

# ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

Volume - 02, Issue - 03, August-September 2023



## INDIA SHINES ON GLOBAL STAGE



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# PRESIDENT'S PERSPECTIVE



Image Source: NürnbergMesse India Pvt Ltd

Dear Industry Colleagues,

The journey of the Indian Exhibition Industry has been one of resilience, innovation, and progress, and what we are witnessing today is a remarkable shift in how we create, execute and deliver exhibitions - our approach is focused, it is aspirational and most importantly it is empowered by a long term vision.

Since the last issue of "Exhibits" was released many new developments have taken place. I am pleased to share some significant milestones and future endeavors with you.

First and foremost, I would like to highlight the historic G20 Summit which took place in New Delhi from 9<sup>th</sup>-10<sup>th</sup> September, 2023. The event positioned India favourably on the global stage and demonstrated our might, relevance and position in the world. Many important trade pacts were signed, cooperation areas were identified and the world was made aware of India's enormous potential.

As members of the Indian Exhibition Industry, we are not just spectators; we are active participants in shaping the future of our industry on the global stage and events such as G20 enable us to explore growth opportunities.

Another important achievement was the success of India's Chandrayaan-3 mission, which succeeded in accelerating India's self-reliance in emerging sectors and tech, highlighting India's ability to innovate across sectors and take the Make in India mission to new heights.

Speaking of infrastructure, two state-of-the-art venues were inaugurated in September : Bharat Mandapam and YashoBhoomi. The former carrying forward the legacy of India's oldest venue, Pragati Maidan and the latter being India's newest premium exhibition centre, both located in New Delhi.

These venues represent a quantum leap in our capacity to host world-class exhibitions and conferences. They are equipped with cutting-edge technology, sustainable design, and unparalleled amenities that will

undoubtedly elevate the experience for exhibitors, attendees, and organizers alike. These venues are a testament to our commitment to fostering growth and excellence in our industry.

One of the most encouraging developments over the past year has been the successful conduct of the IEIA SOCIAL program/s. Networking, knowledge sharing, and collaboration have remained at the forefront, and it is events like these that bring us closer together to discuss pertinent topics and foster collaboration.

Furthermore, in our quest to recognize and nurture talent within our Industry, we have formed the "Fantastic under 40s" Focus Group which will be responsible for drawing the roadmap for the IEIA Young Ambassadors program. The program is designed to identify and empower emerging leaders within our midst. These are the individuals who are poised to shape the future of our industry, and we are committed to providing them with the tools, mentorship, and opportunities needed to succeed.

Diversity and inclusivity are values that we hold dear at IEIA, and we have taken several steps in promoting women's leadership in our industry. We firmly believe that a balanced leadership landscape leads to more success and unique ideas.

In conclusion, our journey so far has been marked by unwavering dedication and a commitment to excellence. As we look ahead, IEIA is poised for even greater heights.

Together, we will continue to raise the bar, inspire innovation, and steer our industry towards a brighter and more prosperous future.

Thank you, and here's to the exciting journey ahead!

**Sonia Prashar**  
President  
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# Soaring to New Heights

India's exhibition industry is scaling new heights, driven by a confluence of factors that have fueled its remarkable ascent. It is a harmonious blend of dynamic forces propelling the industry towards unprecedented success and innovation.

Foremost among these catalysts is India's robust and rapidly expanding economy, fueling an insatiable demand for exhibition space.

Businesses flock to showcase their offerings to a receptive global audience. Technology, too, is a driving force, weaving digital marvels into exhibitions. Virtual and augmented reality, among other innovations, have transformed attendee experiences into immersive wonders.

The art of branding and marketing adds momentum. Exhibitions offer colossal canvases for businesses to tell their stories and enhance their visibility, further energizing the industry.

A crowning achievement was the G20 Summit held recently in New-Delhi, catapulting India onto the global exhibition stage. It showcased India as a premier destination for world-class exhibitions.

India's exhibition industry is vibrant and flourishing, with a renewed focus on captivating crafting spaces, from lighting to layout, fostering interaction and unforgettable experiences.

This dynamic industry stands at the intersection of innovation and creativity, promising relentless growth and boundless possibilities.

The present issue is woven around how India's exhibition industry is poised to captivate the world, one immersive experience at a time.

*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](mailto:soumi.mitra@magicwandmedia.in)*

Stay well and connected!



SOUMI MITRA  
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– Walt Disney

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## NuernbergMesse India Launches INDEX PLUS: A Design Extravaganza

**N**uernbergMesse India, part of NuernbergMesse Group and renowned for a decade of sustainable business in India, has recently announced the launch of INDEX PLUS, an enhanced version of INDEX—India’s leading show on Architecture, Furniture, Interiors, and Design for over 30 years. The move reflects NuernbergMesse India’s commitment to India’s growth story, positioning itself as the next manufacturing hub with a belief in the entrepreneurial power of the country.

In recent years, India has surged towards becoming the world’s largest young consumer market by 2030. The grassroots entrepreneurial spirit in India aligns with NuernbergMesse Group’s intent for this subcontinent. The Group’s strategy involves both vertical and horizontal expansion, adding significant trade fairs in related sectors to its portfolio.

The Indian Furniture Market is expected to expand 11.20 percent to US\$26.85 billion by 2028 from US\$15.79 billion in 2023. The Indian interior design market reached US\$28.6 Billion in 2022 and is expected to reach US\$51.4 Billion by 2028, a 10.3 percent CAGR. The rise in demand for luxury housing complexes in metropolitan areas has fueled the demand for furniture and home décor.

INDEX PLUS aims to promote excellence in Interiors, Furniture, Architecture, and Design, offering a platform for exhibitors to connect with their target audience, including Interior Designers, Architects, Distributors, and Retailers. INDEX PLUS will showcase an exhaustive range of indoor and outdoor furniture, lighting, flooring, kitchen interiors, architectural fittings, accessories, art, artefacts, furnishings,

and other interior products. It will also highlight new-age smart home solutions, internationally renowned products, and brands, in line with the growing consumer consciousness for sustainable products.

NuernbergMesse India collaborates with strategic advisors and partners, Liyakat Ali Khan and Sylvia Khan, to solidify the launch of INDEX PLUS. Their joint efforts mark a significant step in NuernbergMesse India’s commitment to the industry it serves. Sonia Prashar, Managing Director, and Chairperson of the Board, NuernbergMesse India, noted, “INDEX PLUS will provide an inspiring experience for industry professionals and design enthusiasts, showcasing a wide array of products, services, and ideas.”

Sylvia Khan, Strategic Advisor, INDEX PLUS, emphasized NuernbergMesse India’s expertise in delivering immersive experiences, creativity, collaboration, and business growth. Liyakat Ali Khan, another Strategic Advisor for INDEX PLUS, echoed the sentiment, foreseeing exceptional networking, knowledge exchange, and business opportunities for all stakeholders.

The collaboration aims to capitalize on synergies between NuernbergMesse India’s expertise in the woodworking, mattress, and upholstery sectors. This partnership promises an enhanced exhibitor experience, expanded international reach, diverse product portfolios, cutting-edge content, and technology integration. Industry experts, exhibitors, and enthusiasts can expect INDEX PLUS, where innovation, inspiration, and business prospects collide. The event will be staged in Mumbai from May 31-June 2, 2024, and in New Delhi from August 9-11, 2024.

## PM Modi Unveils Yashobhoomi: India's World-Class Convention Center

Image Source: www.pmindia.gov.in/en/image-gallery



Image Source: IICC



Prime Minister Narendra Modi inaugurated the first phase of India International Convention and Expo Centre (IICC) in Dwarka, marking Yashobhoomi's grand opening on September 17. Over 73,000 sq mt, this convention facility has 15 convention rooms, including a main auditorium, grand ballroom, and 13 meeting rooms that can accommodate 11,000 delegates.

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PM Modi expanded the Delhi Airport Metro Express line from Dwarka Sector 21 to a new station at Dwarka Sector 25 at the inauguration, improving access to this renowned site. During his speech, he encouraged the promotion of local products during upcoming festivals and



highlighted the role of Yashobhoomi in boosting conference tourism in India.

The Indian-inspired convention center has terrazzo flooring with brass inlay and a big LED media facade. It will set a new benchmark for convention and exposition centers worldwide. This inauguration ceremony represents a significant milestone in India's journey towards becoming a hub for international conferences and events.

Yashobhoomi, the India International Convention and Expo Centre (IICC) in New Delhi's Dwarka, would make India a conference tourism powerhouse. This project intends to improve Delhi's convention tourism, employment, and traditional artists' global exposure. India trailed behind Beijing, Bangkok, Kuala Lumpur, and Singapore in hosting huge events due to smaller and less-equipped facilities.

The game will change with Yashobhoomi, India's and Asia's largest conference center and one of the world's largest MICE facilities, covering 8.9 lakh sq mt and having over 1.8 lakh sq mt of built-up area.



## DMTX 2023 Showcases India's Manufacturing Excellence



Image Source: MWM

The Delhi Machine Tool Expo 2023 (DMTX 2023), Northern India's premier B2B machine tool exhibition, kicked off with grandeur on August 24, 2023, at Pragati Maidan, New Delhi.

Organized by Indian Machine Tool Manufacturers' Association (IMTMA), the event was inaugurated by Bharat Bhushan, Director, Tubetech Equipment Pvt Ltd, in the presence of Ravi Raghavan, President, IMTMA; Rajendra S Rajamane, Vice President, IMTMA; and Jibak Dasgupta, Director General and CEO, IMTMA.

The four-day event showcased Indian machine tool manufacturers' cutting-edge innovations. Over 250 Indian and international exhibitors exhibited on 12,000 sq mt. The event showcased metal cutting, forming, automation, robotics, and tooling trends. Concurrent exhibitions included Metrology Expo, Weld Expo, and Digital Manufacturing.

Raghavan expressed the transformative growth of Indian manufacturing, emphasizing the remarkable progress and the accelerated pace of advancements. Similarly, Bhushan noted the industry's resurgence and its robust rebound from pandemic challenges. The expo provided industrial clusters in Northern, Western, and Eastern India with the latest manufacturing technologies and transformed these industries by enabling upgrades.

## ANUTECH 17<sup>th</sup> Edition to Empower F&B Industry



Image Source: MWM

Mumbai is gearing up to host the 17<sup>th</sup> edition of ANUTECH International FoodTec India from September 7-9, 2023, at Bombay Exhibition Centre, Mumbai. The event, organized by Koelnmesse YA Tradefair Pvt Ltd, is slated to drive innovation in the food and beverage sector on a global scale.

Spanning across 38,000 sq mt, the exhibition is expected to draw over 500 exhibitors worldwide, showcasing their revolutionary products and solutions. With a primary focus on Automation & Digitalization of the Food Processing Industry, renowned brands like Siemens, Mettler-Toledo, and IFM will present their cutting-edge technologies to an anticipated audience of around 20,000 participants. Automation Industry Association (AIA) will conduct a technical workshop on the latest automation applications in processing and intra-logistics.

Backed by key industry players and associations like the All India Food Processors Association (AIFPA) and the Indian Flexible Packaging & Folding Carton Manufacturers Association (IFCA), the three-day event will offer technical workshops, seminars, and conferences during the show.

## Assam to Host Northeast's Inaugural Defence East Tech Expo

Guwahati, Assam, will witness the region's first-ever Defence East Tech 2023 scheduled to take place from October 10-11, 2023, at Maniram Dewan Trade Center, Guwahati. Organized by the Government of Assam in collaboration with the Defence Ministry, Government of India, the event aims to showcase cutting-edge defense technologies, weapons, vehicles, and tech solutions. The expo will provide a platform for defence organizations, researchers, and companies to exhibit their advancements and engage in collaborative discussions. The expo will allow participants to explore the latest trends in defence technology and foster networking among industry stakeholders. Over 200 indigenous manufacturers, startups and MSMEs from the defence sector are expected to participate.

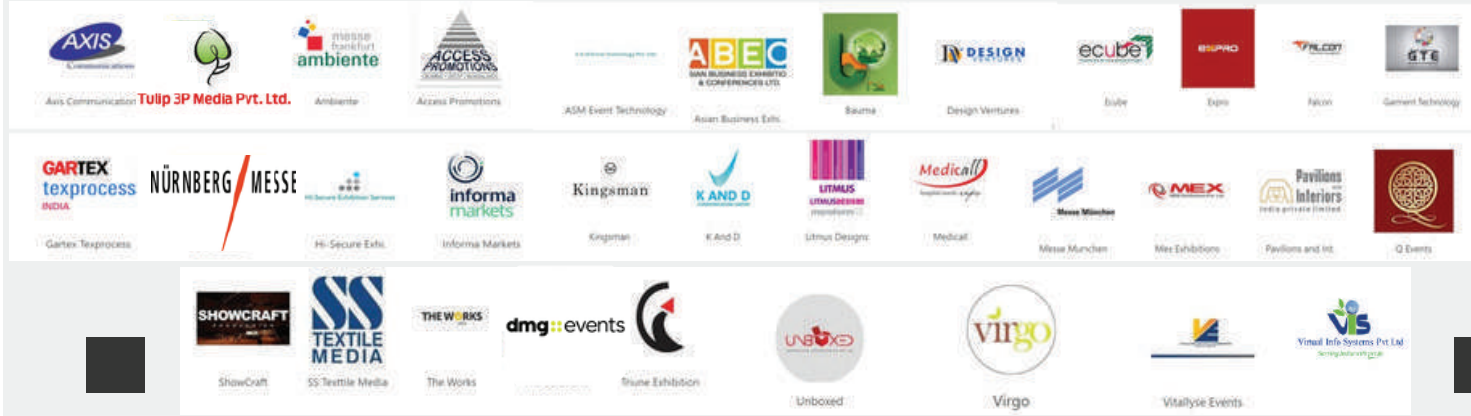


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## South Korea Plans International Defence Exhibition

The Seoul International Aerospace & Defense Exhibition (ADEX) 2023 will be held at Seoul Air Base in Seongnam from October 17-22, 2023, with 550 visitors from 35 countries. The event, co-organized by the Korea Aerospace Industries Association, the Korea Defense Industries Association, and the Korea Trade-Investment Promotion Agency, aims to highlight the country's defence capabilities and technical breakthroughs.

Various aircraft demonstrations and advanced military assets and equipment, such as fighter jets and howitzers, are to be showcased. With the goal of highlighting its prowess in the defence sector, South Korea aims to bring together various defence industries and stakeholders from around the world.

The organizers look forward to commemorating the 70<sup>th</sup> anniversary of the South Korea-US alliance with a showcase of US military aircraft.

## Gamescom Asia 2023 Set to Begin in Singapore

Singapore is gearing up to host Gamescom Asia 2023, a satellite event of the renowned Gamescom festival. Organized by Koelnmesse Asia-Pacific, the event will run from October 19-22, 2023, at the Suntec Convention and Exhibition Centre, Singapore.

This edition will introduce a physical B2C Entertainment Zone and an expanded B2B Trade Zone. Each will cater to trade visitors and delegates, with 150 exhibitors presenting exciting games and services to potential investors and IP owners. Over 80 industry experts will lead talks on gaming trends, design, business, and marketing at the Trade Conference, along with the Content Creators Summit benefiting content creators, KOLs, and influencers. Calling over 30,000 visitors, the event promises a blend of entertainment, networking, and insights.

The Indie Wavemakers area will spotlight studios and developers, while the SEA Game Awards, in partnership with MDEC, will recognize outstanding game development.

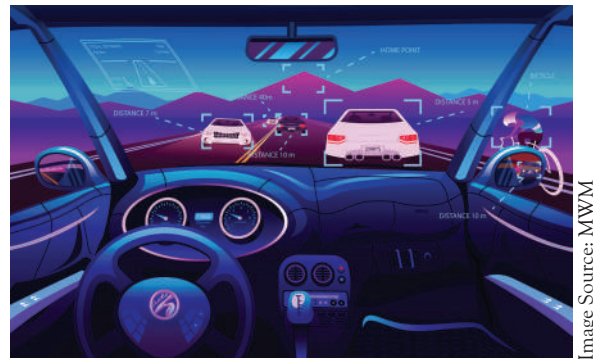


Image Source: MWM

## World Robot Conference 2023 Unveils Humanoids

Erong International Exhibition and Convention Center in Yizhuang, Beijing, played host to the World Robot Conference 2023, on August 16-22, 2023. Organized by the Municipal Government of Beijing, the Ministry of Industry and Information Technology and China Association for Science and Technology, the event showcased more than 140 robotics companies, both domestic and international. Together, they presented a collection of nearly 600 exhibits, with a remarkable count of 50 new products.

With a spotlight on human-like robotics, mesmerized visitors witnessed dynamic acrobatics and intricate gestures. Notably, Unitree H1, crafted by Hangzhou-based startup Unitree, stole the show as a 1.8-meter humanoid equipped with laser-radar technology, capable of restoring balance after disturbances. Xiaomi's emotion-sensing humanoid, CyberOne, also took the stage, aiming to contribute to the company's smart manufacturing initiatives.



Image Source: MWM

In light of the burgeoning interest in humanoid robotics, the event shed light on a market projected to reach around ¥75 billion by 2025.

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## Hakka Expo 2023 Showcases World and Taiwan Pavilions



Image Source: MWM

The Hakka Expo 2023, organized by the Hakka Affairs Council (HAC) and Taoyuan City Government, unfolds across multiple locations in Taoyuan City for 66 days until October 15, 2023. It features the World Pavilion and Taiwan Pavilion, aiming to celebrate and dispel stereotypes about Hakka culture.

The World Pavilion, curated by Wang Teng-chung, presents diverse Hakka cultures from 20 countries. The Taiwan Pavilion offers insights into Hakka communities across 14 Taiwanese counties and cities, expecting 3,000 daily visitors.

A Taichung City installation features glass bottles with ‘peaceful water’, inspired by the ‘Water Drawing Ritual’. Spanning 150 meters, the Taiwan Pavilion transforms into a light show stage, housing the nation’s largest sculpture show. An award-winning graphic designer Wang Yi-sheng coordinated an 8-minute main display, ‘Returning to the Village’, which captures the feelings of Hakka people returning to their hometowns.

## New Hall Added to Travel Tech Asia’s Singapore Shows



Image Source: MWM

Travel Tech Asia has unveiled a new hall as part of its efforts to elevate its three co-located exhibitions on October 25-27, 2023, at the Sands Expo & Convention Centre, Singapore. Leading exhibitors like Best Western Hotels Group, Hotelbeds, and Visit Norway will gather at ITB Asia, co-located with MICE Show Asia and Travel Tech Asia.

Katrina Leung, Managing Director, Messe Berlin, expressed excitement about the expansion of the Travel Tech segment, aiming to stay ahead in the evolving industry.

By creating a unified platform, businesses and professionals were provided with ample opportunities to network, explore the latest trends, and foster collaborative growth. The strategy focused on delivering a valuable participant experience while bolstering the industry’s future prospects.

## New Textiles and Apparel Trade Fair Introduced in Vietnam

The Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will make its debut on February 28-March 1, 2024, at the Saigon Exhibition and Convention Center in Ho Chi Minh City, Vietnam. Messe Frankfurt (HK) Ltd and the Vietnam Trade Promotion Agency are organizing the event.

The expo will begin with 700 exhibitors, including makers of garments, clothing fabrics, yarns, fibers, home textiles (retail, hospitality, contract, and interiors), furniture, and textile machines. VIATT 2024 will play a significant role in influencing the future of Vietnam’s industry by connecting textile businesses from Asia, Europe, and beyond with this booming market.

Le Hoang Tai, Deputy Director General, Vietnam Trade Promotion Agency (VIETRADE),

commented on the event’s potential, stating Vietnam is one of the world’s leading textile producers and exporters and a growing manufacturing hub in SouthEast Asia.



Image Source: MWM

## Japan Expo Malaysia Draws Crowd

The biggest all-Japan event in Malaysia, Japan Expo Malaysia (JEMY), attracted an impressive footfall from August 18-20, 2023, at Pavilion Bukit Jalil, Kuala Lumpur. Organized by G-Yu Creative and Siam Connection, the event showcased the vibrant culture, art, and technology of Japan, captivating attendees over the three-day extravaganza.

Visitors were exposed to a wide range of Japanese experiences, ranging from traditional arts and crafts to contemporary pop culture. The event was arranged to promote cultural interchange and a better knowledge of Japan among Malaysians.

Takahashi Katsuhiko, Japan Ambassador to Malaysia, and Dato' Dr Ammar Abd Ghapar, Director General, Tourism Malaysia, attended the grand opening ceremony. JEMY's purpose is to strengthen ties between the two nations' cultures and trade, as well as to be Japan's most complete physical exposition of Japanese products and services.



Image Source: MWM

## Propak Vietnam 2023 in November

Propak Vietnam 2023 and Drink Tech will take place on November 8-10, 2023, at Saigon Exhibition and Convention Center (SECC), as part of Vietnam's economic landscape. Organized by Informa Markets Vietnam, the event is anticipated to provide a platform for professionals and enthusiasts to explore the latest trends and innovations in these industries. With a sprawling exhibition space of 10,000 sq mt, ProPak Vietnam 2023 is set to host over 450 exhibitors from 30+ countries and territories.

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## Dubai Set to Host MEIDAM 2023 in September

Dubai is gearing up to host the Middle East International Dermatology and Aesthetic Medicine Conference and Exhibition 2023 from September 22-23, at Dubai World Trade Centre (DWTC). Organized by DXB Live, this upcoming event is anticipated to draw over 3,000 professionals and en-



Image Source: MWM

thusiasts from 47 countries, preparing the ground for the largest medical gathering in the Middle East and Africa.

MEIDAM 2023 will include organizations like American Academy of Dermatology (AAD), European Academy of Dermatology and Venereology (EADV), International Society of Dermatology (ISD), and Indian Association of Dermatologists, Venereologists and Leprologists (IADVL). Dr Khaled Al Nuaimi, President, MEIDAM Conference & Exhibition, highlighted that the event helps fuel global dialogue on dermatology and cosmetic medicine, alongside the latest advancements.

With 47 seminars and specialized workshops, 207 peer-reviewed research papers, and a feature of 109 companies and global brands highlighting achievements in dermatology, cosmetics, and anti-aging, the event is set to be one of a kind.

## Global Convergence for Textile Industry

Representatives from 18 countries are set to converge at Kenyatta International Convention Centre (KICC), Nairobi, for the International Textile Machinery Exhibitions (ITME) Africa & Middle East 2023, scheduled from November 30-December 2, 2023. This event, organized by the India ITME Society, aims to foster new business alliances within the local textile industry for fresh business opportunities. Notable participants include machinery manufacturers and textile experts from countries such as India, Turkey, Taiwan, Italy, Ghana, Kenya, Germany, and others. Additionally, China, Italy, Ghana, Turkey, and Taiwan will feature country pavilions highlighting their unique technological and engineering capabilities.

This event is supported by India's Ministry of External Affairs and Ministry of Textiles, as well as Kenya's Ministry of Investments, Trade, and Industry. Major players like Lakshmi Machine Works Ltd, Luwa India, and Sunita Impex Pvt Ltd have already confirmed their attendance. The event allows companies to expand their customer base to a new market in Africa and the Middle East.



Image Source: MWM

## Saudi Events Investment Fund Invests in Tahaluf



Image Source: MWM

The Kingdom of Saudi Arabia's Events Investment Fund (EIF) has purchased a significant share in Tahaluf, a renowned organizer behind events such as LEAP and Black Hat Middle East. This move allows the Kingdom of Saudi Arabia to emerge as a global center for hosting international exhibitions and gatherings, concentrating on sectors such as technology, real estate, health, and tourism. Tahaluf, co-owned by Informa PLC and the Saudi Federation for Cyber Security and Programming, will utilize the combined expertise of its investors to introduce fresh B2B and B2C events.

This cooperation aligns with the objectives of Saudi Vision 2030, promoting economic diversification and employment prospects. Additionally, there are plans to create an events training academy to provide certification and training for young Saudi individuals through this joint venture.

## Major Exhibition of Building and Construction Industry in Iran

The 23<sup>rd</sup> Iran International Building and Construction Exhibition took place from August 3-8, 2023, at the Tehran International Permanent Fairground, Tehran, Iran, featuring more than 800 exhibitors from domestic and foreign sectors. Organized by Exhibition Affairs of Iran Central Chamber of Cooperatives, the event was inaugurated by Mohammad Samer al-Khalil, Economy and Foreign Trade Minister, Syria, along with Bahman Abdollahi, Head, Iran Chamber of Cooperatives (ICC), and several MPs.

Representatives from more than 60 international companies, from countries like Sweden, the UK, Germany, Spain, China, and Turkey, among others, presented their offerings across wide sectors. These encompassed construction tools, machinery, cooling and heating solutions, interior design elements, electronics, and more.

Additionally, the event enabled B2B meetings to boost the export of technical products and services. The exhibition witnessed various conferences, workshops, and specialized meetings with participation from industry experts, professors, and students, enhancing its significance on a global scale.



Image Source: MWM

## Traders Fair & Awards Event Set to Enrich South African Trading Community



Image Source: MWM

Traders Fair & Awards announces its upcoming event in South Africa, scheduled to take place on September 16, 2023, at the prestigious Protea Hotel Johannesburg Wanderers. This anticipated gathering of trading enthusiasts guarantees an enriching experience, featuring seminars led by industry experts and supported by prominent sponsors.

The event flaunts a lineup of distinguished sponsors, including global sponsor XS Group Inc, grand sponsor FBS, and platinum sponsor FP Markets. Notable gold sponsors include PU PRIME, VT Markets, TRADING PRO, CWG Markets, and Hantec Financial Africa. The esteemed Silver Sponsor is Doo Prime.

Attendees will gain insights from leading trading experts through seminars and workshops, which will foster networking opportunities with global industry leaders. The event equips participants with valuable knowledge to excel in the dynamic trading world.

## African Creative Industry to Collaborate at Intra African Trade Fair 2023

Organized by Afrecimbank, The Creative Africa Nexus (CANEX) is preparing for its second edition, taking place during the Intra African Trade Fair 2023, from November 9-15, 2023, in Cairo.

This seven-day gathering will spotlight creative businesses and offer extensive business-to-business and business-to-government prospects.

CANEX at IATF 2023 aims to strengthen Africa's burgeoning

creative sector. Participants, including prominent brands and emerging entrepreneurs, are encouraged to secure spots at the CANEX Market & Exhibition. The event promises ample opportunities for networking and connections with potential partners, investors, and buyers from across Africa and beyond.

Themed 'One People, united in Culture, creating for the world', CANEX at IATF 2023 will convene creatives, policymakers, financial institutions, and industry leaders. This event offers a pivotal platform for collaboration, investment, and inspiration within diverse creative sectors such as film, music, fashion, and more.



Image Source: MWM

## Largest Beauty and Trade Show in Africa in September

Africa Makeup and Beauty Fair 2023 (AMB), Africa's biggest beauty and trade exhibition, is scheduled to be held from September 21-22, 2023, at Unique Floral Event Centre, Accra, Ghana. Themed 'Brands beyond Borders: The Beacon of Economic Growth', the event is organized by Makeup Ghana in partnership with First Choice Hair and Beauty.

The AMB Fair 2023 aims to connect beauty industry stakeholders across Africa, from brand executives to manufacturers, wholesalers, retailers, and fashion designers. Activities include discount sales, a panel discussion featuring experts, and the inaugural Ghana Barbers Summit. Barber Competition and Beauty Show will let barbers and makeup artists exhibit their creativity in hair styling and global beauty trends.

Highlighting the event's uniqueness, Rebecca Donkor, CEO, Makeup Ghana, stated that the Ghana Beauty Awards nominees can present their offerings, for the first time since the inception of the awards. The 33 award categories encompass various beauty aspects like skin care, hair, nails, etc.



Image Source: MWM

## Booksellers and Collectors Convene in Melbourne



Image Source: MWM

The International League of Antiquarian Booksellers (ILAB) hosted the Melbourne Rare Book Fair in Melbourne, where book lovers and collectors gathered for discussions and exchanges. The event took place from July 27-29, 2023, at Wilson Hall, University of Melbourne. The Melbourne Rare Book Fair stands as ANZAAB's primary yearly book event, representing the Australian and New Zealand Association of Antiquarian Booksellers. It's among the few rare book fairs in the Southern Hemisphere.

Attendees participated in engaging discussions on various aspects of book collecting and trading at the 51st edition. This occasion provided a unique opportunity for participants to delve into the world of rare books, manuscripts, ephemera, and prints while also allowing the fair to be explored through a guided tour for the first time.

## New Zealand Lifts COVID-19 Restrictions

Business Events Industry Aotearoa (BEIA) commends the New Zealand Government's decision to end all COVID-19 restrictions, foreseeing a positive impact on the business events industry's future. The recent data reveals a decline in COVID-19 cases, prompting the removal of current restrictions, including mandatory isolation.



Image Source: MWM

Recent information from the New Zealand Government reveals that COVID-19 cases have reached their low-

est point since February 2022. As a result, the government has chosen to remove all existing limitations, which includes ending the mandatory seven-day isolation.

In the past, the business events industry was one of the first sectors impacted by government restrictions on event participation. Welcoming the move, Lisa Hopkins, Chief Executive, BEIA, highlighted increased certainty for international and domestic event planners. Hopkins acknowledged the challenging phase, noting the launch of international convention centers and the industry's significant contributions. With the restrictions lifted, the focus shifts to moving beyond the pandemic and progressing forward with renewed optimism.



Image Source: Mack-Brooks Exhibitions



## inter airport Europe 2023 Gets Bigger

The aviation industry is experiencing a renewed sense of optimism with a positive response to the unveiling of an extra exhibition hall at inter airport Europe 2023, the 24th International Exhibition for Airport Equipment, Technology, Design and Services to be held from October 10-13, at Munich Trade Fair Centre, Germany.

Organized by Mack-Brooks Exhibitions Ltd, three-quarters of the participating countries come from outside Germany, including Italy, France, UK, and US. With two months left, inter airport Europe 2023 has already attracted 313 exhibitors from 33 countries.

October 11-12, 2023, will witness 'The Sustainability Summit', at the Conference Centre North, to meet industry goals, including carbon-neutral aspirations by 2050. Other focus areas include 'Building Infrastructure', 'Airport Operations', and 'Intermodal Mobility'. Supported by an extensive programme of technical seminars and summit talks, the event is set to boost strategic partnerships and investment that will shape the air transport industry.



September 11-13, 2023  
Las Vegas, Nevada USA

## PACK EXPO Las Vegas 2023 All Geared Up

Preparations are underway for the biggest PACK EXPO Las Vegas event to date, on September 11-13, 2023, at Las Vegas Convention Center. Organized by PMMI: The Association for Packaging and Processing Technologies, the event will host a diverse range of exhibitors showcasing cutting-edge packaging and processing solutions.

Featuring over 2,000 exhibitors in an area of nearly 1 million sq ft, the event will showcase innovations for around 40 vertical markets. With a theme of 'Expect Innovation', the event has dedicated Targeted Industry Pavilion for Healthcare, Reusable Packaging, etc; Sustainability Central; and Networking Events.

PMMI acknowledges the importance of September 11, the opening date of PACK EXPO 2023, and plans to match donations up to US\$50,000 for the Tunnel to Towers Foundation.

## Smart Home Event Comes to Denver

CEDIA Expo 2023 will take place from September 7-9, 2023, at the Colorado Convention Center in Denver, CO, and will be co-located with Commercial Integra-

tor Expo. The largest North American trade show for the professional smart home and AV industry will feature AI-powered smart home devices, WFH solutions, and lighting. The event, hosted by Emerald X, LLC, will also host various competitions, awards, and educational sessions.

Wisdom Audio will be exhibiting its soundbars and subwoofers and also displaying its new calibration series, 'Never too late to Calibrate'. This year's Expo will also host 100+ sessions to elevate knowledge, networking, and profits for home technology professionals. Several programming sessions are scheduled around AI and CEDIA will host its own AI symposium. Continuing the trend of being up-to-date, design architecture will also be part of the event.

Image Source: MWM



## Fashion and Textile Expo Marks Silver Jubilee

**T**exworld Evolution Paris 2023, which took place on July 3-5, 2023, at Porte de Versailles exhibition center, organized by Messe Frankfurt France, was a major industry event. Over 1,350 exhibitors from 26 countries participated, representing Apparel Sourcing, Avantex, Leatherworld, and Texworld Paris.

These fairs, a prominent European sourcing platform for textiles, exhibit notable growth, with exhibitor numbers nearing pre-pandemic levels. The alliance with Curve Paris and Interfilierie Paris enhanced the event's fashion offerings.

The expo served as a platform for buyers to engage with global manufacturers for upcoming collections. Exhibitors from diverse countries, such as China, Turkey, India, and more, participated. The event



Image Source: MWM

embraced sustainability, visible through certified companies and specific showcases. Conferences and events, including discussions on innovative textiles and sustainable fashion, added to the appeal. Celebrating its 25<sup>th</sup> anniversary, Texworld Paris featured special events, activities, and networking opportunities.

## Spain's Events Market Poised for Growth



Image Source: MWM

**S**pain's events market demonstrates resilience and potential for significant expansion, as indicated by an analysis by leading research firm Infromes de Expertos. The market's value reached US\$2.28 billion in 2022, and experts anticipate a compound annual growth rate (CAGR) of 5.80 percent from 2023 to 2028.

The events industry holds a vital role in Spain's cultural and economic landscape, attracting a diverse range of gatherings. Factors driving growth include exceptional infrastructure, rich cultural heritage, and the successful navigation of COVID-19 challenges.

The rise of in-person events, hybrid event adoption, sustainable practices, technological advancements, and government support contribute to the market's positive trajectory. Spain's commitment to sustainability, inclusivity, and innovation positions it as a thriving event destination, fostering economic and cultural prosperity.

## Carpets & Rugs Segment at Heimtextil 2024 Introduced

**T**he upcoming Heimtextil 2024 on January 9-12, 2024, at the Messe Frankfurt Exhibition Grounds, hosted by Messe Frankfurt Exhibition GmbH, is set to introduce a new segment - Carpets & Rugs, which has already drawn the participation of over 75 exhibitors from various nations. This segment will showcase international manufacturers of hand-woven, machine-woven, custom-made, and fitted carpets, along with mats, runners, and rugs.

Diverse exhibitors from countries including Egypt, Bangladesh, China, Greece, India, Italy, and Turkey will present their offerings. Hand-woven rug manufacturers, such as Rugs Inc, Mittal International, and The Rug Republic (TRR) from India, as well as new entrant Harkom Setabganj Ltd from Bangladesh, will be featured. Machine-woven carpet specialists include Oriental Weavers Group from Egypt, Nikotex Carpets from Greece, and Italian companies Fini Cop and Royaltex.



Image Source: MWM

## INTERGEM 2023 Prepares for 39<sup>th</sup> Annual Event

**I**NTERGEM 2023 - International Trade Fair for Gems, Jewellery and Gemstone Objects, in its 39<sup>th</sup> edition, is gearing up in Idar-Oberstein, Germany's jewelry hub. Organized by Intergem Messe GmbH and running from September 29-October 1, 2023, at the Idar-Oberstein Exhibition Centre, the event will welcome about 90 national and international exhibitors. Notable names like Groh + Ripp, Karl Faller, and HC Arnoldi will be joined by newcomers like the Osmium Institute and Parcel Broker.

Tech enthusiasts can look forward to the GemTec exhibition area and symposium, which will showcase industry advancements from companies like Günter Effgen GmbH and DMG MORI. Influencer Katerina Perez will host the 'Live Jewellery Show', highlighting trends and gems through livestreams.

Attendees can explore local gems and jewelry sites like the German Gemstone Museum and Fischbach copper mine for free, with shuttle services between spots. The event also includes a Friday get-together and the 'Long Night of Gemstone' on Saturday, offering tours of various locations.

## Record-Breaking 8.23 Million Tourist Stays in Austria

**M**ay 2023 marked a significant milestone for Austria's tourism sector, as the country witnessed an all-time high of 8.23 million overnight tourist stays. This remarkable achievement highlighted the growing appeal of Austria as a favored destination for travelers.

The influx of tourists in May is indicative of the nation's popularity and the positive impact of its offerings on global tourism. The diverse attractions, cultural richness, and natural beauty that Austria offers continue to captivate visitors from around the world.

The record-breaking number of overnight stays signifies Austria's ability to draw tourists even amidst changing travel trends and circumstances. The achievement is a testament to the country's resilience and the timeless allure it holds for those seeking memorable travel experiences.



Image Source: MWM



Image Source: Deutsche Messe

## DOMOTEX 2024 Introduces Country Focus

**T**he leading trade fair for carpets and floor coverings, DOMOTEX, is gearing up for its 34th edition, scheduled for January 11-14, 2024, at Hannover exhibition grounds. Organized by Deutsche Messe AG, the event continually evolves and offers inspiration by highlighting trends, designs, colors, and innovations from various countries.

The event will include a presentation area for wholesalers, enhanced Mood Spaces for residential and contracting segments, and a captivating country focus for the first time. Italy will take the spotlight in 2024, ushering in this engaging aspect with 'Insight Italy,' a special display showcasing innovations and fostering business relationships.

Yasmine Khamis, President, Oriental Weavers Group, emphasizes the significance of personal touch at DOMOTEX, stating that online events can't replace the value of in-person interactions.

Image Source: Deutsche Messe AG



## World's Leading Textile Exhibition in Hannover

Deutsche Messe AG has successfully secured the hosting rights for ITMA—the International Exhibition of Textile Machinery—2027 through an international tendering and application process. Organized by ITMA Services NV, ITMA, the largest global exhibition for textile and garment technology, is scheduled to take place in Hannover from September 16-22, 2027. Spanning 220,000 sq mt across 13 exhibition halls, the event is owned by CEMATEX, the European Committee of Textile Machinery Manufacturers.

Deutsche Messe's winning bid hinged on its commitment to maximum site flexibility, exceptional service orientation, a modern digital infrastructure, and sustainability. Dr Jochen Köckler, Chairman, Board of Deutsche Messe, expressed enthusiasm for attracting ITMA to Hannover, underscoring the event's significant global impact. The exhibition, held every four years, draws around 1,600 exhibiting companies from 44 countries and over 100,000 visitors worldwide.

ITMA has been hosted in various cities since 1951, including Milan, Munich, Paris, and most recently, Milan in June 2023.

## Agricultural Machinery Trade Fair Opens Ticket Shop

Agritechnica, the renowned agricultural machinery trade fair, is set to take place in Hannover, Germany from November 12-18, 2023. The event is fully booked, with around 2,600 exhibitors from over 50 countries expected to participate. Organized by DLG (German Agricultural Society), the trade fair will showcase leading agricultural machinery manufacturers and present a technical program including expert stages, spotlights, and conferences on topics like smart farming and automation.

Visitors can now purchase tickets from the Agritechnica online shop, including 'Green Tickets' that support reforestation projects. For every 'Green Ticket' sold, a tree will be planted in Germany through the WeReforest eV association. Agritechnica 2023 will also feature special trains within Germany for attendees, providing networking opportunities and professional exchanges.

The event's guiding theme, 'Green Productivity', will focus on sustainable practices, with key topics encompassing innovations in agricultural components and self-contained food production systems.



Image Source: MWM

## Messe Frankfurt Partners with Kingpins Denim Trade Show

Messe Frankfurt GmbH has acquired a stake in the renowned denim trade show, Kingpins Show, in a move to enhance innovation and growth within the denim community. The collaboration combines Messe Frankfurt's extensive resources with Kingpins' expertise. While Kingpins will maintain its independent operations and identity, the partnership aims to foster collaboration and innovation within the industry.

Kingpins, known for its shows in New York and Amsterdam, has long desired to partner with Messe Frankfurt due to their shared vision and Messe Frankfurt's 800-year-old exhibition experience. This investment aligns with Messe Frankfurt's commitment to advancing the denim sector, which is further demonstrated by their existing denim-focused events like Beyond Denim and Denimworld.

Constantin von Vieregge, CEO and President, Messe Frankfurt, envisions a partnership that solidifies them as a premier platform for impactful business interactions in the denim industry, building upon Kingpins' unique vision and innovative approach.



# INDIA

# SHINES ON GLOBAL STAGE





The G20 Summit, an annual gathering of world leaders to discuss critical global issues, took a significant turn in 2023 as it convened in the heart of India at the grand Bharat Mandapam International Exhibition-Convention Centre. This momentous event demonstrated India's diplomatic prowess and gave the Indian exhibition business optimism. A read on how the G20 Summit has boosted the Indian exhibition sector, fostering economic growth, innovation, and international collaboration.



In today's global economy, exhibitions have emerged as powerful catalysts for innovation, job creation, and economic growth. These grand showcases provide businesses with a platform to forge connections, bolster customer experiences, and expand their market presence. While the exhibition industry has been resilient in the face of challenges, it is now poised for unprecedented growth, projected to experience a robust Compound Annual Growth Rate (CAGR) of 12.91 percent until 2026. The recent G20 Summit hosted by India has played a pivotal role in steering the exhibition industry toward a promising horizon.

Amidst various trends shaping its growth trajectory, the G20 Presidency stands out as particularly noteworthy. India's G20 Presidency arrives at an opportune moment, granting it greater influence over global policy agendas across diverse sectors. The G20 Summit has afforded India a unique chance to exhibit its rich diversity, historical legacy, and robust digital infrastructure. The 2023 G20 New Delhi summit, the eighteenth meeting of the G20, took place at the Bharat Mandapam International Exhibition-Convention Centre in Pragati Maidan, New Delhi, from September 9-10, 2023. This marked India's inaugural hosting of a G20 summit, with the theme 'Vasudhaiva Kutumbakam' or 'One Earth, One Family, One Future' deeply rooted in ancient Sanskrit texts and emphasizing the pursuit of sustainable development.

### The Grandeur of Bharat Mandapam

Nestled at the heart of India's dynamic cultural transformation and relentless pursuit of excellence, Bharat Mandapam stands as a luminous embodiment of India's soft power, a profound tribute to the

nation's deep-rooted heritage, and an unwavering commitment to progress. Encompassing a vast expanse of 123 acres, this architectural masterpiece





Image Source: Magic Wand Media

emerges as India's preeminent MICE (Meetings, Incentives, Conferences, and Exhibitions) destination. It stands as a symbol of India's journey towards

surmounting age-old challenges with enduring solutions, dwarfing even the iconic Sydney Opera House in scale.

At its core, Bharat Mandapam draws inspiration from the 'Anubhava Mantapa' of Bhagwan Basaveshwara, often acknowledged as the world's first parliamentary institution, fostering democratic debates and the free exchange of ideas. The structure's elegant contours evoke the image of a conch shell, seamlessly intertwining elements of traditional art and culture. The walls of Bharat Mandapam are adorned with a captivating array of paintings and tribal art from various corners of the country, eloquently celebrating India's remarkable diversity.

This architectural marvel serves as a powerful platform for amplifying India's global presence, furthering economic growth, and promoting various facets of Indian excellence, including startups, cinema, and artisanal craftsmanship. The centerpiece, a towering 27-foot-tall 'Nataraja' statue, installed within the premises, encapsulates India's opulent history and cultural heritage. It welcomed world leaders during the prestigious G20 Summit, standing as a resounding testament to India's time-honored artistry and traditions.

### Cultural Corridor to Tech Experience

The Summit at Bharat Mandapam provided a unique and immersive experience for its guests and shedding light on the Indian Exhibition industry. A notable feature was the 'Culture Corridor - G20 Digital Museum', which celebrated the shared cultural heritage of G20 member nations and invitee countries, promoting understanding, appreciation of diverse cultures, knowledge sharing, inclusivity, equality, and a sense of shared identity.

In halls 4 and 14, the 'Digital India experience zone' allowed visitors to explore India's technological advancements, highlighting key Digital India initiatives, including Aadhaar, DigiLocker, UPI, eSanjeevani, DIKSHA, Bhashini, ONDC, and Ask GITA. Ask GITA combined ancient wisdom from the Bhagavad Gita with cutting-edge AI technology, and other initiatives like MyGov, CoWIN, UMANG, JanDhan, eNAM, GSTN, FastTag, and more were showcased.

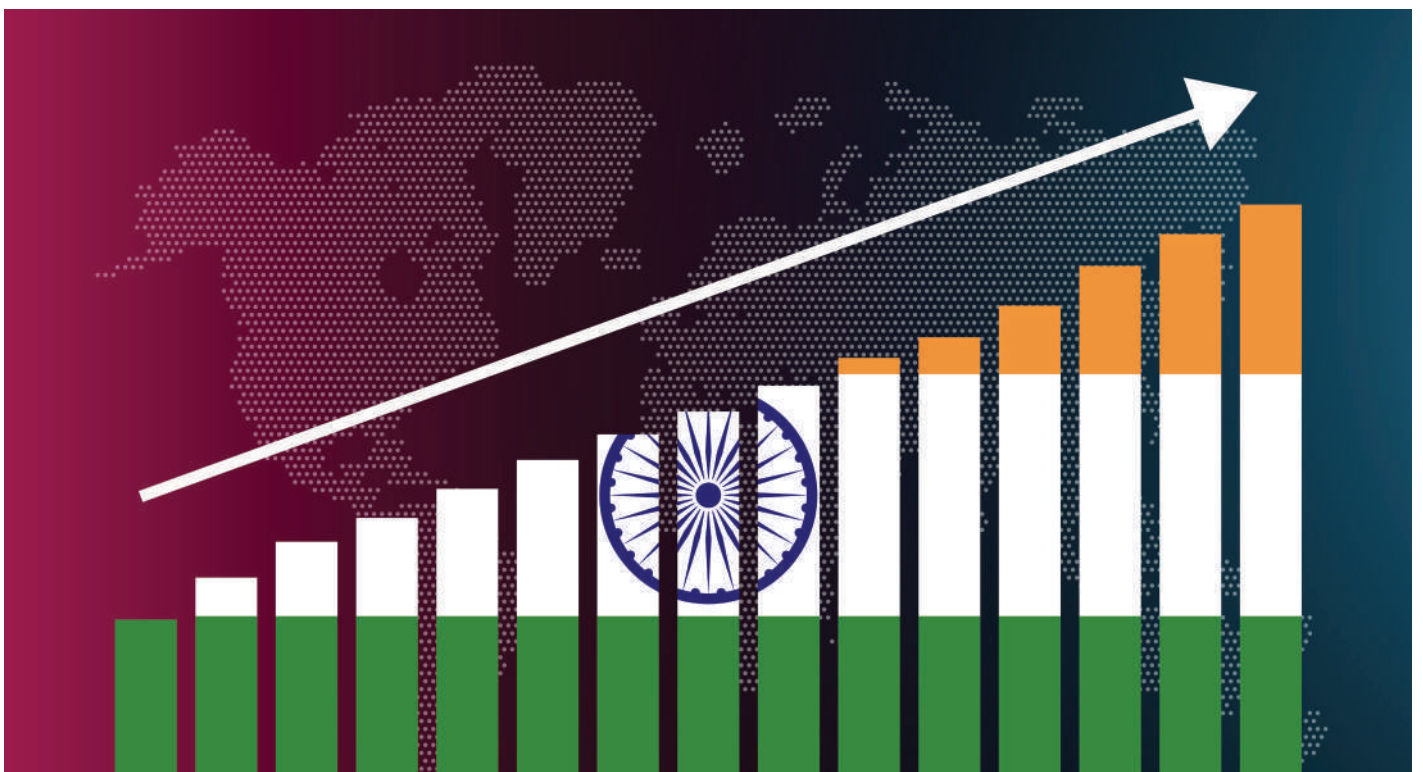


As India's G20 Presidency ended, over 220 meetings were held throughout states and union territories. This national summit tour helped urban renewal and boosted confidence in Tier-2 and Tier-3 cities. These cities, having had little international exposure before, believed they could host more international events.

The Reserve Bank of India (RBI) featured cutting-edge financial technologies, including Central Bank Digital Currency and frictionless credit through a tech-driven platform, demonstrating India's financial sector innovation. The 'Payment system experience centre' introduced UPI One World, designed for inbound foreign travelers, facilitating hassle-free and secure payments with prefunded wallets. In Hall No. 3, the 'Crafts



Bazaar' displayed handcraft products from different Indian regions, emphasizing the 'One District One Product' and Geographical Indication-tagged items.





### Boosting Tourism and Exhibitions

In a bid to extend the influence of the G20 Summit beyond the confines of Delhi, the Indian government embarked on extensive preparations throughout the nation to host the Summit. As India's G20 Presidency ended, it became evident that over 220 meetings had been convened in various states and union territories across the country. This decision to take the summit on a nationwide tour not only facilitated urban revitalization but also instilled

confidence in Tier-2 and Tier-3 cities. These cities, which had previously received limited international exposure, now harbor the belief that they could host other international events in the future.

The Indian exhibition market currently stands at a valuation of US\$4.7 billion, and projections indicate it will surpass US\$6 billion by the close of 2026. Over the last decade, the exhibition industry has witnessed remarkable growth, with the direct and discernible impact of India's G20 Presidency driving growth in the travel and tourism sector as well. The government has set a visionary goal of achieving a US\$56 billion forex reserve, with the tourism industry playing a pivotal role. Furthermore, the aim is to generate approximately 140 million jobs within the tourism sector by the year 2030.

The Indian government has been diligently investing in infrastructure and actively promoting the tourism and hospitality sector through a

The dynamic G20 Summit at Bharat Mandapam illuminated India's exhibition industry. In particular, the 'Culture Corridor - G20 Digital Museum' promoted common culture. The 'Digital India experience zone' displayed Aadhaar and Ask GITA in halls 4 and 14. Central Bank Digital Currency was featured by RBI. 'Payment system experience centre' introduced UPI One World for inbound travelers. Hall 3 had a 'Crafts Bazaar' featuring local goods.

# G20



## भारत 2023 INDIA

myriad of schemes and initiatives. Notably, the introduction of the Swadesh Darshan 2.0 scheme underscores the commitment to the sustainable and responsible development of tourist destinations. Concurrently, during India's G-20 presidency, the Ministry of Tourism hosted the country's inaugural Global Tourism Summit in New Delhi, extending invitations to all G-20 member nations. India's G20 Presidency is a significant step toward realizing these ambitious objectives.

### From Revival to Prosperity

India's G20 Presidency has unquestionably reinvigorated the exhibition sector, positioning it for a robust resurgence in the years to come. In conclusion, India's G20 Presidency has been a defining moment in the country's ascent on the global stage. The G20 Summit did more than just highlight India's rich heritage; it reignited economic growth, particularly in the exhibition sector. With the industry now on the verge of significant post-pandemic expansion, the G20 Summit's impact will be remembered as a driving force for positive transformation, innovation, and prosperity in India's history. The outlook for India's exhibition industry is exceptionally promising, thanks to the global attention it received during the G20 Summit. ////

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Vibha Bhatia, President, Events, MM Activ Sci-Tech Communications

All image source: MM Activ Sci-Tech Communications

“Today, women in the industry have more options than ever to join diverse teams, travel, participate in networking events that create relationships, and advance their careers. Overall, the Exhibition industry has begun hiring more women since they now understand what they bring to the table and how having women executives benefits them.”

**Vibha Bhatia**  
**President, Events**  
**MM Activ Sci-Tech**  
**Communications**

## EMPOWERED WOMEN EMPOWER WOMEN

While the solution to gender inequality in the workplace remains complex, one could point to the need to talk about it without any refrain and encourage more women to take up leadership roles. Vibha Bhatia, President, Events, MM Activ Sci-Tech Communications, while doing so, offers an insight into how fairly the Indian exhibition industry treats its women and suggests practices for an inclusive work environment...

With nearly two decades of expertise in the Travel, MICE, and Events industries, Vibha Bhatia, President, Events, MM Activ Sci-Tech Communications, is in event leadership positions at MM Activ Sci-Tech Communications, a leading Tech Media and Events company behind notable domestic shows such as Agrovision, Indian Science Congress, and MINCON.

“There are certainly more opportunities for women in the Exhibition industry today,” shares Vibha, “but the barriers still exist.” She says that women are currently playing significant roles and NextGen women leaders are increasingly choosing to pursue careers in the industry.

“Today, women in the industry have more options than ever to join diverse teams, travel, participate in networking events, and advance their careers,” she emphasizes. “Overall, the exhibition



industry has begun hiring more women since they now understand what they bring to the table and how having women executives benefits them because they are imaginative, skilled at managing people, and possess strong communication skills.”

#### Tip of the Iceberg

Addressing workplace issues that affect all professionals and focusing on the unique challenges women face, Vibha notes, “Women who are pursuing their aspirations face significant challenges such as insensitive attitudes, inequitable workplaces, and more covert types of sexism. Some challenges are presented to us, while others we create on our own. While some escape the challenges, others seize the chance to enhance their professional lives.”

The ‘IEIA Focus Group: Women in Leadership’ was formed to acknowledge women's leadership in the exhibition industry and focus on topics that are unique to women in the exhibition and events industry. It is designed for all women, regardless of age, individual situation, or current position held within their company.

“The problem itself may not always matter as much as how we respond to it and carry on,” she adds. “One needs to establish a reputation as a person who can turn obstacles into opportunities and contribute greatly to the team. After all, you can only accomplish that by remaining composed in tense situations, asking your most esteemed senior colleague for advice when you’re stuck (or, in the absence of such a person, reaching out to an industry colleague who works in a related field), and just be confident in your own ability.”

#### Stiffening the Resolve

Vibha identifies three initiatives that organizations can take to empower female leaders and address gender bias:

- Establish policies and procedures that promote gender equality: Organizations can adopt policies and procedures that promote gender equality, such as equal pay for equal work, equal opportunities for career advancement, and flexible work arrangements.
- Provide training and development opportunities: Training and development opportunities should be provided to female employees to



help them develop the skills and knowledge necessary to succeed in leadership roles.

- Promote a culture of respect and inclusion: Any instance of gender bias or discrimination occurring in the workplace must be promptly addressed.

She emphasizes that by implementing these actions, firms can create a more inclusive atmosphere for all employees, while also empowering female leaders to flourish. “Organizations should seriously consider their responsibilities because when we empower women, we also empower future generations,” she says.

### Achieving Goals

Vibha affirms that there are many important traits that can help women achieve their goals in the workplace.

- **Believe in yourself:** Successful leadership requires a person to have faith in their own judgment and ability. “This can encourage others to follow in your footsteps while enabling you to take on new tasks,” she asserts.
- **Communication skills:** Being able to effectively communicate with others is critical for any leader. This includes the ability to clearly explain ideas, actively listen to others, and respond to feedback.
- **Emotional intelligence:** The ability to understand and manage one’s own emotions, as well as those of others, is critical for building strong relationships and leading teams effectively.
- **Adaptability:** The ability to adapt to change is crucial in today’s fast-paced business environment. Leaders who can adapt quickly and effectively are often more successful in achieving their goals.
- **Collaboration:** Successful leaders often have strong collaboration skills, as they know how to work effectively with others to achieve common goals. This includes being able to build and maintain positive relationships with team members, as well as with stakeholders outside the organization.

- **Strategic thinking:** The ability to think strategically and look ahead to anticipate and plan for future challenges and opportunities is essential for any leader. This includes being able to set clear goals and develop a plan to achieve them.

- **Resilience:** Being resilient and able to bounce back from setbacks is essential for any leader. This includes being able to handle stress and maintain a positive attitude even in difficult situations.

“Overall, the most important traits for leadership will depend on the specific goals and challenges you face in your workplace, as well as your own personal strengths and style,” she opines.

### Impact of Automation

Automation and the increasing use of technology in the workplace, as per Vibha’s view, can have a variety of impacts on women’s leadership. On the plus side, she believes that automation will provide women with more possibilities to lead and succeed in their careers. Automation has the potential to lower the need for certain forms of labor, making it easier for women to break into male-dominated industries and professions. It can also help women manage work and family commitments by allowing for more flexible work arrangements and remote work choices.

Ultimately, she claims that the impact of automation on women’s leadership will be



determined by several factors, including the specific industries and job roles affected by automation, as well as the steps taken to ensure that women have the skills and resources they need to succeed in a changing workforce.

### Passing the Baton

Vibha advises aspiring NextGen women leaders, particularly those interested in a career in the Exhibitions sector, “First, decide what you want from your career and be specific and focused on how you intend to achieve it. You can’t get what you want if you don’t know what you want. Take some time to reflect on your own abilities and strengths.”

For achieving career goals, she suggests doing the following: Find the right mentor—the right mentorship can be an effective instrument for career advancement; Keep learning—success is also constantly learning and making constant improvements; Don’t get comfortable—rather, it is important to take time to evaluate one's own work and to try to improve standards step by step until one has become the best version of oneself; Network—by meeting new people, one can benefit from their connections and skill sets, and by being in the company of individuals

that one can constantly learn from, successful individuals constantly network and build those beneficial, long-lasting connections; and Believe in yourself—to have confidence in one's own abilities.

On the thought process behind the recently formed ‘IEIA Focus Group: Women in Leadership’, she states, “It was formed to acknowledge women’s leadership in the Exhibition industry. The Women's Leadership Forum has been designed to focus on topics that are unique to women in the exhibition and events industry. It is made for all women, regardless of age, individual situation, or current position held within their company.”

The forum is an effort to establish an inclusive Exhibitions sector in India and inspire women professionals to take on leadership positions across many verticals of the industry. The group deliberates and recommends critical interventions/ programs, as well as other initiatives, to help aspirant female leaders and raise awareness of pressing challenges that restrict female professionals from having equal opportunities for growth and visibility. //



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# RESOLVING CONFLICTS EFFECTIVELY

The use of mediation as a confidential, informal conflict resolution method within the Exhibition industry presents both opportunities and areas for development. However, embracing mediation and implementing the process into the employee support system is at times not enough, leaving room for effective formal conflict resolution mechanisms.

Image Source: Magic Wand Media



**R**elationships within teams are complex, and wherever people interact, conflict is inevitable. These can arise in various forms, ranging from interpersonal disagreements and misunderstandings to conflicts related to workload, communication, or differing opinions.

Although conflicts can create tension, hinder productivity, and affect employee morale, one often states that 'it' will solve by itself and consequently step back. It is exactly at this moment where employees, trained and skilled in conflict management, have the best chance to engage and transform the situation into a constructive way forward.

The Exhibition industry is actively addressing workplace conflicts, exploring successful mechanisms and fostering cross-industry learning.

However, the potential that lies in effective conflict management is yet to be discovered. In pursuit of answers, HERBERHOLZ MEDIATION has interviewed industry professionals across the globe and published the 2023 survey results in the handbook titled 'Bridging the Gap: Effective Conflict Resolution and Global Business Events'.

### Readiness to Engage in Conflict

In the initial stages of workplace conflict management, the first ones aiming to diffuse the situation are typically the involved employees, team leaders, and HR professionals.

Our 2023 survey reveals that the majority of respondents in these positions (79%) have not received formal conflict management training, yet it is this very group that engages in workplace conflicts first.

The survey also highlights that all individuals who feel unready to engage in conflicts are eager to benefit from training opportunities to better address conflicts within their teams and companies. The opportunity and responsibility for organizations to invest in their employees' capabilities is evident.

### Mediation to Address Workplace Conflicts

Where internal efforts to solve conflicts remain unsuccessful, mediation plays an important role. Mediation has proven to be particularly useful in addressing conflicts rooted in interpersonal dynamics, communication breakdowns, and relationship strains. Over the past five years, we have observed an overall positive trend towards increased use of mediation across our industry.

It provides a neutral and facilitated environment where conflicting parties can openly and confidentially express their concerns and with the help of the external mediator, work together to find mutually agreeable solutions.

By embracing mediation, companies can promote a collaborative and constructive approach to taking employees' disagreements seriously, leading to improved employee satisfaction, enhanced teamwork, reduced litigation risks, and a productive workforce.

“Mediation has proven to be particularly useful in addressing conflicts rooted in interpersonal dynamics, communication breakdowns, and relationship strains. Over the past five years, we have observed an overall positive trend towards increased use of mediation across our industry.”

**ANGELA HERBERHOLZ**  
**Founder**  
**HERBERHOLZ MEDIATION**  
**Former Manager**  
**UFI, the Global Association of Exhibition Industry & ICC, the International Chamber of Commerce**



### When to Ask for Help

By offering external mediation support (engaging a professional mediator), organizations can empower employees in resolving complex or challenging situations. The involvement of an experienced mediator brings impartiality, expertise, and a fresh perspective to facilitate the confidential resolution process, fostering a positive work environment and maintaining healthy professional relationships.

My experience shows that mediation is particularly valuable in the following scenarios:

One such situation is when there's an impasse or deadlock, where parties struggle to reach a consensus. Here, a professional mediator plays a crucial role in facilitating negotiations.

Another important context for mediation is highly sensitive or emotional disputes, especially those involving deeply personal matters. An external mediator creates a neutral and confidential environment, enabling everyone to express their concerns and collaboratively work on a resolution without fear of bias or judgment.

Additionally, mediation is beneficial when there's a noticeable power imbalance among the involved employees. By involving a trained mediator, a fair and balanced process can be ensured, where all voices are not only heard but also genuinely considered.

The use of mediation as a confidential, informal conflict resolution method within the Exhibition industry presents both opportunities and areas for development. While some companies have already embraced mediation and implemented the process into their employee support system, there is still work to be done to ensure that organizations and employees fully benefit from the effective conflict resolution mechanisms.

### Recommendations

Below are six actionable steps that emerge from a synthesis of the 2023 survey results, my experience within the exhibition industry, and my work as a mediator. These recommendations are crafted to equip individuals across the Exhibition industry with practical approaches, fostering a workplace that thrives despite conflicts.



View formal conflict management training as a valuable investment in employees' capabilities and overall workplace efficiency. Equipped with enhanced conflict management skills, employees can address conflicts constructively, benefiting both individuals and the organization.

**Prioritize Resolution Processes:** Make conflict resolution a central part of the workplace culture. Implement informal

and transparent conflict resolution processes to proactively address conflicts, promoting a more positive and productive environment.

**Address Conflict Avoidance:** Encourage open communication. Create an atmosphere where employees feel comfortable raising concerns and seeking support to prevent issues from escalating.

**Provide Clarity and Support:** Ensure employees understand the company's conflict management approach and feel supported in navigating conflicts. Clear guidelines and a supportive environment are essential for effective conflict resolution.

**Invest in Conflict Management Training:** View formal conflict management training as a valuable investment in employees' capabilities and overall workplace efficiency. Equipped with enhanced conflict management skills, employees can address conflicts constructively, benefiting both individuals and the organization.

**Leverage Mediation:** Mediation is a powerful tool for conflict resolution. By expanding support systems and working with a professional mediator where needed, organizations can mitigate negative consequences of unresolved conflicts.

**Modernize Workplace Culture:** Understand that transparent conflict management is fundamental to modern workplaces that prioritize a people-centered culture. This approach not only improves employee satisfaction but also provides a competitive advantage in attracting and retaining top talent. **////**



All image source: Indore Infoline

# REACHING A WIDER AUDIENCE

Organized by Indore Infoline, the Mumbai edition of Industrial & Engineering Expo (Indexpo) held from June 1-3, 2023, at CIDCO Exhibition Center, Navi Mumbai, was a resounding success in its attempt to foray into metro cities.

After having proven itself in tier-2 cities as an ideal platform for businesses to connect and leverage each other's strengths to grow, Indexpo has now started venturing into metropolitan cities.

The show's Mumbai edition was a remarkable success, with more than 150 exhibitors reaching out to businesses from Navi Mumbai and nearby cities, including Thane, Ambarnath, Mumbai, and Pune. There was a reported business of over INR 100 crore by way of bookings by the exhibitors.

Indexpo Mumbai was organized jointly with Chamber of Small Industries

Associations (COSIA) and ran concurrently with MahaIndX, an initiative taken by COSIA that offers a distinct platform for MSMEs. Since it was the first industrial expo connecting industries from the suburbs of Mumbai, the event attracted over 7,500 trade visitors over the span of three days.

The expo's opening ceremony was graced by representatives from various associations, and a 3-day conclave was also organized on various subjects by COSIA.

## Exhibitors and Visitors Abound

The showcased exhibits comprised a wide range, including CAD, CAM & Software Engineering, CNC & Special Purpose Machines, Machine Tools, Environmental Engineering, Cutting Tools, Dies & Molds, Electrical Instrumentation, Electronics & Instrumentation, Energy Conservation, Renewable Energy Resources, Automobile Components, Forming Technologies, Food Processing Machinery & Plants, Foundry & Casting Engineering, Gears, Motors & Drives, Industrial Safety Equipment, Material Handling Equipment, Pumps



After a jubilant innings at Mumbai, Indexpo will be held at Hyderabad's HITEX Exhibition Center from September 8-10, 2023.



& Valves, Pneumatic & Hydraulic Equipment, Power Engineering, Testing & Measuring Equipment, Welding Equipment & Consumables, Cold Storage Equipment, and Electrical Panels & Switches.

The visitors included high-level government officials, policymakers and decision-makers, users, and suppliers from industries including Automobile and Motorcycle, Machinery and Metallurgical, Electronic Instrumentation, Transportation and Communication, Power Generation, Transmission, Distribution, Maintenance, Industrial Safety, and Materials. Also included were special projects developers, co-generators, self-generators and fuel suppliers, OEMs, independent power producers, utility engineers, electric utilities, end users, and buyers. ////




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# THINKING 'OUT OF THE BOX'

Organized by RX India, IndiaCorr Expo & India Folding Carton, the country's most influential and niche events on corrugated case manufacturing, converting, package printing, box making, and folding carton segments, live up to their legacy, receive an overwhelming response, and successfully conclude from October 8-10, 2022, Bombay Exhibition Centre, Mumbai.



All image source: RX India

**B**usiness-to-business (B2B) event IndiaCorr Expo has been serving the expanding corrugated packaging and carton box making sector for the better part of a decade, providing fertile ground for the introduction of hundreds of new products, the formation of valuable partnerships, the dissemination of cutting-edge information, the propagation of industry best practices, and opening doors for international firms to the region's markets.

The 9<sup>th</sup> edition of the event ended on a high note, with 192 exhibitors and 7,243 attendees from India, China, Taiwan, Switzerland, Italy, Spain, and other countries meeting face-to-face, building business ties, networking, and learning from industry experts.

## Stakeholders Assemble

Attendees at the 2022 edition were treated to a spectacular exhibition of new technology, machinery, equipment, and other products and services from throughout the industrial spectrum. Artize Die Makers, Baumer India, Panchsheel Wires, Mahisa Packaging, Supercut Industries, EASEPRINT ERP, Presto Stantest, Suba Solutions, Senior Packaging Machinery, ACME Machinery India, Huber Group, Siegwerk India, Arofine Polymers, RE India, and CGSASP showcased live demos and



The 10<sup>th</sup> edition of IndiaCorr Expo and India Folding Carton is scheduled to take place from September 28-30, 2023, at India Expo Mart, Greater Noida, Delhi-NCR.

product launches. Major firms such as Mark Engineering, Presto, MEPL, and Kongsberg sold new machines and solutions.

Furthermore, leading domestic and global manufacturers such as Bobst India, BHS Corrugated, Westrock India, Fosber, EMBA, Zhongke India, Natraj Industries, Ample Graphics, Amylodex, Mosca India Packaging, Suba Corrugations, Printpack Engineers, Siegwerk India, GMS Internationals, Huber Group, Erhardt + Leimer (India), Associated Enterprises, DuPont, Bhagwati Kripa Paper Mills, Robus India, Hebei Xinguang Carton Machinery Manufacture, Li Shenq Machinery, Ming Wei Paperware Machinery, Macarbox, Dongguang County Dongguang Packing Machinery, Dongguan North Pack Packaging Machinery, Cangzhou Ruijie, Yueli Machinery, Maxdura International, and Kadar Computer were present at the event.



**The Added Attraction**

The co-located ICCMA Congress took place on October 8-9, 2022, bringing together corrugators from across the country. The two-day conference, themed ‘VISION \$5 TRILLION ECONOMY: BRAINSTORMING THE FUTURE - Round Table Deliberations With The Thought Leaders of Corrugated Box Industry’, was the event’s highlight. It brought together 195 delegates and industry experts to meet, engage, and share insights on the future of the corrugated packaging industry.

“We are very delighted with the response obtained by the industry,” said Sanjay Rajgarhia, President, Indian Corrugated Case Manufacturers Association (ICCMA), after the event received a promising number of visitors. “The ICCMA Congress & IndiaCorr Expo continue to provide the best to the show floor.”

In a similar vein, Kiri Modi, President Emeritus, ICCMA, said, “The organizers have done a fantastic job. We are elated with the response and are hopeful for our continued association with RX India to keep delivering outstanding events in the future.”

The 10<sup>th</sup> edition of IndiaCorr Expo and India Folding Carton is slated for September 28-30, 2023, at India Expo Mart, Greater Noida, Delhi-NCR. ///



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# OPENING NEW POSSIBILITIES FOR RETAIL INDUSTRY



All image source: Messe Düsseldorf India

The 14<sup>th</sup> edition of In-store Asia Expo 2023 took place from June 1-3, 2023, at the Jio World Convention Centre, Mumbai, bringing together senior executives from retail resources, store design, VM, and in-store marketing. Organized by Messe Düsseldorf India Pvt Ltd, the event became a buzzing hub for more than 4,500 retail professionals worldwide, setting the stage for multiple business opportunities, learning, and networking.

The event unveiled a spectrum of retail design and visual merchandising products. A vivid panorama of cutting-edge solutions awaited visitors, ranging from engaging Visual Merchandising (VM) props to innovative lighting solutions to digital signage, LED walls, and futuristic retail technologies like robotics and customer tracking systems. The show provided a platform for the exhibitors to present their offerings and empowered attendees to make informed buying decisions swiftly.

The event was supported by senior representatives from Satin Neo Dimensions Pvt Ltd, Retailers Association of India, GKW Retail Solutions Pvt Ltd, Xtreme Media, and Kingsmen India.

## Expanded Product Segments and Global Insight

This year's edition stood out for its embrace of new product segments, placing sustainability at the forefront, and propelling comprehensive growth within the retail sector. In-store Asia's affiliation with the EuroShop trade fair family, the globe's premier retail trade fair, added a global dimension. By uniting international expertise with regional strategies catered to the Indian consumer, the event provided an invaluable bridge between the two worlds.



The exhibition featured a variety of products and technologies, such as lighting solutions, screens, POS/POP Displays, shop fittings, and store design, to name a few. The Tech Pavilion presented the latest technology solutions, such as Robotics, AI, IoT & VR in Retail, POS, RFID, and Security, among others.

Alongside the exhibition, a two-day convention was also organized. Esteemed figures in retail design, brand experience, visual merchandising, and retail marketing from renowned brands like IKEA India, Adidas, FabIndia Ltd, Aditya Birla Fashion and Retail Ltd, Landor & Fitch Home India, Reliance Retail, Max Fashion, Pantaloons, and Tata Motors Ltd, among many others, came together under one roof. Dynamic panel discussions, fireside chats, and presentations centered on the theme 'Humanize, Hybridize, Hyperlocalize Retail Experience' helped foster an environment for learning and collaboration.

In-store Asia's affiliation with the EuroShop trade fair family, the globe's premier retail trade fair, added a global dimension. By uniting international expertise with regional strategies catered to the Indian consumer, the event provided an invaluable bridge between the two worlds.



Eminent speakers at the event included Bijou Kurien, Chairman, Retailers Association of India (RAI); Sumita Garg, Head, Retail Concepts and Operations, FabIndia Overseas Pvt Ltd; Erik - Jan Middelhoven, Home Furnishing & Retail Design Manager, IKEA; Hari Krishnan, Head, Visual Merchandising, Reliance Retail; and many others of the likes.



The event is known for its ability to bring together bellwethers, innovators, distributors, brands, and retailers at one meeting point. The 2023 edition has been immensely appreciated and lauded for the futuristic ideas and solutions presented both on the expo floor and through the dialogues at the convention.

**Thomas Schlitt**  
**Managing Director**  
**Messe Düsseldorf India**

### Nexus for Learning and Networking

The event's creativity came through the one-of-a-kind VM Challenge. Teams composed of visual merchandisers from illustrious brands including Van Heusen, The Raymond Shop, and Tanishq competed in a theme based window display contest. Their interpretations of the given theme and design brief came to life, fostering a spirited atmosphere of competition and camaraderie.





The VM & RD Retail Design Awards ceremony spotlighted outstanding achievements across 23 categories of store design and window displays. It served as a festive evening of recognition and celebration, uniting design agencies, brand owners, retailers, and designers to honor brilliance within the industry. The winners of the VM challenges were also felicitated at the award ceremony.

Thomas Schlitt, Managing Director, Messe Düsseldorf India Pvt Ltd, expressing his satisfaction with the positive response from the industry, said, “The event is known for its ability to bring together bellwethers, innovators, distributors, brands, and retailers at one meeting point. The 2023 edition has been immensely appreciated and

lauded for the futuristic ideas and solutions presented both on the expo floor and through the dialogues at the convention. The connections made here will result in great business prospects for all.”

Being the only Exhibition for Retail Design and In-store solution providers in India and the Asia Pacific Region, the expo’s role as a link for pioneers, innovators, brands, and retailers remains unparalleled. The event left a trail of lasting connections, collaborations, and synergies. Exhibitors lauded the caliber of trade visitors who interacted with their offerings, commending their sharp decision-making skills and profound understanding of brand experiences.

The next edition of In-store Asia is poised to take place from June 6-8, 2024, at the Bombay Exhibition Centre, Mumbai. ///



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# PROPELLING PHARMA INDUSTRY AHEAD

Organized by Informa Markets in India, the 9th edition of PharmaLytica, a premier pharmaceutical exhibition, stuck steadfastly to its commitment to meet the evolving business demands of the pharma landscape. Held from June 1-3, 2023, at HITEX Exhibition Centre, Hyderabad, the event provided a conducive platform for the participants to connect, learn, and gain exposure.

The annual three-day exhibition catered to all the facets of the Pharma industry, hosting over 150 exhibitors and over 4,500 attendees that comprised domain stalwarts, pharma leaders, technical heads, medical heads, scientists, marketing and strategy leaders, R&D personnel, technocrats, engineering and production professionals, purchase and packaging professionals, regulatory affairs professionals, and others.

The grand opening ceremony witnessed the presence of distinguished dignitaries, including Chief Guest Jayesh Ranjan, IAS, Principal Secretary to Government, Industries & Commerce

All image source: Informa Markets in India





Dept, Government of Telangana. Joining him were notable figures such as Dr A Ramkishan, Deputy Drugs Controller (India), CDSCO; Shankar Gupta, Chief Sales Officer, ACG; RK Agrawal, National President, BDMA; Avinash Kumar Talwar, Vice President, Dr. Reddy's Laboratories; Yogesh Mudras, Managing Director, Informa Markets in India; and Rahul Deshpande, Senior Group Director, Informa Markets in India.

A diverse range of industry-leading exhibitors showcased their cutting-edge innovations. Notable participants included Advanced Expertise Technology, Allyone Environmental Technologies, Burkert India, IFB Industries, Indu IonPure, Integrated Cleanroom Technology, Labtop Instruments, Lennox Clean Air Technologies, Nicomac Taikisha Clean Rooms, NKP Pharma, Peppermint Robots, Petals Engineers, Scientific Research Instruments Company, Standard Group of Companies, TESTO India, Watermass Systems, and many more.

#### A 360-degree Event

The theme of the event centered around the industry's shift towards digitalization and automation. Exhibitors showcased their initiatives in automation, digitalization, and robotics, aligning with the overall conference theme. The conference focused on the intersection of artificial intelligence and the Pharmaceutical industry, exploring how recent developments can lead to a brighter future, cost optimization, and reduced wastage in the industry.

Ranjan, who actively supports the show, announced the establishment of the Pharma City, which will place Hyderabad on the global map.

The 9<sup>th</sup> edition of PharmaLytica hosted over 150 exhibitors and over 4,500 attendees. There were a total of 40 expert speakers who presented their insightful takes in 13 knowledge-sharing sessions.

The PharmaLytica Digital platform, a comprehensive 360-degree initiative designed to benefit all exhibitors, was unveiled. The platform enables exhibitors to promote their products, engage with the community, and access end-to-end pharma solutions online.

The event also featured an array of panel discussions and presentations by industry experts. Some of the topics covered included 'Reasons behind outsourced manufacturing', 'Latest developments and trends in the Pharma API industry', 'Pioneering laboratory knowledge',

'Latest trends & developments in the supply chain', 'Future in manufacturing, 'Pharma packaging labeling serialization track & trace', and 'Ways to improve'.

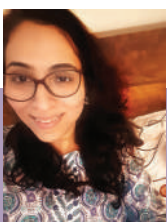




The 10<sup>th</sup> edition of the event will be held in the City of Pearls, Hyderabad, from May 30 - June 1, 2024.

Presentations were on topics including 'Solar PV adoption for Pharmaceutical industry for their operational cost savings and sustainability goals', 'Nitrosamine impurities in pharmaceuticals', 'Scientific approaches to analytical procedure development', 'The benefits of expanding OSD capacity', 'Quality culture excellence', and 'RWD & RWE'.

The speakers included Anish Agarwal, Global Head of Analytics, Dr. Reddy's Laboratories; BM Rao, PH.D, QDOT Associates; Dr Rajendar Burki, Associate VP at R&D, Biological E Ltd; Vivek Jha; Head - Strategy and Operations, Global Drug Development - India, Novartis; Himlal P Desai, Vice President, Supply Chain Management, Virchow Biotech; Dr K Suresh Babu, Vice President - Quality Assurance, Natco Pharma; Lakshmi Narayana, Associate Director, SCM, Aragen; Nasir Ali, Associate Vice President - API R&D, Aurobindo Pharma; Ram Kumar, Director MSTG, Cipla; Ritesh Phalaksha, Director Leading Technology Acceleration (Digital Solutions), Novartis; Shakthi Nagappan, Director (Life Sciences & Pharma) & CEO, Telangana Life Sciences; Dr Balaram Patro, CEO, and GRK Research Laboratories Pvt Ltd. **////**



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# PROFESSIONAL BEAUTY INDIA SHINES IN DELHI



All image source: IDEX India Pvt Ltd

Professional Beauty India, the biggest beauty and hair expo in South Asia, successfully concluded its 23<sup>rd</sup> edition. Around 15,049 visitors attended the event at Delhi's Pragati Maidan on July 3-4, 2023. The Expo is a flagship show organized by IDEX India Pvt Ltd.

Encompassing 15,000 sq mt, the expo showcased over 350 exhibiting brands across diverse verticals, including hair, skin, makeup, spa, nails, and salon tools. This solidified Professional Beauty India's pivotal role in uniting and showcasing the industry's latest trends. Themed 'Celebrating the Beauty and Hair Industry', the expo featured key highlights that resonated with industry dynamism and innovation.

### Empowering the Industry

The Salon Management Congress (SMC) addressed industry challenges and championed best practices. Esteemed figures like Monica Bhal, CEO, Beauty & Wellness Sector Skill Council India; Rehan Khan Suri, Pro-VC, Delhi Skills and Entrepreneurship

University; and many others shared insights to empower salon owners and managers.

### Cutting-Edge Education

The Live Demo Stage buzzed with learning, featuring 35+ beauty and hair artists sharing cutting-edge education on the 'HJ Stage'. Experts, including celebrity hairstylists such as Vivek Shyam Bhatia, Savio John Perira, and Elton Vessoaker, brought creativity to life. The inaugural Modern Barber Show, in collaboration with Vega

Around 15,049 visitors attended the 23<sup>rd</sup> edition. 'Celebrating the Beauty and Hair Industry', was the theme of this edition. With a focus on increasing education on skin, make-up, and nails, 'The Beauty Stage' was also set up.



New product launches included Ikonic's Dynamite Pro 2500+, Pro Titanium Shine, and Ikonic S3+ by Ikonic, along with Shills Professionals' Manicure Hand Rest Lamp, Soft Gel Tips, and Chrome Glitters. A skincare range catering to men's unique needs, called Urban Men was introduced by Jeannot Ceuticals.

Professional, showcased inspiring barbering techniques by Savio John Pereira, Naseem, and Gaurav Bhardwaj.

### Beauty Beyond Skin Deep

The 'Beauty Stage' spotlighted skin, make-up, and nails education. The focus was to increase education on skin, make-up, and nails. Gurpreet Seble, an industry veteran, offered a platform for acid attack survivors to grace the ramp, while Avleen Bansal, Aanchal Khanna Kapoor, and Shailini Singh inspired with their expertise.



### Honoring Product Innovation

Recognizing crucial contributions, Professional Beauty India honored partners and influencers like Shailini Arora, Amit Agarwal, Jyoti Shyam, Mahesh Chandana, and Kavita Mehra for their role in creating an exceptional Northern beauty market experience.

The expo saw a plethora of new product launches, including Ikonic's Dynamite Pro 2500+, Pro Titanium Shine, and Ikonic S3+ by Ikonic, along with Shills Professionals' Manicure Hand Rest Lamp, Soft Gel Tips, and Chrome Glitters. Jeannot Ceuticals introduced Urban Men, a skincare line catering to men's unique needs.

### Looking Ahead and Expanding Horizons

From industry veterans to students, Professional Beauty India Delhi provided impactful takeaways to fuel business growth. As the Delhi chapter concluded, focus now shifts to the forthcoming Mumbai edition on October 2-3, at the Bombay Exhibition Centre, which is poised to further catalyze industry growth and innovation. Later in the year, the expo also travels to Kochi. ///



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# GI FAIR INDIA: CRAFTING LEGACY

The 2<sup>nd</sup> edition of GI Fair India, held from July 20-24, 2023, at India Expo Centre & Mart in Greater Noida, showcased the diverse and vibrant heritage of India. The event, organized by the Export Promotion Council for Handicrafts (EPCH), brought together over 400 exhibitors featuring Geographical Indication (GI)-tagged handicrafts, manufactured goods, foodstuffs, and agricultural produce.



All image source: EPCH

During the inauguration, Darshana V Jardosh, Union Minister of State for Textiles, praised the event's role in highlighting India's unique treasures and indigenous crafts. She emphasized how the fair provided a platform for manufacturers, practitioners, and entrepreneurs to exchange knowledge and explore business opportunities. The Minister also underscored the importance of fostering cooperation across sectors for inclusive growth, aligning with the vision of Hon'ble Prime Minister Narendra Modi.

Dileep Baid, Chairman, EPCH, expressed gratitude for the Minister's support, which contributed to the growth of India's handicraft industry. He welcomed attendees to the fair, noting its significance in showcasing India's rich handicraft heritage to new audiences and expanding trade opportunities.

Dr Rakesh Kumar, Chairman, India Expo Mart Ltd (IEMML), responded to the Minister's call by assuring that all GI-registered participants would be integrated into the Government e-Marketplace (GEM) portal before the next edition of the fair. He proposed the use of QR codes linked to GI tags, allowing buyers to verify product authenticity on the spot. Dr Kumar also highlighted a special offering at the fair, the 'Shree Anna Thali', featuring a variety of Millet dishes in celebration of the International Year of Millets 2023.



### Importance of GI Tag

A Geographical Indication (GI) is a label applied to items that originate from a particular geographical area and exhibit qualities or renown associated with that location. Throughout the global landscape, certain special products receive acknowledgment and are marked with a GI. This designation symbolizes the distinctive character and authenticity of the product. The GI label plays a role in raising consciousness and fostering trust among consumers.

The Geographical Indication (GI Tag) certifies the exclusive origin of a product, with over 460 renowned Indian items holding this recognition. These include 260+ handicrafts & handlooms, 160+ agricultural products, 23 types of foodstuffs, 12 manufactured goods, and 3 natural products, all globally identified for their unique geographical ties.

R K Verma, Executive Director, EPCH, emphasized the global significance of the GI tag, which signifies products with distinct qualities tied to their place of origin. With multiple registered GI-tagged products in India, the fair showcased the largest congregation of such products and authorized producers. The event spanned various sectors, including handicrafts, handlooms, agricultural produce, manufactured goods, and foodstuffs.

With over 460 renowned Indian items holding the GI Tag recognition 260+ handicrafts & handlooms, 160+ agricultural products, 23 types of foodstuffs, 12 manufactured goods, and 3 natural products remain tagged.

Special provisions were made for visitors to enjoy the special 'Shree Anna Thali' – a unique variety of Millet dishes to celebrate the International Year of Millets 2023.

**Dr Rakesh Kumar**  
Chairman  
IEML

### First of its kind B2B & B2C GI Tagged Fair

Tea and Muga Silk from Assam to Oranges and Wines from Maharashtra, Bidriware and Kasuti Embroidery from Karnataka to Blue Pottery of Rajasthan, Banaras Zardozi and Lucknow Chikan Craft from Uttar Pradesh to Basmati and Tamta Products from Uttarakhand, Chamba Rumal and Kullu Shawl from Himachal Pradesh to Screw Pine Craft and Dhoties & Mundu from Kerala, Saffron and Pashmina Shawls from Kashmir to Silver Filigree and Pattachitra Painting of Odisha are some of the items that were on display at the 2<sup>nd</sup> GI Fair.

The event featured participation from key organizations including Agricultural and Processed Food Products Export Development Authority (APEDA), Spices Board India, Tea Board India, Coffee Board, Handloom Export Promotion Council (HEPC), Carpet Export Promotion Council (CEPC), Coir Board, and National Bank for Agriculture and



Rural Development (NABARD), all under the Ministry of Commerce & Industry, Govt of India, as well as the Ministry of MSME, Govt of India.

India's first business-to-business (B2B) and business-to-consumer (B2C) fair offered attendees a chance to witness live craft demonstrations, cultural performances, and sampling stations, among other things. The event encompassed B2B engagement along with retail sales prospects, featuring diverse product segments displayed in categories. Theme areas spotlighted GI clusters and hubs, offering live demonstrations of product crafting. A fashion show highlighted trending GI products, while insightful seminars provided knowledge. Cultural performances, on-the-spot quiz contests with prizes, and an award ceremony enriched the overall experience. The event also aimed to bridge the gap between business visitors and consumers.

Supported by the Ministries of Commerce & Industry, Textiles, and the Cell for IPR Promotion and Management, the GI Fair India 2023 attracted



Such a multi-specialty products show highlights India's handicrafts heritage and variety to new audiences and laterally expands trade opportunities for the handicrafts sector.

**Dileep Baid**  
Chairman  
EPCH

exhibitors from different Indian states and union territories. The fair welcomed visitors from 10 AM to 7 PM throughout its five-day duration, with free entry for all.

The 2<sup>nd</sup> GI Fair India provided a dynamic platform for showcasing India's diverse cultural heritage and craftsmanship. With a multitude of exhibitors across various sectors, the event fostered business opportunities, celebrated traditions, and emphasized the importance of local production on a global stage. **////**



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All image source: Texzone Information Services Pvt Ltd

## A SHOWCASE OF CREATIVITY AND INNOVATION

Organized by Texzone Information Services Pvt Ltd, the Home Decor, Gift, Houseware (HGH) India 2023 Expo, held from July 4-7, 2023, at the Bombay Exhibition Centre, Mumbai, was a grand success. This bi-annual exhibition has gained significant importance over the years, showcasing the latest trends and innovations in the home decor, gift, and houseware sectors.

**A**round 2,000 products, putting a focus on the Indian domestic market, were displayed. The sensibilities of the Indian Market have grown to like products that are better designed, of high quality, and backed by good brands. The consumer demand for home categories continues to grow at a rate of 15-20 percent, as indicated at HGH 2023.

The Home Decor, Gift, Houseware India 2023 Expo attracted a diverse array of visitors, including interior

designers, architects, retailers, wholesalers, manufacturers, and general consumers. This mix of professionals and enthusiasts created an atmosphere, fostering networking, collaboration, and idea exchange.

### Innovations Galore

At the heart of the expo were the innovative exhibits that left visitors inspired and amazed. The exhibits were thoughtfully categorized, encompassing areas such as home furnishings, decorative accessories, kitchenware, lighting solutions, and much more. The displays ranged from traditional to contemporary, catering to a wide spectrum of tastes and preferences.

In the recent edition, there were a few standouts. An exclusive hall for indoor and outdoor home furniture, the inception of the H-Circle Product Innovation Awards, a tie-up with the Institute of Indian Interior Designers



inaugurated by Chief Guest Rachna Shah, IAS, Secretary, Ministry of Textiles, Government of India, in the presence of Roop Rashi, IA&AS, Textile Commissioner, Ministry of Textiles, Government of India; A R Gokhe, MSME, Di-Mumbai; Atul Shah, Sr Leader BJP, Mumbai; Hasmukh Shah, Chairman, IIID, Mumbai Chapter; Reza Kabul, Architect, Architect Reza Kabul (ARK); and Hiten Sethi, Architect, Hiten Sethi Associates, among others.

**Around 41,230 visitors from over 600 Indian cities and towns, with 400 buyers from 33 countries, attended the Expo.**

(IIID), connecting leading architects and interior designers fraternity as a jury, and an array of seminar and panel discussions on relevant topics made the event a success.

With an overall representation of 700 brands and manufacturers from over 32 countries, including Italy, Korea, Turkey, China, Sri Lanka, and USA exhibited by connecting with Indian partners. HGH India created six specific areas with the idea of accelerating growth for stakeholders. These categories included World of Sleep, Home Furniture, Walls and Windows, Floor Decor, Smart Kitchen, and Kids' Home.

### The Launch

The event was graced by the presence of numerous dignitaries. The event was

Applauding the event, the Chief Guest said, “This is a great initiative by HGH India that weaves the different brands, manufacturers, retailers, wholesalers, and artisans alike in this space under one umbrella.”

Further, she added, “The Government’s constant priority has been to enhance the textile industry, recognizing its significant role in driving economic growth and creating job opportunities. Many small and medium-sized enterprises (MSMEs) as well as startups are actively engaged in this field. The Government is actively working to provide them with a boost





in infrastructure, whether it involves offering textile-related advantages, implementing production-linked incentives (PLI) schemes, or fostering the technical textiles sector by promoting skill development and marketing assistance. This comprehensive support approach is aimed at benefiting the sector as a whole. This effort also extends to the traditional textiles industry, encompassing handlooms and handicrafts, which are intimately connected with home accessories, decor, and gifts.”

She concluded by highlighting the strong emphasis on sustainable and eco-friendly products. With a commitment to environmental consciousness through the use of recycled materials, energy-efficient designs, and minimal waste production, the government is working to achieve the same in the field.

The Expo was filled with the following highlights that left a lasting impact on attendees.

### Design Workshops and Seminars

The expo hosted a series of workshops and seminars featuring industry experts and thought leaders. These sessions covered topics such as design trends, questioning Artificial Intelligence (AI) as the future of design, retail strategies, and sustainable practices. Attendees had the opportunity to learn from the best and



gain insights into the evolving landscape of the industry.

### Innovative Product Launches

Many exhibitors chose the expo as a platform to unveil their latest product innovations. Over 150 manufacturers from various parts of the country showcased a wide range of hand-made and machine-made decorative accessories, including vases, decorative flooring, wall decor, candles gifts in Home Decor. In the Home Textiles category, curtains, blinds, and furnishing fabrics witnessed a surge in demand, with a focus on handloom products. Multiple brands and manufacturers also launched new catalogs, anticipating the sales of the upcoming festive seasons.

### Networking Opportunities

The expo facilitated extensive networking opportunities, allowing attendees to

connect with potential business partners, suppliers, and collaborators. Importers from Europe, Turkey, Korea, Thailand, and China exhibited a range of wooden flooring, wall paper, lights, clocks, and other artifacts. The bustling atmosphere and shared enthusiasm among participants fostered meaningful interactions that could potentially lead to fruitful partnerships.

### Government Support

Exhibitors at the event received support from the Government of India as well as State Governments. This edition was approved by the Ministry of MSME, which allowed multiple small and medium industries to flaunt their exhibits and grow their businesses. The Ministry of Textiles also sponsored group participation through institutions like Export Promotion Council for Handicrafts (EPCH), National Jute Board (NJB), North East Centre for Technology Application and Reach (NECTAR), promoting handloom, crafts, and design across different segments.

### Exclusive Space for Home Furniture

HGH India provided a platform for Home Furniture as a separate category this year. The response was overwhelming. Home decor, home furniture, furnishing retailers, distributors, and architects were able to interact with one another. With modern, traditional, and accent furniture on display, Hall 3 was a must-visit for visitors and manufacturers alike.

Well known manufacturers like Wooden Street, Furnitech Seating Systems (I) Pvt Ltd, Ruj Wood Craft, India Circus - Godrej & Boyce Mfg Co Ltd, The Recliners India, Urban Living were among the few that showcased at the event. Decorative home furniture for the living room, dining room, bedroom, study, bathroom, and home office were on display.

By embracing global trends, fostering connections, and promoting responsible practices, the expo solidified its role as a catalyst for positive change and growth in the industry, both nationally and internationally. The next edition of HGH India is scheduled for December 13-16, 2023, at the India Expo Centre, Greater Noida, Delhi NCR. **////**



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All image source: Orbit Exhibitions Pvt Ltd

# DRIVING PHARMACEUTICAL INNOVATION & NETWORKING

The Chennai Trade Centre hosted South India's Premier Pharmaceutical, Nutraceutical, Contract Manufacturers exhibition on July 14-15, 2023. This premier event, organized by Orbit Exhibitions Pvt Ltd and the Indian Drug Manufacturers' Association (IDMA), aimed to facilitate dynamic business interactions and innovative discoveries in the pharmaceutical sector.

With a focus on providing a platform for stakeholders to exchange ideas and explore novel products and technologies, the event garnered substantial attention.

The exhibition welcomed a diverse array of participants, from exhibitors and manufacturers to marketers and visionary entrepreneurs hailing from South India. Over 150 stalls showcased a wide range of pharmaceutical products, drugs, and advanced technologies, forming a bustling hub for

business interactions. This diversity created a vibrant and conducive environment for attendees to network, exchange insights, and forge new business relationships. The increase in both stalls and visitors compared to previous editions amplified the event's effectiveness in fostering meaningful interactions.

## Diverse Participation Fosters Networking Opportunities

The event witnessed a remarkable footfall of approximately 4,000 visitors over the two days, underlining its role as a prime venue for productive networking and discussions. This high turnout indicated the positive impact of the exhibition in facilitating connections and knowledge-sharing.

Dr SV Veeramani, Chairman, Pharmaceuticals Export Promotion Council of India (Pharmexcil), emphasized the event's role in promoting growth. He highlighted how the innovative products and technologies



showcased by exhibitors attracted a larger audience, ultimately benefiting both manufacturers and marketers. Dr Veeramani's insights underscored the event's significance in propelling the pharmaceutical MSME sector in Tamil Nadu forward.

### Anticipations and Expansion Prospects

M Varadarajan, President, Tamil Nadu MSME Pharma Manufacturers Association (TN PMA), underscored the importance of attracting new buyers, particularly from emerging markets in the eastern and northeastern regions of India. While acknowledging the event's success, participants were keen on further improvement and expansion. This collective perspective showcases the industry's commitment to growth and enhancement.

A Kannan, Director, Hextar Pharmaceuticals Pvt Ltd, highlighted the event's value in facilitating interactions and exposure within the pharmaceutical marketing community of Tamil Nadu and Pondicherry. The exhibition served as a knowledge-sharing platform, offering opportunities to engage with industry peers, explore new manufacturers and technologies, and participate in scientific sessions and growth-focused discussions.

Exhibitors shared their valuable insights, painting a picture of the event's impact. R Swaminathan, Managing Director, Dharma Scientific Products, highlighted the positive interactions with potential clients. The participation of exhibitors since the event's inception has showcased its sustained value. Company spokespersons from Biolaxi, Galaxy Shvixtex Pvt Ltd, and Regenxgen Biosolutions Pvt Ltd expressed their satisfaction derived from quality interactions and knowledge-sharing opportunities at Pharmac South.

### Regional Connections and Collaborations

Exhibitors from various states, including Gujarat, Himachal Pradesh, and Uttar Pradesh, recognized the potential of connecting with customers in South India's pharmaceutical industry. The event facilitated cross-regional interactions, fostering collaborations that contributed to business growth across regions.

**The pharmaceutical industry in India is projected to reach US\$ 65 billion by 2024 and US\$ 130 billion by 2030. According to data gathered by the Government of India, the pharmaceutical industry in India currently holds a valuation of US\$ 50 billion.**

Pharmac South 2023 served as a driving force for growth. The showcased innovative products and technologies drew a larger audience, leading to mutual benefits for manufacturers and marketers. These insights underlined the India's pivotal role in propelling Tamil Nadu's pharmaceutical MSME sector forward.

**Dr SV Veeramani**  
**Chairman**  
**Pharmaceuticals Export**  
**Promotion Council of India**

The Pharmac South 2023 exhibition stood as a testament to its role in driving meaningful business interactions, fostering innovation, and showcasing emerging products and technologies. The support from both exhibitors and industry leaders affirms its success in propelling business growth and nurturing the pharmaceutical landscape in Tamil Nadu and beyond.

### Towards Future Horizons

According to the Economic Survey 2020-21, the pharmaceutical industry in India is projected to reach US\$ 65 billion by 2024 and US\$ 130 billion by 2030. According to data gathered by the Government of India, the pharmaceutical industry in India currently holds a valuation of US\$ 50 billion. It satisfies over 50 percent of Africa's generics requirement, around 40 percent of the generic demand in the US, and approximately 25 percent of the total medicine demand in the UK. India Brand Equity Foundation revealed that India plays a pivotal role as a major pharmaceuticals exporter to more than 200 countries.

### Next Edition

The countdown begins for Pharmac South 2024, which is slated to take place on July 5-6, 2024. The show's legacy as a catalyst for valuable engagement and transformative innovation continues to excite everyone. ///



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# CELEBRATING SUCCESS BEYOND BOUNDARIES

Travel & Tourism Fair (TTF) - Kolkata 2023, organized by Fairfest Media Ltd from July 14-16 at Biswa Bangla Mela Prangan, concluded on a triumphant note, shattering attendance records and uniting the travel trade industry of West Bengal and beyond. This edition, twice the size of the previous year's, highlighted Eastern India's vibrant travel community, fostering connections, and presenting diverse products and services.

**T**TF Kolkata, India's oldest travel trade show since its inception in 1989, demonstrated a grand spectacle of both domestic and international travel offerings, with participation from over 400 exhibitors representing four countries and 25 Indian states and Union Territories. The event was inaugurated by Babul Supriyo, Minister of Information Technology and Electronics of West Bengal. Other Guests of Honor included: HE Acharapan Yavapras, Consul-General of Thailand, Royal Thai Consulate; Sagnik Chowdhury, Regional Director East, Ministry of Tourism, Govt of India; Amrit Singh, IAS, Director Tourism, Govt of Punjab; Senior Tourism Officials from Indian States; and Heads of Travel Trade Associations and members of the media.



All image source: HITEX





TTF was an elaborate display of both international and domestic travel options, comprising 400 exhibitors representing 4 countries from around the world, and 25 Indian States and UTs.

TTF 2023 is off to a great start, with TTF Kolkata surpassing all expectations. Thousands have gathered over the last three days to witness the biggest-ever TTF Kolkata! The demand has been high for tradeshows, and we are expecting a full house at the upcoming TTF Ahmedabad, TTF Hyderabad, and BLTM in Delhi.

**Sanjiv Agarwal**  
Chairman & CEO  
Fairfest Media Ltd

confident travelers in the Asia Pacific region, with a remarkable 86 percent expressing their intent to travel within the upcoming 12 months. The show floor hosted illustrious exhibitors, including the Tourism Authority of Thailand, State Tourism Boards, and private participants like Air India, Sterling Holidays Resorts, Neptune Holidays, and Ramoji Film City, amongst others.

This positive momentum was palpable at TTF Kolkata 2023, which unfolded at the Biswa Bangla Mela Prangan, formerly known as Milan Mela. This edition of the event experienced substantial growth, doubling in size compared to the previous year. Against this backdrop, Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd, stated, “TTF 2023 is off to a great start, with TTF Kolkata surpassing all expectations. Thousands have gathered over the last three days to witness the biggest-ever TTF Kolkata! The demand has been high for tradeshows, and we are expecting a full house at the upcoming TTF Ahmedabad, TTF Hyderabad, and BLTM in Delhi.”



### Indians Emerging as Confident Travelers

India’s travel market is poised at a pivotal juncture, experiencing remarkable growth that positions it among the world’s fastest-growing markets. The domestic tourism sector is undergoing a robust recovery, anticipated to reach a staggering INR 35 trillion by 2029, with an annual growth rate of 6.7 percent. Furthermore, outbound tourism is predicted to soar past the US\$ 42 billion mark by 2024, according to a study by Andersen. Remarkably, research conducted by Booking.com highlighted that Indians have emerged as the most

### Coming Together of Diversity

Kolkata, renowned as a melting pot of travel enthusiasts, is where TTF's journey began over three decades ago, in 1989. The show has now become an annual fixture in Ahmedabad, Hyderabad, Delhi, Mumbai, Chennai, and Bangalore. TTF stands as India’s



5<sup>th</sup> busiest airport in India, a position further bolstered by new flight connections to Southeast Asia and the Gulf regions.



Partner states such as Uttarakhand, Goa, Himachal Pradesh, Uttar Pradesh, Odisha, Karnataka, Gujarat, Kerala, Rajasthan, and Madhya Pradesh showcased their diverse attractions. Feature states including Arunachal Pradesh, Assam, Chhattisgarh, Jammu & Kashmir, Maharashtra, Meghalaya, and Punjab added to the event's rich tapestry. Thailand, with daily flight connections from Kolkata, was designated as the Feature Country. "Thailand values Indian tourists and their growing interest in exploring our diverse attractions," added the Thai Consul-General. "With warm hospitality, renowned Thai cuisine, and a wide range of experiences, the 5F's attractions, namely Food, Festival, Fight (Thai Kickboxing), Fashion, and Film, are keys to creating a meaningful travel experience for all travelers."

oldest and largest travel trade show network, committed to delivering highly effective marketing platforms that promote tourism in India's key travel markets. Recent reports have highlighted that Kolkata's Netaji Subhash Chandra Bose International Airport ranks as the

Diversity was further showcased through exhibitors, including countries like Nepal and the UAE, in addition to state exhibitors—Andaman & Nicobar Islands, New Delhi, Haryana, Sikkim, Tamil Nadu, Telangana, and West Bengal. These exhibitors encompassed travel agents, tour operators, hospitality chains, destination management companies (DMCs), and various tourist



### Redefining Travel Post Pandemic

The event enjoyed strong support from influential travel associations like OTOAI, TAAI, TAFI, SKAL Kolkata, ETAA, ADTOI, TAAB, EHTTOA, ATSPB, HHTDN, IATTE, TAHAT, ABTO, NIMA, Tourism Welfare Association, and TOA. TTF stands as the country's oldest and largest network of travel trade shows, spanning seven cities annually. Beyond Kolkata, it is organized in Ahmedabad, Hyderabad, Delhi, Mumbai, Chennai, and Bangalore. The event strategically coincides with the Durga Puja holidays, marking the busiest vacation travel season in the region.

attractions. The Ministry of Tourism, Government of India, played a pivotal role at the event, shedding light on ongoing initiatives and key events such as the G20 summit, 'Azadi Ka Amrit Mahotsav', 'Ek Bharat Shreshtha Bharat', and 'Dekho Apna Desh'.

### Knowledge Sharing at its Best

The TTF Forum proved to be a vibrant knowledge-sharing platform with compelling destination presentations by the State Tourism Boards of Uttar Pradesh and Punjab. A panel discussion on the 'Importance of Kolkata as a Gateway to Eastern India' was held, complemented by Thailand's presentation on 'Amazing Thailand: Part of Your Life', spotlighting the nation's uniqueness and beauty. ACT (Association for Conservation & Tourism), the Responsible Tourism Partner for TTF Kolkata 2023, added multiple engaging sessions to the event's itinerary. Days 2 and 3 witnessed an influx of both trade visitors and eager travelers. The event's bustling atmosphere was marked by interactions between thousands of visitors and exhibitors from India and overseas, collectively presenting an array of enticing travel deals for the upcoming vacation season.

In a world redefining travel post-pandemic, TTF Kolkata 2023 emerged as a beacon of hope, unity, and promise for the travel trade industry. As the event's resounding success showcases, the sector's recovery and rejuvenation continue to flourish, building a brighter future for tourism and cultural exchange. **////**



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# GTE DELHI ENDS ON A HIGH

The recently concluded Garment Technology Expo (GTE) Delhi/NCR 2023, that took place on July 21-24, 2023, marked a triumphant event for the apparel industry, showcasing the pivotal role of the garment sector in the industrial and economic development of Delhi/NCR. Organized by Garment Technology Expo Pvt Ltd, at the India Expo Centre & Mart, Greater Noida, this four-day exhibition provided a comprehensive platform for industry players to explore the latest innovations and advancements in garment technology.



All image source: Garment Technology Expo Pvt Ltd

**G**TE Delhi/NCR International served as the premier platform for unveiling innovations, technological advancements, fresh materials, procedures, and services. The four-day event was orchestrated by Garment Technology Expo Pvt Ltd, in collaboration with the Gujarat Garment Manufacturers Association (GGMA) and the Garment Exporters Association of Rajasthan (GEAR).

With over 675 brands and companies participating, GTE Delhi/NCR 2023 proved to be the largest industry show in the South Asian subcontinent. Spread across 16,000 sq mt and encompassing three expansive halls, the expo featured a

wide spectrum of apparel-related technologies and solutions. The event was inaugurated by Lalit Thukral, President, Noida Apparel Export Cluster; HKL Magu, Managing Director, Jyoti Apparels; and Inderjit S Sahni, CMD, Garment Technology Expo Pvt Ltd, among other prominent figures from the industry.

## Driving Growth and Collaboration

The event garnered immense interest from both domestic and international players, including leading manufacturers and suppliers of garment machinery and accessories. With an impressive footfall of over 12,600 trade visitors, including exporters and domestic manufacturers from various parts of India and neighboring countries, the expo served as a crucial B2B platform for fruitful discussions, technology sourcing, and networking.

Amrish Chopra, Director, Garment Technology Expo, expressed his satisfaction with the improvements made in this 34th edition, emphasizing the larger exhibition space and enhanced organizational aspects. Ricky Sahani, Joint Managing Director, Garment Technology Expo, also expressed



The four-day event, orchestrated by Garment Technology Expo Pvt Ltd, in collaboration with the Gujarat Garment Manufacturers Association (GGMA) and the Garment Exporters Association of Rajasthan (GEAR), bridged gaps between garment manufacturers and tech providers, fostering collaboration, business growth, and innovation.

GTE is setting a new benchmark, and we are particularly elated with the quality of visitors comprising genuine buyers. For us, nothing matters more than creating a platform where both exhibitors and visitors benefit mutually.

**Ricky Sahani**  
**Joint Managing Director**  
**Garment Technology Expo**  
**Pvt Ltd**

enthusiasm about the positive response, highlighting the quality of visitors and the substantial business inquiries and orders received by exhibitors.

### A Thriving Industry Event

GTE Delhi/NCR 2023 highlighted the continuous growth and development of the garment industry in the region. The focus on technological investment was underscored by the exhibition's diverse range of offerings. The expo covered all aspects of knitting and garment manufacturing technologies, including CAD/CAM systems, Spreading & Cutting Machines, Sewing Machines, Laundry Machines, Garment Dyeing Machines, Finishing Equipment, Fusing Machines, Embroidery Machines, Printing & Digital Textile Printing, Quilting Machines, Knitting Machines, Software Solutions, Spares & Attachments, Accessories & Trims, Testing Equipment, Dyes & Chemicals, Fabrics, Fancy Yarns, and Support Services.

### Enthusiastic Industry Response

The success of GTE Delhi/NCR 2023 was a testament to the critical role it played in bridging the gap between garment manufacturers and technology providers. The event provided a unique platform for industry players to explore the latest technological developments and innovations under one roof, fostering collaboration, information exchange, and business growth. The enthusiastic response from both exhibitors and visitors reflected the event's effectiveness in facilitating meaningful interactions and creating new business opportunities.

### Next Stop: Bengaluru

Looking ahead, GTE is all set to continue its journey of promoting technological advancements and business growth in the apparel industry. The next destination for the Garment Technology Expo is Bengaluru, scheduled to take place from November 3-5, 2023, at the Gayatri Vihar Palace Grounds. With each edition, GTE continues to set new benchmarks and elevate the apparel industry's standards through its commitment to innovation and collaboration. ///



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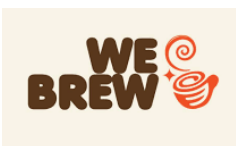


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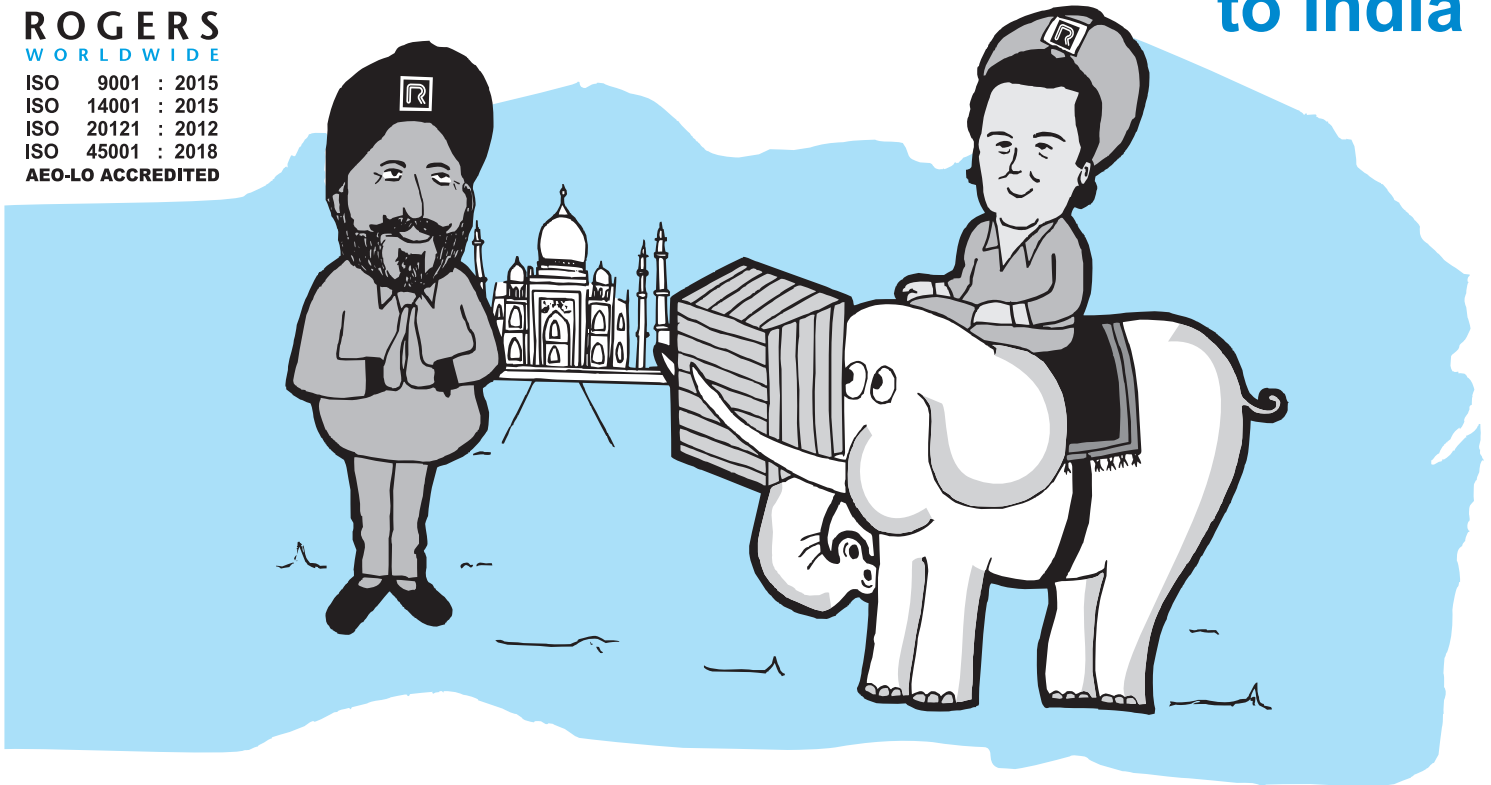
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