered a realistic and promising Re-Start scenario a month ago, and was also well received by the market, has proven to be no longer feasible in recent days."

The organizers are considering holding DOMOTEX later in the calendar year 2022.



Image Source: IEIA

IEIA Announces Executive Committee for 2021-23

Envisaging wider representation from membership, the Indian Exhibition Industry Association (IEIA) expanded the composition of its Executive Committee with three additional positions. The development came into force at the 15th Annual General Meeting held on December 21, 2021, at BIEC, Bengaluru.

Sonia Prashar, CMD, NuernbergMesse India Pvt Ltd, was unanimously elected as President. Sudeep Sarcar, CEO, IEML, was unanimously elected as Vice President of IEIA. Sooraj Dhawan, Founder Director, Falcon Exhibitions Pvt Ltd, took over as the new Honorary Secretary, and Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd, assumed the position of Honorary Treasurer of the association for the term 2021-23.

Dr Rakesh Kumar, DG, EPCH, and Past President, IEIA; Yogesh Mudras, MD, Informa Markets in India; Bhupinder Singh, CEO, Messe Muenchen India Pvt Ltd; Ravinder Sethi, CMD, R E Rogers; Dharampal Singh Malhotra, Executive Director, Namdhari Events N Promotions Pvt Ltd; and Ubaid Ahmad, Senior Director, Indian Machine Tool Manufacturers' Association are also among the members of the EC.

The expanded EC includes Jagdish Patankar, Executive Chairman, MM Activ Sci-Tech Communications Pvt Ltd; RK Agrawal, MD, Indore Infoline Pvt Ltd; and Vipul Agarwal, Managing Partner, Expro Events & Exhibitions, representing two additional posts for Organizers and one

additional post for the Service Providers category, respectively.

Speaking on the occasion, Prashar stated, "IEIA is pro-actively working for the progress of the sector, and the expansion of the EC is a positive step to ensure wider participation from different segments of the membership, including representation of regional and national exhibition organizers, along with an additional post for the service providers segment. With an aim to build a progressive exhibitions sector, the new EC will work towards positioning India as the preferred exhibitions and conference destination, along with a key focus on skilling, sustainability, and empowering the future leaders of our industry."

In addition, the Executive Committee will soon announce the inclusion of two more co-opted industry members to bolster the association's efforts.

Adeline Vancauwelaert Joins UFI as New COO



Image Source: UFI

Adeline Vancauwelaert
COO
UFI

UFI, the Global Association of the Exhibition Industry, has appointed Adeline Vancauwelaert as its next Chief Operating Officer. She will be joining on February 22, 2022, and will be working with the team at UFI's Paris headquarters. She earlier held the role of Event Director at Comexposium, one of the world's leading event organizers.

Vancauwelaert's appointment is the result of a global call for applicants, which yielded a number of high-quality candidates from throughout the world.

As Event Director, she has played a key role in the SIAL show's strategic positioning, team management, and international expansion. She has also held a number of high-level executive jobs. Her extensive worldwide event

management experience will be a valuable tool in assisting UFI's global member community.

In this regard, Kai Hattendorf, CEO and Managing Director, UFI, said, "I'm delighted to welcome Adeline Vancauwelaert to the UFI team. She brings a wealth of experience in the Events industry, which will prove invaluable as she takes on key responsibilities within our association, managing our Paris headquarters, and overseeing UFI's administration."

To this, Vancauwelaert added, "I'm thrilled to be joining UFI and to have the chance to bring my experience and expertise to build on the important work being carried out by the UFI team. In these challenging times, UFI has been central to industry advocacy efforts and has a vital role in keeping the industry informed and connected."

Carrie Ferenac, New Chairperson of IAEE



Image Source: IAEE

Carrie Ferenac
Co-Founder and
President
CNTV

The International Association of Exhibitions and Events (IAEE) has elected Carrie Ferenac, Co-Founder and President of CNTV, as its Chairperson of the Board for 2022. The announcement was made during Expo! Expo! IAEE's Annual Meeting & Exhibition 2021 in Philadelphia, Pa.

The newest members of the 2022 IAEE Board of Directors are Bilal Al Barmawi, CEM, CEO, 1st Arabia Company Exhibitions and Conferences Organizers; Mark Bogdanskyy, Vice President, Meetings & Events, Auto Care Association; Anytra Lowe, Senior Vice President, Client Services, Freeman; Brian Pagel, Executive Vice President, EmeraldX; and Necoya Tyson, CEM-AP, CGMP, CCEP, Vice President, Banker Education & Events, Texas Bankers Association.

Ferenac and her business partner, Marcelo Zolessi, co-founded Convention News Television (CNTV) in 2007 after recognizing a demand in the exhibitions and events market for digital content and live production. Throughout the year, CNTV collaborates with IAEE, PCMA, TSNN, and Tradeshow Executive to produce video content and live coverage of industry events. She also contributes her time and efforts to

industry initiatives such as Legislative Action Day and the Exhibitions Mean Business campaign.

"As incoming Chairperson, I encourage all members to renew their passion for the industry by getting involved and supporting IAEE's initiatives for 2022," Ferenac stated. "We are seeing a lot of enthusiasm and optimism as our industry recovers from the pandemic. Despite new potential challenges, it is important to keep that momentum going into the coming year."

Continuing Board of Directors members include Dennis Smith, Chairperson-Elect; Janet Sperstad, Secretary/Treasurer; Robert McLean Jr, Immediate Past Chairperson; Mary Bender, Director; Marie Browne, Director; Chuck Grouzard, Director; Christopher Harar, Director; Justine L McVane, Director; KV Nagendra Prasad, Director; and Brian Scott, Director.

Members of the IAEE Board of Directors are elected on an annual basis by the official voting members of each IAEE member firm. Except for the secretary/treasurer, who may serve for two years, all officers serve one-year terms, with directors serving three-year staggered terms to assure continuity in IAEE governance.

EPIC COMEBACK OF TRADE FAIRS

Since the inception of trade shows, globally, exhibitions have played a significant role in economic transformations and accelerating businesses. Expositions have served as a platform for showcasing the latest products and networking galore. Unfortunately, COVID-19 spelled in-person trade fairs and events going cold turkey and taking a major financial hit. Thanks to the unprecedented vaccination rollout, physical industry events have started making a comeback in live as well as hybrid formats. Team ExhiBits has collated invaluable insights from industry leaders on how, despite the pandemic disrupting the exhibition industry, it has also presented a refreshing perspective and created opportunities to bounce back.



Trade fairs are apt platforms for conducting business on a national and international scale. It is more than just a marketing tool, as the entire marketplace is at one's disposal. As a source of market information, trade shows fulfill the stakeholders' needs. Exhibitions provide an excellent opportunity to assess opinions from clients and determine market potential, conduct research, evaluate the competition, develop commercial structures by identifying new agents and distributors, and initiate joint ventures and project partnerships.

Exhibitions in India add more than US\$ 16.7 billion to the country's GDP. Around 16 percent of this is added through direct spending on rental and service by the exhibitors. Furthermore, travel and accommodation also contribute to the economy. Clearly, trade fairs have a multiplier effect as many formal and informal sectors generate revenue. The power of exhibitions is immense as an economic driver.

With exhibitions bringing potential buyers from different parts of the world onto a single platform and creating opportunities to access an array of products and technologies, including knowledge transfer, they serve as a great mediator between buyer-seller transactions. Various activities such as product launches, live demonstrations, and networking events, provide outstanding opportunities for the country's

Exhibitors and visitors combined spend around US\$ 137 billion every year on exhibitions. Nearly 3.2 million total jobs are directly and indirectly supported by exhibitions, and exhibitions contribute US\$ 81.1 billion to global GDP.

“Exhibitions play an important role in enhancing exports by enabling the exporters to tap new markets and create additional demand in the traditional markets through new customer acquisitions. Trade shows also help domestic manufacturers to get exposure to new trends, customer preferences, and competitor offerings in the overseas markets, which provide the basis for chalking out the strategy for product improvement and new product development to sustain demand.”



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

SME sector to engage and meet potential customers from across the world. The firms showcase their products and technologies under one roof and generate a multitude of leads and deals in the market. Additionally, trade shows also provide visions and projects for SMEs that can add a new edge to the sector.

Taking pride in Indusfood, an event hosted during the pandemic, keeping all the necessary precautions and adhering strictly to the government guidelines, Sandip Das, Deputy Director General, Trade Promotion Council of India (TPCI), stresses, “Indusfood generated more than US\$ 1 billion worth of business deals, attracting over 500 exhibitors and over 800 international buyers from more than 100 countries, despite several challenges, showcasing the effectiveness of trade fairs in their contribution to the economy.”

Economic Impact of Exhibitions

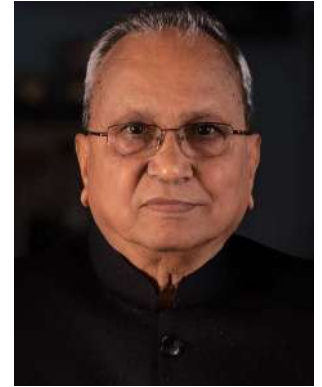
Trade shows are important contributors to the global economy. Approximately 32,000 exhibitions are held each year globally, featuring 4.5 million exhibiting companies and attracting over 303 million visitors. Breaking down the multiplier effect of trade fairs and their impact on the economy of a country, Dr Rakesh Kumar, Director General, Export Promotion Council for Handicrafts (EPCH) India and Chairman, India Exposition Mart Ltd (IEML), explains, “There are three categories of impacts – direct, indirect, and induced. Direct impacts consist of the direct spending and jobs involved in planning and producing trade shows and for participants traveling to and from business events and other business events-related spending. There are cities across Europe whose entire economies are dependent on trade exhibitions. Indirect impacts represent downstream supplier industry impacts or supply chain impacts. For example, the facilities at which business events occur require inputs such as energy and a gamut of services ranging from transportation to food services. Trade show organizers hire specialized service providers, such as marketing, equipment upkeep, cleaning, technology support, accounting, and legal and financial services. These are examples of indirect impacts. Induced impacts occur as employees engaged in the value chain spend their wages and salaries in the broader economy. Employees at trade shows, for example, spend money on rent, transportation, food and beverage, and entertainment.”

Presenting an interesting aspect, he continues, “Exhibitors and visitors combined spend around US\$ 137 billion every year on exhibitions. Nearly 3.2 million total jobs are directly and indirectly supported by exhibitions, and furthermore, they directly contribute US\$ 81.1 billion to global GDP. The Exhibition industry contributes over ₹250 billion to the Indian economy, ₹40 billion as direct impact via exhibitor spend, whereas ₹210 billion of indirect economic impact. Additionally, trade shows lead to joint ventures, tie-ups, and help bring investment into the country.”

Trade fairs play an essential role as an accelerator for the economy by facilitating and bringing back growth in sectors. “Over the years, trade fairs have contributed immensely to the economic development of countries where trade shows have been given their rightful place and focus,” emphasizes Virendra Gupta, Deputy Director General, Confederation of Indian Industry (CII). “As we move away from the ill effects of COVID-19, trade fairs will again become pivotal in building the economies of many countries. We need

From the perspective of entering into new markets and acquiring new customers in existing markets, face-to-face meetings at trade shows facilitate businesses’ ability to showcase their new products in a more effective way. Also, exhibitions provide a significant impetus to the promotion, marketing, and publicity efforts of participating companies in building traction.

“ Currently, the industry is noticing a gradual revival from the COVID-19 pandemic and its economic impact. EEPC India strongly hopes that with the gradual revival, exporters will be able to physically interact with their international counterparts. We are hopeful that the sector will not only achieve the given target but also record a new landmark in exports.



Mahesh Desai
Chairman
Engineering Export Promotion Council of India (EEPC India)

to factor in the direct and indirect effects of trade fairs on a country’s economy. From an economic perspective, the indirect benefits do weigh more heavily,” he shares.

“Trade fairs would certainly act as a value chain enhancer towards the revival of growth, auxiliary services, and small businesses, boost hotel and hospitality industry, provide opportunities for the travel sector, promote tourism in cities and states, support industrialization, create employment, and enable entrepreneurship development opportunities, thereby enhancing job creation. Hence, trade fairs facilitate in increasing revenue generation for the state and national exchequer, and more importantly, enhance the brand image of the nation to attract FDI,” he foresees.

Trade Fairs as Business Accelerator

Quoting the example of EXCON, CII’s flagship trade fair on International Construction Equipment and Construction Technology, Gupta apprises that since its inception in the year 2000, EXCON has played a pivotal role in the development of the Construction Equipment sector in India, which has thereby accelerated construction/infrastructure creation in India. The event has served as a launching platform for several companies and has been attended by a record number of attendees.

Presenting an interesting facet on the show, he says that in the last decade, EXCON has not only acted as a forum to showcase machines and develop contacts, but also as an apt selling platform too. A record number of machines were sold at EXCON with attractive financing schemes from financial institutions. A massive peak in sales has been observed after each edition of the show, and several companies take months to deliver the orders. Hence, undoubtedly, it is referred to as ‘The Festival of Indian Construction Equipment Industry’ for it serves as an unparalleled gathering place for the CEOs of the Construction industry.

Further, he takes pride in stating that EXCON has helped the industry understand that the latest technology and machinery are available in India for accelerating infrastructure in the country, thereby reducing imports of machinery and saving precious foreign exchange.

Giving an insight on EPCH, Dr Kumar says that it is a pan India export promotion organization of over 10,000 exporters offering an exquisite range of handicraft products to the overseas markets. Three subsequent editions of the IHGF (Indian Handicrafts & Gifts Fair) Delhi Fair have

“Trade fairs act a value chain enhancer towards the revival of growth, auxiliary services and small businesses, boost hotel and hospitality industry, provide opportunities for the travel sector, promote tourism in cities and states, support industrialization, create employment, and enable entrepreneurship development opportunities, thereby enhancing job creation. Hence, trade fairs facilitate in increasing revenue generation for the state and national exchequer, and more importantly, enhance the brand image of the nation to attract FDI.”



Virendra Gupta
Deputy Director General
Confederation of Indian Industry (CII)

been held in virtual format since the lockdown in March 2020. The recently concluded autumn edition of IHGF Delhi Fair 2021 was held in physical format. The sector has exhibited remarkable resilience amid the tough business situation induced by the COVID pandemic by registering export growth of 1.6 percent in FY 2020-21 (₹25,679.98 crore) over FY 2019-20 (₹25,270.14 crore). He states, “The exports in the period of April-December 2021 correspond to a value of ₹24,711.41 crore, registering a growth of 39.22 percent. With one full quarter of the fiscal in hand, the handicraft exports in the current financial year (2021-22) are slated to surpass the previous FY’s figure.”

Trade Shows Facilitate Exports

Veteran industry leader Mahesh Desai, Chairman, Engineering Export Promotion Council of India (EEPC India), shares that EEPC has been instrumental in augmenting the share of engineering exports in India’s total merchandise export basket to 25 percent, from 18 percent, 10 years ago. The Government of India has set a target of US\$ 400 billion for merchandise exports by the end of FY 2021-22. For engineering exports, the target is US\$ 107 billion.

Physical exhibitions would have been an important means to achieve the feat. However, with the looming COVID pandemic, almost all global physical exhibitions have been rescheduled, canceled, or postponed. To cope with this ‘new normal’, EEPC India started conducting virtual exhibitions and other B2B promotional activities on digital platforms. He shares, “It is heartening to mention that with such efforts of EEPC, the Engineering sector in India has witnessed exponential export growth when compared to even pre-pandemic levels. For instance, in August 2021, India’s engineering exports increased by almost 46 percent compared to 2019. This is a significantly positive trend. Similarly, by September 2021, India had already achieved 48.8 percent of the engineering export target of US\$ 107 billion, which is commendable.”

Currently, the industry is noticing a gradual revival from COVID and its economic impact. With a firm belief, Desai says that with the gradual revival, exporters will be able to physically interact with their international counterparts, achieve the given target, and also record a new landmark in exports.

The Indian Government is also continuously engaged in strengthening Indian industry through the ‘ease-of-doing-business’ to improve the business environment and attract foreign investments. To make domestic manufacturing globally competitive and create global champions in manufacturing, Production Linked Incentive (PLI) Schemes in 13 sectors are being implemented. The Government has initiated a review of some of the existing Free Trade Agreements (FTAs) to maximize its export potential to benefit the domestic industry as well as to make them more user-friendly, simple, and trade facilitative. In addition, bilateral trade negotiations have been initiated with a number of countries.

To this end, Gupta elaborates that India has been the sourcing hub for almost a decade, and in recent years it has widened more. Trade fairs have served as meeting grounds for both domestic and international industries. He put forth, “More trade fairs will facilitate a better understanding of the country, help in identifying the needs, accelerate connection with the right partners, impart knowledge through seminars/symposiums, and enhance buyer-seller meet. So, exhibitions are bound to play a catalytic role for exports.”

Exhibitions play an important role in enhancing exports by enabling the exporters to tap new markets and create additional demand in the traditional markets through new customer acquisitions. Dr Kumar points out, “Trade fairs help domestic manufacturers get acquainted with

Trade fairs provide opportunities for the sellers to promote their products and contact both existing and potential customers. Exhibitions act as a gateway to know the developments and trends in the industry.

“In India, exhibitions contribute more than US\$ 16.7 billion to the country's GDP. Out of which, almost 16 percent comes through direct spending on rental and service by the exhibitor. Furthermore, travel and accommodation also contribute to the economy. It has a multiplier effect as many formal and informal sectors generate revenue.”



Sandip Das
Deputy Director General
Trade Promotion Council of India (TPCI)

new trends, customer preferences, and competitor offerings in the overseas markets, which provides the basis for chalking out the strategy for product improvement and new product development to sustain demand.”

He adds that the B2B trade exhibitions and reverse buyer-seller meets offer a dedicated platform for domestic firms to enter into overseas markets via foreign institutional buyers.

Agreeing with this premise, Desai shares that international trade fairs bring together potential buyers from all over the world in a convenient place and facilitate broader communication and information dissemination. The best part of attending a live-in exhibition is meeting the participants, comprising manufacturers and sellers of the final products, and also the suppliers of machinery, technology, raw materials, intermediates, packaging devices, materials, and so on.

Hence, trade fairs enable participants and visitors to know about business opportunities, government policies, assistance packages, etc. Exhibitions facilitate the gathering of competitive information through direct interaction and feedback. Consequently, it helps manufacturers improve the sourcing of technology, materials, and buyers and facilitate the buyers to improve sourcing of supplies.

Technology Enabler

Although there is nothing to beat a physical exhibition, businesses always look forward to participating in shows to see technologies and products displayed 'live' as it would help them arrive at the right decision in terms of procurement for their manufacturing needs. Also, in-person exhibitions provide immense opportunities to connect, network, and establish relationships for business needs.

However, in times of pandemic or when travel restrictions are in place, digital modes of organizing shows provide good opportunities for businesses to connect with each other and engage in discussions, and technology plays the role of a facilitator in such instances. With live video streaming on social media channels, businesses get to interact directly with their customers. Augmented Reality (AR) and Virtual Reality (VR) are also changing the world of exhibitions and events by helping stakeholders engage with potential customers. Moreover, various apps and digital touchpoints are providing information, allowing visitors to scan through products and helping in lead generation. Technology will continue to augment the way exhibitions and events are conducted.

The pandemic heralded an era of change for the Exhibitions and Events industry by furthering the role of technology. V Anbu, Director General & CEO, Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC), shares, “Moving forward, major exhibitions are likely to witness the trend of hybrid shows, a blend of both physical and virtual spaces. Moreover, show attendees would also be encouraged and perhaps incentivized to join social media conversations and write posts about the shows they attend. This will create brand awareness, refresh industry visibility, create platforms for potential B2B networking and generate new business leads and employment opportunities.”

He adds, “Exhibitors are relying on technology to customize content and reach out to their customers. For example, with Machine Learning (ML) and Artificial Intelligence (AI), Big Data is becoming more accessible, even for small business enterprises. Likewise, Radio Frequency Identification Technology (RFID) can be used to guide visitors around an exhibition stand, capturing their valuable data.”

Dr Kumar agrees, “Exhibitions play an important role in fast tracking the adoption of innovative technologies.

The Government of India has set an ambitious goal to export merchandise worth US\$ 400 billion in FY22. India's total exports crossed US\$ 300 billion in the first 9 months of the financial year 2021-22, for the first time. December 2021 also witnessed an all-time high of US\$ 37 billion in monthly outbound trade.

“While we are at a critical juncture in terms of resuming exhibitions, the industry has made remarkable efforts, and many organizers have put on a brave face in order to reassure their stakeholders, exhibitors, and visitors, as well as their own staff and supply chain. exhibitors, visitors as well as their own staff and supply chain. As the Indian Exhibition industry, we have done a wonderful job on that account.”



V Anbu
Director General & CEO, Indian Machine Tool Manufacturers' Association (IMTMA)
Bangalore International Exhibition Centre (BIEC)

The COVID-induced disruption has only hastened the transformation by spurring a host of innovations, predominantly in the space of Artificial Intelligence, Bionics, Machines Learning, Internet of Things, and Consumer Internet, catering to a gamut of industries and value chains.”

Echoing his thoughts, Gupta says that innovations and next-gen technologies in trade fairs will continue to grow and act as a supporting tool before, during, and after the trade fairs.

Reflecting his views, Desai shares, “Virtual exhibitions and trade shows have made the entire world dependent on technology for business growth and creating brand awareness. The online show formats have made both the buyers and sellers smarter and more precise in dealing with their respective requirements of products and services. R&D and innovations have played a major role in reaching out to the target audience.”

The Show Goes On

Many trade show organizers found new footing with modern strategies for regaining ground. “Amidst the COVID-19 pandemic, we redirected our focus on virtual shows, making them an integral addition to our calendar to provide a business platform for the

The Government has initiated a review of some of the existing Free Trade Agreements (FTAs) to maximize its export potential to benefit the domestic industry as well as to make them more user-friendly, simple, and trade facilitative. In addition, bilateral trade negotiations have been initiated with a number of countries.

industry, where mobility was limited,” says Gupta. To ensure business continuity and provide a platform for the Indian industry to showcase its products and services globally, CII launched a series of cost-effective, sector-specific digital exhibitions on virtual platforms, thereby connecting the buyers and sellers. He apprises, “CII provided a special financial package to Micro, Small and Medium Enterprises (MSMEs) to enable them to participate in these platforms. Some of the virtual exhibitions launched have been immensely successful and have helped the industry in creating very good leads, thereby addressing the business continuity needs and enhancing the RoI.”

To keep up the pace in the pandemic, TPCI followed suit and organized an online Buyer-Seller Meet (BSM) with more than 110 plus countries on digital platforms and hosted a series of webinars for reaching out and engaging multiple stakeholders of exhibitions such as the Government, entrepreneurs, domain experts, economists, and thought leaders.

Similarly, EEPC India is in the process of setting up a dedicated team of professionals through its Technology Centre to establish an effective facilitation mechanism to connect all the major engineering clusters in India. In the online version of the trade show, the exhibitors or exporters are provided opportunities to branch out into business-to-business trading and create a customer database from the potential visitors or attendees.

With the gradual restart of exhibitions in various countries as well as in India, some shows have already been conducted and many more are in the pipeline. India’s cumulative vaccination has exceeded 173.42 crore and this bodes well in restoring the confidence of the Exhibition industry stakeholders to continue organizing events. ///



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IEIA INITIATIVES



APEX body of the INDIAN EXHIBITION INDUSTRY representing the interests of Exhibition Organizers, Service Providers & Venues

GLOBAL PARTNERS



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All image source: IEIA

TOGETHER WE SURELY CAN!

Indian Exhibition Industry Association (IEIA) had several causes to rejoice at the 10th Open Seminar held from December 19-21, 2021, at Bengaluru International Exhibition Centre (BIEC), the host venue. The event marked the association's 15 successful years and served as a platform for the industry stakeholders to cement their solidarity.

The Exhibition industry has been grappling with some drastic changes for the last two years in an attempt to keep its head above water. Its exemplary resilience is now being rewarded with some relief in the form of the re-emergence of physical exhibitions. To celebrate the comeback of face-to-face events and keep with its tradition of gathering industry stalwarts under one roof and demonstrating singleness of purpose, Indian Exhibition Industry Association (IEIA) organized the 10th Open Seminar, which turned out to be a truly gratifying experience for the industry stakeholders.

Additionally, to commemorate 'Azadi ka Amrit Mahotsav' on the completion of 75 glorious years of India's independence and celebrate IEIA's 15 years of dedicated service to the Exhibitions sector in India, the IEIA Open Seminar focused on positioning India as the preferred exhibition destination in the world, with the underlying theme 'Exhibitions in India-Building Global Business Platforms'.

The event was inaugurated in the presence of IEIA's EC members and leaders from the Exhibition industry, including Sonia Prashar, President, IEIA and Chairperson, Management Board and Managing Director, NürnbergMesse India Pvt Ltd and Deputy Director General, Indo-German Chamber of Commerce (IGCC); Dr Rakesh Kumar, Past President, IEIA and Director General, Export Promotion Council for Handicrafts (EPCH) and Chairman, India Exposition Mart Ltd (IEML); Sudeep Sarcar, Vice President, IEIA and CEO, IEML; V Anbu, Immediate Past President, UFI and CEO, BIEC and Director General, IMTMA;

Gaurav Juneja, Hon Treasurer, IEIA and Director, MEX Exhibitions; Yogesh Mudras, Managing Director, Informa Markets India; Dharampal Singh Malhotra, Executive Director, Namdhari Events N Promotions; Ravinder Sethi, International Ambassador, IEIA and Managing Director, RE Rogers India; Ubaid Ahmad, Senior Director, IMTMA; and Sooraj Dhawan, Director, Falcon Exhibitions.

Mudras set the tone for the event with his cheerful outlook and highlighted the resilience shown by the industry despite the setbacks it was subjected to during the pandemic lockdowns. He also shared that his company Informa Markets India has been successfully organizing physical exhibitions for the past few months.

Anbu supported his optimism and rounded it off with statistics that he believes will augur well for the Indian Exhibition industry. “We cannot let the guard down. We are close to 140 crore vaccination shots in India. This has been a great vaccination drive, which is helping the entire Indian industry and will help the Indian Exhibition industry as well.”

“The entire industry needs to come together and work with the Government to make India a major hub for exhibitions. We should allow young people to bring innovative ideas and concepts with them. We should have an ecosystem that can encourage startups and make our country the biggest startup hub as in the US,” he stressed.

Sarcar, in his special address, noted that IEIA has grown to be much more than an association. “This is a family of all stakeholders in exhibitions. IEIA has run several programs to keep the family united during the COVID times. We are all in the same storm. Let us join hands and showcase our strength. No storm is meant forever.”

“Together, we form part of this dynamic industry that has played an instrumental role in connecting business and people,” pointed out Prashar, sharing that in the last 15 years, huge strides have been made when it comes to membership aspiration, training programs, creating forums, ushering reforms, forging international alliances, engaging in policy conversations with stakeholders from the industry as well as the Government, and most importantly, highlighting India significantly on the global map of the Exhibition industry. “And all of this has collectively led to furthering the cause of this sector,” she added.

“Our focus will be on the three key vision points as we tackle the challenges presented before us, namely skilling and upskilling, which is going to be the most important thing in the days and years to come. Secondly, promoting India as the most preferred exhibition and conference destination, and the third being industry advocacy. These will broadly set the directions for the IEIA initiatives in the future,” she further added.

She highlighted that since the pandemic outbreak, the Exhibition industry has reoriented its strategies and embraced digital technologies to stay connected and offer innovative solutions to new-age customers. However, she added, the power of face-to-face networking and physical exhibition is here to stay. This has been reaffirmed by the responses garnered by the exhibitions, events, and conferences that took place in the last few months. “So friends and colleagues and the ambassadors of the Indian Exhibition industry, we are all in this together – ‘Together we stand, Together we can,’” she stressed.

A White Paper on ‘The Indian Exhibition Industry and the Impact on the Indian Economy (E&Y)’ was virtually released. A Coffee Table Book covering ‘Indian Exhibitions Industry – Legacy and Landscape’ was also virtually released by ITPO officials. Finally, the ‘Who’s Who Directory 2022-23’ of the Indian Exhibition Industry was also released. A movie on

GLIMPSES OF IEIA OPEN



SEMINAR HELD AT BIEC



IEIA's 15 Glorious Years was also played at the event.

Insightful Deliberations

Anchored by Dhawan, the two-day Open Seminar held various panel discussions, starting with 'Building Global Business Platforms' moderated by Mudras that had speakers including Rupinder Brar, Addl. Director General, Ministry of Tourism (virtual presence); Vinnie Mehta, Director General, ACMA (Automotive Component Manufacturers Association of India); Charu Mathur, Director General, IEEMA (Indian Electrical and Electronics Manufacturers' Association); EPCH's Dr Kumar; Vivek Jhangiani, Head of the Toy Committee, FICCI (The Federation of Indian Chambers of Commerce & Industry), Director, ICTI (International Council of Toy Industries) and International President, TAITMA (The All India Toy Manufacturers' Association); Anbu; and Anandi Iyer, Chairperson, WISE (Women in Science and Entrepreneurship) – FICCI, and Director, Fraunhofer Office, India and Ambassador, GINSEP (FRG-India Start Up Prog).

The session opened with the panelists talking about how they surmounted challenges that came their way in the last few months and their learning experiences. Pointing to the Indian MICE sector's potential, Mudras said, "This industry has been consistently outperforming the national GDP, which means that we grow faster than our nation's growth. The economic impact that our industry has generated amounts to about ₹23,800 crore. Also, the sector generates ₹3,00,000 crore worth of business all across the industry. There are 25 purpose-built venues in our country with a total indoor capacity of 4,37,000 sq mt. Despite that, there have been inherent challenges for the industry, but there has never been a more opportune time for exhibitions."

Iyer spoke of the industry's resilient spirit that has resulted in innovation, "The industry has been focusing on innovation. We have received a lot of inquiries and interest from industries to see how we can use this downtime to equip ourselves better. This year, we have earned about €30 million, which is incredible... There is a sign of optimism despite everything, and that's what we take forward."

Brar shared that even in the face of all odds, work on infrastructure has continued in the last two years, "Despite the scare of Omicron, we are at the right point in time to take forward the India story, looking at how much interest there is in India and the kind of work that is happening around the large infrastructure. Exciting times are waiting for us. Even though the last two years have been unprecedented and have created a huge issue for travel, tourism, and hospitality, we should be able to make up for it in the times to come."

Reflecting on the past one and a half years, Dr Kumar noted, "I wear two hats – one of EPCH and the other of IEML. It was a challenging task to keep it all together. We had to think about sustainability. Hence, we looked into finances and invented ways to curtail overspending. We met a lot of new partners. There was much self-introspection too. It was a very good learning experience, which will help us survive."

Mehta stressed the camaraderie within the industry value chain during lockdowns, "Our points of connect were very frequent, almost on a weekly basis. This helped us get some degree of visibility on how to handle the situation and gain confidence."

Mathur pointed out two things—innovation and technology—that came in handy to get around the restrictions placed during the pandemic. "There was a spirit of partnership and stepping up by the Government to resolve ground issues and streamline supply chains."



A White Paper on 'The Indian Exhibition Industry and the Impact on the Indian Economy (E&Y)' was virtually released. A Coffee Table Book covering 'Indian Exhibitions Industry – Legacy and Landscape' was also virtually released by ITPO officials.

She spoke about the Electrical industry’s focus on innovation, including smart meters and smart grids. “A lot of companies are already riding the export wave, so the focus is on exports. The Indian Electrical industry is focusing on innovation and technology development within itself and is looking to match international standards with its products,”

Urging to look for the bright future that awaits the industry, Anbu said, “Although we lost those eighteen months, a decade of opportunities lies in front of us. Sectors

including Agrofood, Defense, Electronics, Toys, IT, and Hardware will grow. With their growth, we will have new products and innovations coming in. Exhibitions have a role to play in providing that ecosystem and being an enabler.”

Jhngiani highlighted the Government’s efforts that were made at a remarkable pace, “There was focus and determination that I have never seen for any sector. If you want to move forward, you can, and that was the big message the Government gave us.”

Engaging with the Inner

Vandana Kohli, a renowned Author and Speaker, addressed the session ‘Keeping a Tryst with your Inner Self’. She stressed that it is essential to be engaged with the inner self to be more effective in the outer world, “When resistance is our first reaction, we become an impediment to the people we are working with, our organization, and ourselves because our most natural movement is an onward flow. Resistance blocks that; therefore, one tool is to keep one eye within. If we don’t, then our energy is completely expended in resisting things rather than doing them.”

Professional Speaker and Coach Mukul Sinha spoke on ‘Empowering the Future – Fantastic under 40s’. The session was moderated by Raghav Khosla, Editor in Chief, Exhibition Showcase.

Sinha addressed current and future leaders by explaining the difference between success and fulfillment, and how the former leads to transient happiness while the latter leads to lasting happiness. He concluded that fulfillment ensures success, but it may not be true the other way around.

Exploring Human Side of Doing Business

A CEO Conclave was also held on the ‘Need Customer Devotion – Build Employee Empathy’. The speakers of this session, moderated by Dhawan, included Mudras; Jagdish Patankar, Executive Chairman, MM Activ Sci-Tech Communications; Kailash Singh, Managing Director, Tefla’s Research & Marketing Communications Pvt Ltd; and Gaurav Sood, General Manager-India, Hye India Pvt Ltd.





Dhawan pointed out one of the major impacts of the pandemic that the industry experienced, which was much greater respect for the employees. “Employees in the Service sector are the ethos, the key reason why we are here, and in the last two years we have seen how they have struggled with pay cuts, difficult working circumstances at home, disease, deaths, and challenges, but the credit goes to them that they have supported the entire community and we are able to get back to our feet in the shortest possible time.”

Singh shared that the impact of the pandemic had been brutal, especially on small business houses whose financial systems are fragile. “Moreover, the duration of this crisis was so uncertain that it was difficult to take any decision. The lesson the pandemic has taught us is to rework and reassess the financial matrix first. And that we must concentrate on crucial essentials for survival.”

On keeping the team motivated, Mudras shared an interesting strategy that his company made use of. “We continuously kept engaging and communicating with the team. We knew that physical events were to occur very soon, so we graduated to virtual mode pretty quickly, and that’s what kept my team busy. We ensured that the action kept happening on the floor. Of course, the revenues and profits were not up to the mark, but the focus was to make them stay diverted from what is not in our control and do what is in our control.”

Patankar shared his views on creating devoted visitors, “As exhibition organizers, our emphasis is too much on the exhibitors who are our first customers, but we do not pay enough attention to the fact that it is ultimately the visitor, the customer of our customer, who is our real customer.”

“At MM Activ, we have integrated a tool wherein we can help our participating exhibitors set up meetings with their potential customers in advance, so that even before they come to the show, they know there are going to be meaningful interactions and engagements. It is not just about those three days of engagement; we have to invent ways to ensure that the remaining 362 days we can help facilitate a dialogue

“Our focus will be on the three key vision points - skilling and upskilling, promoting India as the most preferred exhibition and conference destination, and industry advocacy.”

- Sonia Prashar, President, IEIA

between our exhibitors and their customers,” he added.

On integrating teams from different backgrounds, Sood said, “We have a detailed induction program when we get into a large integration where everyone is taken through the whole company, the processes, and different functions of each vertical. They also get to meet their peers at different functions. Standardized processes, communication, and interaction play a major role. Team building sessions, one-on-one communication, hand-holding, and letting them know the whole system are other things that help.”



Skill Development as a Mission

The second day of the Open Seminar began with an early morning 'Friendly Football Match' in memory of late Bala (S Balasubramanian Pillai), Past President, IEIA. It continued with eminent speakers including Rohit Chandra, Founder & Director, Soldier Farms and Partner, GlobalPeers Management Group; Uma Menon, Managing Director, Rudra Communications; Patankar; Malhotra; and Ubaid Ahmad, Senior Director, IMTMA, deliberating on 'Skilling and Upskilling: Addressing the demands of the industry and building an integrated Indian Exhibition ecosystem'. The key takeaways from the panelists included that skilling and upskilling is the secret of success. With a skilled and professional workforce, not only one gets higher productivity and better quality, but one also earns respect from the customer.

Patankar spoke on the importance of skilling and upskilling, and how Prashar, soon after being appointed as the President, laid emphasis on it and built a task force for the same. "The Exhibition industry has a significant role to play in fulfilling the Government's vision of becoming a US\$ 10 trillion economy by 2030, for which it is essential to have a huge supply of a skilled workforce. That's why IEIA is giving top prominence to this activity by formulating a task force." He then announced the members of the task force that has Malhotra as its Chairperson.

Malhotra filled the participants in on the efforts made by the task force in the last few months. Being an expert in the field, Chandra made a presentation on how the skill development system in India, after being considered stagnant, was revived about 15 years ago and brought to global standards by the National Skill Development Corporation (NSDC).

He doled out his advice on how to start in the right direction. Menon said, "Today, when we are looking at having international events, we have got gorgeous venues and amazing people as organizers who have all the wherewithal. Now the need is to upscale, upskill, and get smart in doing what we do the best."

Global Leaders Unite

The session 'Exhibitions: Business as usual – global perspectives and best practices' had global Exhibition industry insiders congratulating IEIA on its 10th Open Seminar and talking about sustainability, digitalization, and reopening of exhibitions—issues that are also being given prominence in the Indian Exhibition industry.

Monica Lee-Mueller, President, UFI, and Managing Director, Hong Kong Convention and Exhibition Centre (Management) Ltd (HML), from Hong Kong; Dato' Vincent Lim, President, AFECA (The Asian Federation of Exhibition and Convention Associations), from Kuala Lumpur, Malaysia; Aloysius Arlando, Immediate Past President, SACEOS (Singapore Association of Convention & Exhibition Organisers & Suppliers), from Singapore; Pravit Sribanditmongkol, President, TEA (Thai Exhibition Association), from Thailand; Phil Chung, CEO, Kinexin (IICC Operator), from South Korea; Glenton De Kock, CEO, SAACI (The Southern African Association for the Conference Industry); Juan Puchalt, General Secretary, Spanish Trade Fairs Association, from Spain; Jochen Witt, President & CEO, jwc GmbH, from Germany; Matthias Tesi Baur Via, Founder, MBB-Consulting Group & ETT (Exhibition Think Tank) Club, from London, UK; and Kai Henderoof, CEO, UFI (The Global Association of the Exhibition Industry).

Henderoof congratulated IEIA and then took the audience briefly around the world, helping them understand the mood of the global Exhibition industry.

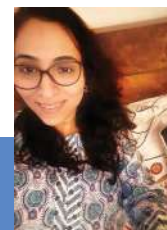
"Overall, we remain bullish and optimistic, and based on the data we have from the members around the world, we are convinced that our industry will come back to where we were in 2019. That will be the case by 2024, and after that, we will outgrow these old heights and reach new heights driven by the evolution of the business model and the recurring need of customers knowing that they need to meet face-to-face to get the business done."

"So as the leaders of the future, I encourage you to discuss what we are discussing in all the UFI forums and events that those who get the balance right between the onsite experience and the digital add-ons to build products and portfolios that don't just focus on the show days but on the community engagement and on activating services for our industries and the industries that we serve around the year, and those companies who do that well will grow out of the pandemic fast."

New Technologies are Essential

The last was a technical session titled 'Let's make things better – New Technologies & Innovations in the exhibitions ecosystem' that had 'young turks' from the industry suggesting radical changes by implementing new-age technologies. The panel, moderated by Juneja – the youngest member of the IEIA EC – included Ashwin Binu, Business Development, Meroform India Pvt Ltd; Sreecharan Atluri, Managing Director, Atluri Holdings; Sankalp Sardana, Partner, Sardanas Exhicon Services; and Mehul Agarwal, Head of Business Development, Expro Events and Exhibits.

The event concluded with the invited members of IEIA attending the AGM and IEIA election, wherein a new Board was elected for the term of 2021-2023. Sonia Prashar, the re-elected President of IEIA, soon after her re-election, announced three immediate plans of the Association such as Skilling, Sports, and Sustainability. A special committee to execute the above projects has been formed. ////



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Gaurav Juneja

WEAVING A PROSPEROUS FUTURE

The Indian textile sector is making all the right noise to showcase to the world that it is capacitated to be a preferred global sourcing partner. It looks like this is a propitious moment for the textile-based trade fairs in India to act as a catalyst between the industry players to come together and be part of this continued growth.

India is the sixth-largest exporter of textiles and apparel in the world and contributes 5 percent to the country's GDP, 7 percent of industry output in value terms, and 12 percent of the country's export earnings. The Indian Textile industry size is slated to be US\$ 190 billion by 2025-26 and attract more Foreign Direct Investment (FDI) inflows. To date, countries such as Japan, Mauritius, Belgium, and Italy have been among the highest contributors to FDI in the Indian Textile sector.

FDI in the Textile and Clothing industry reached US\$ 3.75 billion in March 2021. India's textile and apparel exports are slated to reach US\$ 65 billion by 2025-26, expanding at an 11 percent CAGR. In the grand scheme of things, it was an opportune time for the India Pavilion at Expo 2020 Dubai to dedicate a week as the 'Textile Week' and attract investments of 19,000 crore (US\$ 2.5 billion).

With such optimistic figures that promise only opportunities to the industry, it is essential to know how textile and apparel trade fairs are playing a crucial role in facilitating this progress. The following is a round-up of industry insiders offering a sneak peek into the Indian Textile industry's astonishing growth and their contribution to it.

Role of Trade Fairs

Sharing his perspective on the phenomenal role of exhibitions, Rahul Mehta, Chief Mentor, The Clothing Manufacturers Association of India (CMAI), opines that Textile and Garment shows provide a unique platform for buyers and sellers to meet under one roof, check out the latest creations,

trends, and production capabilities of potential vendor partners, as well as compare and evaluate the offerings of different vendors at the same time. To Mehta, such in-person trade shows facilitate re-establishing old connections and building new relationships.

From an exhibitor's point of view, trade fairs provide an opportunity to meet a greater number of prospective buyers and potential customers in a short span of time, thereby creating a win-win situation for both participants as well as visitors.

To this end, Rajesh Masand, Director, Gambit Clothing Pvt Ltd and veteran exhibitor of National Garment Fair (NGF), validates that the show helps him meet more than 400 retailers spread across the country at one go during the exhibition. Otherwise, he adds, it would be impossible for him to meet each one of them individually and he would have to depend on his distributors' and agents' feedback. "By participating in



Santosh Kataria

An exhibition like Gartex Texprocess offers an ideal platform for the entire garment and textile manufacturing value chain by being a medium to showcase the latest not just in machinery, but also in value-added manufacturing solutions like digital textile printing, embroidery, fabrics, and trims – almost everything involved in the fabric to finish process. It also provides networking and collaboration opportunities and showcases trends for the coming season for the industry. Additionally, the event provides options to weigh, evaluate, and eventually strike the right business deals. The knowledge sessions, live demos, and face-to-face interactions further catalyze the growth and development of the industry.

Gaurav Juneja
Director
MEX Exhibitions Pvt Ltd

the editions of NGFs, I get a first-hand response to my styles and designs and a chance to study not only the prevailing trends in the market but also understand the requirements of my buyers. The show gives me an opportunity to garner feedback from my buyers on my developments and products, which I have created for the season.”



Image Source: CMAI

Today, India stands out as being an attractive manufacturing destination in terms of labor costs, ease-of-doing business, skilled workforce, and incentives provided by the Indian Government, such as the Production-linked incentive (PLI) scheme that offers ₹10,863 crore to the Textile sector. It aims to boost production of Man-Made-Fiber (MMF), apparel, and technical textiles to increase production and propel exports.

Amrish Chopra
Director
Garment Technology Expo Pvt Ltd

Trade fairs provide great opportunities to the exhibitors as well as the visitors. It helps exhibitors understand the needs and expectations of customers (visitors). The visitors get a chance to witness a live demo of showcased technologies and compare the performance and price of products and technologies accordingly.

Anil Anand
CEO
Hari Chand Anand & Co

India is the second-largest manufacturer of Personal Protective Equipment (PPE) body coveralls. More than 600 companies in India are certified to produce PPEs today, whose global market worth is expected to be over US\$ 92.5 billion by 2025.

Foreign Direct Investment in the Textile and Clothing industry reached US\$ 3.75 billion in March 2021. India's textile and apparel exports are slated to reach US\$ 65 billion by 2025-26, expanding at an 11 percent CAGR.

In alignment, Santosh Kataria, Managing Director, PepperMint Clothing Pvt Ltd and an adept participant in NGF, stresses that the show is the best platform to learn about the latest trends and most sought-after styles in the market. Further, he elaborates that he meets 50 percent of his buyers in a timeframe of three days and connects with all those he may not have met in six months. The interactions with his buyers at NGF help him know how his products performed in their outlets in the last season. On-site brainstorming communication with buyers paves the way for the creation of new products and growth.

Presenting the organizer's take on textile shows, Ambrish Chopra, Director, Garment Technology Expo Pvt Ltd, takes pride in sharing that Garment Technology Expo (GTE) has been providing a platform to the Textile industry players to exhibit apparel technology from all over the world for the last 20 years. He points out that exhibitions are one of the most efficient ways to display new technologies cost-effectively and reach the maximum industry audience in a few days as major domestic and international technology suppliers showcase live demos of their machines to their target consumers.

Agreeing along the same lines, Anil Anand, CEO, Hari Chand Anand & Co, and exhibitor of Garment Technology Expo (GTE), emphasizes that trade shows are the best place to find the latest trends in the industry and meet suppliers under one roof. He puts it forth, "Trade shows provide great opportunities for exhibitors as well as visitors. On the one hand, it helps exhibitors understand the needs and expectations of customers (visitors). On the other hand, the visitors get a chance to witness a live demo of

Trade shows serve as an apt platform for participating companies to showcase and launch their collections, meet their target audiences, and consolidate the existing businesses.

Arun Roongta
Managing Director
Texzone Information Service Pvt Ltd

Textile and Garment Shows provide a unique platform for buyers and sellers to meet at one point, re-establish old connections, build new relationships, and physically check out the latest creations, trends, and production capabilities of potential vendor partners.

Rahul Mehta
Chief Mentor
The Clothing Manufacturers Association of India (CMAI)

showcased technologies and compare the performance and price of products and technologies accordingly."

Echoing similar thoughts, Arun Roongta, Managing Director, Texzone Information Service Pvt Ltd and organizer of HGHI India, says that trade shows serve as an apt platform for participating companies to showcase and launch their collections, meet their target audiences, and consolidate the existing businesses.

Sustaining Growth Momentum

With opportunities galore in the Textile sector, it is essential to encourage this ongoing growth. Against this backdrop, Mehta adds, "There is no doubt that the sector is poised for an extremely bright period in the coming years." He explains that the reasons are obvious. In terms of exports, the Government has come up with schemes that address the core weaknesses of the Indian Apparel Export Industry - Product Basket and Scale.

The Product-Linked-Incentive (PLI) Scheme provides an incentive to focus growth on Man-Made Fibre (MMF) based garments, Performance and



Image Source: HGHI India



Image Source: CMAI

To double the Indian Textile and Apparel industry size to US\$ 300 billion by 2025-26, the textiles ministry has proposed to develop seven Mega Integrated Textile Region and Apparel (MITRA) parks to position India as a globally competitive manufacturing and exporting hub.

National Garment Fair gives me an opportunity to study not only the prevailing trends in the market, but also understand the needs and requirements of my buyers. The show gives me a chance to get feedback from my buyers on my developments and products, which I have created for the season.

Rajesh Masand
Director
Gambit Clothing Pvt Ltd

National Garment Fair is the best platform for me to study the latest market trends and understand what is most sought after in the market. The exhibition facilitates meeting buyers and exchanging ideas accordingly.

Santosh Kataria
Managing Director
PepperMint Clothing Pvt Ltd

Activewear garments, and Technical Textiles. The scheme also encourages building large-scale factories to provide a strong alternative to China and Bangladesh. The buyers are seeking an alternative to their dependence on China, and the recent restrictions on imports from certain regions of China are providing further impetus to this effort. He elaborates further, “Bangladesh will, in due course, lose its LDC tag and the incentives that go along with it. This will provide Indian exporters with a level playing field, which we have not had for years. The Indian Government seems to be attacking the pending FTA issues with much more resolve than before, and this should give an additional push to our exports.”

Speaking of exports, Masand shares that he is currently exporting only to the Middle East markets and sees an opportunity for expansion. With India’s ongoing talks with the UAE on Free Trade Agreement (FTA), he is looking forward to good growth in exports.

Way Ahead

The Indian Textile sector has a huge untapped potential in the domestic market and exports. According to Roongta, internationally, we have only a 4 percent share of the world market despite being the second-largest producer of textiles in the world. In the domestic market, our per capita consumption is still very low, at around 40 sq mt per person per year. Hence, there is room for growth in both domestic and international markets.

In the same vein, Chopra says that there is massive potential for the growth of textile machinery in India and that the growth is in the offing through the up-gradation of machinery and industry-friendly government policies.

Supporting this premise, Mehta shares that despite the current setback due to COVID-19, the economy seems to be on an upward trajectory again. With an 8-10 percent growth rate, increasing urbanization, growing influence and exposure to international fashion, and a demographic shift toward youth, consumption will only rise, and with it, the Textile sector. ////



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All image source: HITEX

LOCATION MATTERS

A thoughtfully chosen venue can turn out to be one of the prime contributors to an event's success. While offering the perfect ambience in an ideal location, the right venue ensures the guests an experience they can make the most of. Hyderabad International Trade Expositions Ltd (HITEX Exhibition Center) in Hyderabad promises to be one such setting that has proven to be absolute for materializing business plans.

A premier purpose-built exhibition and convention center in the fastest developing metropolis in India, Hyderabad, HITEX Exhibition Center offers world-class convention facilities and services endeavoring to the success of events hosted here.

With vast indoor and outdoor event areas of 10,500 sq mt and 40,000 sq mt, respectively, and planned infrastructure, it has earned the reputation of being an ideal venue for B2B exhibitions, B2C exhibitions, and the combination of both. COP 11, Bryan Adams music

concert, Rotary South Asia Summit, India Lab Expo, Pharmalytica, ACETECH, RenewX, Poultry India, Hyderabad Kids Fair, PackPlus South, India Med Expo, and Medicall are some of the events that have been major hits at the venue.

“Apart from the space for expo/trade fairs, meeting rooms, break-out zones, F&B, organizers’ rooms, and supporting infrastructure like high-speed internet, housekeeping and security services play equally important roles. Other facilities like freight carriers, parking and staying facilities for exhibitor goods, locker rooms, etc., add to execute a hassle-free event. Resource support on event permissions, various industry policies, liaison with local administration and policymakers can be game-changer for medium and small organizers. A venue that can extend these supports will facilitate a trade fair/exhibition for its all-round success,” says Srikanth TG, Business Head, HITEX, enlisting features that can make a venue ideal.



“We work as the extended arm of the organizer, assisting in managing housekeeping, security, distribution of power supply lines, shell scheme set-up, logistics, and freight movement, and overseeing workforce, registration, catering, etc.”



Srikanth TG
Business Head
HITEX Exhibition Center

Revenue Share Model: “Besides hand-holding the event managers in various exhibition-related activities and becoming a co-organizer of the exhibition, we offer the exhibition venue on a revenue-sharing model, which will be equivalent to a certain percentage of their space sales revenue instead of the fixed rental model. This model encourages global companies to experiment,” he shares.

Staying Consistent

As the venue sets the scene and influences the experiences of exhibitors, visitors, and guests attending an event, HITEX assures good service quality consistently and provides competitive advantages to the exhibition organizers in terms of efficiency and security. Srikanth explains, “We operate as a one-stop service provider. We work as the extended arm of the organizer, assisting in managing housekeeping, security, distribution of power supply lines, shell scheme set-up, logistics, and freight movement, and overseeing workforce, registration, catering, etc.”

“Additionally, we provide local facilitation, including seeking approvals and Government support, doing the branding work, arranging for service providers and hotel accommodation, and providing free internet, etc.,” he adds.

HITEX also offers the organizer’s office, protocol lounge, registration counters, etc., free of charge to exhibition organizers to encourage them to conduct their event professionally.

Promotion and Branding

HITEX has engaged a full-time advertising agency to deliver quality advertising and marketing campaigns to promote organizations and their services. “We also realize the importance of social media. We

Attracting Clients

HITEX has played host to major global events. Helping us understand the reasons behind the choice of exhibition organizers, Srikanth elaborates on its USPs:

Generating Industry Reports: Availability of local catchment is the most critical factor in the success of an exhibition in any geographical area. The organizer has to evaluate other physical infrastructure such as the exhibition venue, connectivity, hotel rooms, etc.

“HITEX realizes this factor. Therefore, we are the only exhibition venue that prepares various industry reports with information such as the size of the industry, export data, Government policies, new investments, the number of people employed, thought leaders, etc., and shares with exhibition organizers from all over the world,” he informs.

Joint Venture Events: HITEX is probably the only venue in the world that encourages and incentivizes event managers from the state to be exhibition organizers.

“In the last few years, India has been able to create multiple world-class venues all across the country. What is needed now is the proactive support of state and central governments to all the stakeholders of the MICE industry to participate in major international expos to exhibit our infrastructure and capabilities to attract them to India.”



work with experienced professionals in promoting our exhibitions and our venue so that we reach our target audience at the right time through the right media,” says Srikanth.

On India’s goal of making itself a preferred destination for holding international exhibitions and events, he comments, “In the last few years, India has been able to create multiple world-class venues all across the country. What is needed now is the proactive support of State and Central Governments to all the stakeholders of the MICE industry to participate in major international expos to exhibit our infrastructure and capabilities to attract them to India.”

“Instead of reinventing the wheel, we should study the right things done by other Asian countries, such as Singapore, UAE, and even South Korea. An economy of our size is capable of hosting large international exhibitions,” he notes.

“To drive international exhibitions/trade fairs to India, it has to be understood that the venue plays only a part in the vital ecosystem. Until and unless the entire ecosystem’s requirements are addressed, it will be difficult. Connectivity, rooms, local administration support, and sprucing up domestic tourism infrastructure play equally important roles in driving the events. Modernization of premier existing venues and traffic plans is a positive step towards this direction. A lot more incentivization is required in terms of tailor-made financial support for all the stakeholders of the MICE industry,” adds Srikanth.

Green Practices at HITEX

The growing concern about the environment and climate change has made the MICE industry adopt practices to reduce its carbon footprint. Srikanth underlines the measures taken by HITEX towards this endeavor, “For internal commutes inside the campus, we run a battery-operated vehicle. An electric two-wheeler station is also provided at the venue. Stakeholders of the event can rent e-bikes to move within the campus.”

The growing concern about the environment and climate change has made the MICE industry adopt practices to reduce its carbon footprint.

“Additionally, we encourage our partners to minimize the use of plastics and flexes. We have also replaced the plumbing material with water-conserving fittings in the washrooms,” he adds.

The venue, he says, is in the process of seeking permission from the concerned authorities to rejuvenate and maintain the lake spread over 15 acre within the venue campus. “HITEX will spend and maintain the lake to re-establish flora and fauna by resorting to bio-remedial measures,” he shares. ///



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All image source: MEX Exhibitions Pvt Ltd

“Higher emotional quotient, soft skills, knowledge, skill adaptability, and multitasking are some of the traits women are naturally equipped with that can make them successful. There is a need to create good leaders with credentials and skillsets without gender bias.”

Himani Gulati
Director
MEX Exhibitions Pvt Ltd

TOWARDS AN INCLUSIVE WORLD

Like most industries, the exhibitions industry is also working towards gender equality in its workforce by offering equitable and rewarding career opportunities to all. A shining example of this endeavor is Himani Gulati, Director, MEX Exhibitions Pvt Ltd, an inspiring leader and a driving force behind her organization...

“Women have always been a strong pillar wherever they have stepped in,” asserts Himani Gulati, Director, MEX Exhibitions Pvt Ltd, when discussing how women are challenging the status quo in the exhibition industry, where men outnumber women.

Gulati has been associated with the industry for a long time and holds a strong insider’s view, “Compared to many other industries, women are given their due respect in the Exhibitions industry, and a living example would be IEIA electing its first woman President, Ms Sonia Prashar, which is a very positive move in the direction of women’s leadership.”

India, known to be a land of unity in diversity, also abides by the fierce



participation of women in every sector. She acknowledges that gender bias is part of our society but is equally certain that women know how to move past all hindrances and make the most of their position if they are able and confident. “If you believe in yourself, then nothing can stop you from climbing up and becoming a leader,” she says.

According to her, gender diversity is the key to success in any industry, as men and women complement each other in every sphere of life. “I am waiting for the time when we do not have anything called ‘Women’s leadership forums or programs’ but just ‘Leadership forums and programs,’” she adds.

Challenges in the Journey

Gulati has been lucky to be in a family business and was, therefore, spared from any internal politics or issues within her organization. “From the very beginning, there has been learning and no obstacles as such. The industry has been kind and accepted me in the roles that I have played,” she quotes.

Gartex Texprocess India, Denim Show, and Gifts World Expo are some of the domestic shows, and LED Expo Thailand is one of the major international shows she has orchestrated.

A few of the challenges that she has faced in the industry have been related to venue and infrastructure, skilled labor, etc.

“Start analyzing the industry, pick your strong suit, and research as much as possible. Make contacts and collaborate with other companies. Exhibitions are all about collaboration, networking, and showbiz.”

“I see a lot of developments happening on that front. Initiatives are being taken, such as training exhibition professionals, so they are thorough in their jobs,” she shares.

The biggest challenge, she adds, has been the pandemic. “Our industry was the most affected. Though digitalization took over and there were virtual exhibitions held with the same enthusiasm. We, at MEX Exhibitions, had several E-conferences,

Global B2B meetings, Virtual shows, and many other activities to leverage the opportunities. We had to make the best of the situation. Once you know the industry, what it deals with, its strengths and weaknesses, you can stand up to any challenge and tackle it all,” adds Gulati.

Stopping Gender Bias

Gender bias has been on the decline over the years, believes Gulati. And, because it takes two to tango, she adds that, in addition to workplaces, females must allow themselves to excel in what they do, to give their all, to be confident in their roles in order to mark their performance and get one step ahead. “Belief in oneself is the mantra to follow,” she remarks.



(Second from left) Himani Gulati, Director, MEX Exhibitions Pvt Ltd at the IEIA Women Forum

She insists that organizations need to give women a flexible and safe working environment, which is very important to get the best out of them. A women-friendly corporate culture needs to be created. “Our ability to multitask is our strength, which organizations can cash in on. Women are emotional but at the same time rational, which is another strength of ours,” she adds.

Women Leadership

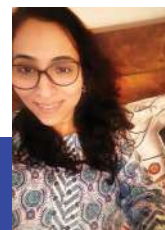
Gulati quotes Ratan Tata to support her view on how an organization can rid itself of any gender parity: “If you want to walk fast, walk alone. But if you want to walk far, walk together. This is what I want to tell my industry colleagues that if men and women walk hand in hand and complement each other in the roles that they play in an organization or the industry as a whole, there is no looking back. Cooperation and hand-holding will help us in winning every battle together.”

“Higher emotional quotient, soft skills, knowledge, skill adaptability, and multitasking are some of the traits women are naturally equipped with that can make them successful. There is a need to create good leaders with credentials and skillsets without gender bias,” she stresses.

When asked if she had a nugget of wisdom to share and inspire next-gen women aspiring to be leaders in their respective fields,

“Gender bias is part of our society, but women know how to move past all hindrances and make the most of their position if they are able and confident.”

she proffers some, “Start analyzing the industry, pick your strong suit, and research as much as possible. The industry is vast and your knowledge of it will help you grow. Make contacts and collaborate with other companies. Exhibitions are all about collaboration, networking, and showbiz. Women are more organized and have budgeting capabilities. Your attention to detail will make you even more suitable for this industry.” **////**



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All image source: Hyatt Regency Pune Hotels & Residences

BRINGING PEOPLE TOGETHER

Hyatt Regency Pune Hotels & Residences, one of the premier hotels in the city, has incorporated all the measures required to keep its guests from the MICE industry safe. From having top-level hygiene standards in place to inventing ways to reduce touch points, the venue provider has taken care of all...

After months of lockdowns that severely impacted the MICE industry, we are gradually witnessing the re-opening of the sector with the new norms. The venues that host MICE events have also evolved, incorporating flexibility and digitization to keep pace with the changing times.

Taking cognizance that in the current scene, conference halls and convention centers require more flexible spaces with the ability to blend virtual and in-person events, Hyatt Regency Pune Hotels & Residences has also modified its offerings to its guests from the Event and Exhibition industry. Esha Ghosh, Director of Events, Hyatt Regency Pune Hotels & Residences, notes, "The world has changed, and events will look and feel different from now on. Hybrid is an integral part of events, as extending the reach to include virtual attendees and speakers will allow more people to

be part of each experience. If guests are hosting across multiple cities, we coordinate with other Hyatt properties, with consistent pricing across all locations."

"At Hyatt Regency Pune, we have the unique and conventional Regency Ballroom with adjoined smaller venues for breakaway sessions and EQ:IQ that offers contemporary ambience and the largest banquet space in Pune," she informs.

"We are better together. Hence, Hyatt wants to ensure everyone has peace of mind and a sense of security to be able to enjoy events. That is why we have launched the Global Care & Cleanliness Commitment. Developed with trusted medical and industry advisors, it builds on existing rigorous safety and cleanliness protocols," she further shares.

Additionally, Hyatt Regency Pune has two separate blocks, one for events and the other is for rooms. "We consider this as one of our key USPs as it has helped us in reducing touch points and maintaining separate entry-exit for event guests and others. This also helps us look at different customer segments and serve them accordingly," Ghosh adds.

An Approach to Help Connect

Located in the urbane locality of Pune's Viman Nagar and being close to Lohegaon International Airport and the city's prime entertainment

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Esha Ghosh
Director of Events
Hyatt Regency Pune Hotels & Residences

areas like Koregaon Park and IT hubs like Business Bay, makes Hyatt Regency Pune Hotels & Residences the ideal choice for both business and leisure travelers.

One of the premier hotels in the city, it features 222 spacious rooms, including 18 luxurious suites. Additionally, the 79 fully-equipped apartments are ideal for short and long stays. An impressive open-style bridge overlooks the hotel’s façade and water features. It serves as a dedicated entry to the event space and meeting rooms, creating a dramatic sense of arrival. Housing the largest event space in Pune spread over two floors, the hotel offers guests an array of venue options to suit the needs of their event.

With the announcement of Together by Hyatt, the hotel has identified a new approach to help bring people together again with a deeper sense of trust, connection, and well-being. “We continue to maintain the highest hygiene & sanitization standards along with organizing wellbeing sessions that are carefully monitored by GBAC-certified leaders. As a team, we have

With the announcement of Together by Hyatt, the hotel has identified a new approach to help bring people together again with a deeper sense of trust, connection, and well-being.

ensured that all government protocols are adopted and awareness is created amongst all planners, which has instilled confidence in guests to have events with us. We were also amongst the first hotel chains to vaccinate all our team members, hence creating a safe environment for all,” concludes Ghosh. **////**



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Image Source: Magic Wand Media

A TRYST WITH YOUR INNER SELF

At the recently held IEIA's 10th Open Seminar, renowned author, filmmaker, and speaker Vandana Kohli stressed the need to stay connected with one's inner self to stay effective in the outer world. Here's an excerpt from the insightful session...

In a world of our creation, we are overwhelmed with things to do – work deadlines, things to coordinate, and keeping up with all that's new in our profession. Add to that family and other responsibilities, and the mix seems to overflow.

With the outer, external sphere claiming all our attention, do we have time for an 'inner' orbit? Could this seemingly elusive, vague, and intangible 'inner self' be of use?

Here's one reason it could.

Every moment of life, every moment that we engage with, is an interplay between two worlds – the outer 'real' world and an inner one.

The outer prods us – as circumstance, an event, or in our interaction with people. It challenges us, it spurs us on, and it stirs us. Either we are prompted to respond or provoked to react from an inner mechanism, which, in turn, is this vast ground of impressions – emotion, experience, memory, thoughts, impulses, and instinct. Within is an entire world, with much flux and movement.

The outer, in its function, is the fodder for inner growth. As a zone of action, it puts our abilities to the test.

Yet, the outer never really is in our control. A crashed laptop, a misplaced phone, an absent colleague or cook, a puncture, a fire, a pandemic. However, much we plan, even while we should, the external can quickly slip out of grasp. Our sense of control of external circumstances is often an illusion.

The space where we may thus exercise some degree of control, where we may work our influence to create real choices, is the inner.

Exploring the Inner

For us to be more effective, more efficient in and with the external, it helps to explore, understand, and work with the inner, to acquaint ourselves more consciously with the movements within us.

So, how may we begin a more conscious tryst with the inner?

The first is to turn one eye within, to check on the initial movement we experience. When something comes our way, however small or momentous, what is our first reaction/response? Do we welcome an external stimulus, or are we unwilling to deal with it, however small and insignificant it may be? Are we open to it, or do we resist it?

Understanding Resistance

Resistance is an obstruction to our inherent, instinctive sense of flow. It can arise from anxiety, stress, anger, resentment, or feeling overwhelmed. It is a mark of fear.

Without realizing it, we may resist the slightest suggestion, the minutest change, the smallest task coming our way. The mind, caught in an unconscious loop, could resist things more as a pattern rather than for any cohesive reason. More energy is expended in resisting something than going ahead and being done with it.

By becoming conscious of such default resistance, we dent its hold on us. Addressing our resistance helps address the effect of anxiety and stress. The ability to see how the mind is reacting is in itself a significant step ahead in resetting our reactions and responses.

The Voice of the Mind

Second, it helps to know that whatever resists, rants, or cribs, is not us. Neither is it the mind. It is simply the voice of

“Without realizing it, we may resist the slightest suggestion, the minutest change, the smallest task coming our way. The mind, caught in an unconscious loop, could resist things more as a pattern rather than for any cohesive reason. More energy is expended in resisting something than going ahead and being done with it.”



VANDANA KOHLI
Filmmaker and Author of HINGE:
(Re) Discovering Emotional and
Mental Wellness

the mind. A voice that should be heeded, but a voice that goes on and on like a loop, repeating itself. Each time, it may accuse or rage and bluster against the same people or circumstance. It may doubt and be anxious about everything we do, even if we are carrying out the most mundane of chores. ‘I can’t do this!’, ‘I will fail’, ‘I’m falling behind’, or ‘this will not work’, are some anxious loops that may spark unfailingly, irrespective of how uncomplicated the task at hand is.

We mistakenly identify our entire selves with this little voice. We believe this is us, so immersed are we in it. This voice is yet a tiny bit, one strain in the mind’s vastness. In traditional philosophical thought, the mind is often likened to the sky – vast, silent, and expansive. Its primary function is cognition – to observe and to take note of. If the mind is the sky, this voice is one cloud in it.

To have such an approach helps us put space between the voice and the mind. Even as it continues to resist, pick, or lament, no longer are we completely gripped by this voice and its noise; instead, we may observe it and listen to it from a larger space. This expansive space is the mind, the heart, the body, and all the rest of us.

Whenever we focus on physical activity or bodily movement, however briefly, the noise within recedes into the backdrop. Each time we turn attention to our hearts’ gentle, inherent warmth, we touch a point of instinctive equilibrium.

Such warmth helps us spot distress in others. We aren’t alone in our loops of mindless anxiety or anger. Others are equally caught in it. This realization helps release us from a sense of victimhood, which can prove cathartic. Such release frees us to focus entirely on the task at hand.

Basic Triggers

Lastly, keeping an eye within makes us aware of basic triggers. For instance, hunger and fatigue are fundamental causes of irritability and anger. It helps to know that these basic physiological states cause to make us snappy and not necessarily anything more complicated. Further, these are compelling triggers to what may seem like irrational anger from another, unfairly directed our way. Knowing so, we needn’t necessarily react to unwarranted verbal aggression with anything more than warm understanding.

In doing so, the inner swells in its expansive embrace, empowering our ability to respond appropriately, constructively, each time. It prods us to focus on moving ahead and onwards, to resolve rather than delay. We are made more open, resilient, and effective in our outer dealings.////

HELPING HOMES EVOLVE

HGH India 2021, India's premier trade show for the home products segment, was organized from November 30-December 3, 2021, at the India Expo Centre, Greater Noida, bringing Indian and International brands, manufacturers, and retail & distribution partners together.

The 10th edition of the country's well-established annual trade show for home products, held for the first time in Greater Noida at the India Expo Centre, drew trade visitors from over 460 cities and towns across India. Organized by Texzone Information Services Pvt Ltd, the four-day trade show was inaugurated by Upendra Prasad Singh, Secretary Textiles, Government of India, with the guest of honor Narendra Bhooshan, Chief Executive Officer, Greater Noida Industrial Development Authority, Government of Uttar Pradesh.

Catering to Industry Needs

Inaugurating the trade show, Singh stated that the demand for home textiles and home décor industries has increased both in India and abroad, and things have only begun to open up in the last 1.5 years. He elaborated, "India has a huge domestic market for textiles. If we are to look at the data for this year, we have a very ambitious target of merchandise export of US\$ 400 billion, out of which the share of textiles is US\$ 44 billion, including handicrafts and textiles."

The Government, he said, was planning a lot of new initiatives. The cabinet has approved two new schemes in the last month which are expected to be a game-changer for the Textile industry as a whole. One is the PLI for textiles, and the second one is the mega textile parks. "We will be setting up seven mega textile parks with world-class infrastructure and facilities in the first phase. We are strong in our value chains; we are strong in natural and man-made fiber as well as spinning. The world is looking at sustainability as far as the Textile industry is concerned. I wish all the very best to HGH India in the endeavor to help the industry in gaining stability."



All image source: HGH India

Growing demand for home products in India by 15-20 percent is the result of a shift in Indian consumer sentiment toward home products. With the aim of providing a fresh boost to the domestic industry in order to get the industry back on track, Arun Roongta, Managing Director, HGH India, explained, "We see that during the last two years of COVID-enforced lockdowns and 'Work from Home' factors, Indian consumer sentiments have turned more positive than ever before towards their homes, and their spending on all categories of home products will continue to increase rapidly. According to the retailers in categories like bed & bath, furnishing fabrics, wallpaper, kitchenware, cookware, tableware, houseware, decorative accessories, furniture, and home décor, the months of July to November this year have recorded a 30-40 percent increase in their retail sales as



According to the retailers in categories like bed & bath, furnishing fabrics, wallpaper, kitchenware, cookware, tableware, houseware, decorative accessories, furniture, and home décor, the months of July to November this year have recorded a 30-40 percent increase in their retail sales as compared to last year. This boom in the home retail segment is expected to be long lasting.

- Arun Roongta, Managing Director, HGH India

compared to last year. This boom in the home retail segment is expected to be long lasting.”

Focus on Key Categories

HGH India has evolved into a must-attend industry event for manufacturers, brands, retailers, distributors, importers, exporters, interior designers, and institutional buyers over the decade, with a clear focus on key home categories such as Home Textiles, Home Decor, Houseware, and Gifts. Leading brands such as Asian Paints, Kurl-on, Sleepwell, King-Koil, Indo Count, Dicitex, Microfibre, Marshalls, Clay Craft, Corelle, LaOpala, Cello, and many more have introduced several innovations and new business ideas to retailers for the first time.

The special focus of this year’s expo was on four segments: World of Sleep (Sleep Technology), Small Furniture, Smart Cooking, and Swachh Bharat. Visitors were able to find useful information on technology, innovation, and market trends on these topics, allowing them to develop a better understanding of the product and the upcoming scenario.

Assisting Business Process

The expo also assisted the exhibitor’s business process, from providing trend information and market reports to organizing retail tours and from match-making to one-to-one business meetings. Physical conveniences such as hotel and travel services, logistics support, a variety of unique lounges, restaurants and cafeterias, a business center, media center, catering services, and free Wi-Fi service, on the other hand, were created for visitors and exhibitors to allow them to focus on their business issues.

Furthermore, since 2018, the expo has consistently supported Indian artisans in marketing their handcrafted products in categories such as home textiles, houseware, crockery and ceramic, decorative accessories, wallpapers, gifts, and fashion accessories, thereby promoting India’s rich cultural heritage. This initiative is a collaboration between the Government of India, Ministry of MSME, Ministry of Textiles, Development Commissioner Handicrafts, EPCH, CEPC, Jute Board, Coir Board, Uttar Pradesh Government, Jammu & Kashmir Government, NEH-HDC, KVIC individual companies, and theme pavilions. ///



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A WINDOW OF OPPORTUNITY



All image source: K AND D COMMUNICATION LTD

The 15th edition of one of India's most significant engineering, machine tools, and automation exhibitions ENGIMACH acted as a catalyst in the revival of small and medium-scale industries and boosted the confidence of the stakeholders in the business.

Featuring the latest engineering products and services, heavy and light machines, machinery equipment and accessories, engineering tools, and allied products and services, ENGIMACH 2021 was held at the Helipad Exhibition Centre, Gandhinagar, Gujarat, from December 1-5, 2021. Despite the difficult times, the event, organized by K and D Communication Ltd, attracted over 427 exhibitors from 15 countries and over 72,500 visitors, resulting in ₹1,545 crore worth of business inquiries.

Overcoming Challenges

ENGIMACH 2021 was the first large-scale trade show in Gandhinagar after the pandemic, and it was designated as a Pre-Vibrant Gujarat Global Summit 2022 event. Its success at a time when the Omicron variant was causing concern set a new standard for how post-COVID era trade shows should be run. The organizers made sure that all of the COVID-19 rules were followed. Face masks/covers were strictly mandatory, and social distancing was maintained at all times. The organizers were confident that similar industry shows and expos would help restore the trade flow that had been disrupted by the pandemic.

The MSME industries took the brunt of the pandemic's effects and are still on the mend. ENGIMACH 2021 was dedicated exclusively to MSMEs in order to ensure that Gujarat, India's manufacturing hub, benefits the most from exhibitors from all over the world. Concurrently, the 5th India Tools 2021—Tools & Tooling Equipment Show

and the 4th COMFAST 2021—Complete Fastener Expo took place. This year's focus sectors included Machine Tools Cutting, Machine Tools Forming, Robotics & Automation, Bearings & Motion Control, Machine Tools Accessories, Hydraulics & Pneumatics, Gears, and Motors & Drives.

Participating countries included Germany, Japan, UK, USA, Italy, France, Netherlands, China, Taiwan, Korea, Spain, Switzerland, UAE, Turkey, Russia, Argentina, Austria, Sweden, Ukraine, and Hong Kong.

Dignitaries Present

The exhibition was inaugurated by Gujarat Chief Minister Shri Bhupendrabhai Patel in the presence of a large number of industry representatives, senior government officials, dignitaries, and other industry veterans. Among those present in the expo were Shri Jagdish Panchal, Hon'ble Minister of Industries; Shri Narayan Rane, Hon'ble Minister of



MSME; Shri Vijaybhai Rupani, Ex-Chief Minister of Gujarat; Pankaj Kumar, IAS and Chief Secretary; Neelam Rani, IAS and MD, iNDEXTb; S J Haider, IAS and Principal Secretary & Chairman, Vibrant Gujarat Summit; Maheshwar Sahu, IAS; Balvantsinh Rajput, Chairman, GIDC; S S Rathod, MD, GMRC; P K Jha, Zonal Head, NSIC; Hemant Shah, President, GCCI; Subodh Panchal, Chairman, Institute of Foundryman; Atul Kapasi, President, Gujarat Small Scale Industries Association; Kantibhai Patel, President, FIA; Gaurang Bhagat, President, Maskati Mahajan; Tejinder Oberoi, President, GESIA; and Yogin Chaniara, President, MTMA, Rajkot.

Exchange of Knowledge

The expo held informative seminars on topics such as 'Smart Manufacturing: Gateway to Future Factories' by NASSCOM Center of Excellence-IoT & AI, a MeitY Initiative with the Government of Gujarat and 'Role of Laser Industries Association in Indian Laser Market' by Rakesh Agrawal, Founding Member, LIAI.

Amit Saluja, Senior Director and Head of Manufacturing Vertical, NASSCOM CoE, moderated a seminar that featured Manoj Mudgal, Senior Executive Vice President (Operation Head), Jay Bharat Maruti Ltd; Tarun Vijh, President & CIO, Gujarat Tea Processors & Packers Ltd; Manoj Kumar Aggarwal, Plant Head and Vice President, Krishna Maruti Ltd; Nagendra Kumble, Founder, Radome Technologies and Services Pvt Ltd; Chinmay Sengupta, CEO, AirV Labs LLP; Mahendra Yadav, CEO, SavEn India Energy Management Pvt Ltd; and Prashant Verma, Nanoprecise Sci Corp. The second seminar had Jignesh Chumakia, Founding Member cum Secretary; Hitesh Parikh, Corporate Member; and Sailesh Mehta, Industry Professional, as panelists.

Testimonials

Anil Bhardwaj, MD, Yamazaki Mazak India Pvt Ltd, said, "It is our first time as an exhibitor at ENGIMACH. Most of the visitors are interested in investing in new machines and have contributed as a quality lead that can be converted in the near future." To this, Vivek Sharma, VP, Yamazaki Mazak India Pvt Ltd, added, "Our team is very happy with the whole event. ENGIMACH 2021 offers quality visitors, varying from students to investors. K and D Communication is a highly professional organization. We look forward to participating again."

Gujarat is poised to reap the maximum benefit from the economic recovery. In this regard, Rajesh Dobarra, Director, Tooltech Industries, Korloy India, commented, "We have been a part of ENGIMACH since 2014. The

Despite the difficult times, the event, organized by K and D Communication Ltd, attracted over 427 exhibitors from 15 countries and over 72,500 visitors, resulting in ₹1,545 crore worth of business inquiries.

platform of ENGIMACH has helped us get business in Gujarat. With their support, we have become an authorized distributor for the Gujarat region."

Exhibiting in a different setting, Rohit Shah, CEO, Bhavya Machine Tools, asserted, "We have been participating in all of the exhibitions of K and D Communication since 1997. It's the first exhibition after COVID-19, and we are getting a great response. There's always a quality crowd at KDCL's exhibition. We got a lot of new customers in." ////



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SHOWCASING TECHNOLOGY IN F&B



All image source: Koelnmesse YA Tradefair

Koelnmesse YA Tradefair, an Indian subsidiary of Koelnmesse GmbH, one of the world's leading trade fair organizers in the field of food and beverage processing, successfully organized ANUTEC - International FoodTec India, reaffirming the importance of physical exhibitions and the event as an ideal platform for the industry.

After a nearly two-year hiatus caused by the pandemic, the largest and most comprehensive three-day exhibition for food and beverage technology finally took place. The 15th edition of ANUTEC - International FoodTec India, as well as its co-located exhibitions PackEx India and Food Logistics India, was held from December 2-4, 2021, at the International Exhibition Cum Convention Centre (IECC), Pragati Maidan, New Delhi.

Milind Dixit, Managing Director, Koelnmesse YA Tradefair Pvt Ltd, commented, "The success of ANUTEC - International FoodTec India

and PackEx India signals a turning point for the Indian Food and Beverage technology providers industry. We are pleased to have been able to deliver a physical exhibition of this magnitude and are immensely grateful for the overwhelming response."

Kicking-off on a High Note

The event drew 6,102 visitors from 13 countries and 268 exhibitors from 20 countries. As a result of the exhibition's successful conclusion, the Food and Beverage industry, which has been eagerly anticipating new technologies and serving customized consumer demands, will take off.

This year's event was supported by several premium industry associations, including All India Food Processors' Association (AIFPA), Indian Flexible Packaging and Folding Carton Manufacturers Association (IFCA), and Health Food and Dietary Supplements Association (HADSA). The event reached new heights and attracted top buyers thanks to industry support.



Exhibitors' Take

Sharing his delightful experience of the physical edition, which aims to cultivate existing business relationships and serve as a one-stop solution for the processing, packaging, and supply chain industries, Nishant Bansal, Managing Director, Noida Fabcon Machines Pvt Ltd, opined, "ANUTECH India is a great and highly well-managed show. We are happy to be back. We had visitors from Haldiram, ITC, PepsiCo, and the who's who of the industry."

Similarly, Manoj Paul, Operations Head and Country Manager, Heat and Control, stated, "It is nice to be back, meet our customers physically, show them our equipment, and discuss with them their future projects."

Tanuj Agrawal, Vice President, Domino Printer, said, "The crowd is filtered. We are pretty happy to receive relevant responses."

On the occasion of the event that provides technology solutions across the entire value chain in a concentrated and structured format for every buyer, Sanjay Singhal, Chief Operating Officer, Dairy and Beverages, ITC Ltd, asserted, "It feels great to visit and look at the developments that have happened in the last two years. It's also nice to meet industry people and friends. Certainly, we think that, given the criticality of the Food industry, it matters to be at ANUTECH India."

Significant Side Events

A series of powerful side events were organized under the umbrella of ANUTECH - International FoodTec India Knowledge Forum. Logistics Insider and Food Logistics India collaborated for the 'India Food Supply Chain Summit'. IFCA and PackEx India organized a seminar on 'Packaging - Continuous Enabler for Creation of Value', which was followed by IFCA Star Awards. A National Seminar on 'Technology Foresight to Modernize the Indian Food Industry for a Significant Global Role' was organized by AIFPA and Koelnmesse YA Tradefair.

The event drew industry heavyweights, senior representatives from the Government of India, and influential buyers from neighboring countries. The next ANUTECH - International FoodTec India, PackEx India, and Food Logistics India will be held in Mumbai

The event drew 6,102 visitors from 13 countries and 268 exhibitors from 20 countries. As a result of the exhibition's successful conclusion, the Food and Beverage industry, which has been eagerly anticipating new technologies and serving customized consumer demands, will take off.

from September 14-16, 2022, at Bombay Exhibition Center. The event will take place alongside the flagship Annapoorna - ANUFOOD India. **////**



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All image source: MEX Exhibitions Pvt Ltd

RIDING A WAVE OF OPTIMISM

A comprehensive tradeshow on garment and textile machinery, fabric accessories, and allied industries Gartex Texprocess India, held on December 3-5, 2021 at Pragati Maidan, New Delhi, concluded on a positive note, underlining the dynamic domestic marketplace and the opportunities it offers.

The recently held Gartex Texprocess India, organized by Messe Frankfurt India and MEX Exhibitions Pvt Ltd, proved to be highly fruitful, bringing in the much needed optimism to the industry. With its first-ever post-pandemic edition in December 2021, the show returned to Delhi, co-locating with Screen Print India and Denim Show and comprising seven special segments.

Inaugurating the event, Shri Vijoy Kumar Singh, Additional Secretary, Ministry of Textiles, set the positive tone of the high-profile B2B hybrid exhibition and highlighted the focus of the Indian Government on formulating a scheme to incentivize manufacturing of

textile machinery in India, leading to intense discussions on domestic collaborations and an optimistic outlook among the fraternity.

Other participants at the inaugural ceremony included Dr S Sunanda, Secretary General, Confederation of Indian Textile Industry (CITI); Sharad Jaipuria, CMD, Ginni International Ltd & President, Denim Manufacturers Association; Jang Gyoo Lim, Director, Spandex PU, Hyosung India Pvt Ltd; Gagandeep Singh, Secretary General, Denim Manufacturers Association; Vimlesh Arora, Director, J.N. Arora & Co. Pvt Ltd; Dr Moulik Ranka, Director, Zydex Industries; Murari, Managing Director, Baba Textiles; Deepak Chaudhary, Director, Aura Technologies; Parag Kothari, Managing Director, Jaysynth Dyestuff (India) Ltd; Smarth Bansal, General Manager, Colorjet India Ltd; Devang Sheth, Director, Aditya Exposition Pvt Ltd; Himani Gulati, Director, MEX Exhibitions; Gaurav Juneja, Director, MEX Exhibitions; and Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd.

Highlights of the Show

The platform brought together 145 exhibitors with over 300 brands

and more than 800 products on display and attracted 10,158 business visitors over its three-day course.

The special product zones and focused segments that allowed the buyers to discover new textile industry trends included Digitex, India Laundry, Fabrics & Trims, Garmenting & Apparel Machinery, and Embroidery Solutions, co-located with the Denim Show and Screen Print India.

One of the key highlights at the fair was the Denim Zone, where the Denim industry's leading brands, including Creora, Arvind Ltd, Raymond UCO Denim Pvt Ltd, Reliance Industries Ltd, Ginni International, and Jindal Worldwide Ltd, showcased the latest denim collections, sustainability concepts, and advancements. The denim show had a dedicated trend area highlighting denim trends curated using factory waste to unveil 'The Denim Pocket Story' - a collection of classic denim pockets and their transformation over the years. The trend area was put together by Padma Raj Keshri, an Indigo Enthusiast who works with waste fabric mainly involved in the post-production of waste denim pieces at the factory level.

Similarly, for Gartex Texprocess India, one could witness leading brands including AURA, Baba Machines, ColorJet India Ltd, Ramsons Garment Finishing Equipments Pvt Ltd, Jaysynth Dyestuff (India) Ltd, and Morgan Tecnica.

Screen Print India, the co-located B2B trade fair for screen, textile, sublimation, and digital printing technologies, showcased top-notch innovations and developments in screen and textile printing from brands such as Green Printing Solutions, J N Arora & Co Ltd, Konica Minolta Business Solutions Pvt Ltd, Skyscreen International Pvt Ltd, and Zydex Industries, among others.

The event hosted a Digital Symposium throughout the three days where experts from the industry shared insights on trending topics spanning from 'Finding a Solution to Sustainable Garment Manufacturing', to 'Carbon Neutrality in Denim Industry' to 'Natural Products for Textile Colouration' and many more.

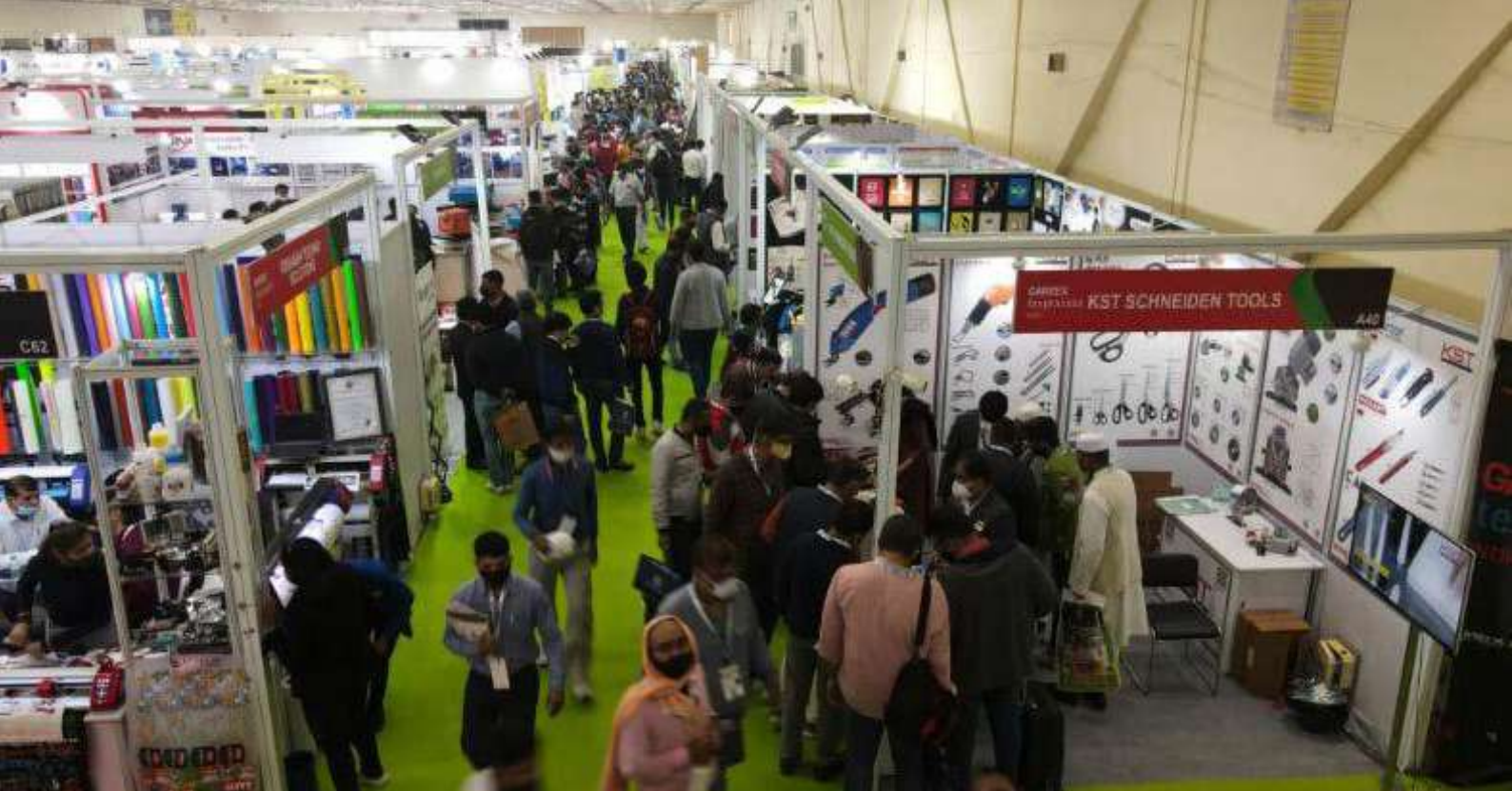
Exhibitors' Thoughts

Insight Print Communications Pvt Ltd showcased the new high-speed sublimation printer Mimaki TS55-1800 and an entry-level sublimation printer TS100-1600 by Mimaki, a renowned Japanese brand in the Textile Printing industry. Company Business Development Manager, Adhish Aggarwal said: "We have had many of our existing customers upgrading to the new TS55 machines and switching to TS100 machines from their traditional Chinese machines. These two boxes have certainly been a game-changer. There is a huge potential in the Indian market, with the Government also setting up textile hubs and sanctioning grants for the same."

First-time exhibitor Felix Schoeller India also reported having a good business response. Pranav Vaswani, Director, shared, "We participated in the Gartex Texprocess India 2021 to promote our sublimation paper, which is sold out as an S-RACE brand. It was great to find a lot of good quality-conscious customers, and it been a very interesting experience for us as we came across a lot of new customers."

Bharath Subramaniam, Managing Director, Mehala Machines India Ltd, also shared his experience as an exhibitor at Gartex Texprocess India 2021: "We displayed our latest products in technical textile fabrics for protective





wear, performance wear, workwear, and bags. The platform proved beneficial for us; we got good prospects, and we are happy to see customers from different parts of India converging at the exhibition. Overall, the response has been excellent.”

Targeting the future of fashion through advancements in garment machinery, innovative fabrics, embroideries and trims, denim collections, as well as screen-printing technologies and their rising applications, the platform brought the textile value chain together through its dedicated product zones of Embroidery Zone, Digitex Show, and Fabrics & Trims Show. The specialty areas made product sourcing easy for its business visitors.

Moulik Ranka, Director, Zydex Industries, who participated in the Screen Printing segment, said, “It has been very refreshing to see and connect with old faces again after the last two troublesome years. We were very excited to launch an entirely new line of ultrasoft binders that allowed us to expand the pigment printing space to replace 30-40 percent of reactive type designs, resulting in significant savings in energy and water. The show has been good, with excellent footfall, and we are extremely pleased to have participated here.”

Asia’s largest denim producer Jindal Worldwide Ltd reported having received a great footfall of international buyers from the show. Amit Jindal, Managing Director, shared, “We have been getting great responses from the show year after year. This time, we are surprised to see a lot of customers coming from outside of India, like Peru, South America, Columbia, Bangladesh, Egypt, and Turkey. So we see that this show is going international and giving us a great business response.”

Aamir Akhtar, CEO, Arvind Ltd, said, “Returning after two years, the show has been amazing this time. The people, the mood, the sentiment, and the quality of buyers are all highly encouraging. It is amazing to see the general sentiment to be so positive, and it is almost like setting a new direction for the industry.”

With business activity soaring and booking confirmations for the next edition starting during the show itself, Gartex Texprocess

The event hosted a Digital Symposium where experts from the industry shared insights on trending topics, including ‘Finding a Solution to Sustainable Garment Manufacturing’, ‘Carbon Neutrality in Denim Industry’, and ‘Natural Products for Textile Colouration’.

India’s Mumbai edition will be a must-watch event for the textile, garment machinery, and fashion industries to source new products and ideas. Dates for the 2022 Mumbai edition will be announced in the coming months. **////**



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THE DELEGATES
 FACE THREATS
 TO SECURITY"



All image source: Informa Markets in India

SECURITY IS INTEGRAL

The 14th edition of the International Fire & Security Exhibition and Conference (IFSEC) India Expo, South Asia's most significant security, civil protection, and fire safety show organized by Informa Markets in India, concluded successfully on December 9-11, 2021, at Pragati Maidan in New Delhi, with 7,981 trade buyers in attendance. Highlights...

Updating the security strategy and discussing cutting-edge technologies are urgently needed for the country and organizations. To further this cause, the three-day exhibition, themed 'New Age Threats to Security', brought together renowned exhibitors, consultants, business experts, and key government officials under one common platform to discuss all issues relevant to industrial and homeland security, as well as safe cities.

The event was inaugurated by Chief Guests Shri Bhanu Pratap Singh Verma, Hon'ble Minister of State, Ministry of MSMEs, Government of India; Shri Kaushal Kishore, Hon'ble Minister of State for Housing and Urban Affairs, Government of India; MS Upadhye,

IPS, Chief Security Commissioner, Delhi Metro Rail Corporation; Lt Gen Anil Chait, PVSM, AVSM, VSM, former Army Commander & Chief of Integrated Defence Staff; Yogesh Mudras, Managing Director, Informa Markets in India; and Pankaj Jain, Group Director, Informa Markets in India, amidst an industry gathering.

IFSEC India showcased products and technologies including Surveillance Cameras with Night Vision, Digital Video Recorders, Encoders & Decoders, Security Alarm Systems, Audio Video Door Phones, RFID Systems, Biometric Systems, Security Gates, Guard Patrol Monitoring Systems, Electronic Locks, Entrance Management Solutions, Swing Gate Barriers, Anti-theft EAS Systems, Peripheral Accessories, and Access Machines.

Security Industry Outlook 2021

The security market in India has grown at a CAGR of 14 percent. It is expected to be further fueled by the construction of additional infrastructure such as industrial complexes, public infrastructure, residential complexes, and so on. This immense growth opportunity has been further bolstered by Government initiatives like



‘Smart Cities’ and ‘Make in India’. In a similar vein, Shri Verma, addressing the congress, stated, “IFSEC India 2021 is all about showcasing novel technologies and equipment in the Security industry and bridging the gap between companies participating from around 40 nations.”

Citing the event as an ideal platform to highlight vital dimensions in surveillance, for a place as small as a public store to as large as an airport, defence corridor, etc, he further said, “We are all aware of the slowdown that the market witnessed due to COVID-19, and the wheel of our nation’s economy was kept churning by the MSMEs. In order to ensure their sustenance in the long term, our Hon’ble PM approved COVID relief fund of around ₹4.5 lakh crore for MSMEs. Our ministry is looking after a smooth implementation of the same for the betterment of well-deserved businesses and enterprises. We also have a 45-day policy and addressal mechanism for all the individuals to take their due benefits.”

Global Presence

Over 150 brands from 10 countries participated in the three-day expo, including Cofe, Prama Hikvision India, TimeWatch, Trueview, Syrotech, Markon, MAS-TEL as Premier Plus Partners; Atlanta, Axestrack, Godrej, Gtropy, TVT, and UFFIZIO as Premier Partners; and notable international brands such as AJAX, FAAC, Toshiba, TP-Link, and Tenda, to name a few. The expo was well received by the industry and was supported by organizations such as APSA, ASIS Delhi, ASIS Bangalore, CAPSI, ESAI, ELCINA, FOCUS, GACS, IISSM, and the World UAV Federation India Chapter, as well as MitKat Advisory as a knowledge partner.

Security Industry in Focus

Rapid growth in sectors such as Airports, Construction, Energy, Ports, Telecommunications, Railways, Roads, and Retail has been the primary driver of demand for the Security industry. The Indian Government

Rapid growth in sectors such as Airports, Construction, Energy, Ports, Telecommunications, Railways, Roads, and Retail has been the primary driver of demand for the Security industry.

has also made it clear that it intends to revamp the country’s ailing infrastructure by announcing new airports, ports, railways, and roads. Speaking at the successful return and conclusion of IFSEC India, Mudras added, “With the need for strong and restructured security technologies to gain momentum with each passing day, IFSEC India 2021 showcased the latest know-how in the industry and shared relevant insights gained in the global security market. It provided an opportunity to its buyers and



IFSEC India 2021 was well-supported by Informa's AllSecure & Travel Safety Guidelines – a safety standard initiative for the event's exhibitors, attendees, visitors, speakers or sponsors, and customers.

sellers to discover the best solutions amongst a showcase of innovative products and network with the right sources at the expo.”

A Much-needed Event

Hikvision unveiled the latest products and solutions in the Video Security, Access Control, Intrusion Alarm, Inspection, and Perimeter Security segments. The company also introduced Mobile Robot Products, Machine Vision Products, and Logistic Vision Solutions. Acknowledging the event as a highly motivating experience for the Indian Security industry and its key stakeholders, Ashish P Dhakan, MD & CEO, Prama Hikvision India Pvt Ltd, elaborated, “This time IFSEC India returned with a resounding success for a big restart. Informa Markets has put a lot of effort into bringing the global best practices in its recent flagship event, IFSEC India. Its resilience and painstaking efforts are helping the Security industry to bounce back on the growth trajectory. We wish to thank Informa Markets in India for putting up a successful show.”

Leveraging IFSEC India 2021 to not only form an extensive network in the industry but also launch the product - True Cloud True Board software, which is an interactive software for whiteboards, Manish Rathi, CEO, Trueview, asserted, “IFSEC India has always given us tremendous growth experiences, and we are thankful to the team of Informa Markets in India for putting up such a wonderful show. We did not expect such immense turnaround and business relations being developed. The turnaround included a good number of prospective clients, and it would be right to say that this year's expo has been at par with a Pre-COVID year show.”

Virender Singh, CEO & Chairman, TimeWatch India Pvt Ltd, an exhibitor at the expo, commented, “We are grateful to Informa Markets in India for developing such a concrete platform of networking and business in the Security Service industry. We are happy to see the footfall and interact with like-minded people in the industry.”

Introducing products like 4G routers, Wi-fi Cameras, and CCTV Cameras to a new set of dealers, Sahil Garg, Director, MASTEL, pointed, “This year IFSEC India 2021 being organized on such a large scale was an unexpected event, and we are glad that it happened. We were apprehensive that the Omicron variant would be a hampering force, but things turned the other way around. A good number of visitors traveled all the way from South and East India to explore business opportunities and formulate strong relationships with prospective stakeholders.”

Elaborating on its new product launch and overall experience at the expo, Harish Goyal, Director, Cofe Impex Pvt Ltd, said, “We have been able to give a good platform to our product range, like 4G SIM-based routers.

Our brand has received a good response from dealers, and the turnaround has been amazing. The arrangements done by Informa Markets in India have been exceptional. Entire site management was also smoothly executed.”

Launching a new professional series of cameras at the event, Pankaj Sodhi, Director-Sales, Syrotech Networks Pvt Ltd, said, “Syrotech is delighted to be part of this event. We were not expecting this kind of visitor and exhibitor participation this year. The response received has been overwhelming. Syrotech is into multiple segments like surveillance, security, entrance products, and networking products. We are planning to begin manufacturing for a few of our products, and IFSEC India 2021 has helped us communicate our future plans to the dealers effectively.”

IFSEC India 2021 was well-supported by Informa's AllSecure & Travel Safety Guidelines – a safety standard initiative for the event's exhibitors, attendees, visitors, speakers or sponsors, and customers. AllSecure gives attendees the assurance and confidence that they are in a safe and controlled environment. These international protocols are based on the broader principles of Physical Distancing, Protect & Detection, Cleaning & Hygiene, and detailed Communications based on these principles. **////**



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All image source: Radeecal Communications

FOR THE PROFESSION OF HOPE

The 10th edition of India's premier agriculture exhibition Agri Asia 2021 convened all looking to take the next giant leap in agriculture and showcased the latest technologies and innovations in the field at Helipad Exhibition Centre in Gandhinagar, Gujarat, from December 9-11, 2021.

Organized by Radeecal Communications, Agri Asia is a dynamic agriculture event designed for farmers, agriculture business owners, agronomists, biotechnologists, government employees, and anyone seeking to go big in the agricultural space. The event's latest edition took place in a 12,000 sq mt exhibition area and hosted over 200 companies and around 80,000 visitors from India and abroad.

The Hon'ble Chief Minister of Gujarat Shri Bhupendrabhai Patel inaugurated Agri Asia 2021 along with H.E. Marten Van Den Berg, Ambassador of Holland; Shri Jagdish Panchal, Hon'ble Minister of States, Co-operation; Shri Ramsinh Parmar, Chairman of Kaira District Co-operative Milk Union Ltd (Amul Dairy); Shri Shamalbhai Patel, Chairman of GCMMF (Gujarat Co-operative Milk Marketing Federation Ltd); Calvin Yi, President & CEO, Wevio Global Inc; Dr Bharat Patel, Chairman, GPDFA (Gujarat Progressive Dairy Farmers Association); Sanyal Desai, CEO, Radeecal Communications; and Neeraj Shah, CFO, Radeecal Communications.

Against this backdrop, the Hon'ble Chief Minister of Gujarat said, "I want to tell all my farmer friends - adopt new technologies and the innovations that have been brought forward. It will help increase the output and, hence, increase their income. Not only does it help the farmers, the better-quality produce helps the population as a whole by

providing better food and eliminating various diseases."

Comprehensive Show

As a concurrent event to Agri Asia 2021, the 8th edition of Dairy Livestock & Poultry Expo Asia proved to be a perfect platform for the Animal Husbandry, Livestock, Dairy Farming, and Veterinary industry stakeholders. Many companies from these industries took part, and the response was overwhelmingly positive. This expo was supported by Amul and GCMMF, who were also sponsors.

The exhibition was supported by Agricultural Machinery Manufacturers Association (AMMA - India), the Gujarat Agriculture Machinery Manufacturer Association (GAMMA), Indian GreenHouse Manufacturer's Association (IGMA), Growers Flower Council of India (GFCI), and Pesticides



The Dutch Ambassador to India signed MOUs with various departments of the Gujarat Government, which is a significant step toward moving Indian farming and farmers into a more technologically advanced future.

Manufacturers & Formulators Association of India (PMFAI), with the Netherlands serving as the partner country.

Global Participation

Agri Asia 2021 featured exclusive pavilions from the Netherlands and South Korea and served as a platform for manufacturers from the above and other countries to meet Indian farmers directly. Israel, Turkey, USA, Japan, Australia, and Netherlands were among the other countries that took part.

The Netherlands pavilion consisted of Dutch and Dutch-Indo companies seeking to connect with farmers, agripreneurs, agri-investors, and government officials to promote sustainable and modern agricultural practices in India. The Dutch Ambassador to India signed several Memorandums of Understanding (MOUs) with various departments of the Gujarat Government, which is a significant step toward moving Indian farming and farmers into a more technologically advanced future.

On the other hand, the South Korean pavilion saw a number of companies belonging to Korea Agriculture Machinery Industry Cooperation (KAMICO) focusing on the advanced mechanical aspect of agriculture and bringing in a number of advanced machines and equipment for the farmers to experience and learn more about first hand. Calvin Yi formally launched KAMICO India, the Indian arm of KAMICO, the largest agricultural equipment association, with over 1,100 members in agriculture, horticulture, dairy, and food processing.

While acknowledging India's riches in human resources, Yi spoke about South Korea's background in research and development in the field of agriculture technology and India's potential to grow into an agritech manufacturing and exporting hub. He further added, "I am interested in forming several joint venture partnerships between Korean and Gujarati manufacturers under the 'Make in India' initiative. This will pave the way for developing an ecosystem for manufacturing in agritech and, at the same time, make home-grown technology solutions available to Indian farmers to modernize agriculture and agriculture practices."

Product Launches and New Technologies

Sidwin Fabric set up a theme pavilion for low-cost cultivated farming using UV Treated Non-Woven Fabric. The fabric has many benefits, including creating a suitable microclimate for growth and development. Drones for the Agriculture Services portfolio and multifunctional drones were also displayed.

Univia, an agritech platform, presented a dedicated mobile app for Indian farmers with Agri experts providing instant solutions for every farming-related query to make their farming profitable.

Natural Storage Solutions Pvt Ltd launched Bharat 112-21, a single-row bunker type automatic potato harvester that can be driven by hydraulics and run with a tractor above 50 HP. Vishakha Plastic Pipes Pvt Ltd showcased its new range of MDPE, LDPE, and PVC pipes.

Other newly launched product categories include solenoid valves, hydraulic control valves, controllers for irrigation and industrial applications, agriculture sprayers, and Automatic Travel Raingun Irrigation System (ATRIS).

Amul launched its organic fertilizers in the Gujarat market, and the Jangeer Thresher 3630 was also featured for its high production rate, good threshing performance, and low grain loss. In addition, the Hon'ble Gujarat Chief Minister unveiled the Sonalika Tiger Series (Sonalika Tractors), which have been designed in Europe and offer the latest technological advancement in farm mechanization for the best output. **////**



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BOLSTERING MACHINE TOOL INDUSTRY



All image source: AIEMA

The 14th edition of India's premier international machine tool show ACMEE 2021 was successfully organized by Ambattur Industrial Estate Manufacturers Association (AIEMA) from December 9-13, 2021, at Chennai Trade Centre, to facilitate investment, foster innovation, and enhance skill development.

The biennial expo on machine tools technology once again garnered a favorable response, attracting 36,540 business visitors and featuring 405 companies comprised of 100 foreign brands and their Indian channel partners. Approved by UFI, the Global Association of the Exhibition industry based in Paris, France, the event is globally recognized for its quality.

Highlights of the Show

The Hon'ble Chief Minister of Tamil Nadu had agreed to be the Chief Guest at the inaugural function but was unable to attend it due to being held in Coimbatore following the tragic helicopter crash in Nilgiris. Thiru Thangam Thennarasu, Hon'ble Minister for Industries,

Government of Tamil Nadu, inaugurated ACMEE 2021 in the presence of Thiru T M Anbarasan, Hon'ble Minister for Rural Industries, Government of Tamil Nadu.

Organizing the event after a two-year hiatus due to the pandemic, RSS Satish Babu, Chairman, ACMEE 2021, commented, "It was a highly satisfying experience to receive excellent positive feedback from both the exhibitors and visitors alike, all pointing to the hard work and devotion of the ACMEE 2021 Team. It is also gratifying to note that the economy is on the upward movement, and the impact of COVID is well behind us."

In line with the event's theme of 'Smart Manufacturing', participants demonstrated a wide range of machine tools that incorporated information technology into machinery designed to monitor production processes, automate manufacturing, and improve manufacturing processes through data analytics. The importance of appropriate technology for MSME was highlighted.

Technical sessions, live demos, and product presentations/launches were among the show's other highlights, in addition to pavilions on



industrial robots and low-cost automation. The exhibition was also offered on a 3D virtual platform, allowing visitors to walk through the exhibit and interact with the exhibitors.

The exhibit profile included CNC Machines, CNC & PLC Controls, Cutting Tools and Accessories, Special Purpose Machines, Pneumatics, Hydraulics, Industrial Robotics & Automation, Instrumentation, Machinery & Machine Tools, Welding, Material Handling Systems, Energy Saving Solutions, Sheet Metal Press, Laser Cutting, Cleaning Systems, Cold Forging Machines, Co-ordinate Measuring Machines, Control Devices, Power Tools, Testing & Measurement Equipment, 3D Printing, Laser Cutting, Laser Marking, and Related IT & Consultancy Services.

Stating that the participants were delighted to receive quality visitors at the show, Satish Babu asserted, “The visitors were equally thrilled to see the machine tools and technologies relevant to their scheme of manufacturing. A win-win situation for both the exhibitors and visitors.”

Banking on the Success

Most exhibitors expressed their interest in participating in the next edition of ACMEE at the show’s conclusion, indicating the event’s success and ability to facilitate business. ACMEE 2023, the 15th International Machine Tools Exhibition, is scheduled for June 15-19, 2023. The event will focus on the most up-to-date machine tool technologies available in various parts of the world, including Energy Saving Solutions, Productivity Improvement, and Industrial Automation.



In line with the event’s theme of ‘Smart Manufacturing’, participants demonstrated a wide range of machine tools that incorporated information technology into machinery designed to monitor production processes, automate manufacturing, and improve manufacturing processes through data analytics. The importance of appropriate technology for MSME was highlighted.

In this regard, Satish Babu said, “As per the feedback collected from the participants, almost all were very happy with ACMEE 2021 and have indicated their willingness to participate in the next edition of ACMEE.” ////



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All image source: SIAL India and Vinexpo India

THE PERFECT MARRIAGE OF FOOD AND WINE

SIAL India and Vinexpo India held their first joint exhibition in New Delhi from December 9-11, 2021, at Pragati Maidan, New Delhi. The first of its kind show in India in the B2B space brought together stakeholders from the Wine & Spirits and Food & Beverage industries to create the perfect synergy.

Vinexpo India's launch and establishment in 2021 was a first for the global Wine & Spirits industry. This B2B event is intended to bring together producers from around the world with distribution and retail players in a promising market. Vinexpo India is based on the high standards of Vinexposium, the world's leading organizer of Wine & Spirits trade events owned jointly by Comexposium and Vinexpo Holding, coupled with close collaboration with its local partner Inter Ads Exhibition and hosted in co-location with SIAL India, the global B2B platform dedicated to the Food industry.

The three-day event featured 119 exhibitors, 80 B2B meetings, and over 7,500 visitors. It was inaugurated by Amanda Strohan, Deputy High Commissioner Embassy of Canada; Matthias Radosztics,

Deputy Head of Mission at the Austrian Embassy; Eric Fajole, Trade Commissioner and Director of Business France for South Asia Embassy of Paris; and Rebecca Suchiang, Chief Secretary of Meghalaya.

Value-added Interactions

The show hosted engaging masterclasses with experts from the F&B industry and tastings for visitors. There was also an exceptional culinary program of demonstrations and live cooking classes with renowned chefs such as Manjit Gill, President, IFCA, who hosted a cooking demo of forgotten Indian recipes, and Chef Manisha Bhasin, who hosted a cooking demo on sustainable cooking.

Fifteen Wine & Spirit companies attended the inaugural Vinexpo India show. The Karnataka Wine Board, the country's only dedicated State Wine Board, was among the exhibitors. Aside from the cooking demonstrations, there were Hosted Buyer Meetings, Conferences, Award Shows, and the Vinexpo Challenge throughout the three days.

Joining Forces

For this edition, the Government of Meghalaya partnered with SIAL India and announced the dates for the North East Food Show 2022, North East's largest food expo, in collaboration with SIAL. "The SIAL India food show is



a wonderful opportunity for entrepreneurs to understand the markets and to make market connections. I am glad that several enterprises from Meghalaya are participating in this program. My compliments to the organizers and entrepreneurs. We look forward to hosting the North East Food Show in April 2022,” said Dr Vijay Kumar D, IAS Commissioner & Secretary to the Government of Meghalaya.

Favorable Response

Both shows, running concurrently, provided an excellent networking and

The show hosted engaging masterclasses with experts from the F&B industry and tastings for visitors. There was also an exceptional culinary program of demonstrations and live cooking classes with renowned chefs such as Manjit Gill, President, IFCA, and Chef Manisha Bhasin.

business platform for industry stakeholders. “It’s been a wonderful experience with SIAL. We have been recognized and were able to meet different people to introduce our products. Thanks to SIAL for choosing us and shortlisting our products. We are also proud to be the bronze prize-winner of the SIAL Innovation Awards,” said a spokesperson for Condor, a show exhibitor.

In a similar vein, Kartie, a Mizoram winemaker, stated, “Vinexpo India has been a great experience. The masterclass has proven to be truly beneficial. The event has been truly informational and knowledgeable. Looking forward to more events like this in the coming years.”

What’s Next

Vinexpo India will now co-locate with SIAL India in Mumbai, India’s economic capital and a major gateway for international trade, from May 10-12, 2022. Mumbai’s economy is rapidly expanding, and its Wine & Spirits market is thriving, with a potential consumer base of 300 million. “The success of the first edition of Vinexpo India in New Delhi encourages us to open doors to more territories in India,” asserted Rodolphe Lameyse, CEO, Vinexposium. “I am very much thrilled by the prospect of launching Vinexpo India in Mumbai as soon as May 2022. It is an important milestone for the future.”



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PROFESSIONALS DISCUSS LOGISTICS

For the past ten years, India Warehousing Show has been providing a premier platform for the warehousing, logistics, material handling, automation, and supply chain industries. The latest edition of the show once again lived up to its expectations, convening the entire logistics industry and offering an opportunity for growth.

The India Warehousing Show, the most popular event for logistics professionals, was held from December 16-18, 2021 at Pragati Maidan, New Delhi, featuring numerous live product demos, innovative technologies on display, and several knowledge-sharing and insightful networking sessions. The event, put together by RX India, drew 148 exhibitors from the Warehousing, Logistics, Automation, Material Handling, and Supply Chain sectors, as well as 7,293 visitors from across India.

Top industry players such as Addverb Technologies, Aerolam Insulations, AG Belting, Alutix, Armstrong Automation, Atmos, BYD India, Carry Fast Group, Cold Steel Corporation, Craftsman Automation, Eshipz, Ferag

India, Hiranandani Industrial Parks, Kelley Material Handling, Kirby Building Systems, Liugong India, Muvro, New Land, Newland Taiwan Inc, Nido Machineries, Nilkamal Limited, Panasonic India, Pepperl + Fuchs, Racks and Rollers, Safexpress, Schoeller Allibert, Varmine Flooring, and Zebra Technologies, among others, took center-stage with new warehousing, automation, RFID, material handling, logistics, and supply chain solutions.

Amplifying Reach

The event held concurrent networking conferences - 'The India Warehousing Summit' and 'Ecommerce Logistics Summit' - with the themes 'Restructuring a Resilient Supply Chain Ecosystem for the New Normal' and 'Creating a Transformation Road Map for Ecommerce Supply Chain', respectively.

Over 60 speakers from Mondelez, Honda Cars, Pepsico, Swiggy, Emami, Dalmia Bharat, Philips, Mahindra Logistics, iNova Pharmaceuticals, Haldirams, Invest India, Nestle, Coca-Cola, Kohler, Avendus Capital, Welspun One, Panasonic, Mother Dairy, Grofers, Mamaearth, Big Basket, Sun Pharma, Udaan, Reliance Retail, and other well-known companies shared their knowledge and insights on market trends, challenges, and solutions.



Creating the Right Buzz

The India Warehousing Show concluded on a high note, with both participating companies and attendees equally impressed with the show's overall management and energy. During the event, the right buzz was created through business networking, face-to-face meet-ups, and live demos. Anuj Mathur, COO, RX India, asserted, "India Warehousing Show was happily one of the least impacted shows by COVID-19, and in 2021, once again, we were delighted to see that the event has lived up to all expectations. Its legacy continues due to the value we deliver to our customers, helping them to build their business by creating the opportunities they require and expect of us."

Commenting on the legacy of the event, Sudhendu J Sinha, Advisor, Niti Aayog, said, "Let me congratulate RX Manch Exhibitions for organizing such a wonderful event. For ten years, they have been consistently organizing successful shows and conference sessions."

Against this backdrop, Dr Jivisha Joshi Gangopadhyay, Deputy Secretary, Ministry of Commerce, Government of India, noted, "The way government is looking forward to the development in the sector and the vision which we have, India Warehousing Show is certainly going to help us get on the right track."



The event drew 148 exhibitors from the warehousing, logistics, automation, material handling, and supply chain sectors, as well as 7,293 visitors from across India.

Planning the Next Step

The next edition of India Warehousing Show is scheduled to take place from June 16-18, 2022 at Pragati Maidan, New Delhi. It aims to include Digital products and packages to help accelerate businesses' growth and improve lead generation programs, with Online networking tools like GoConnect 365 and Exhibitor Shop, a one-stop portal for all needs, from general rules and regulations to service order booking. ///



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A DAZZLING AFFAIR

After a hiatus of two years, Jaipur Jewellery Show made a grand comeback with a splendidly successful 17th edition and a highly welcoming industry eager to get back to business.

Hailed as the country's largest B2B and B2C jewelry event, Jaipur Jewellery Show (JJS) once again bedazzled its visitors with an assorted and comprehensive spread, including diamonds, colored gemstones, precious metals, and beads in contemporary and ethnic designs to suit demands in domestic as well as international markets.

Held from December 24-27, 2021, at the Jaipur Exhibition and Convention Centre (JECC), 'The December Show', as it is popularly known, played a gracious host to 25,000 visitors and 500 retailers and housed 800 stalls spread over an area of 2,00,000 sq ft.

After a long pandemic-induced break, JJS signaled the industry's revival and catalyzed trade and industry initiatives as exhibitors returned to the most anticipated show of the Indian Gem and Jewelry industry. With the theme 'It's Time to Sparkle', the current edition symbolized the collective enthusiasm of the committee and the exhibitors over the show being held once again.

Setting the Tone

This year, the show was inaugurated by Amit Yadav, Director General, Directorate of Foreign Trade (DGFT)



Ribbon cutting ceremony at the inauguration of the 17th Jaipur Jewellery Show





and Additional Secretary, Department of Commerce, Ministry of Commerce and Industry. In his address, he said that trust lies at the foundation of the gems and jewelry business, and further efforts must be made by the industry to garner and maintain unwavering trust amongst themselves and the consumer. Jaipur, being the epicenter of gemstones in the country, is well equipped to take the lead in this endeavor.

The Guests of Honour on the occasion were Ashish Pethe, Chairman, All India Gem and Jewellery Domestic Council (GJC) and Nirmal Bardiya, Regional Chairman, Gem Jewellery Export Promotion Council (GJEPC).

Vimal Chand Surana, Chairman, JJS, informed that 70 percent of the 800 booths at the show were designer stalls where the stall owners creatively exhibited their products.

Ajay Kala, Media Coordinator, JJS, moderated the inaugural ceremony. The members of the Organizing Committee of JJS and other dignitaries were also present on the occasion.

Knowing JJS

Sharing some facts about the show, Rajiv Jain, Honorary Secretary, JJS Organizing Committee, said, "JJS is a not-for-profit initiative that aims at giving impetus and platform to the members of the Gems and Jewelry fraternity. It is only appropriate to emphasize that the profit earned is always ploughed back to promote the trade."

He informed that a whopping 90 percent of the exhibitors repeat each year which is a testament to the significant exposure and business they get from exhibiting at JJS. "It started with 45 booths and this edition had 800 booths, which makes JJS the country's third-largest show organized by the Gem and Jewellery Council," he added.

Acknowledging Women in Industry

One of the highlights of the show was the Women Felicitation ceremony at the 4th Jaipur Jewellery Design Festival (JJDF) organized at JJS this year. It was aimed at acknowledging the noteworthy contribution of the top women achievers in the country to the Gems & Jewelry industry. Ten women achievers were facilitated, including Advaita Mathur, Farah A Khan, Nirupa Bhatt, Pallavi Foley, Rosalind Periera, Shilo Shiv Suleman, Suhani Pittie, Sunita Shekhawat, Tuhina Goyal, and Dr Usha Balakrishnan. MP Diya Kumari was the Chief Guest at the felicitation ceremony. On the occasion, the MP urged all industry players present at the ceremony to collectively create more effective skill development programs in the gems & jewelry trade

With the theme 'It's Time to Sparkle', the current edition symbolized the collective enthusiasm of the committee and the exhibitors over the show being held once again.

to enhance employment opportunities. She also offered to join hands for such an initiative.

Furthermore, some of the premier educational institutions in the field of gemology and jewelry design exhibited jewelry collections created by their students and alumni. They were Indian Institute of Gems and Jewellery (IIGJ), Indian Institute of Crafts and Design, J.K. Diamonds Institute of Gems and Jewellery, ARCH College of Arts & Design, and IIS University. Several women-owned boutique jewelry brands also exhibited their collections.

JJS-IJ Jewellers' Choice Design Awards

JJS-IJ Jewellers' Choice Design Awards was a much looked forward to event of the show. Indian Jeweller Magazine announced the winners of the awards. Renowned Bollywood actress Juhi Chawla graced the event with the who's who of the Gem and Jewelry industry. Over 50 GJC members also attended the event.



Winners at the JJS-IJ Jewellers Choice Design Awards during JJS 2021



of the best booth in the Jewelry Section of up to 18 sq mt, the award was given to Seth Pannalal Jewellers Pvt Ltd, and the second-best booth award was given to Exquisite Color Kraft Pvt Ltd. In the Jewelry Section of more than 18 sq mt, the best booth award was bagged by Raniwala Jewellers Pvt Ltd. The second award in the same category was given to Gie Gold Creations Pvt Ltd.

The 18th Jaipur Jewellery Show is scheduled to be held from December 23-26, 2022, at JECC, Jaipur. **////**

The awards recognized and honored outstanding designs by established as well as upcoming designers, manufacturers, and retailers.

The awards for the best booths were also announced on the occasion. In the Gemstones Section, the best booth was awarded to KG Gems, and the second-best booth award was given to RK Gems. In the category



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Women felicitated by Princess Diya Kumari Ji along with the Organising Committee at JJS 2021

African Continental Free Trade Area (AfCFTA).....	20	Kenya National Chambers of Commerce and Industry (KNCCI).....	20
African Union (AU)	20	Koelnmesse YA Tradefair	62
Ambattur Industrial Estate Manufacturers Association (AIEMA) ..	72	Lanka Exhibition & Conference Services (LECS)	17
Australian Automotive Aftermarket Association (AAAA)	20	Mahati Marketing Essentialz	11
Australian Automotive Dealer Association (AADA).....	20	Malaysia International Trade and Exhibition Centre (MITEC) ...	17
Automotive Component Manufacturers Association of India (ACMA)	37	Messe Frankfurt Trade Fairs India Pvt Ltd.....	12, 64
Bangalore International Exhibition Centre (BIEC)....	12, 28, 30, 37	Messe Frankfurt	24
Bangkok International Trade & Exhibition Center (BITEC)	17	Messe Muenchen India.....	12
Centibell Lighting Pvt Ltd	11	MEX Exhibitions Pvt Ltd	12, 28, 37, 44, 51, 64
CEU-CENTRO ESPOSIZIONI UCIMU	24	Minh Vi Exhibition & Advertisement Services Co	17
Chamber of Commerce & Industries of Yarpanam (CCiy).....	17	MM Activ Sci-Tech Communications Pvt Ltd	28, 37
Chennai Trade Centre	72	Montgomery Group	24
Confederation of Indian Industry (CII)	12, 30	Namdhari Events N Promotions Pvt Ltd	28, 37
Consumer Technology Association (CTA)	24	Nova Exhibitions B.V. (NOVA)	17
Deutsche Messe AG.....	24	NürnbergMesse India Pvt Ltd	12, 37
dmg events	20	PepperMinit Clothing Pvt Ltd	44
Dubai World Trade Centre (DWTC)	20	Plant Based Food Association (PFBA)	24
Emirates Philatelic Association (EPA).....	20	Privatisation and Investment Board (PIB)	20
Emirates Post Group (EPG)	20	R. E. Rogers India Pvt Ltd	28, 37
Engineering Export Promotion Council (EEPC) India	30	Radeecal Communications	70
Exhibitions India Group	12	Rudra Communications.....	37
Export Promotion Council for Handicrafts (EPCH) ...	28, 30, 37, 58	RX India.....	76
Expro Events & Exhibitions.....	28	Space in Africa	20
Falcon Exhibitions Pvt Ltd	28, 37	Spielwarenmesse eG.....	24
Fraunhofer Office, India	37	Swahilipot Foundation Hub	20
Gambit Clothing Pvt Ltd	44	Taiwan Association of Machinery Industry (TAMI).....	17
Garment Technology Expo Pvt Ltd	44	Taiwan External Trade Development Council (TAITRA).....	17
Gem & Jewellery Export Promotion Council (GJEPC).....	12	Taiwan Machine Tool & Accessory Builders' Association (TMBA) ..	17
Global Underwater Hub (GUH).....	24	Texzone Information Service Pvt Ltd	44, 58
GlobalPeers Management Group.....	37	The African Export-Import Bank (Afreximbank).....	20
Great Wall International Exhibition Co., Ltd (GIE).....	17	The All India Toy Manufacturers' Association (TAITMA)	37
Hari Chand Anand & Co.....	44	The Associated Chambers of Commerce and Industry of India (ASSOCHAM)	12
Hyatt Regency Pune Hotels & Residences.....	54	The Clothing Manufacturers Association of India (CMAI).....	44
Hyderabad International Trade Expositions Ltd	48	The Federation of Indian Chambers of Commerce & Industry (FICCI)	37
India Exposition Mart Ltd (IEML)	12, 28, 37	The National Association of Television Program Executives (NATPE).....	24
Indian Electrical and Electronics Manufacturers Association (IEEMA)	12, 37	The Southern Gujarat Chamber of Commerce and Industry (SGCCI)	12
Indian Exhibition Industry Association (IEIA)	8, 28, 37	Trade Promotion Council of India (TPCI).....	30
Indian Institute of Chemical Engineers.....	12	Travel Agents Association of India (TAAI)	12
Indian Machine Tool Manufacturers' Association (IMTMA).....	12, 28, 30, 37	UCIMU-SISTEMI PER PRODURRE.....	24
Indian Trade Promotion Organisation (ITPO).....	12	UFI, the Global Association of the Exhibition Industry ...	28, 37, 72
Indo-German Chamber of Commerce (IGCC)	37	Vinexposium.....	17, 74
Indore Infoline Pvt Ltd.	28	Women in Science and Entrepreneurship (WISE).....	37
Informa Markets in India	28, 37, 67		
Informa Markets Japan	17		
Inter Ads Exhibition Pvt Ltd	74		
International Association of Exhibitions and Events (IAEE).....	28		
International Council of Toy Industries (ICTI).....	37		
International Exhibition & Conference Group Pty Ltd (IEC Group)	20		
International Exhibition-cum-Convention Centre (IECC)	62		
Italian Exhibition Group	20, 24		
Jaipur Jewellery Show	78		
Jay Shree Balaji Entertainment and Event	11		
JIO World Convention Centre	12		
Jyotirvidya Parisanstha.....	12		
K and D Communication Ltd	60		

Advertiser Index

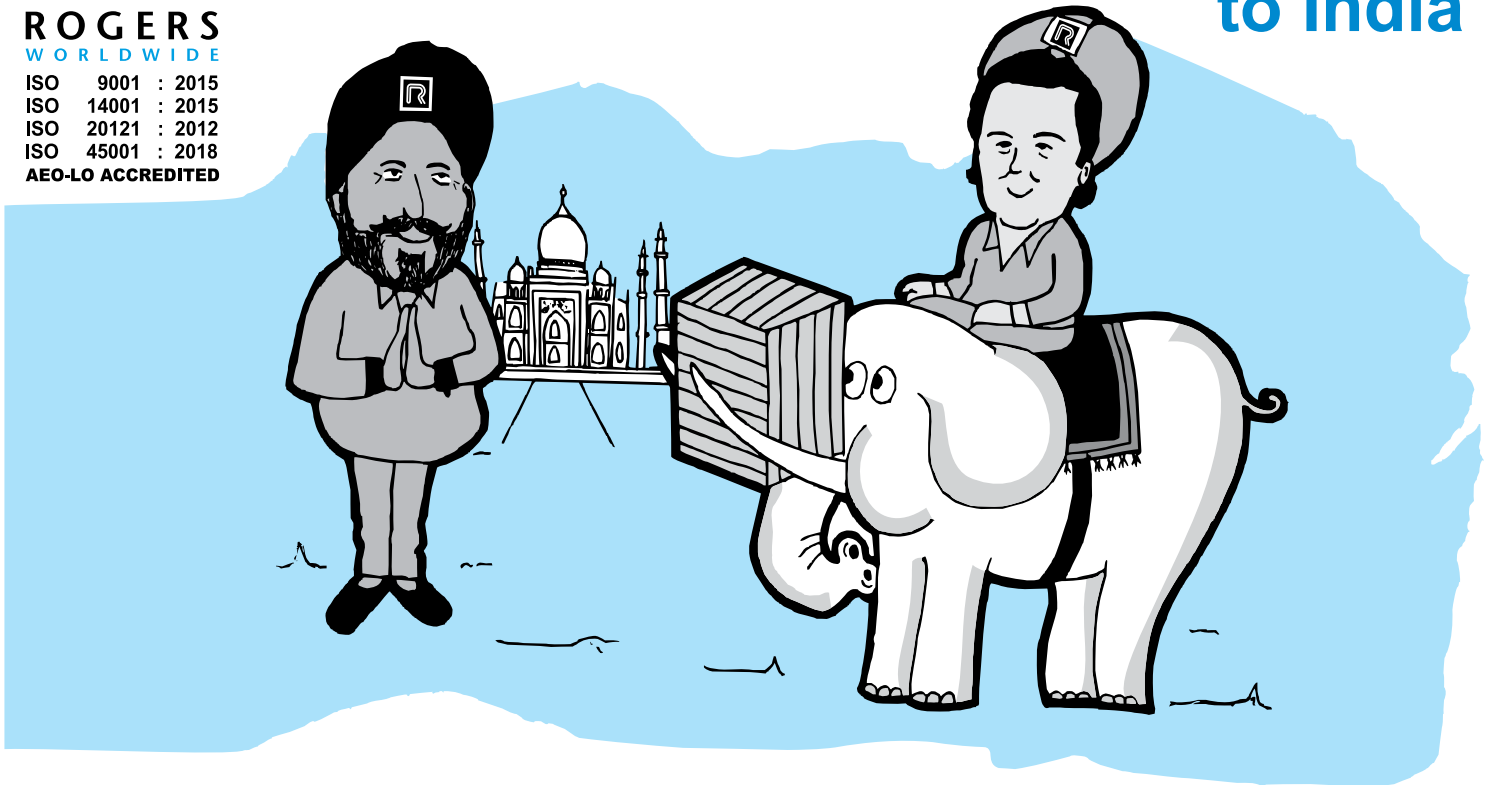
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