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PRESIDENT'S PERSPECTIVE



Image Source: NürnbergMesse India Pvt Ltd

Dear Readers,

It is a matter of immense pride that IEIA celebrated its 15th successful anniversary last month. The past eventful years were witness to the association going from strength to strength and evolving as the most prominent and decisive platform for the Exhibition industry in India.

So, congratulations are in order for all of us since together we form a part of this dynamic industry which has played an instrumental role in connecting businesses and people.

In the past decade and a half, huge strides have been made when it comes to the membership drive, training programs, creating forums and ushering reforms, and all of these have collectively led to furthering the cause of this sector.

In my address this month, I wish to highlight two very important topics, which will be instrumental in defining the course of the Trade Fair industry in the coming years. First is the topic of sustainability, which has to be approached in a more holistic and comprehensive manner and not as a mere buzzword.

By adopting sustainable practices, organizations can generate added value for themselves and society. The Trade Fair industry, in particular, can introduce various methods to create an ideal ecosystem for the environment and promote the usage of green materials with an emphasis on recycling. Exhibitions are massive events with temporary displays of products and solutions that leave an ecological footprint with their construction process. One can make a

difference by our choices in executing events that include using eco-friendly materials and promoting a more environmentally friendly work process in general.

We owe this to our future generations of trade fair experts to leave behind the legacy of sustainability and conscious choices.

The second important topic is skilling and I am pleased to announce that the plan has already left the paper and is being fine-tuned and implemented by a group of industry experts. Aptly titled as the IEIA SkillForce, the mission will be devoted to training the on-ground workforce to meet industry standards that we are aiming for, apprise them of the latest industry benchmarks and standards and encourage them by promoting examples of the best practices from all around the world.

It is critical to invest in the future by adopting a more sustainable approach and by training the workforce that gives shape to our layout plans and paper dreams. Both these initiatives will go a long way in making us a future-ready and responsible industry. **////**



Sonia Prashar
President
Indian Exhibition Industry Association



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Gaining Momentum Worldwide

With immense pride and zeal, India marked the beginning of its 75th year of independence on August 15, 2021. To commemorate this Platinum Jubilee, the Government of India launched 'Azadi K Amrit Mahotsav' initiative 75 weeks before India's 75th anniversary of Independence which is to end post a year on August 15, 2023.

The Mahotsav is primarily to celebrate 75 years of India's socio-cultural, political, and economic progress and the glorious history of its people, and achievements. It is dedicated to all those who aspire and inspire to contribute towards making Prime Minister Narendra Modi's vision of 'Atmanirbhar Bharat' or Self-reliant India a reality.

Echoing his clarion call on India's development, on this Independence Day, the Prime Minister reiterated that the next 25 years will mark the country's growth story.

In this framework, the India Pavilion in Expo 2020 Dubai, which will commence from October 1, 2021, is set to showcase a resurgent India's march to becoming a US\$5 trillion economy. Slated to be one of the largest pavilions in the exhibition, it will present our capabilities and opportunities as a global economic hub to potential investors and feature top brass Indian industries, corporates, and startups.

The present issue is an extension of the well-acknowledged fact that trade shows and expos contribute hugely to trade and economy as well as facilitate creation of jobs and accelerate technological innovations.

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

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IEIA Celebrates 15th Anniversary



The Indian Exhibition Industry Association (IEIA) celebrates 15

years in the industry this year. To commemorate its anniversary, the association hosted a webinar where the industry leaders came together to congratulate the past and present EC members. The leaders also voiced confidence in the Exhibition industry's ability to return to a path of rapid growth (normalcy), emphasizing the importance of workforce skilling and pledging their commitment to making India's Exhibition industry a global choice.

The webinar featured expert opinions, founding member spotlights, and testimonials, as well as informative presentations on the 'IEIA Taskforce' and 'Technology and Hybrid - Does it Complement the Future of Exhibition,' under the knowledge session. Furthermore, presentations on best-in-class venues and their USPs were showcased by Bombay Exhibition Centre, Bangalore International Exhibition Centre (BIEC), Hyderabad International Trade Expositions Ltd (HITEX), India Exposition Mart Ltd (IEML), IICC (India International Convention and Expo Centre), JECC (Jaipur Exhibition Convention Centre) and IECC (International Exhibition cum Convention Centre).

SIAL Announces SIAL Mumbai

After successfully organizing SIAL Delhi in 2018 and 2019, the world's top food and innovation network SIAL, a subsidiary of Comexposium, has announced the first edition of SIAL Mumbai. The exhibition is planned to be held at the Bombay Exhibition Centre from May 10 - 12, 2022.

The event will feature the SIAL Innovation competition, which offers a real boost in the life of the winning companies by offering high visibility before, during and after the show. The winners will be showcased in all SIAL shows for one year.

Other attractions include Live Cooking by renowned chefs - an exceptional program of culinary events, the SIAL India Award show - a curated awards show organized for different verticals for the exhibitors, and SIAL Conference - on topics related to trends in the food market.

Moreover, at the hosted buyer meeting, participants will get access to the Hosted Buyer Introduction Suite. In this private space, hosted buyers can meet with a selected batch of exhibitors that match their sourcing requirements.

India Electricity Expo Scheduled in September

Engineering Export Promotion Council of India (EPEC India), with the support from the Department of Commerce, Ministry of Commerce & Industry, Government of India, and Indian Electrical and Electronics Manufacturers' Association (IEEMA), is organizing the India Electricity Expo from September 27-30, 2021, as a virtual expo.



Image Source: Magic Wand Media

The expo will provide an opportunity to connect with industries from as many as 31 countries from Africa, ASEAN, Europe, LAC, etc. It will feature a vendor development meet with the Indian Power sector PSUs and webinars on standards and certifications for the Indian Power sector and transforming India's electricity landscape through technology transfer.

REI E-Expo on Digital Platform

Image Source: Magic Wand Media



Informa Markets in India organized the third edition of its flagship Renewable Energy India Expo (REI

E-Expo) on digital platform from August 5-6, 2021.

The show was virtually inaugurated by Dr Stephan Hesselmann, Economic Minister Counsellor, German Embassy, New Delhi; Alexis Issaharoff, CBC Vice-Chair for Asia (in charge of Southeast Asia); Jennifer Fagan, First Secretary, Trade and Investment - Energy and Clean Growth, Department for International Trade, British High Commission, New Delhi; Yogesh Mudras, Managing Director, Informa Markets in India and Rajneesh Khattar, Group Director - Energy Portfolio, Informa Markets in India.

The two-day conference with the theme - Transforming to Clean Green World provided participants an insight into the advances happening in the global renewables market.

BRICS Business Forum and BRICS Trade Fair 2021 Gets Positive Response



Organized by the Ministry of Commerce and Industry, Department of Commerce, Government of India in association with the Federation of Indian Chambers of Commerce & Industry (FICCI), the BRICS Business Forum 2021 and BRICS Trade Fair on August 24, 2021, received effective participation from member countries. The event offered a platform for members of the BRICS Business Community to discuss and deliberate on key economic cooperation areas and make recommendations on intra-BRICS trade and industry issues.

Over 5,000 delegates attended the BRICS Trade Fair and the event had over 2,500 pre-fixed B2B meetings. The trade fair also saw over 8,000 virtual booth visits by the business delegates, which attributed to over 2,000 business interactions. Also, the virtual exhibition platform witnessed over 3,000 business card exchanges and had representation from varied sectors from the BRICS member countries, with 610 exhibitors from five countries.

New Meeting Point for Indian Wine and Spirit Fraternity



Image Source: Magic Wand Media

Messe Düsseldorf India along with All Things Nice, India's leading wine, spirits and luxury marketing consulting and events agency, has expanded the ProWein Education Campaign to ProWine Mumbai,

a fully-fledged trade fair for Wine and Spirits with a comprehensive conference program, with the aim to bring the wine and spirit fraternity together. The event in its new avatar will be held at St. Regis in Mumbai from November 17-18, 2021.

Thomas Schlitt, Managing Director, Messe Düsseldorf India, said, "We are excited to include ProWine Mumbai to the family of the ProWein World. This initiative provides an opportunity to create a unique meeting point for the entire wine and spirit market in India, where the community and industry experts join to further cultivate the growth of the industry."

Auto Expo 2022 Postponed

India's biggest trade fair showcasing advancements in the Automobile industry, Auto Expo, earlier scheduled from February 2 - 9, 2022 at the India Expo Mart in Greater Noida, has been postponed.

The Society of Indian Automobile Manufacturers (SIAM) has decided to postpone ensuring the safety of exhibitors, visitors and stakeholders involved in the exhibition.



Image Source: Magic Wand Media

Meanwhile, the Automotive Components Manufacturers Association of India (ACMA) also deferred its biennial Components Expo which was

set to be organized in tandem with the motor show at Pragati Maidan.

The new dates for the next editions of the shows will be announced, taking into consideration the COVID situation and in alignment with the OICA calendar of global auto shows.

Labelexpo Rescheduled



Image Source: Tarsus Group

Labelexpo India has been rescheduled to the next year due to the pandemic situation. The organizer of the show Tarsus Group has announced

new dates for the show. Labelexpo India 2022 will take place at India Expo Centre in Greater Noida from November 9-12, 2022.

Pradeep Saroha, Event Director, Labelexpo India, commented on the move, "Our expectation is that by rescheduling the show a year later, the pandemic will be under control with the industry ready and excited to network and do business again."

Supporting his views, Kuldeep Goel, President, Label Manufacturers Association of India (LMAI), said, "The LMAI fully supports Tarsus' decision to cancel Labelexpo India 2021. We look forward to the whole Indian Label and Package Printing industry coming back together for Labelexpo India in November 2022. The LMAI Awards night will also be postponed to Labelexpo India November 2022 to run alongside the show."

PROPAK India 2021 Relocated

Informa Markets in India, the organizer of PROPAK India, has shifted the show from Mumbai to New Delhi. The exhibition will now be held in Pragati Maidan's Hall 5 in New Delhi from October 20-22, 2021. This decision is in keeping with the feedback it received from the participants and industry stakeholders.

PROPAK India 2021 will be organized in accordance with Informa Markets' AllSecure Health and Safety Standards. Two shows – Food Ingredients India and Health Ingredients India will be held concurrently.

Electronica India & Productronica + MatDispens Rescheduled

Image Source: Magic Wand Media



The pandemic situation and travel restrictions have led Messe Muenchen India to shift its concurrent shows at Bangalore International Exhibition Centre (BIEC), Bengaluru to December 16-18, 2021.

The 2021 edition of the show will take place in a hybrid mode giving seamless integrated experiences of online as well as 'at the venue'. Commenting on the development, Bhupinder Singh, CEO, Messe Muenchen India, said, "Considering the current pandemic situation, December seems to be a better option to conduct the trade shows. It further enables us to provide a new platform for exhibitors and visitors to meet each other face-to-face and online and get back to business in a conducive and safe environment."

Rajoo Goel, Secretary General, Electronic Industries Association of India (ELCINA), added, "As the industry is witnessing a gradual recovery, safety remains our prime concern. The decision to postpone the events comes at the right time to ensure a safer environment for participants and deliver greater value for all stakeholders."

MSME Ministry Approves IC Scheme

The Ministry of Micro, Small and Medium Enterprises (MSME) has given a green signal to the continuation of the International Cooperation Scheme (IC Scheme) for the next financial cycle from 2021-22 to 2025-26. The Ministry has revised the guidelines of the IC Scheme. Under the amended rules the scheme will have three sub-components – Market Development Assistance (MDA), (both Physical and Virtual Mode), Capacity Building of First Time Exporters (CBFTE) and Framework for International Market Intelligence Dissemination (IMID).

DefExpo Gets New Destination in Gandhinagar

India's flagship military exhibition DefExpo will be held in Gandhinagar, Gujarat from March 11-13, 2022, with a focus on projecting the country as an emerging defence manufacturing hub, one of the top priorities for the Government in the Defence sector.



Image Source: Magic Wand Media

The exhibition is being held at a time when India is initiating self-reliance in defence manufacturing to position its Defence sector as an export-oriented one. Earlier this year, the Government notified a list of 108 defence items that cannot be imported by armed forces with the curbs coming into effect from December 2021 and is expected to remain for four years until December 2025.

Last year in August, the Government had also notified a list of 101 items that will have import restrictions in a move to promote Prime Minister Narendra Modi's 'Atmanirbhar Bharat Abhiyan'. The Union Government has set aside ₹70,221 crore this year for defence procurement. Last year, the military spent more than ₹51,000 crore (about 58 percent of the capital budget) on domestic purchases.

E-Mobility India Forum for EV Concerns

Messe Frankfurt India is all set to launch E-Mobility India Forum powered by NGV India Summit on October 7, 2021, at Le Meridien, New Delhi. The forum will invite illustrious EV brand leaders and Government dignitaries to address major opportunities and challenges that the country is facing on the path to achieve a complete EV ecosystem.

Image Source: Magic Wand Media



The panel of E-Mobility India Forum 2021 will include: Naveen Munjal, Managing Director, Hero Electric Vehicles Pvt Ltd; Balbir Singh Dhillon, Head, Audi India; RRK Kishore, Director – Technical, Association of

State Road Transport Undertakings (ASRTU); Sudhendu J Sinha, Advisor, Infrastructure Connectivity & Electric Mobility vertical, NITI Aayog; Sandeep Bangia, Business Head - EV Charging Ecosystem, Home Automation, ESCO, Tata Power; Kaushik Madhavan, VP - Mobility, Frost & Sullivan.

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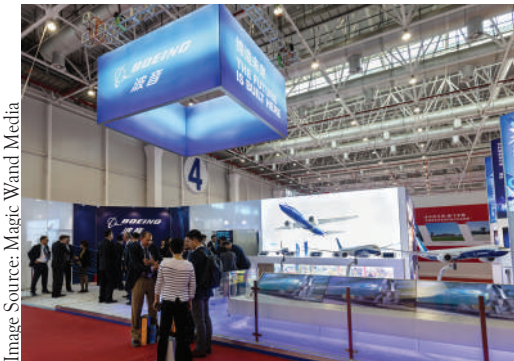


Image Source: Magic Wand Media

China's biggest air show the China International Aviation & Aerospace Exhibition, organized by Zhuhai Airshow Co., Ltd from September 28 - October 3, 2021 in southern city of Zhuhai, will showcase China's indigenous technologies in Aerospace and Defence.

The pandemic had forced postponing of the show by about a year. With the organizer expecting lesser footfall due to COVID restrictions, it is simultaneously holding the event on virtual platform as well. Chinese Air Force will showcase its innovations and the locally manufactured Wing Loong II drone will debut at the show.

Overseas companies such as Boeing Co (BA.N), Airbus SE (AIR.PA), Rolls-Royce Holdings PLC (RR.L), CFM International, Honeywell International Inc. (HON.O) and Embraer SA (EMBR3.SA) will participate through their local offices in China.

Japan Hosts International Stamp Exhibition Philanippon 2021



Image Source: Magic Wand Media

Philanippon 2021, the 37th Asian International Stamp Exhibition, took place from August 25 - 30, 2021 at Pacifico Yokohama, Japan's largest convention centre.

Organized by Japan Post Co. Ltd, with support from Japan Philatelic Society Foundation, Philatelic Federation of Japan, and Tsushinbunka Assosiation, the Exhibition marked the sixth time that Japan held the event and celebrated 150th anniversary of the postal service in Japan.

The exhibition showcased the history and culture created by the postal service during its long journey and exhibited the future potential of the industry using newly developed delivery robots and drones.

The purpose of the exhibition was to spread and develop stamp collecting, philately in Japan and throughout the world and to strive toward cultural exchange and international goodwill between countries and regions across the globe through postage stamps.

The first World Stamp Exhibition was held in 1890 in London, marking the 50th year since the issuance of world's first stamp called 'Penny Black'. Philanippon introduced a postal service that moves beyond history into the future.

Constellar Holdings Announces Key Management Movement



VNU Asia Pacific, the organizer of ILDEX Vietnam, has

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

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

TAITRONICS & AIoT Taiwan Rescheduled

TAITRONICS 2021 & AIoT Taiwan 2021, organized by



Image Source: Magic Wand Media

Taiwan External Trade Development Council (TAITRA) and (TEEMA), the Taiwan Electrical and Electronic Manufacturers' Association has been postponed. It will be held at Nangang Exhibition Center in Taipei City, Taiwan from December 21-23, 2021. The organizers decided to postpone the show to December in wake of the COVID-19 infections.

The Taiwan International Electronics Manufacturing Show will showcase innovations and trends from the Electronics industry in Taiwan. Electronic components and parts, meters and instruments, cells, batteries and power supplies, industrial process and automation equipment, lighting technology and applications, IoT devices and sensors, cloud, 5G and broadband communication, etc. will be in focus at the show.

HKTDC Organizes Five Concurrent Shows

Image Source: Magic Wand Media



Hong Kong Trade Development Council (HKTDC) organized 5 concurrent shows at the Hong Kong Convention and Exhibition Centre featuring 900 exhibitors and attracting a footfall of more than 3,70,000 visitors. HKTDC Food Expo, HKTDC Hong Kong International Wine & Spirits Fair (Special Edition), HKTDC Hong Kong International Tea Fair, HKTDC Home Delights Expo and HKTDC Beauty & Wellness Expo, as well as the International Conference of the Modernization of Chinese Medicine and Health Products (ICMCM) were among the shows that were organized at the venue.

Close to 200 virtual meetings enabled global traders to connect with each other, conduct business and forge new deals.

Speaking about the show, Benjamin Chau, Deputy Executive Director, Hong Kong Trade Development Council, said, "The Food Expo showed that people were keen to spend using their consumption vouchers even though food and beverage sampling was not allowed in the fairground due to the pandemic. We were also encouraged to see a number of group pavilions participating through their local representatives to grasp business opportunities, confirming Hong Kong as an important trading platform."

Despite the ongoing travel restrictions, numerous group pavilions participated at the Food Expo through local representatives, including the Ministry of Agriculture Trade Promotion Centre, Shandong Province, Guangxi Zhuang Autonomous Region and Chongqing City from Mainland China that joined Japan, Korea and Poland to offer their food specialities to local shoppers. The Tea Fair also featured the Guizhou Pavilion to promote famous teas from the province.

ITMA ASIA + CITME 2022

Asia's leading business event for textile machinery ITMA + CITME is back in Shanghai for its 8th combined exhibition, from November 20 - 24, 2022 at National Exhibition and Convention Centre.



Image Source: Magic Wand Media

The exhibition brand is owned by the CEMATEX (European Committee of Textile Machinery Manufacturers), the Sub-Council of Textile Industry, CCPIT (CCPIT-TEX), China Textile Machinery Association (CTMA) and China Exhibition Centre Group Corporation (CIEC).

Speaking about the event, Ernesto Maurer, President, CEMATEX, said, "Since its launch in 2008, ITMA ASIA + CITME has grown from strength to strength to be a part of the transformation journey of the Textile Manufacturing industry in China. We are gearing up preparations for the combined exhibition and are spurred to deliver yet another successful exhibition for the textile industry."

Adding to Maurer's views, Charles Beauduin, Chairman, ITMA Services, that co-organizes the combined exhibition, said, "The 2020 edition was successfully staged despite the challenges brought about by the coronavirus pandemic. Both exhibitors and visitors surveyed were happy with their participation, proving once again that the combined exhibition has become the preferred platform for solution providers eyeing China and the regional market."

Fifth International Women Entrepreneur Trade Fair 2021

The 5th International Women Entrepreneur Trade Fair, organized by the Federation of Women Entrepreneur's Associations of Nepal, was held from September 2 - 6, virtually. Nepal Prime Minister Sher Bahadur Deuba inaugurated the fair. The objective of the trade fair was to promote the internal market and export of goods, agricultural products and handicrafts produced in Nepal.

The event provided a platform for the visitors from Nepal and overseas to get a peek into the vast range of Nepali products produced exclusively by the Nepalese women in one place and enter business contracts.

Speaking during the inauguration, Prime Minister Deuba said, "Though Nepali products were not able to reach the global market during this COVID-19 pandemic, these types of programs will surely help our products to compete in the global market. Also, the products produced by women entrepreneurs will help in the overall development of the country."

The trade fair had around 80 stalls of handicraft products, items made from natural fiber, handmade paper products, wood products, organic food, jewelry, and decorative products among others.

CIFTIS Concludes Successfully

Image Source: Magic Wand Media



China International Fair for Trade in Services (CIFTIS), organized by the Ministry of Commerce of the People's Republic of China and the People's Government of Beijing Municipality, from September 2 - 7, 2021 at China National Convention Center, Beijing, China, concluded successfully.

CIFTIS was the first comprehensive trade fair that provided a platform specializing in the trade in services around the world.

The event included the 12 sectors of trade in services defined by the WTO, namely, business services, communication services, construction and related engineering services, distribution services, educational services, environmental services, financial services, health and social services, tourism and travel-related services, recreational, cultural and sports services, transport services and other services.

This year, the exhibition was held in an area of about 1,30,000 sq mt and was divided into two themes: comprehensive exhibitions and thematic exhibitions

Intelligent Asia 2021 in December

Intelligent Asia / Taipei Automation 2021 show, organized by Chan Chao International, will be held from December 15-18, 2021 at Taipei Nangang Exhibition Hall 1 and 2. The exhibition will showcase innovations and trends relating to automation and robotics and will be a leading industrial procurement platform in Asia for the Manufacturing industry stakeholders.

Eco Expo Hong Kong Goes Hybrid



Organized by Messe Frankfurt (HK) Ltd, Eco Expo Asia 2021 will be organized in-person from October 27-30 at the

Hong Kong Convention & Exhibition Centre in Hong Kong. The online version of the show will run until November 6, enabling participation of those who cannot make it to the physical show due to travel restrictions.

Judy Cheung, Deputy General, Messe Frankfurt, said that the format of online exhibitions became popular with the onset of the pandemic and the deeper penetration of digital tools. Although digital exhibitions are good in providing a wider reach, it can in no certain means be a replacement for physical exhibitions, she added.

The exhibitors at the Eco Expo have the choice of availing from three options - pure physical format, online, or a hybrid package, combining physical and online spaces.

MEDICAL FAIR THAILAND Rescheduled



Image Source: Magic Wand Media

The next edition of MEDICAL FAIR THAILAND has been rescheduled in the wake of the pandemic situation. The exhibition will be held at Bangkok International Trade and Exhibition Centre (BITEC) from February 9 - 11, 2022 and the 7-day digital extension from February 12-18. Messe Düsseldorf Asia, the organizer of the event, has decided to postpone the show to garner a better support from exhibitors and attract larger footfall.

Gernot Ringling, Managing Director, Messe Düsseldorf Asia, said, "With more than 80 percent of exhibitors and more than 40 percent visitors coming from abroad, we found the best course of action is to move it to 2022 in order to deliver the benefits of a leading international trade fair." He further added, "The new dates for MEDICAL FAIR THAILAND will improve planning certainty for exhibitors and visitors, and we are confident that we will be able to optimize conditions for a safe and successful event on the rescheduled dates in 2022. The top priority is to minimize both the health and economic risks for all participants."

Supporting Ringling's views, Daphne Yeo, Senior Project Manager, Messe Düsseldorf Asia, said, "We believe the rescheduling of MEDICAL FAIR THAILAND will make preparation works easier for all stakeholders involved and allow us to focus efforts on staging a successful trade fair for networking and sourcing next year. We will make optimal use of the extended preparation time and look forward to welcoming all participants to the first physical edition of MEDICAL FAIR THAILAND."



Indian
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Industry
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Expo 2020 Dubai Site Gets a Green Makeover

Expo 2020 Dubai is to be held from October 1, 2021, to March 31, 2022, at Dubai Exhibition Centre. The Dubai Municipality has announced the completion of the landscaping projects at the site of the expo covering an area of 20,00,000 sq mt at a cost of Dh205m. Around 4 million seedlings and 20,000 trees have been used for the green belt to turn the Expo site into a green oasis.



Image Source: Magic Wand Media

It will be a World Expo with over 60 daily shows, more than 200 restaurants, over 190 country pavilions, and more than 200 pavilions. It will have theme weeks addressing global challenges, showcase innovation and technology, entertainment (including opera to A-listers, popup theatres to flash mobs, and parades on national day celebrations), arts and culture, architecture, education programs, etc. It will also provide a platform for business networking for various industries.

RX Africa Celebrates Women in MICE Awards

3S Media, a specialist B2B company, has announced the winners of its 2021 Women in MICE Awards with RX Africa being a recipient in various categories. The awards, launched in 2014, are conferred on those who have made extraordinary achievements in the MICE sector.

Megan Oberholzer, Portfolio Director: Travel, Tourism, and Creative Industries, RX Africa; Carol Weaving, Managing Director, RX Africa; and Carmen Wagener, Portfolio Director: Operations, RX Africa, were among those who bagged the awards.

Melbourne Gift Fair Cancelled

Australian Gift & Homewares Association (AGHA) has decided to cancel the 2021 AGHA Melbourne Gift Fair. AGHA took the decision in the wake of pandemic situation in Australia. Although there were some indications that the event could be held in September or October, the prevailing uncertainty has made it impossible to do so.



Image Source: Magic Wand Media

However, on a positive note, bookings are encouraging for the next edition of the show 2022 AGHA Sydney Gift Fair and by the time the show gets underway, a major proportion of the Australian population would be vaccinated, which will give confidence among exhibitors and visitors to attend the show.

SIAL Middle East International Date Palm Exhibition in December

Image Source: Magic Wand Media

Organized by Abu Dhabi National Exhibitions Company, the 11th edition of SIAL Middle East and Abu Dhabi International Date Palm Exhibition

will be held from December 7-9, 2021 in Abu Dhabi. The combined events are being supported by the Abu Dhabi Agriculture & Food Safety Authority (ADAFSA), Khalifa International Date Palm Award and Agricultural Innovation (KIDPA), and Comexposium.

The organizers expect that the shift from September to December will bring significant levels of international participation from major specialized companies, decision-makers, and global experts.

ADNEC Gears Up for World-Class Events

Abu Dhabi National Exhibitions Company (ADNEC) is readying itself to host several exhibitions and conferences and has published its calendar for the year 2021. Speaking more on this, Khalifa Al Qubaisi, Chief Commercial Officer, ADNEC, said that hosting such events will show ADNEC in a greater light as a sought-after venue for high-profile events. ADNEC continues to invest in the latest facilities and business offerings.

Abu Dhabi has been a global business and tourism destination with many events being held there. ADNEC's willingness to host the shows reveals that it is already geared up to welcome exhibitors and visitors from across the world.



Image Source: Magic Wand Media

International Sourcing Expo + Footwear and Leather Show Australia Returns

International Sourcing Expo + Footwear and Leather Show Australia, organized by International Exhibition and Conference Group, will be back in 2022. The exhibition is scheduled at the Melbourne Convention and Exhibition Centre from November 13 - 15, 2022.

The organizer has scheduled the exhibition for the second half of the next year due to the COVID situation in Australia. The country has closed its international borders and the environment currently is not conducive for holding mass gatherings.

Speaking about the development, Marie Kinsella, Chief Executive Officer, International Exhibition and Conference Group, said, "We remain committed to offering a platform and pathway for international companies to find buyers in Australia and reach the market here." She added, "Until the face-to-face event can be held, we will offer paid virtual events or bespoke consulting services to help companies penetrate the Australian market, on request."

ENLIT Africa is Back in October

Image Source: Magic Wand Media



Association of African Exhibition Organisers (AAXO) is organizing Enlit Africa from October 26-28, 2021 in Cape Town International Convention Centre (CTICC), Cape Town, South Africa, as the continent prepares for COP26.

Claire Volkwyn, Programme Director, Enlit Africa, said, "It's about moving from theory to implementation. It's time to get stuck in and become practical as the African continent transitions towards NetZero by 2050, and COP26 in November is a very important pit stop in that journey."

Enlit Africa, which was earlier known as the African Utility Week and POWERGEN Africa, is famous for connecting the utility industry on the continent for more than two decades. In its next edition, it will also bring back its popular water track. October's digital edition is a precursor in the lead-up to the hybrid event in Cape Town in June next year.

Dubai Woodshow to Showcase Wood and Machinery Innovations

Image Source: Magic Wand Media



Leading global wood and woodworking machinery trade show Dubai Woodshow will be held as a live in-person event from March 15-17, 2022 at the Dubai World Trade Center. Organized by Strategic Exhibitions & Conferences, the show will be a premier destination for wood specialists to source products for their requirements besides gaining access to the latest innovations and technologies.

The trade show, which will be in its 17th edition next year, will provide a platform for suppliers, manufacturers, machinery, and tools companies to showcase their products, innovative technologies, production scenarios and large-scale machinery to key players in the Wood & Woodworking Machinery industry in the Middle East and North Africa region

GTS 2021 to be Held in November

Image Source: Magic Wand Media



Organized by GTS Africa, the Global Trade Show of Networking and Matchmaking - GTS 2021, will be held from November 10-12, 2021, at Gallagher Convention Centre, Midrand, Johannesburg. The show will be held in an area of 9,120 sq mt and feature 258 exhibitors and over 3,500 visitors from 28 countries.

As a multi-sector exhibition, thousands of products across a diverse range of import and export categories from around the globe will be on show at the event. GTS 2021 comprises four co-located shows: Tools & Build Show, Household & Appliances Show, Food & Beverage Show, and Smart Electronics & Security Show.

ADNEC and ADNH Merger Dropped

The planned mega merger between ADNEC (Abu Dhabi National Exhibition Centre) and ADNH (Abu Dhabi National Hotels) is not happening. The holding company for some of Abu Dhabi's blue-chip enterprises ADQ has decided not to go ahead with the merger proposal. The transaction had been mooted earlier in June this year.

EMO Milano to Showcase Metalworking Innovations

EMO is back in Italy after a gap of six years. Last held in the country in 2015, the leading metalworking show organized by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, will unveil the magic of metalworking as it gets underway at Fieramilano Rho from October 4 - 9, 2021.



Image Source: UCIMU

Held alternatively in Germany and Italy, the trade fair is promoted by CECIMO, the European Association of Machine Tool Industries. Machine tools, robots, production systems, enabling technologies, solutions for interconnected and digital factories and additive manufacturing will be the main attractions at EMO Milano, transforming Fieramilano Rho into the biggest digital factory ever set up within an exhibition center.

The exhibition held in an area of 1,10,000 sq mt will unveil the production of the Manufacturing industry from worldwide. Around 700 exhibiting companies will be in action, among which 60 percent would be foreign companies.

Tarsus Acquires BodySite

Global B2B events and media group Tarsus has acquired BodySite Digital Health, a digital patient care management and education platform. The acquisition will enable Tarsus Medical Group to expand its digital offerings for healthcare professionals and buttress its subscription services. The development will also speed up the company's omnichannel strategy to provide digital services and products in addition to the virtual events and medical education it offers, particularly through its American Academy of Anti-Aging Medicine (A4M) brand.



Image Source: Magic Wand Media

Speaking about the acquisition, Douglas Emslie, CEO, Tarsus Group, said, "The acquisition represents a very exciting move for Tarsus. A key focus for us is to broaden

our product range to reflect digital developments in the industries we serve. Through this acquisition we are seeking to leverage the Tarsus Medical reputation amongst medical professionals and our close access to the US healthcare industry to further develop BodySite and enable the business to reach new customers and markets."

UFI LatAm Conference Reconnects Exhibition Industry



Image Source: UFI

Held from August 10-12, 2021, the UFI LatAm (Latin America) Conference organized by UFI, the Global Association of the Exhibition Industry, reconnected a pandemic-affected Exhibition industry community across Latin America. Led by Ana-Maria Arango, UFI Regional Director, Latin America, the digital event offered participants a blend of keynote sessions and expert content, as well as networking, matchmaking, and business development opportunities.

The conference saw 200 delegates from 35 countries tuning in and networking online. Thirty-two speakers shared their expertise and vision for the future of the industry from a Latin American perspective. Participants got an insight into government policy updates, best practices on adapting to events in the current context, etc. Speakers focused on how event organizers have to adjust to the new reality of digital space.

The event was hosted at Corferias, Bogota, where Arango was joined in person by UFI's LatAm Chapter Chair José (Pepe) Navarro Meneses (Tarsus, Mexico) and Vice-Chair Raul Strauss (FEXPOCRUZ, Bolivia). The Chapter leadership took the opportunity of the visit to meet with colleagues from AFIDA and UFI members in Colombia to discuss the ongoing crisis and how UFI can support the region in the coming months.

Andrés López Valderrama, Executive President, Corferias, spoke about the new competencies companies must embrace to respond to crisis and change at this time of uncertainty. Rolf Pickert, CEO, Messe Muenchen do Brasil, talked about the lessons learned from organizing several types of digital engagements with clients.

The conference also dwelt on the reopening of events in the Latin American region. While some countries are already conducting event in the post-COVID era, others are yet to begin.

Porto & North of Portugal to Host IWINETC 2021

The International Wine Tourism Conference (IWINETC), the most established global wine tourism conference and trade event for the Wine and Culinary Tourism industry, has announced the destination and dates of its 13th edition, which will take place at the brand new 5-star location – The Lodge Wine & Business Hotel on October 26 -27, 2021. Porto & North of Portugal Tourism Board is a partner organization in hosting the event. IWINETC 2021, over the course of two days, will have plenary talks, panel discussions, case studies, one-to-one business meetings, etc. Several post-tour programs of the four wine regions in the newly launched wine and tourism routes – Douro and Porto, Vinho Verde, Távora-Varosa and Trás-os-Montes – will be added attractions.

Speaking about the event, Anthony Swift, Event Director, IWINETC, said, “We are excited about this year’s IWINETC as it’s been 10 years since we last held the event in Porto and it will be interesting to see the huge development that has happened with respect to wine and culinary tourism in the Porto and the North of Portugal region. The program is a great opportunity for wine and culinary tourism professionals to enhance their time with us in Porto and Vila Nova de Gaia with targeted learning, business and networking opportunities that complement the whole event experience.”

Luís Pedro Martins, President, Porto & North of Portugal Tourism Board, said, “Quality events such as IWINETC 2021 brings to the region the awareness that we aim to achieve when comparing with other destinations specially while we still face a pandemic period worldwide. This brings us the strength we need to prove internationally that the region has everything to offer with the security everyone is looking for.”

Anuga 2021 Gets Positive Response

As many as 4,000 companies from 91 countries have already registered to participate in Anuga 2021 organized by Koelnmesse GmbH. More registrations are expected in the coming days, especially in the form of country participations. Interestingly, the trade fair for Food and Beverages industry is combining the strengths of in-person events with trailblazing digital features as Anuga@home. This will help larger sections of Food industry professionals to connect with stakeholders through innovative channels.



Image Source: Koelnmesse GmbH

Although the event this time may not be as grand as in previous editions due to the pandemic, all 10 trade shows taking place at Koelnmesse are covered. Belgium, Germany, France, Greece, Italy, the Netherlands, Poland, Spain, Turkey, and the USA have higher number of exhibitors at the event. Organized under the theme ‘Transform’, the trade fair is picking up on trailblazing future themes this year and is presenting innovations from the cell-based proteins, meat substitute products, clean label, free-from, health and functional foods sections.

Battery and Electric Show 2021



Image Source: Magic Wand Media

The Battery Show and Electric & Hybrid Vehicle Technology Expo, organized by Informa Markets, North America’s largest and most comprehensive advanced battery technology and electric and hybrid vehicle trade show and conference announced around 24 companies participated in this year’s New Product Showcase. Held from

September 14-16, 2021, at the Suburban Collection Showplace in Novi, Michigan, the event marked the return to in-person meetings after a gap of two years

Commenting on the show, Jenny McCall, Group Event Director, The Battery Show and E/HV Tech Expo, Informa Markets, said, “We are excited to bring this program back and provide a platform for industry-leading exhibitors to demonstrate their new advanced battery technology across various applications. Each participant in this year’s showcase brings proprietary technologies and services that will advance this dynamic industry.”

Go for GreenTech and Innovation Awards 2021

Image Source: Magic Wand Media



The announcement of GreenTech and Innovation Awards 2021 reveals that people are ready for meeting in-person at the GreenTech Live and Online event which will be held from September 28-30, 2021. GreenTech Amsterdam, in full physical format, will be held from June 14 - 16, 2022.

The exhibition will be a global meeting place for all horticultural technology professionals with the focus on the early stages of the horticultural chain and the current issues faced by the horticulture community. GreenTech is supported by AVAG, the industry association for the greenhouse technology in Netherlands, in organizing the event.

Speaking on why the jury selected the nominations, Liselotte de Vries, Chairman Innovation Award Jury, TU Delft AgTech Institute, said, “Submissions this year were very versatile and innovative. The jury tried to distinguish between interesting improvements of existing technologies, new innovations with a proven business case, and new concepts. Those submissions part of the latter two are nominated for the innovation and concept award.”

FAN EXPO HQ Enlarges Portfolio with Wizard World Events

FAN EXPO HQ aims to change the Fan Convention industry in North America forever by announcing that six of Wizard World's (OTC: WIZD) largest US shows will join its portfolio. Wizard World's events in Chicago, Philadelphia, New Orleans, Portland, St. Louis, and Cleveland will be held as FAN EXPO events in 2022. The FAN EXPO portfolio will run 17 shows in North America, making it the largest producer of fan conventions in the world.

Commenting on the development, Aman Gupta, President, FAN EXPO HQ, said, “FAN EXPO HQ is devoted to creating unmissable, exceptional fan experiences. We are beyond thrilled to be able to offer that to fans in six new locations, and pleased that Wizard World recognized our ability to elevate guest experience to the next level. We are looking forward to getting to know each of these individual communities, learn what they are looking for, and raise the bar.”

A Meeting Place for Rail Industry

Railtex / Infrarail gathered the whole Railway industry together in Birmingham, UK from September 7-9, 2021. It was the first time the exhibitions

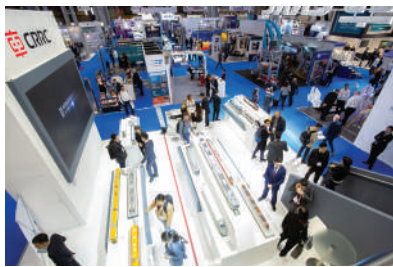


Image Source: MackBrooks Exhibitions

have taken place since the beginning of the COVID-19 pandemic. Following the initial decision to postpone Infrarail 2020 to 2021, Mack-Brooks Exhibitions, organizers of the events, made the strategic decision to co-locate Railtex and Infrarail to better serve the needs of the market.

Organized under one roof this time, the exhibitions served the entire railway supply chain and presented an impressive array of technologies and innovations ranging from total railway systems to the smallest specialized components. The twin shows were held in a hybrid format merging onsite offerings with interactive digital networking opportunities. The events showcased the dynamic developments which are happening in the Railway sector and the vision of the rail network of the future.

GAT EXPO 2021, Harbinger for Physical Events

Gaming & Technology Expo (GAT Expo) 2021 at Cartagena de Indias Convention Center, Cartagena in Colombia marked the return of in-person events for Latin



Image Source: Magic Wand Media

America's Gaming industry. The World Congress of Gambling in eSports held on August 18-19, 2021, witnessed a footfall of 226 participants and 26 panelists.

Visitors from 23 countries including Colombia, Mexico, Peru, Spain, Armenia, Russia, Costa Rica, Cyprus, Switzerland, Venezuela, Panama, the United States, Dominican Republic, Argentina, Brazil, Paraguay, the Philippines, Sweden, Uruguay, the Czech Republic, Croatia, Malta, and Chile attended the in-person event.

According to the registration report, 607 people entered the Cartagena de Indias Convention Center, in the exhibition areas, both in the Explanada San Francisco site as well as in the Great Hall Barahona.



Vibhu Nayar
Executive Director
ITPO

Image Source: IEIA

ITPO Appoints Vibhu Nayar as New ED

Vibhu Nayar, a 1990 Tamil Nadu batch IAS officer, has been appointed as the Executive Director of India Trade Promotion Organisation (ITPO), an entity which comes under the Department of Commerce, Government of India.

Nayar will continue as the Executive Director of ITPO till his superannuation, up to October 31, 2025, or until further

orders, whichever is earlier. He replaces Rajesh Agarwal as ITPO's Executive Director.

ITPO, headquartered at Pragati Maidan, is the nodal agency of the Government of India under aegis of Ministry of Commerce and Industry for promoting country's external trade. It provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade.



Sanjay Kapur,
President ACMA



Shradha Marwah
Vice President
ACMA

Image Source: ACMA

Sunjay Kapur Appointed as ACMA President

The Automotive Component Manufacturers Association of India (ACMA), the apex body representing India's Auto Component Manufacturing industry, has named Sunjay J Kapur, Chairman, SONA Comstar Ltd, as President and Shradha Suri Marwah, Chairperson & Managing Director, Subros Ltd, as Vice President for the 2021-22 session.

Announcing the appointments, Vinnie Mehta, Director General, ACMA, said, "We are delighted to have Kapur and Marwah as President and Vice President, ACMA. I would like to extend a warm welcome to both on behalf of the entire fraternity. Kapur, being an industry expert and one of the leading auto components manufacturers, comes with a deep understanding of the Auto industry, particularly the components segment. We are sure that his rich experience

and expertise in the field will help us in taking the industry's agenda forward. We look forward to his guidance and leadership in these difficult times."

Accepting the responsibility, Kapur said, "It is an honor to be appointed as the President, ACMA. The times ahead are challenging yet exciting as the industry is witnessing a transition to the next generation of mobility. It is indeed imperative for ACMA to drive change through the entire component manufacturing ecosystem and help members to stay relevant with an increased focus on localization and indigenous technology development. I am confident that, with concerted efforts and support from the government and all stakeholders, we will embrace changes and steer the industry towards a brighter future and an 'Atmanirbhar' one."



Charu Mathur
Director General
IEEMA

Image Source: IEEMA

Charu Mathur, New Director General of IEEMA

The Indian Electrical and Electronics Manufacturers' Association (IEEMA) has appointed Charu Mathur as its new Director General.

As Director General, IEEMA, she represents IEEMA in various Government- and industry-led fora on policy, economy, and commerce. She would work to strengthen the Indian electrical equipment industry in India by fostering a conducive policy environment and forging strong business ties in India and abroad.

On her appointment as Director General, Anil Saboo, President, IEEMA, said, "We welcome Charu Mathur as part of the

IEEMA family. We are sure that, with her outstanding professional credentials and extensive experience, she will lead IEEMA on various related issues for the overall growth of the Indian electrical equipment industry."

To this, Mathur added, "The Association, which is in its 74th year, is already a reference point for the Indian electrical equipment industry, thanks to the passion of its members."

"I will work towards enhancing a deeper connection and partnership with various stakeholders and will continue IEEMA's work to build a robust business and conducive policy environment," she shared.



Achieving Milestones & Creating Impact

The proverb of a journey of a thousand miles beginning with a single step resonates perfectly well with the Indian Exhibition Industry Association (IEIA) as it celebrates its 15th Anniversary this year. From a humble formation in 2006 to being the country's apex body for the sector in the present day, IEIA is globally well-recognized for its continued contribution in making the Indian exhibition industry dynamic.



**Renewable Energy:
Propelling Towards Clean Energy**

**Visitor Management:
Appraising Visitors Holistically**

“ From collaborating with premium world associations to creating a connect with the Government authorities, the Association has done remarkable work. Overall, on the global platform, the Association is seen as the most prominent and decisive platform for the Exhibition industry in India.”



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

As India marks its 75th year of Independence this year, celebrating the country’s achievements and laying the roadmap for the future, IEIA commemorates its Crystal anniversary by meticulously setting down the blueprint for the Indian Exhibition industry.

Congratulating IEIA on its successful completion of 15 years, V Anbu, President, UFI, Director General and CEO, Indian Machine Tool Manufacturers’ Association (IMTMA) and Bangalore International Exhibition Centre (BIEC) remarks, “Looking back at the humble beginning of IEIA, almost two decades ago, there were few international shows held in India as exhibition venues of international standard were few too. The global players hesitated to explore the Indian market. Today, the scenario has changed, with IEIA having done a wonderful job in the last 15 years. The Indian Exhibition industry is recognized globally and its stakeholders are being assigned important roles at the global level.”

Applauding the contribution of Past Presidents and Executive Committee Members of IEIA to the Exhibition industry, Anbu says, “Led by the Executive Committee, Past Presidents and the Present President, the Association has been doing a tremendous job. I am certain that Bala is in the midst of us watching his initiatives getting carried forward.”

Taking pride in the impactful journey of the Association, Sonia Prashar, President, IEIA; Chairperson, Management Board and Managing Director, NürnbergMesse India Pvt Ltd; and Deputy Director General, Indo-German Chamber of Commerce (IGCC), emphasizes, “With a noble intent of bringing together the exhibition organizers, venue owners, and service providers, IEIA was established in 2006. From collaborating with premium world associations, to creating a connect with the Government authorities, the Association has done remarkable work. Overall, on the global platform, the Association is seen as the most prominent and decisive platform for the industry in India. In the last 15 years, strides have been made through membership, training programs, creating forums, and ushering reforms, all of which has led to furthering the cause of this sector.”

IEIA FOUNDER EXECUTIVE COMMITTEE MEMBERS

Awadh Vashishta
Former COO
HITEX



Ashish Gupta
Managing Director
Winmark Exhibitions



Jatinder Kapur
Managing Director
N. K. KAPUR & Co



Late ML Wadhwa
Former Chairman &
Managing Director
TAFCON



Late Prem Behl
Chairman &
Managing Director
Exhibitions India Group



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

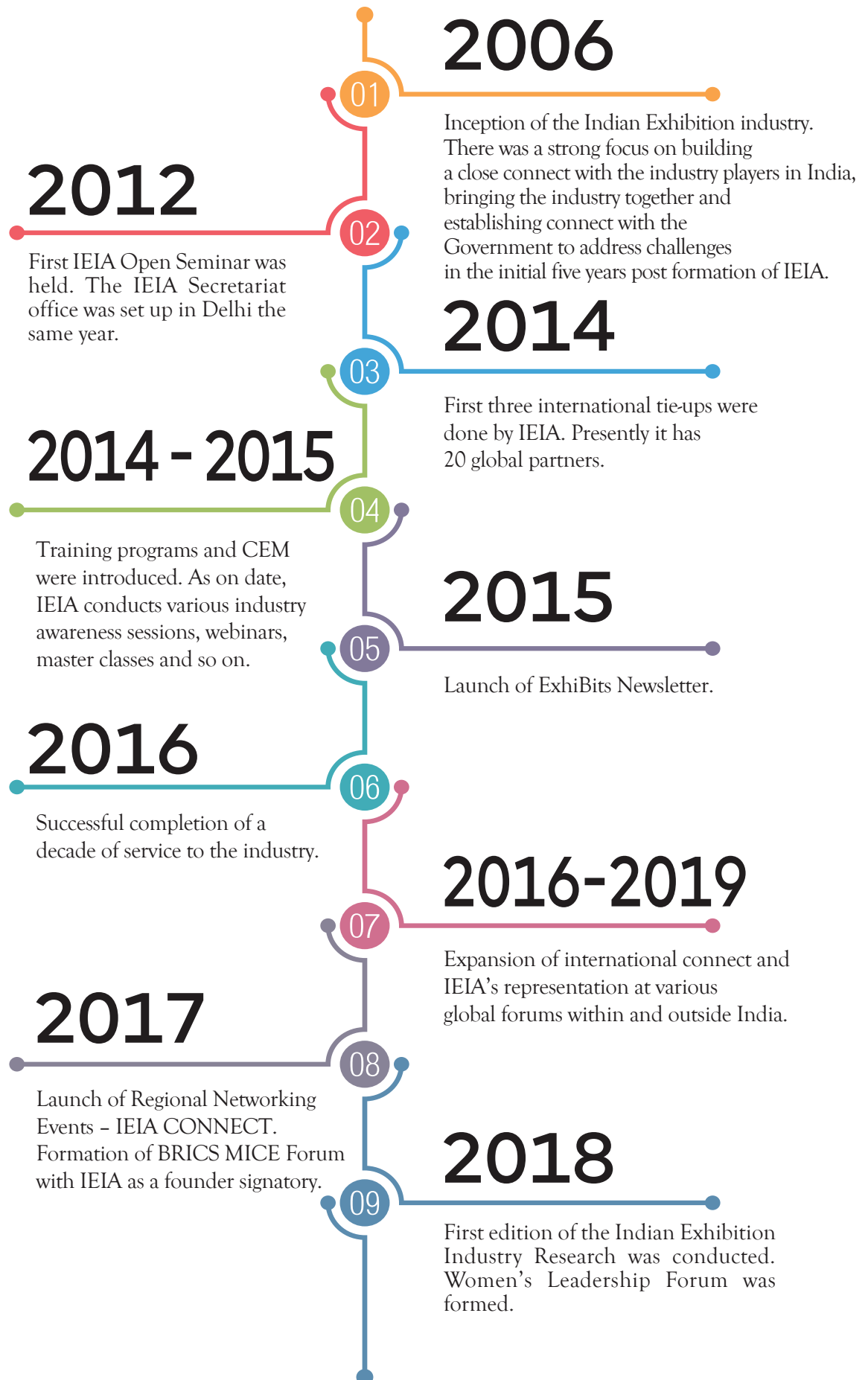


Sandeep Gurwara
Managing Director
Services International



MAPPING THE IEIA JOURNEY

With 250+ members on board, Indian Exhibition Industry Association (IEIA) is moving forward to foster business and partnerships and making India the preferred Exhibitions destination at global level. A quick glance at its impressive journey so far...



2019

10

Launch of CXO Leadership Summit.

2020

11

IEIA led the industry during the most challenging era with numerous initiatives around industry support, advocacy, industry updates to members, framing COVID Exit Strategy, SOPs for exhibitions and many more.

2020

12

Launch of #WeSupportExhibitions and #RestartExhibitions social media campaigns.

2020

13

IEIA represented in Hospitality & Tourism Committee formed by Bureau of Indian Standards.

2020-21

14

Stronger connect and engagement with Central and State Governments. IEIA emerges as the voice of the Exhibitions industry in India.

2021

15

IEIA Organizers Committee Formed.

2021

16

IEIA recognized as the sectoral association for Exhibition sector in the Draft National MICE Policy formed by the Ministry of Tourism, Government of India.

2021

17

Young Professionals Mentorship Program Introduced.

Increased focus on Best Practices - Launch of Exhibitions Productivity Contest- SPARK.

2021

18

Election of first ever Woman President of IEIA.

Launched IEIA SOCIAL - an initiative to strengthen the connect & bonhomie among members.

2021

19

Launched IEIA Taskforce on Skilling & Trainings - to uphold the standards of service in the industry.

2021

20

Focus on positioning 'India as the Preferred Exhibitions Destination in the world'.



Committed to the Cause

Taking a trip down the memory lane, Anil Arora, Honorary Secretary, IEIA - 2009-12 and President, Print-Packaging.Com (P) Ltd, recalls how several industry stakeholders traveled from all over the country to Hyderabad at the Hitex Exhibition Centre for an exploratory meeting in 2003, where the seed of the association was sown. He reminisces, “The imperative was the myriad problems faced by the fledgling industry and the recognition of the fact that

working together could give us the strength of numbers to lobby with the Government. The formation of the Association happened a couple of years later but acquired a critical mass of membership around 2010 and took off with the first edition of the annual Open Seminar held in Mumbai in 2012.”

“ With the strong presence of IEIA and its consistent growth within the industry, it facilitates members to meet and exchange views, information on developments, improvements, and problems in the industry. Its representations on relevant matters to the Government, media, and the public at large have benefited the members.”



In alignment, Unni Tharakan, Founding Member, IEIA and Managing Director, Unitech Exhibitions Pvt Ltd, mentions, “The IEIA Open Summit is a

Unni Tharakan
Founding Member, IEIA
Managing Director
Unitech Exhibitions Pvt Ltd

RECIPIENTS OF LIFETIME ACHIEVEMENT AWARDS

Late ML Wadhwa
Former Chairman & Managing Director
TAFCON

Indra Mohan Gupta
Former Chairman & Managing Director
Winmark Services

Late Prem Behl
Chairman & Managing Director
Exhibitions India Group

“ The mature approach adopted by IEIA in terms of policy advocacy is commendable and will certainly facilitate the growth of the Indian Exhibition industry in the coming years.”



IP Wadhwa
Founding Member, IEIA
Managing Worker, Tafcon Group

key event that has provided a common platform for the sound and scientific development of various facets of the Exhibition industry. With the strong presence of IEIA and its consistent growth within the industry, it facilitates members to meet and exchange views and information on developments,



PAST PRESIDENTS, IEIA

Late M L Wadhwa
President, IEIA
2006 – 2009

Indra Mohan Gupta
President, IEIA
2009 – 2011

Sanjeev Khaira
President, IEIA
2011-2012

Rakesh Kumar
President, IEIA
2012 – 2015

KV Nagendra Prasad
President, IEIA
2015 – 2019

Late S Balasubramanian
President, IEIA
Dec 2019 – May 2021

improvements, and problems in the industry. Its representations on relevant matters to the Government, media, and the public at large have benefited the members.”

Recollecting his early days, Ravinder Sethi, Founding and Executive Committee Member, IEIA, Chairman & Managing Director, R.E. Rogers India Pvt Ltd, shares that the journey for him at IEIA has been challenging but heartwarming. “In the initial years, we were a small group who took decisions for our industry’s benefit and our main aim was to bring the industry on one platform and get recognition in the Indian market. With the changing needs of the industry, especially in the wake of the pandemic, the framework of the Association’s goals also broadened. The requirements are more diverse now and the solutions much more challenging. Accountability is more prevalent now,” he recounts.

Yogesh Mudras, Executive Committee Member and Managing Director, Informa Markets in India, recalls, “I became a part of the industry in 2010 and have seen the progressive journey of IEIA from close quarters, while being an intrinsic part of it. The journey of IEIA is closely linked to the fascinating

“The Association’s most strong advocacy campaign is for the re-opening process and tangible Government support in the coming years. We have been relentlessly working with our advocacy campaigns towards re-starting the exhibitions.”



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

“The proactive role of the Association during these pandemic times is notable. The series of knowledge webinars and e-interactions with policymakers has helped the industry stay connected and focused till the opening up in October-November 2020. The inputs provided by our members to the Government helped in the formation of practical SOPs.”



Anil Arora
Honorary Secretary, IEIA - 2009-12
President
Print-Packaging.Com (P) Ltd

growth path of the Exhibition industry. Over the years, it has been extremely gratifying to witness the transformation of IEIA from a harmonizing body that unites industry players to proactively moving the industry forward – be it in the way it advocated for seeking industry status or an increase in high-quality venues, from creating Standard Operating Procedure (SOPs) for onsite shows during the pandemic, to advocating for face-to-face exhibitions to re-open, and much more.”

Making a Difference

Praising the herculean efforts of IEIA in playing the role of catalyst between policy makers and the industry during the pandemic, Tharakan says, “IEIA has been proactively working towards effective revival of our industry. It has urged the Government and other Ministries to allow organizing exhibitions with all public safety measures for the survival and revival of expos.”

Talking of IEIA’s enterprisingness, Sethi shares that the Association’s most strong advocacy campaign is for the re-opening process and tangible Government support in the coming years.

Arora says in support, “The proactive role of the Association during these pandemic times is notable. The series of knowledge webinars and e-interactions with the policymakers has helped



the industry stay connected and focused till the re-opening of exhibitions in October-November 2020. The inputs provided by our members to the Government has helped in the formation of practical SOPs. While the arrival of the second wave has put a

spanner in several plans, the protocols developed at that time provide a readymade template for reopening as the second wave wanes.”

“ We must realize and acknowledge that the desire to offer quality products and services has resulted in the demand for higher quality and skilled manpower resources. In the Indian Exhibition industry too, enhanced skill development will facilitate improving employability, productivity, and ensure sustainable enterprise development and inclusive growth.”



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

IEIA HAS BEEN RECOGNIZED AS AN APEX BODY UNDER THE DRAFT NATIONAL MICE POLICY BEING FORMED BY THE MINISTRY OF TOURISM. THE ASSOCIATION HAS BEEN INVITED BY THE BUREAU OF INDIAN STANDARD TO BE THE CONVENOR OF SUBCOMMITTEE OF THE MICE SECTOR FOR SETTING UP THE STANDARDS FOR THE EXHIBITION INDUSTRY. IEIA IS ALSO A PART OF THE STRATEGIC PARTNERSHIP FORUMS FORMED BY INVEST INDIA.

“ Going forward, IEIA is committed to continually stay aligned with the aspirations of the industry. Based on the feedback received from the industry, a joint plan has been laid out and I am sure it will help the industry to move forward and be future ready.”



Bhupinder Singh
Honorary Secretary, IEIA
CEO
Messe Muenchen India Pvt Ltd

To this end, Bhupinder Singh, Honorary Secretary, IEIA and CEO, Messe München India Pvt Ltd, adds, “When the pandemic struck us, we faced an upheaval that we did not anticipate in the least. Getting due recognition of the industry and supporting members to come out of the crisis became our foremost mission. We realized the need of the industry to be well-informed in times of uncertainty. As an outcome, IEIA launched the ExhiBits dashboard - a daily capsule of important news related to the Exhibition sectors around the world, which kept the industry well





Image Source: IEIA

connected. The launch of COVID-19 dashboard for important updates was another step in the same direction.”

Echoing similar sentiments, Ubaid Ahmad, Executive Committee Member, IEIA and Senior Director, Indian Machine Tool Manufacturers’ Association (IMTMA) and Bangalore International Exhibition Centre (BIEC), shares that IEIA built up confidence and boosted the morale of the Exhibition industry by

THE IEIA SOCIAL PLATFORM IS AN INTERACTIVE PLATFORM WHERE PEOPLE CAN TALK ON ONE-TO-ONE BASIS SHARING IDEAS TO MAKE THE INDIAN EXHIBITION INDUSTRY MORE DYNAMIC. THE NEED OF THE HOUR IS CO-OPERATION AND COLLABORATION.

spearheading digital campaigns such as #WeSupportExhibitions that garnered an overwhelming response and strongly advocated the importance of re-starting exhibitions. “We remained committed to support all the stakeholders of the Exhibition industry by seeking interventions from the Government. As a result of our efforts, the Government accorded permission to re-start exhibitions from October 2020 post which few exhibitions and events were successfully held in India,” he shares.

Revival of the Indian Exhibition Industry

According to Mudras, the pandemic had an extremely adverse impact on the Exhibition industry and the economy at large. Under such circumstances, it needed a strong, positive united presence to guide the entire industry out of the circumstances and move forward. To this end, IEIA served as a platform for the strategic exchange of views, information, developments, and improvements. It has striven

“Over the years, IEIA has accomplished an extremely significant amount of work in the arena of information flow across all trade expo players in India. It has also played its part in creating unity and solidarity within the Exhibition industry and propelling its growth.”



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

“Today, IEIA serves as a common platform to its members to meet informally through councils, committees, seminars, and workshops to exchange views and information on developments, issues concerning the industry and finding solutions to challenges confronting the exhibition fraternity.”



Ubaid Ahmad
Executive Committee Member, IEIA
Senior Director, IMTMA & BIEC



Image Source: IEIA



well to protect and promote the common interests of its members while representing its concerns to the Government, media, and the public.

Singh adds, “IEIA appealed for relief measures for the Exhibition sector in India for which submissions were made to PMO, Ministry of Finance, Ministry of Tourism, Ministry of Commerce, and DPIIT. We also undertook the task of developing SOPs for the Exhibition industry, which were accepted by the Ministry of Commerce and were adopted by several other industries. With all these initiatives, our main agenda is to work towards the revival of the Exhibition industry and work resolutely towards a thriving and successful future ahead.”

Speaking of resilience, Prashar says, “The Association will encourage members and work with industry experts to create crisis resilience and business continuity models to withstand such situations in the future.”

Making Headway

Sharing the future roadmap of IEIA, Prashar says, “We want to position India as an attractive exhibition destination by promoting our world-class venues. We are in touch with relevant Government authorities to enhance the recognition this industry enjoys. By encouraging effective communication amongst the fraternity, we have been able to highlight relevant issues and identify areas of improvement.”

IEIA hosts Open Seminars, networking events such as CONNECT, CXO Summit, Women’s Leadership Forum, Knowledge webinars, and many more to encourage industry members to collaborate and partner. Prashar says, “We are simultaneously working at

THE B2B EXHIBITIONS INDUSTRY HAS RECEIVED GOVERNMENT ACKNOWLEDGEMENT FOR THE WORK IT DOES AS AN ECONOMY CATALYST. IEIA HAS BEEN WELL RECOGNIZED BY STAKEHOLDERS, AND ITS VALUE IS INCREASING AS THE INDUSTRY MOVES TO THE RE-START PHASE AND BEYOND.

initiating skilling activities across all levels, starting with on-site workforce.” According to Singh, the Young Professional initiative and Exhibition Productivity contest called ‘SPARK’ are conducted with the aim of nurturing future industry leaders and improving the quality quotient of exhibitions in India.

“The Trade Fair industry primarily functions on a model based on face-to-face interaction. However, this doesn’t mean that other business models cannot be created. We perform and thrive as an ecosystem, so it is very important to ensure the well-being of all stakeholders,” emphasizes Prashar.

Singh sums up, “We need to constantly redesign, rethink, and re-engineer to meet the new demands of our industry, and value for our stakeholders is higher than ever. However, the foundation of the last 15 years will help us resurrect our present and reshape our future.”



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IEIA INITIATIVES



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

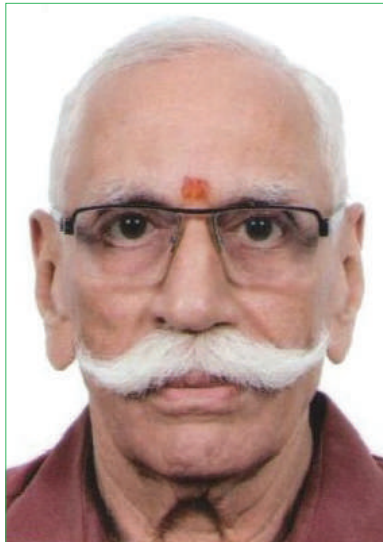
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Dhruv Behl



DV Giri



Gurunathan A



Mahipal Panwar

PROPELLING TOWARDS CLEAN ENERGY

As per EY's Renewable Energy Country Attractiveness Index (RECAI), India is the world's third-largest renewable energy producer with 38 percent (136 GW out of 373 GW) of total installed energy capacity in 2020, after the US and China. In the coming years, India is slated to use significant stretches of land to install renewable energy generation capacities.

According to a recent report by the Institute for Energy Economics and Financial Analysis, by the year 2050, India will utilize around 50,000-75,000 sq km of land for solar energy generation and 15,000-20,000 sq km for wind energy projects. Presently, India has the fourth-largest installed wind-based electricity generation capacity in the world with 39.25 Gigawatt (GW) (as on March 31, 2021). It generated more than 60 billion units in 2020-21. The sector holds immense potential (about 600 GW onshore and 100 GW offshore) and opportunities galore remain untapped.

The Indian Ministry of New and Renewable Energy (MNRE) states that currently, the country has a total installed capacity in excess of 34 GW of solar PV. India has set a target of 450 GW of installed renewable energy capacity by 2030, and about 60 percent (280 GW) is expected from solar.

Sustaining the Growth Momentum

The Indian solar energy market is expected to witness a CAGR of more than 8 percent from 2021 to 2026. Orienting on the sector's growth, Dhruv Behl, Director, Exhibitions India Group, outlines, "While the

lockdowns in the wake of the COVID-19 pandemic primarily affected the supply of solar panels and caused delays in solar projects, most projections, however, indicate a recovery in 2021. Massive impetus is expected as a result of favorable Government policy, such as 100 percent foreign direct investment (FDI) under the automatic route for renewable power generation and distribution projects. The FDI inflow in the Indian non-conventional energy sector between April-December 2020 was approximately US\$ 9.83 billion. A supportive framework encourages global players to invest in the Indian market."

He further adds, "Solar had a very small share of India's energy spectrum until 2007. The innovations in the Solar sector



Pradeep Devaiah



Tulsi Tanti



Yogesh Kudale

RULES FOR 'GREEN TARIFF' POLICY ARE BEING FRAMED TO HELP DISCOMS SUPPLY ELECTRICITY GENERATED FROM CLEAN ENERGY PROJECTS AT A CHEAPER RATE AS COMPARED TO POWER FROM CONVENTIONAL FUEL SOURCES.

are bringing down costs and driving up demand.” As per an analysis by International Renewable Energy Agency (IRENA), the costs for setting up solar PV projects have dropped by about 80 percent in India between 2010 and 2018. “As capital costs begin to plummet and stabilize – leading to commercial viability – investments in the sector are bound to grow,” he explains.

Shedding light on the Solar Energy sector, Yogesh Kudale, Co-founder & CTO, Taypro Pvt Ltd, says, “India has the potential to lead the world in solar energy by 2030 and will be cheaper than conventional coal-fired power. If we take a more sustainable path of reducing emissions and increasing the amount of non-fossil-based fuels in electricity generation, our energy import expenses will be significantly lower, offsetting our renewable energy investments.”

Speaking on the wind energy growth story, Pradeep Devaiah, Chairman, PDA Trade Fairs Pvt Ltd, shares the statistics based on a new report by the Global Wind Energy Council (GWEC) and MEC Intelligence (MEC+): “India is expected to install nearly 20.2 GW of wind power capacity between 2021 and 2025, representing a nearly 50 percent increase over the country’s current installed capacity of 39.2 GW.”

Echoing his thoughts on similar lines, DV Giri, Secretary General, Indian Wind Turbine Manufacturers’ Association (IWTMA), emphasizes, “R&D projects in thrust areas of wind energy, including offshore infrastructure, potential assessment, forecasting and scheduling, material development, cost reduction technologies and so on are supported by MNRE. The Indian Government has been taking several steps to increase the installation of wind energy capacity in the country by promoting wind power projects through private sector investment and providing various fiscal and financial incentives.”

According to Devaiah, the electricity demand in India is slated to double over the next decade, hence the Government is targeting a wind energy generation capacity of around 140 GW by the year 2030. This aforesaid target translates into a minimum of 10 GW per annum, YoY (Year Over Year), with an investment of over ₹60,000 crore per annum.

Mahipal Panwar, Senior Manager, Sales, Rothe Erde India, shares, “India is seen as the preferred manufacturing hub for wind turbines and their components, which allows all manufacturers to expand production capacity. Being a relatively low-cost manufacturing hub, exports will continue to grow, which will help tide over fluctuations in local demand. A focus on E-mobility and clean energy will support sustainable growth in the medium term.”



Renewable energy has a share of 25.24 percent in the total installed generation capacity in the country.

Image Source: Magic Wand Media



Image Source: Magic Wand Media

Climate change and global warming have triggered several changes in technology, product and service offerings.

To this, Gurunathan A, Head of Public Affairs (India and APAC), Siemens Gamesa Renewable Power Pvt Ltd, adds, “India is poised to sustain the growth in renewable energy, more so in the wind and solar sectors, due to its commitment to the Paris Climate Change Accord and transition towards greening energy production in the country.”

Presenting his views on sustaining the growth of the wind energy sector in the coming years, Victor Punal, Managing Director & CEO,

“The Solar India expo, co-located with the Smart Cities India expo, provides a platform to showcase ground-mounted and rooftop solar, storage, smart grids, solar products and solutions.”

Dhruv Behl
Director
Exhibitions India Group

“Wind energy has been showing consistent progress by adding infrastructure and capacities over the last decade, in conformity with India’s aim to reduce dependence on power generation from polluting fossil fuels.”

DV Giri
Secretary General
Indian Wind Turbine Manufacturers’ Association (IWTMA)

RENEWABLE ENERGY INSTALLED CAPACITY INCREASED 226 PERCENT IN THE LAST 5 YEARS.

Hine Hydraulics Pvt Ltd, emphasizes that Governments (Central & States) should focus on improving the cash flow of electricity distribution companies (discoms) to enable them to honor their payment commitments on time; develop the grid infrastructure, including substations and inter-state grid connections; ensure electricity access throughout India; and discourage the generation of electricity from fossil fuels through punitive action against air pollution.

Towards Self Reliance

With a strong manufacturing base, India takes pride in housing state-of-the-art wind turbine and component makers who have expertise in wind turbine technology. The wind turbine components for each model are customized. The number of components is in the thousands, among which more than 70 percent are indigenously made. Explaining the dynamics of the market, Giri recounts that most of the component manufacturers are MSMEs, who contribute in a major way to the sector’s growth by producing products that



Image Source: Magic Wand Media

To meet government targets for 2030, investments of over ₹60,000 crore per annum will be required.

SOLAR CAPACITY INCREASED IN THE LAST 7 YEARS FROM AROUND 2.6 GW TO MORE THAN 42 GW.

are at par with global standards in terms of quality and facilitate exports to developed and developing markets. He adds further, “The growth of the Wind Energy sector in India has significantly contributed to the rural economy. The strong ecosystem and project operation capabilities have led to the expansion of the Wind Energy industry consistently.”

Devaiah mentions, “Though presently, the size of each wind turbine is 2.5 MW, India has already witnessed the installation of turbines that can generate up to 3.5 MW. In the coming days, it is expected to go up to 4 MW, calling for technological advancements, innovation, new product development, transfer of technology, and localization, consequently attracting various stakeholders from the industry, bankers, financial institutions, governments, researchers, and academicians – both locally and internationally.”

Paving the Way to Growth

Today, Renewable Energy exhibitions have gained considerable significance as

countries across the globe are eyeing more sustainable power sources such as solar and wind to minimize CO₂ emissions. Renewable Energy trade shows and conferences are excellent venue to bring together policymakers, investors, manufacturers, suppliers, end-users to inspire and innovate.

In this context, Devaiah, organizer of Windergy India Expo and Conference, shares the outcome of the last edition, “Exhibitors at the last edition of Windergy India were able to meet and interact with the crème de la crème of the Indian wind energy sector, policymakers, regulatory authorities, independent power producers (IPPs) and discoms, under one roof. Global exhibitors from Denmark, Spain, the Netherlands, the United Kingdom, Germany, and many more were able to access critical market information through our expo. They later appointed long-term partners and liaison cells in India after participating at Windergy India.”

“Aside from technology and financial models, ample discussions on macro concerns of climate change and global warming are also held. The Expo has been successful in bringing new technologies,

India is poised for sustaining the growth in Renewable Energy, more so in the Wind and Solar sectors, due to its commitment to the Paris Climate Change Accord and transition towards greening the energy production in the country.

Gurunathan A
Head of Public Affairs (India and APAC)
Siemens Gamesa
Renewable Power Pvt Ltd

THE WORLD'S LARGEST
RENEWABLE ENERGY EXPANSION
PROGRAM IS 175 GW
TILL 2022.

products, and services from around the world to a captive audience of more than 3,000 stakeholders in the country,” he adds.

Narrating his experience, Giri opines, “The show has managed to engage its exhibitors and visitors in meaningful deliberations and generate potential business. It has played a pivotal role in attracting international investors to the region. International associations such as the Global Wind Energy Council (GWEC) have been a part of the Windergy India Expo’s previous editions and have released a ‘Wind Outlook Report for India’ that has facilitated in creating a positive forecast for the sector.”

The organizer of the Solar India expo, which is co-located with the Smart Cities India expo, Behl elucidates that the three-day expo & conference acts as a stellar platform for all Solar industry professionals to grow their business, showcase innovations, display solutions and products such as ground-mounted and rooftop solar, storage and smart

grids, and network with Government officials, city leaders, industry professionals, and buyers.

Citing the success of the 2021 edition of the Smart Cities India & Convergence India expo, he shares, “A total of 575 exhibitors from across 27 countries participated – both in person and virtually. Around 92 percent of our exhibitors established useful business

India is seen as the preferred manufacturing hub for wind turbines and its components, which allows all manufacturers to expand production capacity.

Mahipal Panwar
Senior Manager, Sales
Rothe Erde India

Windergy India Expo & Conference has uncovered business potential and played a pivotal role in attracting international investors to the region.

Pradeep Devaiah
Chairman
PDA Trade Fairs Pvt Ltd



Image Source: Taypro Pvt Ltd

Product from Taypro Pvt Ltd



Image Source: Magic Wand Media

Solar power tariff reduced by more than 75 percent using plug and play model.

contacts, 91 percent expect orders as a result of exhibiting, 95 percent exhibitors indicated that visitor quality was good or excellent, and 83 percent plan to exhibit at the 2022 edition.”

Exhibitors' Perspective

A regular exhibitor, Kudale highlights, “Exhibiting is becoming increasingly popular among corporate decision-makers in renewable energy as well. It provides your company with a large number of potential leads that you may meet in person. Although our world is becoming increasingly remote and digital, sector-specific

“The Renewable Energy sector received US\$10 billion in foreign direct investment between April 2000 and March 2021, which is one of the highest across sectors in that period. By the year 2028, India could see investments upwards of US\$500 billion in renewable energy.”

Tulsi Tanti
Chairman
Indian Wind Turbine Manufacturers' Association (IWTMA)

“A sector-based exhibition or trade show is a once-in-a-lifetime chance for a company to create an impression in the sector and meet the same clients as the competitors. You can be deceived into thinking that exhibitions are no longer relevant to your business in this digital age, but you'd be mistaken!”

Yogesh Kudale
Co-founder and CTO
Taypro Pvt Ltd

exhibitions provide game-changing chances that you won't find anywhere else. If you get it right, attending an expo like Smart Cities India could be the tipping point that transforms your firm from a little business to a market leader in this era of sustainable energy.”

A participant of Windergy India Expo, Gurunathan shares that an exhibition of this kind brings together all stakeholders like OEMs, component manufacturers, suppliers, IPPs, project developers, and discoms, and facilitates significant business prospects. It may not be on-the-spot closure of deals but leveraging the right contacts will certainly be possible. He further explains, “Moreover, many bureaucrats and policymakers visit the exhibition, providing opportunities for the industry to impress upon them the prowess of technology development in the Wind Energy sector.”

Panwar, also an exhibitor of Windergy India Expo, concurs that such sector-specific exhibitions not only provide a platform to interact with industry leaders, exchange ideas, get familiar with industry demands, showcase the latest products and technology, but also facilitate co-learning and meeting industry expectations.

Going Green

Filmmaker James Cameron once said, “The nation that leads in renewable energy will be the nation that leads the world.” Strong Government support has pushed India to be one of the top players in the global renewable energy markets. MNRE is working on several initiatives that will pave the way for the future of the energy transition in India. To attract new investments into the Indian Renewable Energy sector, the portal of the Renewable Energy Investment Promotion and Facilitation Board (REIPFB) serves as a one-stop assistance point. **////**



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Be confident and authentic. Do not feel the need to fit into a mold or conform to an idea of how you need to act, dress, or speak. Accept that there are no shortcuts to success. Work hard to be at the top of your game and be better for yourself and not for somebody else.

Chandrika Behl
Managing Director
Exhibitions India Group

SOARING NEW HEIGHTS

Chandrika Behl, Managing Director, Exhibitions India Group, believes that leadership skills are not defined by gender and hopes that the imbalance will soon shift.

The Exhibitions India Group (EIG) was founded in 1987 as a trade promotion organization, creating opportunities for investments, joint ventures and technology transfers. It has been leading the way when it comes to organizing world-class trade shows in India, such as Convergence India Expo, and Smart Cities India Expo and representing some of the largest trade shows in the world. As a company, it has always encouraged women in leadership roles.

Helping with her thoughts on women's role as leaders in the Exhibition and Event industry, which is becoming increasingly inclusive, Chandrika Behl, Managing Director, Exhibitions India Group, notes, "While it's good to see more women in the industry, like most others, there is



still a long way to go. Leadership skills are not defined by gender, and I hope this imbalance will continue to shift and more women are encouraged to take up leadership roles.”

Whether it is the top management, leading a flagship expo or conference, or managing key groups within the organization, women have always been leaders at EIG. “We believe that women are as qualified as men, and are better able to balance the different aspects of life and provide support to their co-workers. After all, women have now shattered the glass ceiling and are leading the way in various sectors around the world,” she adds.

Growth Is Outside the Comfort Zone

Of all the challenges women progressing in the workplace face, underrepresentation tops the list, followed by gender bias and wage gap.

When asked about her personal challenges, Behl shares, “As an organization, our trade shows span a wide range of different sectors and markets, so getting to grips with some of them took a while, but I have always felt that knowledge is key and I enjoy the learning process.”

“This industry certainly teaches you to adapt quickly because, despite meticulous planning, you are often faced with unexpected challenges that require you to step out of your comfort zone and grow as a person and a professional to overcome them and emerge unscathed on the other side. But, as the saying goes, the show must go on, so one must think on their feet, and be resilient to overcome obstacles,” she adds.

Being Authentic

According to Behl, women are natural leaders and have an innate ability to multitask and carry a team with them. Reflecting on some of the most important traits of leadership that can help women achieve goals in the workplace, she suggests, “The strategy is simple – be confident and authentic. Don’t feel the need to fit into a mold or conform to an idea of how you need to act, dress, or speak. Accept that there are no shortcuts to success. Anyone holding a leadership position has toiled for years. Work hard to be at the top of your game, and be better for yourself and not for somebody else. Lastly, it’s positively vital to be well-informed and possess the expertise in your subject, whether you are a male or female.”

At the heart of the Exhibition industry is networking and connecting with people. The industry also exposes one to a myriad of different industries and specialties. “In order to succeed, you need to be bold, stay curious, and always take the initiative. As in any field, you need to have the courage and conviction to follow your passion and stay focused on your goals to achieve them.”

EIG Initiatives

Today, organizations are acknowledging women’s potential as leaders and the advantages that come with women being at the helm of affairs. With some of their strengths comprising empathy, open-mindedness,



multitasking, and pressure handling, it is natural that they are chosen to lead teams.

“Inevitably, women juggle multiple roles and responsibilities, both on the professional and personal front. As an organization, we attempt to provide every opportunity for career growth and be mindful of the challenges that sometimes arise when you are managing both family and work,” Behl shares.

Being flexible and empathetic to ensure its women workforce is able to bring out their best is something EIG always tries to implement, she adds. Especially during the pandemic, with children being home, a lot of schedules were customized and managed.

Tackling Tough Times

Industries around the world have suffered a setback during the ongoing pandemic crisis. It’s been a highly tough time, especially for the leaders who had to stay resilient in spirit while acknowledging their vulnerability.

“Needless to say, it’s been a brutal time for the industry, but also a time that has taught us so much – especially how important it is to be agile and to adapt to any situation,” Behl says.

“We all know the intrinsic value that a platform such as a trade fair brings to businesses and industries. While we have all adapted to the

“This industry certainly teaches you to adapt quickly because, despite meticulous planning, you are often faced with unexpected challenges that require you to step out of your comfort zone and grow as a person and a professional to overcome them and emerge unscathed on the other side.”

digital age, there is simply no replacing the quality of engagement that a physical trade show or conference provides. We experienced this like never before during our expo – the 28th Convergence India and 6th Smart Cities India 2021 expo – that took place at Pragati Maidan earlier this year. We were very fortunate to be able to host physical versions of the expo in March 2021, and having done so, we saw the true value of a quality B2B platform with new eyes. Having said that, the industry has taken a hit like never before, and requires support to continue to provide world-class platforms for the industry, the Government, and the academia,” she concludes. // // //



Image Source: Exhibitions India Group



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Magic Wand Media

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Image Source: Sardana's Exhicon Services

WHERE INNOVATION REIGNS

With over 40 years of experience in the Indian exhibition industry, Sardanas been prominent in the event infrastructure support and expo business ever since the industry began to garner its deserved recognition in the country. A peek into the success of Sardana's Exhicon Services and the innovations that have set the company apart...

An off-shoot of the 45-year-old family-run Sardana's Art Centre Pvt Ltd, Sardana's Exhicon Services (SES) is the third generation of Sardanas focused on sustainability and modularity.

The company, equipped with its in-house R&D and production units, has now introduced to the Indian Exhibitions and Experiential Events industry, a lightweight and versatile display system - the CubeX Modular Truss, and has become the country's first and only provider of innovative and modular truss displays.

With its state-of-the-art solution, SES aims to transform the way one sees and uses marketing/display solutions and

experiential structures for exhibitions and events, in contrast to the conventional build & burn methods. With the environment as its focus, the CubeX Truss and Sardana's other modules offer a hassle-and-waste-free, eco-friendly, and aesthetic solution with a full flexibility in design and configuration.

"CubeX Modular Truss is a building system so versatile that it can be used for just about any application - outdoors and indoors. It offers a variety of modules such as Arches, Diagonals, Angles and multiple combinations that give us the freedom to create a plethora of designs. The CubeX Modules also let us increase, decrease and even re-configure structures at any given time, big or small," reveals Tarun Sardana, Partner, Sardana's Exhicon Services.

Judicious Use of Resources

Events are now moving from custom-made, single-use displays to sustainable systems of display that are re-usable, scalable, and environmentally friendly. According to Sardana, the CubeX Modular Truss addresses this need to the T. He adds, "The system is 100 percent waste-free; there is no wastage of wood or other generic construction



Image Source: Sardana's Exhicon Services

“CubeX Modular Truss is a building system so versatile that it can be used for just about any application - outdoors and indoors. Our innovative modular truss offers a variety of modules such as arches, diagonals, angles and multiple combinations that give us the freedom to create a plethora of designs.”



for their events. Sustainability and aesthetics go hand in hand for us. We have also been working on a new system during this pandemic called the CubeX 2.0 which soon will hit the market. It is again a sustainable system that can be used for exhibitions and events infrastructure services,” he informs.

Tarun Sardana
Partner
Sardana's Exhicon Services

elements. All our modules are re-usable and modular in nature and eco-friendly.”

“All the media we use for our products are also sustainable. We do our best to convince our clients not to use flex or similar materials

The CubeX Truss Modules and Configurations ensure optimal stability even with their light-weight properties. Measuring only 5x5 inch, the CubeX boasts architectural, geometrical, and edgeless shapes and designs.

Image Source: Sardana's Exhicon Services

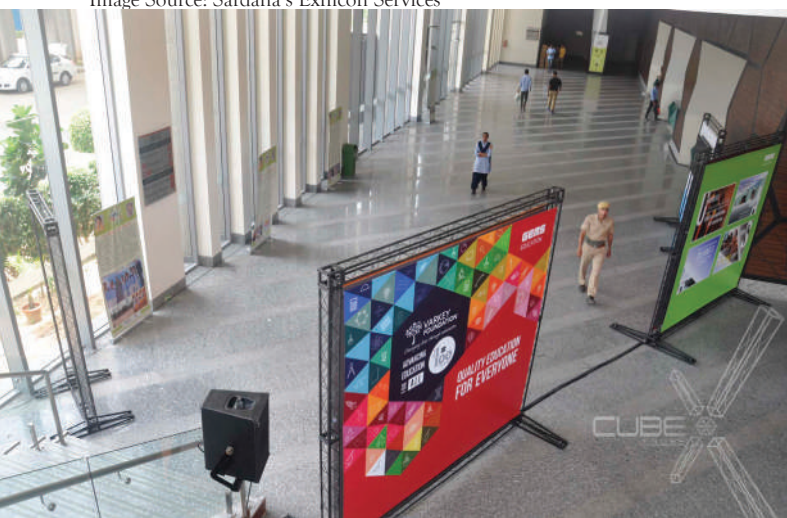




Image Source: Sardana's Exhicon Services

The CubeX Truss offers a particularly wide spectrum of options for any event. "Diverse and unconventional structures, shapes and sizes can be put together in a modular method using individual truss modules that offering symmetrical and ultra-modern aesthetics. One can be extensively creative as to opt for either small in-line stand, corner stand or even a large island stand," he adds.

Features that Set it Apart

The CubeX Modular Truss is made of MS and coated with fresh black powder paint. Sardana continues to reveal its unique features, "Our truss modules and configurations ensure optimal stability even with their light-weight properties. Measuring only 5x5 inch, the CubeX boasts architectural, geometrical and edgeless shapes and designs."

"With the CubeX, you are not just able to put together your unique desired structure. The flexibility of the modules enables one to build small and intricate displays to large and complex structures such as pavilions, VIP lounges, branding displays and much more."

The individual modules can be put together like LEGO and be interlocked using just nuts and bolts, making it easy for assembly and disassembly of any structure or display. In most cases, it is claimed to save time and manpower by up to 40 percent.

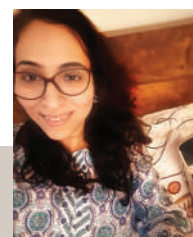
The CubeX Modules are available in various lengths, arches, angles and multiple degree combinations which can be flexibly combined, reassembled and redesigned.

"With the CubeX, you are not just able to put together your unique desired structure. The flexibility of the modules enables us to build small and intricate displays to large and complex structures such as pavilions, VIP lounges, branding displays and much more," he adds.

Aero India, Media Expo, The Festival of Education, Amazon Smbhav, Lakmé Fashion Week, India International Science Festival (IISF), Pro Kabaddi League, International Council on Monuments and Sites India (ICOMOS), Google, Aravalli Utsav are some of the domestic events that housed Sardanas' CubeX Modules. Whereas Asian Ministerial Conference on Disaster Risk Reduction (AMCDRR), Electric Daisy Carnival (EDC), SIAL, and Rendezvous were for the international shows where the company provided its services. ///



Image Source: Sardana's Exhicon Services



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All Image Source: IMTMA

PLAYING THE GRACIOUS HOST

Built by the Indian Machine Tool Manufacturers' Association (IMTMA) in 2007, Bangalore International Exhibition Centre (BIEC) is India's greenest, finest, and unmatched exhibition facility. Here's knowing how the venue is poised to grow in its next phase of supporting the industry, sustaining the economy, and succeeding globally.

The global pandemic has been a disruptor for physical exhibitions and events. Many of the events that were scheduled to be held in Bangalore International Exhibition Centre (BIEC) during 2020-21 were rescheduled. In the absence of events and in its endeavor to play its part in the fight against the virus, the venue extended its support to the Government of Karnataka. Bruhat Bengaluru Mahanagara Palike (BBMP) used BIEC exhibition halls to house migrants during the initial lockdown period and

later as the COVID Care Centre for treating asymptomatic patients.

In keeping with its tradition of holding events, BIEC, in the interim, hosted the Unacademy Unoffsite 5.0 in December 2020 in a hybrid mode.

With the permission granted to organize exhibitions and events albeit with COVID-19 protocols, more shows are expected to restart at the venue. BIEC will be hosting the prestigious IJS Premiere 2021 from September 15 - 19, 2021. The 37th edition of the show organized by the Gem & Jewellery Export Promotion Council (GJEPC) will be the first exhibition at the venue since the outbreak of the pandemic in March 2020, which will be followed by more physical exhibitions at BIEC.

“BIEC has already put in place well thought of safety protocols that are to be adopted by exhibitors, visitors, service providers. It is also following all the necessary safety measures as advised by the Government.”

V Anbu
Director General & CEO,
IMTMA and BIEC



Asian Federation of Exhibition and Convention Associations), ICCA (The International Congress and Convention Association), and IEIA (Indian Exhibition Industry Association).

Ease of Doing Business

For close to 15 years, BIEC has impressed upon exhibition organizers within the country and abroad as India's most sophisticated venue of choice for all major exhibitions, conferences, and seminars, welcoming international delegates and exhibiting the core competencies of many global companies.

Elaborating on the role of venues in ushering the ease of doing business,

State-of-the-art Infrastructure

Located in Bangalore, BIEC has a total space of 1,10,000 sq mt, of which the exhibition space occupies 77,200 sq mt. It has a standalone Conference Center of 5,600 sq mt, complete with conference halls, meeting rooms, an open space for networking and organizing theme dinners with a seating capacity of 50-1,500 for various occasions. The other amenities include a Food Court of 7,500 sq mt with a choice of food counters with international brands and a fine dining area operated by five-star hotels. It has an Entrance Plaza with more than 40 plug-and-play counters for registration and the open area outside the BIEC campus has ample parking space for a large pool of vehicles.

BIEC is India's first LEED-certified Green Exhibition and Conference Facility. Halls 4 and 5 have been conferred with a 'Gold' rating by Indian Green Building Council (IGBC) and US Green Building Council (USGBC). The venue is a member of various global associations such as UFI (The Global Association of the Exhibition Industry), IAEE (International Association of Exhibitions and Events), AFECA (The

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V Anbu, Director General & CEO, IMTMA; President, BIEC; and President, UFI, says, “Venues are an important link in the value chain of exhibitions. B2B exhibitions are always confined to the geographical markets of particular industry sectors and an exhibition on that industry sector organized in a city that has a world-class exhibition venue will create a strong impact and great business outcome.”

Anbu adds that venues provide all the necessary infrastructure and support systems for the seamless organizing of shows. With the industry growing, it is very important that processes that ensure quality, safety, and ease of operations for the organizer must be put in place. Combined with these, venues should have well-trained staff along with a well-coordinated chain of efficient external players. All these put together will ensure that the system will provide an unparalleled experience.

For more than two decades we have been witnessing penetration of technology and its impact on the Exhibition industry. Despite, the onslaught of the pandemic and the Exhibition industry stakeholders being forced to adopt new means of organizing shows, the popularity of real exhibitions at designated venues, as against the ones organized on digital platforms, has only kept increasing.

Trade fair business has been resilient and this can largely be attributed to venues that have pragmatically evolved and developed to become the essential foundation for an exhibition to flourish.

Good venues certainly provide a ‘feel good factor’. Exhibitors, visitors, service providers and everyone involved in organizing an exhibition are at home. You get everything under ‘one roof’, and that is what defines the ‘ease of doing business’.

An Icon of Industry Cooperation

Although designed exclusively to the specifications of a heavy machinery expo center, BIEC has grown to a vision beyond machine tools to include the entire world of industries. Over the years, every important industrial sector has found an international venue in BIEC. The venue has to its credit the hosting of India’s largest B2B exhibitions such as EXCON that occupies 3,00,000 sq mt area and IMTEX that occupies 80,000 sq mt. The country’s biggest Information Technology conference ‘SAP TechED’ is held regularly at BIEC. Herbalife, India’s multi-level marketing event is also held at BIEC. Several other exhibitions from diverse sectors such as Medical Equipment, General Engineering, Die & Mould, Electrical & Electronics, Agriculture & Dairy Farming, IT, Textiles, Mining, Plastics, Automobiles, E-vehicles, Renewable Energy and many others are also held here. The Government of India and the Government of Karnataka have organized some of their flagship events such as ‘Pravasi Bharatiya Divas’ and ‘Global Investors Meet’ besides many of their other events at BIEC.

On BIEC's USPs to attract repeat clients, Anbu considers the quality infrastructure blended with off-the-shelf services available for organizers as a key to success for BIEC to become a sought-after destination for exhibition organizers.

A Preferred MICE Destination

A good-quality venue that offers quality service consistently will eventually earn a brand identity on its own. It is important for venue owners to understand the needs of customers and extend the best possible support to organize shows seamlessly without encountering any major challenges. This sets the ball rolling for show organizers to come back to the same venue again and again.

Exhibition venues in India have undergone a sea change in the last decade and today many of them can offer world-class services to event organizers and carve out global recognition. Consequently, many international shows have moved to India and expanded their portfolios. The Government, on its part, has been extending its support to the Exhibition industry in various ways to find global recognition.

The MICE (Meetings, Incentives, Conferences and Exhibitions) industry is largely influenced by strong growth in Tourism, Hospitality and Aviation sectors. India's Tourism sector has grown significantly in the last few years. This applies to even the Hospitality and Aviation sectors as we see new hotels cropping up in Tier 2 and Tier 3 cities as well. New airports are being developed in smaller towns to improve connectivity. All these are prime factors for the development of the MICE industry. The Indian Exhibition industry has also grown in size with the addition of new venues, shows and enhanced skills of service providers. India is already being identified as a key MICE destination in Asia and BIEC is recognized as one of the leading venues by international and domestic exhibition and MICE organizers.

Green Built Environment

BIEC is perhaps India's only self-contained venue for exhibitions and conferences. In stark contrast to typical industrial sites, it is a cool green campus marked with self-sustenance in terms of water, waste treatment and self-generated electricity. Anbu shares that the self-sustaining model of BIEC is a classic example of the adoption of green practices. It begins with the design and construction of BIEC with green materials and practices that has earned it the LEED certification.

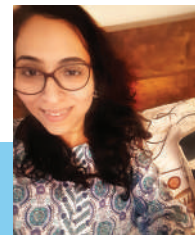
"We have now moved one step ahead to inculcate and implement green practices in exhibitions through the use of green materials and adopting green practices. We encourage eco-design i.e., creating an optimum balance between economics and environment-friendly requirements. This is done with a no-compromise approach to basic health and safety obligations," he adds.

In close collaboration with exhibitors and stand contractors, IMTMA initiated the Eco Design awards for exhibition stands in IMTEX 2019 and this continued in IMTEX FORMING 2020. The best designs were even awarded to encourage them to use it in future exhibitions.

Due to these efforts, there has been a discernible reduction in dust and noise levels during stall set-ups, thanks to the increased push towards pre-fabrication. The planned re-use of stand elements and the concept of minimal usage of material have been taken up in earnest. There has also been an increased usage of LED lights and electronic displays at the stands.

Making it Possible

The exhibitions business is not one to rest on past laurels. Organizing patterns change. Industry standards and behaviors, requirements and demands, and technology are evolving every moment. The global pandemic has taught this to us already. Keeping pace with the changes, BIEC is reinventing itself every day – learning and improving. Strict rules, regulations, operational procedures and training have organized the team to provide the best service and support to exhibitors and visitors alike. With every event, clients experience a new, improved BIEC. **////**



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All image source: Udan Media & Communications

OFFERING PLATFORMS TO GROW

Punjab-based Udan Media & Communications has garnered well-deserved recognition in the Exhibition industry. With a focused team and a vision to expand, the company is making all the right moves to flourish further while helping others grow in tandem.

Udan Media & Communications Pvt Ltd has become a well-known name when it comes to organizing and managing exhibitions and industrial trade fairs. It is widely acknowledged as one of the few companies that dedicates itself to uplift SMEs and corporate companies by providing them a common platform to showcase their products and new technologies, and enhance their competitive spirit to face new global challenges.

“Our endeavor is to bring about change in the industrial environment of Punjab, in particular, and India as a whole,” shares GS Dhillon, Managing Director, Udan Media & Communications.

The young, strong and dedicated team at Udan has been excelling at providing unmatched quality to the clients and partners of the company while making them a crucial part of the process.

Riding Over Challenges

Reflecting on Udan’s evolution in the industry, Dhillon shares that the journey has been a ‘fantastic’ one. Although, a start-up, the company was able to withstand numerous challenges as it had a clear vision and strong determination, and with assertive efforts it was able to establish a few successful exhibitions. Udan Media & Communications has organized several events in Ludhiana, Chandigarh and New Delhi.

“We have the backing of exhibitors dealing in different product categories, and also have the support of many manufacturers and trade associations of India,” he adds.

The year 2019 was significant for the company as it spread its wings, moved out of Punjab and hosted the acclaimed Ride Asia at Pragati Maidan. The international fair on bicycles and





“ Our endeavor is to bring about change in the industrial environment of Punjab, in particular, and India as a whole. ”

GS Dhillon
 Managing Director
 Udan Media & Communications
 Pvt Ltd



electric vehicles enhanced its brand image as the expo was immensely successful and well-received. And then came the COVID-19 pandemic that posed fresh challenges to the Exhibition industry and to Udan Media & Communications as well. However, the company soldiered on by organizing key exhibitions on the digital platform, enabling it to build a pan-India presence.

Dhillon identifies ‘infrastructure’ as one of the biggest obstacles in its success as the state of Punjab does not have a world-class exhibition center due to which big brands are hesitant to participate. However, the company has a clear vision of creating world-class platforms and is working on it. Marketing is another big challenge as B-town exhibitions are dubbed as ‘regional expos’.

INFRASTRUCTURE IS ONE OF THE BIGGEST CHALLENGES AS PUNJAB DOES NOT HAVE ANY WORLD-CLASS EXHIBITION CENTER DUE TO WHICH BIG BRANDS ARE HESITANT TO PARTICIPATE. MARKETING IS ANOTHER CHALLENGE AS B-TOWN EXHIBITIONS ARE OFTEN DUBBED AS ‘REGIONAL EXPOS’.





“We have worked on a pan-India level with associations as well as individual manufacturers and dealers. Hence, we have established a highly successful brand matching the best expos in same trade,” he adds.

Mobilizing Visitors for Shows

According to Dhillon, gathering data of B2B shows has been the key to managing visitor mobilization. This has helped the company to deeply penetrate into

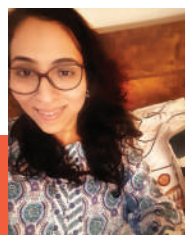
all segments, set up periodical marketing campaigns for B2B visitors, advertise online and offline round the year and in direct marketing in the last phase of campaigning. He further adds that Udan generally concentrates on its target audience; every campaign carries a pre-registration link which ensures the success rate. “In the last few weeks, we have run an aggressive campaign on outdoor advertising and print and electronic media for the B2C visitors,” he reveals.

GATHERING DATA OF B2B SHOWS HAS BEEN THE KEY TO MANAGING VISITOR MOBILIZATION. THIS HAS HELPED THE COMPANY TO DEEPLY PENETRATE INTO ALL SEGMENTS, SET UP PERIODICAL MARKETING CAMPAIGNS FOR B2B VISITORS, ADVERTISE ONLINE. AND OFFLINE ROUND THE YEAR AND IN DIRECT MARKETING IN THE LAST PHASE OF CAMPAIGNING.

Vision to Grow

Udan Media & Communications is driven by its vision of creating big expos. “After a certain point, quality supersedes quantity,” Dhillon affirms. Hence, getting big exhibitors and an increased footfall on one platform, which is crucial for success, is the company’s foremost focus area. Setting up programs and schedules, through which meaningful business meetings can be set up during an expo, is another item on the agenda. It is also working on expanding its footprint beyond India, for which it is researching opportunities in some countries.

In the coming days, the company will be hosting exhibitions such as India Agri Progress Expo 2021, an exhibition on Agriculture Machinery & Dairy Technology; Machauto Expo 2022, an exhibition on machine tools and automation technology in February 2022; the third edition of Ride Asia at Pragati Maidan in New Delhi in February 2022; and the Int-Ext Expo, an exhibition on interiors, exteriors and building materials in Ludhiana, also in February 2022 in compliance with safety protocols like physical distancing, mandatory face masks and full vaccination. ////



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Image Source: Sheraton Grand Bangalore Hotel

DOING IT THE RIGHT WAY

With a sprawling 26,000 sq ft of meeting and pre-function space, Sheraton Grand Bangalore Hotel at Brigade Gateway offers comprehensive facilities and warm Indian hospitality, making it an ideal place to host events ranging from small board meetings to lavish cocktail receptions.

With advantages such as expansive space, impressive interiors, and amenities of convenience, hotels have become a prime choice for hosting corporate events. The current pandemic situation has led to the Event and Exhibition industry resorting to e-platforms to arrange for virtual events and more recently to hybrid events for which hotels provide the most conducive of the environments with the required health safety and hygiene protocols followed.

Located in the IT capital of India, Bengaluru, the Award-winning Sheraton Grand Bangalore Hotel at Brigade Gateway offers a perfect combination

of warm Indian hospitality and international standards of service. It is positioned as the city's leading corporate hotel with a strong focus on the MICE market due to its large convention facilities. The hotel consists of 230 guest rooms, including 8 restaurants and bars. Located centrally, it is close to city attractions such as Bangalore International Exhibition Centre (BIEC), ISKCON Temple, Bangalore Golf Club, Bangalore Palace, and offers convenient access via sky-bridge to the World Trade Center and Orion Mall.

Moving with Times

Talking about how travel has become an inextricable part of business life, Akshay Varma, Director of Sales, Sheraton Grand Bangalore Hotel at Brigade Gateway, notes, "Travel has steadily become an essential part of business life and significantly so in exhibitions where the organizers and their vendors, stakeholders and attendees assemble at a venue from varying geographical regions, often from overseas."

"However, the COVID-19 pandemic has been driving organizations to displace face-to-face meetings with virtual versions leading to the hybrid



Image Source: Sheraton Grand Bangalore Hotel

version uniting both, so that stakeholders and trade, do not suffer,” he adds.

With travel restrictions in place and revenues from the Exhibition industry dwindling, residential weddings, in the form of room bookings, are helping drive the performance of hotels this season, he shares.

Revealing more on how hotels can meet the requirements of event organizers in holding conferences and symposiums, Varma says that service providers need to have strong interpersonal and technical skills. They also need to be well-versed in handling audio-visuals and fast-track visa apps. Having soft skills such as persistence, compassion, cooperation and problem solving are very crucial, especially in instances where a large travelling party from a culturally specific region has to be received with a fitting welcome drink.

“Going forward, this niche market will see hotels create more jobs for innovative meeting planners and expert conference

“ Sheraton creates an environmentally sensitive surrounding through innovative eco-friendly practices, products and services. Towards this, the hotel administration lends prime importance to waste management that is essential to ensure sustainable operations and make the hotel eco-friendly as well as economical. ”



Akshay Varma
Director of Sales
Sheraton Grand Bangalore Hotel at Brigade Gateway

THE MANAGEMENT’S CONTINUED EFFORTS HAVE HELPED THE HOTEL WIN THE PRESTIGIOUS ‘SCROLL OF HONOUR’ FOR THE YEAR 2021 FROM WOW ACTION FORUM. IT HAS ALSO RECEIVED THE BRONZE AWARD FROM ‘GREENOTELS’ IN THE LARGE HOTELS CATEGORY FORMAT IN RECOGNITION OF ESTABLISHMENTS THAT FULFILL A LIST OF ENVIRONMENTAL REQUIREMENTS.



Image Source: Sheraton Grand Bangalore Hotel

services staff, as well as develop industry-specific agendas to add new dimensions of personalization to their overall service substructure. The objective should be to flawlessly offer a range of logistic facilities in transfers & transportation, meet & greet, lodging, restaurants, activities, tours, conference venues, themed events and gala dinners. This can help in being able to provide favored rates based on the buying power that they have with their preferred suppliers,” he adds.

Going Green

The outbreak of COVID-19 has accelerated the adoption of sustainable practices in the Hospitality industry in a big way. Hotels are embracing practices



Image Source: Sheraton Grand Bangalore Hotel

that can reduce the negative impacts of harming the environment. Throwing more light on the sustainability practices implemented at the hotel, Varma says that Sheraton creates an environmentally sensitive surrounding through innovative eco-friendly practices, products and services. Towards this, the hotel administration lends prime importance to waste management that is essential to ensure sustainable operations and make the hotel eco-friendly as well as economical.

Dwelling more on the specifics, Varma adds that for meetings and conferences, plastic bottles are avoided and replaced with glass bottles or water stations. In order to accomplish its goal in solid waste management, the hotel diligently follows the three Rs – Reduce, Reuse and Recycle. All solid waste is segregated at the source into four different categories and food waste is again recycled into vermicompost and used as rich fertilizer for the gardens. Wastewater is recycled after filtering it for flush tanks.

Sheraton Grand is a trendsetter in the Garden City of Bengaluru for its food, travel and lifestyle offerings and the hotel continues to simultaneously lead with a vision to save water and energy, and reduce the demand for coal for thermal plants besides reducing the carbon footprint on source energy that the water transport consumes. The management’s continued efforts have helped the hotel win the prestigious ‘Scroll of Honour’ for the year 2021 from WOW Action Forum. It has also received the bronze award from 'GreenOtels' in the Large Hotels Category format in recognition

of establishments that fulfill a list of environmental requirements. Obtaining GreenOtels recognition demonstrates the hotel’s efforts to develop an environment friendly, sustainable and responsible business.

Excelling against Competition

With about 25,649 sq ft of meeting and pre-function space, Sheraton Bangalore Hotel at Brigade Gateway offers comprehensive facilities and warm Indian hospitality, making it a great place to host events. From small board meetings to lavish cocktail receptions, the hotel’s dedicated convention team provides personalized services and takes care of every detail to help fit the guests comfortably at most of the hotel locations.

A pillar-less ballroom, which is amongst the city’s largest with an array of smaller meeting rooms complimented by open air venues to choose from, provides flexibility and choice, especially during the current times. **////**



Image Source: Sheraton Grand Bangalore Hotel



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HELPING REALIZE BUSINESS DREAMS



Image Source: Magic Wand Media

The Indian Exhibition Industry Association (IEIA) has come up with the Young Professionals Program to groom young talent for competently advancing the Indian exhibition industry to the next level. Here's knowing what the recent session by eminent sales coach, consultant, and trainer Stephan Murtagh comprised of and the beneficiaries' take on the same.

IEIA, with the Young Professionals initiative, endeavors to bring together the zeal and fresh perspective of young minds and the experience of veterans of the Exhibition industry to establish the industry as the best platform for forging business bonds. The program sets the young professionals on an edifying journey that can help unleash their potential through a series of learning sessions by the industry experts.

As part of the grooming process, special mentoring sessions are held on diverse

topics related to the Exhibition industry month on month to nurture and develop young talent. The program also provides a forum for peer-to-peer networking and knowledge sharing. Exhibition industry professionals below the age of 35 can register themselves as Young Members of IEIA.

Garnering Sales

The last session mentored by eminent sales coach, consultant and trainer Stephan Murtagh, Managing Director, The Exhibition Guy Group, in a webinar, 'Changing Dynamics of Sales', held on July 01, 2021, focused on how talented young leaders can manage sales during the pandemic and post-pandemic times.

Murtagh believes that mentoring youngsters is essential to help them survive and excel in the constantly changing world. "The young

“The young exhibition professionals in our industry are the future. They will be the ones to bring our current events to a bigger level in the future. Hence, it is our responsibility to mentor them so they can achieve their and our business dreams.”

Stephan Murtagh
Managing Director
The Exhibition Guy Group



“Learning new skills can be advantageous in creating a brand value inside the organization. Today, as the market is changing, we need to also eventually grow along with time and learn new skillsets. This would help us to survive and grow in the current situation.”

Navneet Pillai
Manager - Operations
NürnbergMesse India Pvt Ltd



“The program was quite interesting. It helped me as an individual to understand that despite the challenges that we face during the pandemic, a positive mindset can curb negativity or failure and help us move towards a positive and brighter future.”

Aina Dixon
Senior Business Development Associate
Blues N Coppers Exhibitions



exhibition professionals in our industry are the future. They will be the ones to bring our current events to a bigger level in the future. Hence, it is our responsibility to mentor them so they can achieve their and our business dreams. The world and our industry are ever-changing and we need this fresh and new talent to challenge us to be better. We should do more of these kinds of mentoring sessions.”

Commenting on her experience, one of the participants of the program Aina Dixon, Senior Business Development Associate, Blues N Coppers Exhibitions, notes, “The program was quite interesting. It helped me as an individual to understand that despite the challenges that we face during the pandemic, a positive mindset can curb negativity or failure and help us move towards a positive and brighter future.”

Another participant of the program Navneet Pillai, Manager, Operations, NürnbergMesse India Pvt Ltd, applauds IEIA’s initiative,

“It was a wonderful opportunity to get real-life insights into sales from a person who has more than 20 years of experience in the industry. He could not only offer immense clarity to the topic but also helped us understand the situation better.”

“With the pandemic and exhibition organizers bearing the brunt of the situation and trying to transition from a world of physical shows to a digital era and then slowly back to a hybrid world, the sales process was also required to transition and adapt to the new ways or techniques of selling. The session with Stephan helped our process of transitioning be more seamless,” he adds.

Upskilling in the Changing World

According to Murtagh, the Exhibition industry landscape is altering fast, and that it will continue to change. “With the advent of hybrid, virtual and digital along with live, we need to introduce more continuous professional development to ensure our skills stay relevant and can add real value to an employer and employee,” he notes.

Concurring with Murtagh’s views, Dixon adds that to keep going in the current market it is important to be up-to-date with the latest technologies and skillsets. “The Exhibition industry professionals have to walk with their clients, innovate and conceptualize at every step and help them meet their objectives towards their customers,” she explains.

Throwing light on the changing dynamics of the exhibition industry landscape, Pillai says, “Today as the market is changing, we should also eventually grow along with time and learn new skillsets. This would help us to survive and grow in the current situation. We need to upskill and reskill ourselves with the necessary skillsets – both hard and soft skills that can steer organizational success in the right direction.”



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Image Source: Magic Wand Media

APPRAISING VISITORS HOLISTICALLY

Gunnar Heinrich, CEO, Adventics GmbH, on a new strategy for trade fair organizers and the associated success tool – '360 Degree Visitor Management'...

3 60 Degree Visitor Management or Community Management, as it is sometimes called, offers organizers the basis for understanding their visitor target groups, interacting with them and providing them with tailor-made offers. Some still know the term exclusively as 'visitor management'. But in my opinion, it does not completely cover the whole scope of the term. After all, community management for trade fairs does mean all participants – visitors, exhibitors, staff, representatives of associations, the press, and all other stakeholders who are involved with the event before and during a trade fair. And it also covers the entire life cycle of a trade fair event. From interest and profile management to invitations and the entire Behavior Management with questions such as 'Which stands do

you prefer to visit? Which surveys are answered? How is the general interaction structured?' – Community Management optimizes the value of the entire event as a 360 Degree analysis method.

Trade Fairs to be More Host-Like

Organizers should always be aware of their role as hosts, not just when considering 360 Degree Visitor Management. After all which host would not look after his guests once they have entered his home? Those who invite guests to a private barbecue usually know what their guests do for a living, what their hobbies are, what they like to eat and react to them accordingly. Both on a small- and large-scale, there are immense advantages in the optimal use of these guest profiles. But I always find that exhibition companies could know more about visitors. Because even if the square meters of stand space end up on the exhibitor bill, the right visitors to the stand are the actual product for which exhibitors are ultimately willing to pay. But what company could afford to know as little about its products as trade fairs know about visitors?

Advantages of 360 Degree Visitor Management

In my opinion, 360 Degree Visitor Management has countless advantages. Because, as already mentioned, the visitors to a trade fair

are not just another customer group, but also a special 'product' which, in case of doubt, is the decisive factor in an exhibitor's booking decision. After all, trade fairs compete with many other marketing opportunities for a significant role in the marketing mix and thus for their share of the budget. Moreover, all visitors and exhibitors have different roles at a trade fair. In addition to their professional profile and the motives for their visit, they are always private individuals, members of a certain age group, influencers for their professional and private networks and much more. This community management holistically depicts this immensely important multi-role theme. It enables precise communication with visitors and their individual interests. In the ideal case, I can accompany participants throughout the entire customer lifecycle and make exactly the right offers according to the situation.

Role of Pandemic in the Strategy

The pandemic and the dramatic effects on the Events industry are leading to opposing conditions for community management projects. On the one hand, the data basis and legal requirements have never been more conducive than they are now. On the other hand, some trade fair companies are hesitating to implement them because the slump in sales has initially frozen many project budgets. However, COVID-19 should accelerate the initiative towards 360 Degree Visitor Management. The current global situation offers good reasons for this. Trade fair companies must now by law record all profiles of all participants, whether visitors, exhibitors, or suppliers. And they must manage visitors very precisely. At the moment, for example, rush hours must be avoided because of the minimum distance regulations but visiting times and the most popular areas must be known. The pandemic situation also increases the number of hybrid or digital events. At the moment, certainly inevitably, but in the future digital components will continue to play an important role in supplementing presence exhibitions. And good, content-rich data is an absolute prerequisite for this. If I do not have that, I do not need to plan, hold, and try to organize digital events.

“ Trade fair companies must now by law record all profiles of all participants, whether visitors, exhibitors, or suppliers. And they must manage visitors very precisely.

Gunnar Heinrich
CEO
Adventics GmbH

”



Risks and Disadvantages

All data protection aspects must be planned and adhered to precisely in advance. I see insufficient organization and inadequate use of digital solutions as decisive risks. If you do not plan this properly, you will not have the data quality that is needed and will suffer unnecessary high costs. Good advice can quickly minimize these risks and has the advantage of being able to reliably incorporate proven national and international best practices. The wheel does not always have to be completely reinvented.

Making it Work Reliably

Only if the entire process chain constantly uses and enriches the information generated by the management process will it show its true value. This starts with the management, which must recognize the value of the information and promote it throughout the entire organization. Because 360 Degree Visitor Management is a topic for the various organizational units, it doesn't just affect marketing or project management and certainly not just IT.

Reluctance Towards Implementing It

Not many trade fair companies implement a 360 Degree Visitor Management concept. The reason being they find it difficult to implement it. Successful implementation requires a company-wide effort to implement it consistently across different events.

This is the Time to Implement

Quite simply because it pays off in the short term. Yes, setting up a stringent 360 Degree Visitor Management system is an investment. But the effects will already be noticed at the next events, whether virtual or live on site. Not to mention the benefits to be expected in the long term. When trade fairs can start up again, we will see fewer exhibitors and visitors on site. This need not be a disadvantage at all if you can manage the quality with a 360 Degree Visitor Management process and the available information. On the contrary, the individual data gathered there will be worth more. Participating in a trade fair will soon have a much more exclusive character.

Cost awareness is understandable right now. Nevertheless, decision-makers now have it in their hands to create a central basis for success, especially in the near future with integrated 360 Degree Visitor Management. And what do fishermen do when the sea is too stormy? They stay in port and mend their nets. I think it is an advantage that organizations currently have time for such innovations, which goes far beyond the introduction of a technical system. We should thus seize this opportunity. **////**



Image Source: Magic Wand Media

PHYSICAL EXHIBITIONS AHOY!

With physical exhibitions about to reopen, the following list of strategic planning imperatives for the Indian exhibition organizers can come handy...

The last few weeks have brought back optimism in the Indian Exhibition industry. The COVID-19 cases look under control, offices are opening, the Indian economy is getting ready for business, and key exhibition venues in Delhi NCR, Mumbai, Bangalore, and Hyderabad are now amenable to organizing B2B trade shows.

The Exhibition industry also witnessed 'Big Shows are Back' confidence booster announcements by

CPhI India (November 2021 - India Expo Mart, Greater Noida), India Wood (February 2022 - Bangalore International Exhibition Centre), PLASTINDIA 2022 (February 2022 - Pragati Maidan, New Delhi), Defence Expo (March 2022 - Gandhinagar) and rejoiced at the successful organization of several shows in Delhi, Hyderabad etc.

One thing is clear, the industry, exhibitors and visitors are yearning to be back on the exhibition floor, and it is very likely that November 2021 - March 2022 will be a busy time for our industry.

While nothing appears to have changed at the first glance, there are certain fundamental tectonic shifts in the nature of exhibitions and my views for the next 6 months are:

1. Trade Shows will be Leaner, Agile, and Indian Exhibitor Centric

It is unlikely for overseas exhibitors to be back soon. The world is still getting vaccinated. There are varying degrees of quarantine restrictions, and we should not expect our overseas participants to be back with full gusto immediately. India is yet to announce international flights and if all goes well, this should happen anytime between early October 2021 to mid-November 2021.

Most key global players already have their India offices in place. Hence, participation may not happen from their global headquarters, but surely their Indian subsidiaries can be invited.

Indian companies are keen to win back lost opportunities, so they would be interested to book spaces. Let's go and talk to them.

China, Taiwan, Korean pavilion participation is several months away; maybe July 2022 onwards. Let's not focus on them for near horizon shows.

It is, therefore, about time we started planning for shows.

2. International Buyers from Nearby Countries will be Back Soon

With China closed to international visitors, buyers from Nepal, Sri Lanka, Bangladesh, the Middle East, and Eastern African countries will be back in India soon. The UAE has now announced easy access for fully vaccinated visitors. We should hence see Abu Dhabi and Dubai emerge as transit hubs for overseas buyers visiting Indian shows and I foresee CIS country buyers also looking at India closely. Singapore, Malaysia, Thailand, Vietnam, and Cambodia will take some more time to open up.

3. New Buyer Categories are Emerging

COVID-19 has created several new categories. 'Atma Nirbhar Bharat' shall push the establishment of new supply chains. Indian manufacturers will explore what they can buy from India and will like to look at import replacements.

'Source at B2B shows - Sell on E-commerce platforms' is a new buyer category that merits a lot of attention for fashion, textiles, FMCG, F&B etc.

“ The industry, exhibitors and visitors are yearning to be back on the exhibition floor, and it is very likely that November 2021 - March 2022 will be a busy time for our industry. ”

Sooraj Dhawan

Director

Falcon Exhibitions Pvt Ltd



'Startup India' companies are also seeking manufacturing solutions and we should look at their buying list too.

4. Plan More Space for Exhibitions, Lesser for Conferences

Visitors would be keener to look at displays, working machinery and talk to the sales team. They are likely to be present on shows for a shorter time, so will be straight to business. There is a realization that conferences can be managed virtually, but exhibitions are better off physically. Maybe it is a good idea to record conferences in advance and play short sessions on large LED screens.

5. Technology-based Solutions will Make Trade Shows Organization Easier

Paperless badges? Simultaneous virtual shows for non-attending buyers? Elimination of printed directories? Session updates on Twitter? It's time for you to think and adapt to technology.

6. Visitor Promotion Strategy Needs to Change

With trade magazines not being printed at pre-COVID levels, newspapers and print magazine circulations are down. Hence the need to plan your visiprom strategy afresh. It is imperative to look at digital marketing, telemarketing, P2P references and arrive at new solutions.

7. Exhibitor - Visitor Engagements Need to be Relooked at as well

With no gala nights, elaborate inauguration ceremonies and networking dinners, you may end up saving some money. Use the extra cash to add value. A 200 buyer-hosted program can get you more exhibitor interest. Talk to exhibitors and find out what they want.

8. Operations Management Needs Careful Thinking

The Operation team needs to now plan with the new normal. Phased exhibitor move-ins? Compulsory shell scheme for 18 sq mt and less? Limit on maximum booths a single contractor can do? Must finish at 18:00 hrs the day before? Each show is unique. Start thinking afresh.

9. Collaborations and Shared Resources Planning

Our industry is brilliant with resources. Outsource non-strategic tasks to reliable industry service partners. Eliminate wasteful expenditure on buying what you can rent.

10. No Shortcuts, Please

One reckless move by you can close the doors for the entire Exhibition industry. Follow the right protocols and encourage your team to be the best in the trade.

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All Image Source: Media Today Group

FRESH INDIA 2021: A FRESH BEGINNING FOR IN-PERSON EVENTS

In order to strengthen the fruits and vegetables industry in India, Media Today Group organized the third edition of the Fresh India Show on August 5 - 6, 2021, at Pride Plaza Hotel, Aerocity in New Delhi. Alongside, the event celebrated the United Nation's International Year of Fruits and Vegetables 2021, and also analyzed the temporary and lasting impacts of the pandemic.

The United Nations Food and Agriculture Organization (FAO) has selected 2021 as the 'International Year of Fruits and Vegetables' to recognize the health and economic benefits of fruits and vegetable consumption and direct policy attention towards reducing loss and waste of these highly perishable items.

The successful holding of Fresh India 2021 marks a fresh beginning for face-to-

face exhibitions in New Delhi, one of the cities that bore the brunt of the second wave of coronavirus. Held in the new normal, the organizer, the exhibitors and the visitors abided by all the safety parameters laid down by the Government. The visitors got a peek into the latest trends in the Fruits and Vegetable (F&V) industry and engaged in discussions with various stakeholders to address their needs.

Networking Galore

The participants, ranging from ambassadors to diplomats, farmers to industrialists and entrepreneurs to policymakers from across the globe thronged the two-day event. Close to 150 delegates participated in the event in person while more than 500 were connected online.

Prominent ambassadors and diplomats graced the event with their presence. H.E. Adam Burakowski, Ambassador, Embassy of Republic of Poland; H.E. Hugo Javier Gobbi, Ambassador, Embassy of the Argentine Republic; H.E. Farid Mamundzay, Ambassador, Embassy of Islamic Republic of Afghanistan; H.E. Marten van den Berg, Ambassador, Embassy of Netherlands; H.E. Ali Chegani, Ambassador, Embassy of the Islamic Republic of Iran; Marcella Zuniga, Alegria, Trade Commissioner, Trade Commissioner of Chile, ProChile; Mark Rosmann, Agricultural Attaché, U.S. Department of Agriculture (USDA); and Stefan Kessen, Custom Attaché, Embassy of Belgium, were amongst the attendees.

Industry stalwarts such as Sanjay Dave, Former Chairman, Codex Alimentarius Commission; Dr Ashok Dalwai, Chairman, Committee on Doubling Farmers' Income (DFI), Govt. of India; UK Vats, General Manager, Agriculture & Processed Food Products Export Development Authority (APEDA); Gokul Patnaik, Chairman, Global AgriSystem Pvt Ltd; Sanjeev Kumar Chadha, Managing Director, National Agriculture Cooperative Marketing (NAFED); Amit Lohani, Founder-Director, Forum of Indian Exporters (FIFI); Pawanexh Kohli, Former CEO of National Centre for Cold-chain Development (NCCD); and Azhar Tambuwala, Director - Marketing, Sahyadri Farmers Producer Co. Ltd attended the event.

Welcoming Back

S Jafar Naqvi, Chief Coordinator & Editor, Media Today Group, welcomed all the eminent dignitaries and guests to Fresh India Show 2021, marking the first major event of its kind happening in the real world after 18 months of virtual meets and seminars that had become a norm at the height of the global pandemic. He extended his gratitude to the sponsors, supporters and associates while sharing his vision behind the Fresh India Show.

Sharing Perspectives

The speakers shared their perspectives on the F&V industry, including the opportunities for businesses during their presentation at the event held in the hybrid mode.

In his opening address, Patnaik of Global AgriSystem stressed upon the unparalleled challenges and hazards faced by the Fresh Fruits and Vegetable industry since the outbreak of the pandemic. He highlighted how this has also changed the shape of retailing segment of the F&V business at large with people increasingly adopting online business and direct selling, thereby leading to the shortening of the distribution chain.

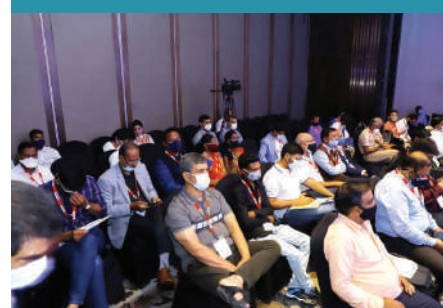
As part of his special address, Vats talked about India's extraordinary contribution to the world's total produce of fresh fruits and vegetables which makes the country the second-largest producer in the world. He touched upon how India's diverse climatic conditions are favorable for growth of a wide variety of fresh fruits and vegetables.

Dr HP Singh, Founder & Chairperson, Confederation of Horticulture Association of India (CHAI), spoke about the rising significance of horticulture and the availability of the newer varieties that have considerably reduced the fruiting times. He also revealed how cooked jackfruit is being used as an alternate for chicken in countries such as the US.

The Guest of Honor Sanjeev Kumar Chadha spoke about the dynamic role played by the National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) during the pandemic by buying pulses and oilseeds from farmers at a minimum support price. He highlighted how NAFED lately assisted the FPOs in J&K by timely transporting cherries to markets in Mumbai, Kolkata, and Chennai.

Chadha's book 'Jumbos on the Edge: The Future of Elephant Conservation in India' was released by the Chief Guest Dr Ashok Dalwai, Chairman, Committee on Doubling Farmers' Income (DFI)

GLIMPSES FROM FRESH



FRESH FARM INDIA SHOW



who later talked about the lessons learned during the pandemic. He also highlighted the significance of a healthy diet for healthy living.

The panel discussion on 'Global Cooperation' was moderated by Amit Lohani; he stressed upon the significance of hosting the international conference from the point of view of the Fresh industry.

H.E. Burakowski, during his presentation, talked about Poland's contribution to fresh food exports to various countries of the European Union as well across the globe.

H.E. Gobbi drew attention to the strategic association between India and Argentina. He also reminded that the two countries are fairly alike in terms of land areas. H.E. Mamundzay highlighted the rising significance of international trade. He affirmed Afghanistan's commitment to work enthusiastically with regional countries to increase trade.

While H.E. Marten van den Berg described both India and Netherlands as superpowers in agriculture production and that the two countries can learn from each other, H.E. Chegani revealed that despite the pandemic, Iran has sustained its trade figures when it comes to fresh fruits.

Marcella spoke about the functioning of ProChile and the role played by it in boosting the bilateral trade between Chile and India. She highlighted the quality of Chilean fresh fruits which makes it one of the best producers of fresh fruits in the world.

Rosmann talked about the extended and healthy relationship that the US and India have enjoyed in the field of agricultural trade and research.

Kessen, who was connected online, revealed that the fresh food exports from Belgium to India consist mostly of top-quality apples and high-end frozen fruits and vegetables. He additionally shared that the exports from India to Belgium mostly consist of onions, cashew nuts, grapes, and pomegranates, among other things.

Conducting Trade

Panel discussions on 'Emerging Trade and Its Relevancy' and 'Strategies & Approaches to Reach Domestic and Global Consumers' saw panelists speaking on the emerging business opportunities that the Indian business community needs to tap into. The F&V industry stakeholders got more insights

THE SUCCESSFUL HOLDING OF FRESH INDIA 2021 MARKS A FRESH BEGINNING FOR FACE-TO-FACE EXHIBITIONS IN NEW DELHI, ONE OF THE CITIES THAT BORE THE BRUNT OF THE SECOND WAVE OF CORONAVIRUS.

on the second day of the event as panelists spoke on how businesses can ride over the challenges posed by the pandemic.

The success of the show has encouraged the organizers and participants to look forward to the next edition with more eagerness. The dates will be announced soon. **////**



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BACK WITH A BANG



Image Source: Informa Markets in India

PharmaLyctica has, over the years, evolved into one of India's largest pharmaceutical marketplaces for pharma packaging, machinery, laboratory, and analytical services. Now into its seventh edition, the show has added another feather to its cap by showcasing technologies and products in a hybrid format.

The 7th edition of PharmaLyctica, organized by Informa Markets in India, successfully concluded in the physical format at the Hitex Exhibition Centre, Hyderabad on August 14, 2021. This year, the show, for the first time in a hybrid format, witnessed a substantial turnout from buyers and sellers of the Pharma industry offline and online. The live in-person event was held from August 13-14, 2021, and online from August 13-20, 2021.

Showcasing Innovations

PharmaLyctica has positioned itself as an ideal conduit for technologies and innovations to reach the Indian

pharmaceutical players located in various geographical regions. It has enabled the pharmaceutical community to procure the current industry trends, innovations and conduct business with Analytical, Laboratory, Machinery, Packaging and other allied industries. The expo is supported by leading industry associations such as Pharmaceutical Export Promotion Council of India and the Confederation of Indian Industry (CII).

This year, the two-day in-person event was inaugurated by Ravi Uday Bhaskar, Director General, Pharmaceuticals Export Promotion Council of India; Chakravarthi AVPS, Global Ambassador, World Packaging Organisation; Madan Mohan Reddy, Whole Time Director, Aurobindo; Muhd Suleman Kakar, Consul General of Afghanistan; Yogesh Mudras, Managing Director, Informa Markets in India; and Rahul Deshpande, Group Director, Informa Markets in India.

In Sync with the Times

Exhibitions are the quickest pathway for continuous improvements



Image Source: Informa Markets in India

to spur medical advances, evolve life science industry and prop up lab equipment advancements. Pharma labs have to be in sync with the cutting-edge science and technology to be more efficient and improve time-to-market besides reducing costs. The demand for sophisticated equipment and surgical instruments to aid and accelerate the process of drug discovery, development, analysis and modeling of compounds has to grow. Keeping this in view, Informa Markets in India's show was set at the right time. Although the surge in packaging and freight costs are big challenges, the exhibition with its knowledge forum provided stakeholders a platform to seek solutions for their woes.

Big Success

Speaking about the overwhelming success achieved at a time when businesses are still recovering from the effects of the pandemic, Yogesh Mudras, Managing Director, Informa Markets in India, said, "We are delighted with our return to physical shows once again, commencing with PharmaLytics, at a time when the Pharma industry is facing a massive transformation. The industry support and encouragement that we have received for putting up this show now creates added morale and determination to strongly bring back face-to-face shows in the Pharma and other sectors."

Adding further he revealed that the Pharma industry is projected to reach \$65 billion by 2024 and \$120 billion by 2030. This year, PharmaLytics, in its hybrid format, focused on the lab and analytical equipment, pharma packaging solutions and pharma machinery subsectors. With future labs coming in place, the industry anticipates a boom in the pharma lab equipment market in the coming years, he added.

The two-day conference had an exciting line of speakers that included Dr Pallavi Hajela, Dr Tom Van Wijk, Dr George Johnson and Dr Harish Shandilya and many more. The Expo saw participation from companies such as Pacmac Solutions, Span Automation, Sachin Industries, Kinam Engineering, Agilent Technologies, Merck, Nichrome India and Thermo Fisher Scientific, Komal Scientific, Sun Teknovation, Omega Scientific, Smart Labtech, and Conation India to name a few.

Plans Ahead

Since the pandemic, Informa Markets in India has delivered eight live events in six different cities, including the recently held PharmaLytics and the Biopharma networking series in Ahmedabad, strictly adhering to the Informa AllSecure standards and commitments. "Witnessing such a great response and support from the industry, we are looking forward to taking this prestigious platform to the next level in the coming years. We thank Pharmaceutical Export Promotion Council of India (Pharmexcil) and Confederation of Indian Pharmaceutical Industry (CiPi) for supporting us with this Re-Start 2.0 of exhibitions," said Mudras.

To build on the success achieved in 2021, Informa Markets in India is working again to connect the complete pharma value chain by organizing another show at Bombay Exhibition and Convention Centre in Mumbai next year. The dates of the 2022 show will be confirmed later. **////**



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Image Source: Messe München GmbH

IAA MOBILITY 2021 HERALDS A NEW ERA

Organized by the German Association of the Automotive Industry (VDA e.V.) and Messe München GmbH, the IAA Mobility trade show from September 7 – 12, 2021 at the Messe München in Munich, Germany, had climate-neutral mobility as its focus.

Held under the slogan ‘What will move us next’, the first major international event in Germany after the lockdown, the IAA Mobility Show was dedicated to the transformation to climate neutrality. Renowned automobile manufacturers, suppliers, start-ups and leading companies from the Tech and IT industries presented their innovative solutions and products at the event, and offered insight into the mobility concepts of the future.

The inauguration of the event happened at the hands of Dr Angela Merkel, Federal Chancellor; Hildegard Müller, President, VDA; Klaus Dittrich, Chairman & CEO, Messe München; Markus Söder, State Premier of Bavaria; and Dieter Reiter, Munich’s Mayor.

Ushering Climate Neutrality

“Mobility is one of the central issues in society. The IAA Mobility takes place because people all over the world are looking for better solutions for their mobility needs and the companies have developed many new solutions that they want to present internationally. The focus is on solutions on the way to climate neutrality. The fact that the show is taking place under the currently applicable Corona rules is already a great success for the event,” explained Müller.

Climate-neutral mobility is a challenge in which the Auto industry sees a lot of chances and opportunities, Müller stressed and added: “We are bringing passion to the future of mobility that will be safer, more efficient and more climate-friendly. Our strength comes from our unique industrial heartland.”

Towards Climate-Neutral Mobility

More than 1,000 exhibitors and speakers presented innovations and concepts. A total of over 700 exhibitors were represented, including car brands, bicycle brands, important players in the Tech industry and important companies in the Supplier industry. More than 100 world



Image Source: Messe München GmbH

premieres were presented at the IAA. The new concept of IAA Mobility was so attractive that over 70 brands from the Bicycle industry registered in the first year.

The IAA Mobility 2021 focused on the transformation to climate-neutral mobility as one of the most important global challenges. “The commitment to climate-neutral mobility is in place. Our goal is to make the transformation a success story for the German automotive industry and thus for Germany as a business location,” Müller added.

With the IAA Mobility 2021, the mobility of the future has found a new home in Munich: “We show what will be tomorrow. That is why the IAA Mobility 2021 has the right motto: ‘What will move us next’,” he added further.

Dittrich stated, “Our aim is to make Munich a global center of future mobility with IAA Mobility. And that with an attractive new concept, we are involving the entire city in this event. And let everyone who is interested in it take part in the ‘Future of Mobility’ experience. This is not only unique in this form in Germany, but worldwide.”

Offers at the Show

At the 'IAA Mobility Summit' in the Munich exhibition halls, trade visitors and experts from all over the world exchanged ideas about innovative mobility solutions and world novelties. In addition to well-known vehicle manufacturers, suppliers, over 75 startups and leading companies from the Tech and IT industry also exhibited.

At the 'IAA Mobility Open Space', innovations from leading car and bicycle manufacturers were presented in the middle of the city for the first time.

For the first time, IAA Mobility offered visitors over 250 new and sustainable vehicles to test directly, over 38 models from over 15 international brands that visitors can test.

The 'IAA Mobility Conference' offered 4 stages on which over 500 international speakers from the Mobility and Digital industry, scientists, representatives of politics and NGOs spoke on the subjects dealing with the sustainable transformation of mobility.

In addition, as part of the 'IAA Mobility Citizen Lab', public discussions and workshops on the subject of future mobility took place live and open air on Marienplatz.

Since the IAA Mobility was also hybrid, 'IAA Mobility Virtual' provided all essential program contents that were experienced digitally and gave everyone worldwide access to the exciting topics of mobility.

Adhering to Pandemic Rules

From the beginning, the IAA Mobility event concept was planned together with the City of Munich and the Free State of Bavaria under pandemic conditions.

When planning the IAA Mobility, a wide variety of scenarios were worked out how visitors could experience the Summit, the Conference and the Open Space responsibly and safely.

The basic rule for admission to the event was the 3G principle as a tried and tested measure for visitors and exhibitors: vaccinated, recovered or tested.////



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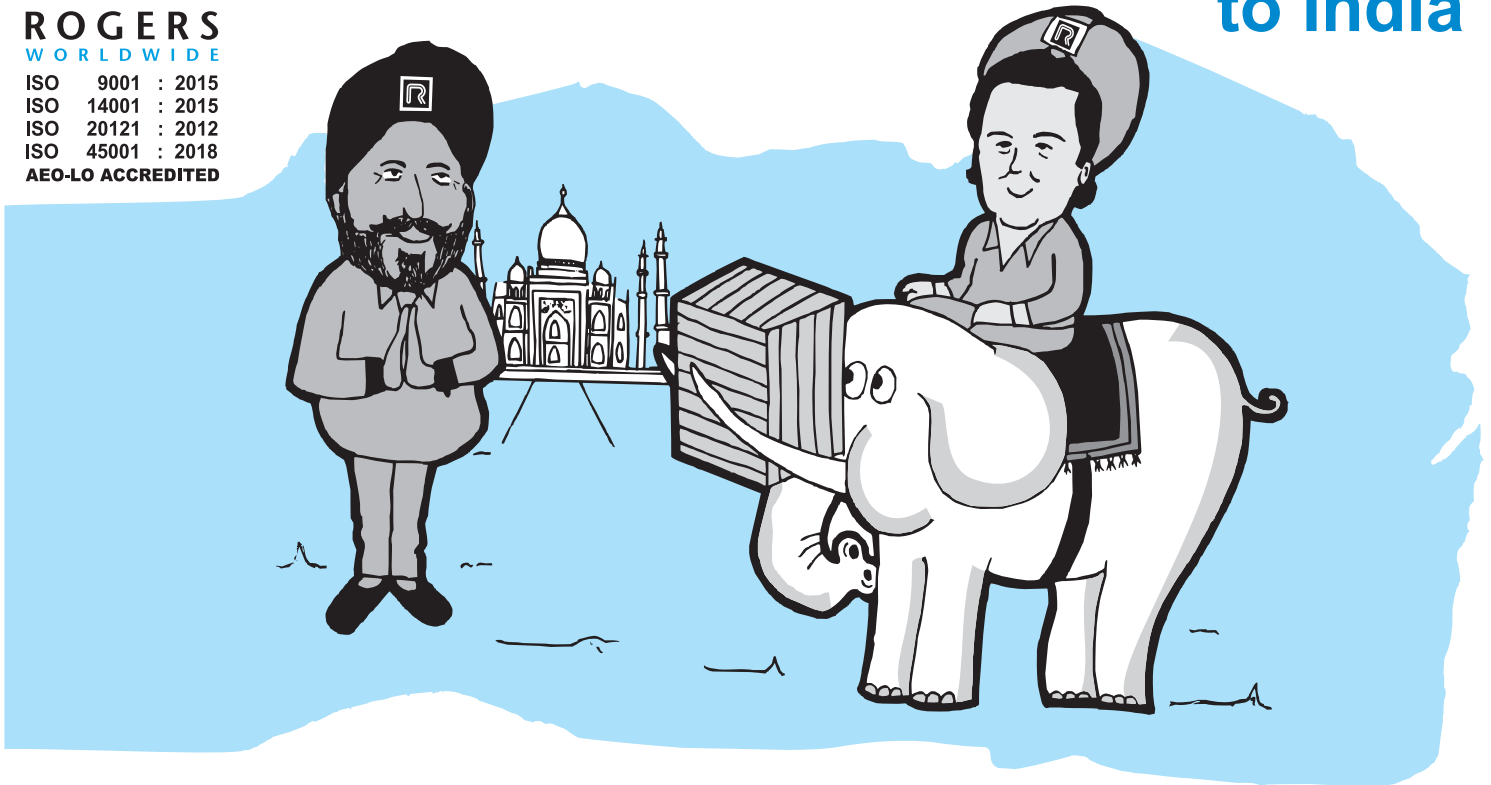
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