

# ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

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Volume - 03, Issue - 01, June-July 2024

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## Publishing Frequency: 6 times per year

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# President's Perspective



Image Source: IEIA



**IEIA's flagship annual event, the Open Seminar, received an overwhelming response from speakers, delegates, exhibitors, and sponsors. This was IEIA's first Open Seminar at an emerging exhibition venue, and our mega success reinforces our belief that the next growth phase will emerge from tier II and tier III cities.**

Dear Friends,

Monsoon season this year has been the season of bounties for the Exhibitions Industry.

The Indian Exhibition Industry Association (IEIA) organized its inaugural Professional Exhibition Management (PEM) course, and it was a sheer joy to listen to the doyens of the industry impart deep insights on the organization and management of exhibitions to a highly thoughtful group of emerging leaders.

Shortly thereafter, IEIA's flagship annual event, the Open Seminar, was held in Jaipur. The event received an overwhelming response from speakers, delegates, exhibitors, and sponsors. This was IEIA's first Open Seminar at an emerging exhibition venue, and our mega success reinforces our belief that the next growth phase will emerge from tier II and tier III cities.

There is no doubt that India is the most talked-about market in global exhibition circles. IEIA received a delegation from Singapore in July, and this will be followed by a UFI delegation in August. We are confident that India will host an increasing number of international exhibitions in the coming times, and our world-class venues are ready to welcome them.

As we enter the super busy season from September to March, I urge everyone to practice the '3H approach' to achieve supreme harvest: prioritizing 'Health' first, finding 'Happiness' in what you do, and maintaining 'Harmony' with your family, team members, and service partners.

IEIA is your association, and we will continue to evolve. Please feel free to share any thoughts and suggestions to help us function even better.

Stay healthy, stay happy!

Warm Regards,

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

**Sooraj Dhawan**  
President  
Indian Exhibition Industry Association



**27 28 29**

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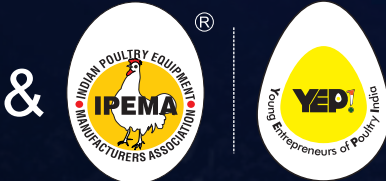
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# Creating Lasting Experiences at Trade Shows

The past couple of weeks kept me engaged in several industry trade fairs happening in the country and abroad. Interestingly, the commonality in all the trade shows was also their distinctive feature, making them uniquely enriching to my experiences at these shows. They all included knowledge-sharing sessions, conferences, and seminars, yet they could offer me a variety of lasting impressions and insights into subjects never deliberated over.

It is a well-acknowledged fact that seminars often attract a global audience at the event venue. Knowledge sessions provide perspectives on relevant industry subjects, whereas conferences facilitate networking and strategic planning and encourage innovation, helping businesses stay ahead in competitive markets.

With industry experts sharing insights and best practices at such conferences, a more informed audience visits the trade fairs, making trade fairs unmissable events for valuable takeaways. Discussions held during seminars often lead to insightful conversations, forging meaningful connections between exhibitors and visitors, resulting in collaborations and partnerships.

These sessions add value to trade fairs by attracting a diverse and engaged audience. The seminar topics delve into new ideas, technologies, methodologies, the latest product development, and market positioning.

Many a time, market analysis provided in such sessions facilitates attendees in anticipating market fluctuations and mapping their future business strategies. Comprehending the broader market perspective and upcoming industry trends helps organizations to position themselves in a better way.

Thus, it is not just a compressive spread of offerings that completes the show, what makes it wholesome is the convergence of knowledge-sharing, networking, and strategic insights at these trade shows. It not only enriches individual experiences but also empowers businesses to navigate future challenges with confidence and clarity.

*We are committed to fostering conversations to bring forth the challenges and success tales of the industry through 'Your' own medium – ExhiBits. Your valuable opinion is what we value the most, so our inbox is always open at [soumi.mitra@magicwandmedia.in](mailto:soumi.mitra@magicwandmedia.in)*

Stay well and connected!



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**"If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest."**

- Benjamin Franklin

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## India's Leading F&B Expos to Showcase Innovation



Source: Koelnmesse India

**A**nuga FoodTec India and Anuga Select India 2024, organized by Koelnmesse India, is scheduled for August 28-30, 2024, at the Bombay Exhibition Centre, Mumbai. The premier B2B exhibitions are India's leading F&B retail, processing, and packaging expos and anticipate hosting 1,000+ exhibitors. The co-located events span 50,000 sq mt, to attract over 45,000 visitors from 46 countries, featuring 10 international pavilions from countries including Brazil, Indonesia, Iran, Italy, Russia, Saudi Arabia, South Africa, South Korea, Taiwan, and Turkey.

## Morocco Tourism Grows 41 Percent in India

**T**he Moroccan National Tourism Office (MNTTO), marking a successful first year of its operations in India, reported 41 percent year-on-year growth in the Indian market until June 2024 and expects to reach 45 percent growth by year-end. MNTTO set a target of receiving 15.5 million tourists by year end, with an objective of 100,000 Indian visitors by 2026. In the first half of 2024, Morocco encountered 7.5 million tourists, a 15 percent increase from the previous year.

MNTTO also organized a trade familiarization trip for Indian tour operators and agents highlighting Morocco's unique attractions and looks forward to promoting Morocco's MICE (Meetings, Incentives, Conferences, and Exhibitions) sector potential.

## 'EmpowerHer' Workshop Unites Women Leaders for Empowerment



Source: IEIA

**E**mpowerHer workshop, a groundbreaking one-day event in women self-discovery, leadership, and financial independence, concluded successfully on August 1, 2024, at Juniper Hall, India Habitat Centre, New Delhi.

The workshop marked a landmark milestone as the first-ever combined endeavor by Indian Association of Tour Operators (IATO), Association of Domestic Tour Operators of India (ADTOI), and Indian Exhibition Industry Association (IEIA).

The workshop featured distinguished guests and speakers, including Joyshree Das Verma, President, FICCI Ladies Organisation; Shuchita Gupta, Financial Expert; Deepa Sachdev, Managing Partner, Human Capital India; Lt Col Himanshi Singh, Soft Skill Trainer; and Dr Bindu Khosla, Head - Leadership Development & HR Advisory, Practice Xcalibur Coach.

The success story of EmpowerHer workshop underscores the combined effort of the associations—IATO, ADTOI, and IEIA—fostering inclusivity and empowerment.

## MMMM Expo Set to Boost Metallurgy Sector

**T**he International Exhibition and Conference on Minerals, Metals, Metallurgy & Materials (MMMM) is scheduled for September 27-29, 2024, at India International Convention & Expo Centre (IICC), Yashobhoomi, New Delhi.

Organized in association with the Indian Institute of Metals - Delhi Chapter and World Metal Forum (WMF), the trade fair highlights the minerals, metals, metallurgy, and materials sectors in the country, bringing together relevant and allied stakeholders in a common platform from across the globe for growth and business. This year in its 14th edition, it spotlights dedicated country pavilions from China, Russia, and European countries and features six major components.

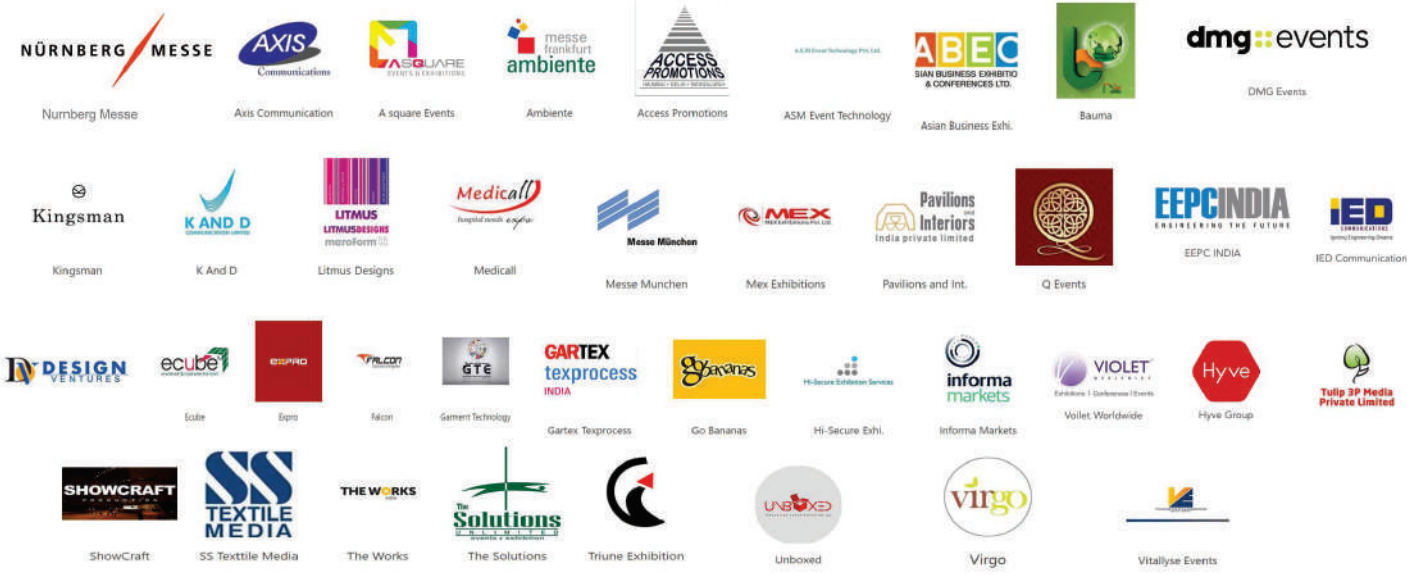


Source: MWM



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## ITB India 2024 to Gather Key Players in Travel Trade Industry



Source: MWM

The fourth edition of ITB India will be held at Jio World Convention Centre, Mumbai, from September 11-13, 2024. Organized by Messe Berlin Asia Pacific, the annual 3-day B2B exhibition is co-located with MICE Show India and Travel Tech India, offering a common platform to connect key travel industry leaders, buyers, and stakeholders to the Indian travel market.

Due to the continuous strong growth of the travel market in India, ITB India remains a platform for forming new partnerships and reestablishing existing ones. In the latest edition, 150+ speakers, 400+ exhibitors, over 600 buyers, and 8,000 visitors come together from India, South Asia, and overseas markets from the MICE, leisure, and corporate segments. ITB India 2024 also features pre-scheduled appointments, networking, and a Hosted Buyers Programme.

The ITB India Conference will have thought-provoking content from a diverse range of topics in India's outbound travel market, along with a series of talks given by C-level executives. Some themes include the Future of MICE, Travel Technology, Hotels & Corporate Travel, Alternative Direct Booking, Sustainability & Eco Tourism, Customer Engagement, Global Consumer Trends, etc.

## electronica India and productronica India 2024 All Set



Source: Messe Muenchen

electronica India and productronica India, scheduled for September 11-13, 2024, at the India Expo Mart in Greater Noida, mark an opportune time in the backdrop of India's electronics manufacturing sector surge.

The combined event will feature 700+ technology suppliers from 26 countries showcasing 5,000+ brands. Anticipating 50,000+ visitors, it will host over 2000+ B2B meetings, fostering new business prospects & collaborations, fortifying India's standing as a global electronics manufacturing powerhouse.

Co-located with SEMICON India, which marks its debut in the country, alongside conferences on semiconductor manufacturing, eMobility, current trends, and futuristic technologies like 'Innovating the eFuture: Technologies Shaping Tomorrow's World'.

## Brews & Spirits Expo 2024 to Highlight Innovations

Brews & Spirits Expo 2024, in its fifth edition, will be held from September 4-6 at KTPO Convention Centre, Bengaluru, bringing together global stakeholders in the beer, wine, and spirits industry. Organized by PDA Ventures Pvt Ltd, the expo will include the latest technologies, innovative products, and emerging trends.

Over 75 exhibitors from countries such as UK, USA, and Germany will be in attendance, displaying advancements in alcobev production, packaging, and distribution.

Technical sessions like workshops, masterclasses, and conferences titled 'Spirited Journeys – A Toast to Crafting & Technovations' are key highlights. It deliberates on topics such as the expansion of Indian brands across the world and preserving traditional techniques in brewing.



Source: MWM

## India's Premier B2B Toy Expo Returns with Global Focus



Source: MWM

**K**ids India 2024, a premier international B2B trade fair for the Indian toy industry, will take place from September 12-14, 2024, at Jio World Convention Centre, Mumbai. Organized by Spielwarenmesse India Pvt Ltd, the event is managed by the Indo-German Chamber of Commerce and supported by key industry associations such as Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

The event in its 10th edition is expected to surpass last year's showcase of 160 exhibitors from 35 countries. The show will feature electronics and gadgets, STEM toys & board games, traditional wooden toys & games, and sports equipment & toys. There is also a conference program focusing on the ways to optimize export and international distribution at the fair.

Endorsed by the Ministry of Small & Medium Enterprises (MSME), the expo provides additional benefits to participating companies. The expo comes at the right time as the Indian toys industry recorded remarkable growth bolstered by Government initiatives encouraging exports and domestic markets.

## Gifts World Expo 2024 Focus on Sustainable Gifting

**O**rganized by MEX Exhibitions Pvt Ltd, Gifts World Expo 2024 provided an apt platform for business growth and impactful discussion on furthering the future of gifting. Showcasing over 30,000 products from 600+ exhibitors of

3500+ brands and spanning 325,000 sq mt of the exhibition area encompassing four halls, the expo was attended by 31,495 visitors.



Source: MEX Exhibitions

The expo also hosted a range of panel discussions and a dedicated 'Sustainable Products Zone', in addition to the three-day 'Gift Talks Conference', which provided insights into industry trends like the use of AI and AR technology.

The upcoming edition will be organized in Bengaluru and Kolkata following the commendable success it received in Delhi and will further cement the capabilities of the industry.

## Sri Lankan Firms Exhibit at Vietnam's Medi-Pharm Expo 2024

Sri Lankan pharmaceutical manufacturers participated in the 22<sup>nd</sup> edition of Medi-Pharm Expo Vietnam 2024, at Saigon Exhibition and Convention Center (SECC), Vietnam. This participation was organized by the Sri Lankan Embassy, Government of the Socialist Republic of Vietnam, in collaboration with the Sri Lankan Export Development Board (EDB).

Vietnam, a growing market with significant pharmaceutical imports, provides a promising opportunity for Sri Lankan exporters.

The event is a major healthcare exhibition with over 400 exhibitors showcasing a range of products such as pharmaceuticals, nutritious food, drug materials, medical devices & equipment, laboratory equipment and devices, etc.

The recent edition attracted over 10,000 visitors and facilitated connections between Sri Lankan companies and international distributors, regulatory authorities, and industry associations.

## Travel Tech Asia 2024 to Expand Lineup of Exhibitors and Speakers

Source: Messe Berlin Asia Pacific



Travel Tech Asia 2024 is set to take place from October 23-25, 2024, at Marina Bay Sands, Singapore, co-located with ITB Asia 2024 and MICE Show Asia 2024. This year's event will highlight the latest digital trends and innovations in travel technology, offering booth

packages that include a new Startup package tailored for emerging companies in the travel tech industry.

This year's event has increased its exhibition space to accommodate a growing number of exhibitors and speakers. The show has already sold more exhibition spaces than last year with bigger and more Travel Tech exhibitors.

The conference will host speakers who will address the topics such as 'The Real Cost of Direct Bookings at the Dawn of AI,' 'Unpacking AI's Role in the Travel Landscape,' and 'Travel Technology 2025: AI, mobile payments, and evolving customer expectations'.

## CBB 2024 to Advance Asia's Beverage & Liquid Food Industry

Source: CBB



As a key event in the drinktec global network, China Brew China Beverage (CBB) 2024 is scheduled to take place from October 28-31, 2024, at the Shanghai New International Expo Centre (SNIEC), China, with a focus on the Asian Wine, Beverage, Liquid Dairy, Liquid Condiment, and Edible Oil industries.

Exhibitors will address various aspects, including raw materials, processing technologies and equipment, general equipment, and modern warehousing and logistics. Key themes that will be explored include intelligent manufacturing, Industry 4.0, innovative packaging, food safety, energy efficiency, and sustainable development.

The raw materials, agents, and additives area is an event highlight. It emphasizes high-quality, natural flavor solutions, showcasing the growth prospects of healthy liquid foods.

## ALLPack Indonesia 2024 and ALLPrint Indonesia 2024 in Jakarta



Source: Krista Exhibitions

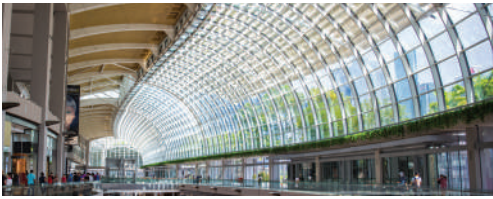
Krista Exhibitions is organizing ALLPack Indonesia 2024 alongside ALLPrint Indonesia Expo 2024 from October 9-12, 2024, at Jakarta International Expo (JIExpo), Indonesia, to showcase packaging and printing product innovations.

The 23<sup>rd</sup> edition of ALLPack Indonesia 2024 will feature processing and packaging technology for Food & Beverages, Biscuits, Confectionary, Pharmaceutical Products/Drugs, Traditional Herbal Drinks, Cosmetics, Personal Care, Beauty, Agriculture, Electronics, Coolers and other related industries.

The countries represented will be Austria, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Singapore, South Korea, Thailand, Taiwan, UK, US, and Vietnam.

## Global Travel Industry to Convene at ITB Asia 2024

Source: MWM



**I**TB Asia 2024 will be held from October 23-25, 2024, at Marina Bay Sands, Singapore. This business-to-business trade show and convention will gather global travel and tourism professionals, focusing on Meetings, Incentives, Conferences, and Exhibitions (MICE), leisure travel, and corporate travel sectors.

The show will be co-located with MICE Show Asia 2024 and Travel Tech Asia 2024, creating a platform to explore trends, technologies, and innovations across the industry. The event will feature pre-scheduled meetings with top-tier buyers to facilitate networking and business development. Additionally, the conference program will cover topics such as travel trends, technological advancements, and sustainable practices.

Hosting participants from over 120 countries, the event will provide networking opportunities through various events, including welcome receptions, gala dinners, and informal meetups.

## Tokyo to Host Inaugural ADEX Japan in October



Source: MWM

**I**TB Asia 2024 will be held from October 23-25, 2024, at Marina Bay Sands, Singapore. Asia Dive Expo (ADEX), known as Asia's largest and longest-running dive exhibition, will make its debut in Japan this year. The inaugural Asia Dive Expo Japan (ADEJ) 2024 will be held at Tokyo Big Sight, Tokyo, Japan, from October 25-27, 2024. The event, organized by the Japanese newspaper, The Asahi Shimbun, and Underwater360 Pte Ltd, the umbrella group that includes the ADEX brand and magazines Asian Diver and Scuba Diver, marks its 30<sup>th</sup> anniversary. Alongside the exhibition, GOOD LIFE Fair 2024, Japan's largest exhibition focused on daily life enrichment and sustainability, will also take place, appealing to a diverse audience.

## Vietnam Welcomes ASEAN Ceramics 2024 and ASEAN Stone 2024

**T**he 8<sup>th</sup> edition of ASEAN Ceramics 2024 will take place at the Saigon Exhibition and Convention Center (SECC), Vietnam, from December 11-13, 2024. Organized by MMI Asia Pte Ltd, Messe München GmbH's regional arm, in collaboration with the Vietnam Building Ceramic Association (VIBCA) and Asian Exhibition Services (AES) Ltd, the exhibition will focus on promoting trade cooperation and technical exchanges.



Source: MWM

This year's event, the largest to date, will cover 6,600 sq mt and is set to feature over 300 exhibiting companies, attract more than 5,000 trade visitors, and host 500 buyers. With the theme 'Sustainability and Diversity through Innovation and Collaboration,' the exhibition will delve into the advancements in ceramic production.

## Secutech Thailand 2024 to Return to BITEC

**S**ecutech Thailand 2024, Thailand's leading fair for security and fire safety for commercial and industrial premises, will be held from October 30-November 1, 2024, at Bangkok International Trade & Exhibition Centre (BITEC), Thailand.

This year's fair will also run alongside Building and Architect Thailand 2024, highlighting innovations in intelligent building materials and sustainable construction. The event will showcase over 200 brands, offering the latest in security, fire safety innovations and solutions and sustainable building applications catered to Transportation, Factory, Hospitality, Commercial and Building sectors in the 7,500 sq mt exhibition space.

## Online Pre-registration Opens for Aquaculture Vietnam 2024

**S**cheduled for October 9-11, 2024, at the Saigon Exhibition & Convention Center (SECC), Vietnam, Aquaculture Vietnam 2024, an international aquaculture conference, has opened its online pre-registration portal. Marking 20 years of success, the event remains a favored destination for stakeholders, farmers, and suppliers to explore new technologies.

This year's edition is set to feature more than 400 exhibitors and gather over 13,000 visitors from 50 countries. Furthermore, the Vietstock Expo and Forum 2024, an event catering to the Feed, Livestock, Meat, and Aquaculture industries, will be held concurrently.

## Digital Leap for EITF: New App & E-Commerce Platform to Launch

Organized by the Eswatini Investment Promotion Authority (EIPA), the Eswatini International Trade Fair (EITF) will be held at the Mavuso Trade and Exhibition Centre, Manzini, Eswatini, from August 30 to September 8, 2024.

The 56<sup>th</sup> edition, a staple since 1968, promises to gather over 250 exhibitors and vendors from all corners of the world. With an anticipated attendance of over 500,000 visitors, the fair is expected to generate substantial economic activity, with potential trade opportunities valued at E150 million.

This year's theme, 'Accelerating Business Growth through Digital Transformation', highlights the fair's focus on digitization. The introduction of the EITF App simplifies exhibitor applications and payments, promotes sustainability, and reflects the event's proactiveness in adapting to modern business practices.

## Middle East's Top Fitness Event to Return to Dubai



Image Source: IEG Middle East

Middle East's largest fitness and wellness exhibition, featuring the Dubai Muscle Show, Dubai Active, and Dubai Active Industry, will return from October 25-27, 2024. Organized by the Italian Exhibition Group (IEG) in collaboration with the Dubai Sports Council, the event will take place at the new Dubai Exhibition Centre, Expo City.

Covering 30,000 sq mt, including an outdoor activation area, the exhibition is expected to attract 38,000 visitors. Additionally, the 2024 edition will host 600 athletes and influencers from around the globe and feature a packed schedule of inspirational talks, world-class competitions, and group fitness classes.

Speaking of the exhibitors, more than 400 exhibitors from 40 countries are expected to present leading sports nutrition, fitness, wellness, and bodybuilding brands.

## Aussie Expo Riyadh 2024 to Bridge Business Ties

The inaugural edition of the Aussie Expo Riyadh 2024 event, organized by Trademark Group of Companies and managed by UK-based Valiant & Company, will be held at the King Abdullah Financial District (KAFFD) Conference Centre, Riyadh, from October 21-22, 2024.

Over the two days, the expo will showcase the latest products, services, and innovations across sectors, including agriculture and food security, healthcare, education, mining, technology, infrastructure, etc.

It will also feature a conference program with keynote speeches, panel discussions, and interactive sessions that will address trends, challenges, and opportunities in areas such as sustainable development, healthcare advancements, and renewable energy.



Image Source: MWM

## Australasian Gaming Expo 2024 Takes Place in August



Hosted by the Gaming Technologies Association (GTA), the Australasian Gaming Expo (AGE) 2024 recently concluded at the International Convention and Exhibition Centre (ICC Sydney), Australia, covering 19,000 sq mt and featuring the latest advancements in gaming technology, hospitality, and venue management.

The expo began with an international panel, discussing global gaming trends and regulatory updates. The sessions addressed important topics such as cashless gaming systems, anti-money laundering measures, and strategies for gambling harm mitigation. The focus on subsequent days shifted to discussions on economic strategies, technological innovations, and challenges related to cost-of-living pressures.

## Intersec Saudi Arabia 2024 Sold Out



Image Source: Messe Frankfurt

Intersec Saudi Arabia 2024, a trade fair for security, safety, and fire protection, has sold out two months prior to its opening. Scheduled for October 1-3, 2024, at the Riyadh International Convention and Exhibition Center (RICEC), the event will host a record 300 exhibitors, a 25 percent increase from last year, and is expected to draw over 17,000 visitors.

This year's exhibition, organized by 1st Arabia and licensed by Messe Frankfurt Exhibition GmbH, will cover 23,000 sq mt, which in turn is a 34 percent expansion from 2023. It will feature 138 new exhibitors, including notable Saudi companies like Draeger Arabia, Emdad Najed Company, and Saudi Electronic Trading & Contracting Company Ltd (SETRA), alongside 162 returning companies.

## Ghana Tourism Expo to Highlight Africa's Riches

Ghana Tourism Expo is set for September 11-13, 2024, at the Akwaaba Village, Accra. As the country's largest and most anticipated tourism event, the fourth edition will feature over 200 exhibitors from across the continent.



Emmanuel Treku, CEO and Convener, Inter Tourism Expo Accra, announced an exciting lineup for this year's expo. Attendees can enjoy cultural performances, live cooking demonstrations, travel trade shows, and an exquisite food bazaar. The event will also offer networking opportunities, eco-tourism tours, exclusive discounts, and panel discussions with esteemed speakers.

Organized with support from the Ministry of Tourism, Arts & Culture (MoTAC) Ghana and in collaboration with several key organizations, including the Economic, Trade, and Investment Bureau (ECTIB) and the Ministry of Foreign Affairs and Regional Integration, Republic of Ghana, the expo promises a showcase of the continent's tourism potential. Registration for exhibitors, attendees, and media representatives is now open, with tickets available online.

## Exhibition Spaces Full for Pharmacy Connect 2024 and PA2024

Kos Sclavos AM, Convener, Pharmacy Connect, announced that the joint trade exhibition for Pharmacy Connect and the Pharmacy Assistant National Conference (PA2024) is fully booked. Scheduled to take place from September 5-7, 2024, at the Hyatt Regency Sydney, Australia, these major gatherings are expected to attract pharmacists and pharmacy assistants from across the industry.



Image Source: MWM

This year's exhibition will showcase 66 companies across 70 booths, featuring products and services, including prescription medicines, over-the-counter drugs, software solutions, and complementary medicines.

Sclavos noted that the event will offer delegates valuable industry insights, opportunities to explore new trends, and the chance to build important connections. With all exhibition spaces now filled, he urged those interested to visit to register promptly.

## UFI Confirms 2024 as Record Year for the Exhibition Industry

**U**FI, the Global Association of the Exhibition industry, has released the 33<sup>rd</sup> edition of its Global Exhibition Barometer report, revealing optimistic projections for the Exhibition industry based on data from 453 companies across 68 countries.

The results highlight that the Exhibition industry will achieve record revenues globally in 2024, moving beyond the post-pandemic recovery that was achieved at the end of 2023 on average. 2023 and 2024 revenues are expected to grow by a respective 20 percent and 17 percent year on year.

The study provides detailed profiles of 19 key markets such as Argentina, Australia, Brazil, China, Colombia, France, Germany, Greece, India, Italy, Malaysia, Mexico, Saudi Arabia, South Africa, Spain, Thailand, UAE, UK, and US. Revenue growth for 2024 is forecasted to be highest in Colombia, with a 148 percent increase, followed by Brazil at 138 percent and the UAE at 123 percent. Germany is expected to grow by 106 percent, China by 105 percent, and France by 98 percent.

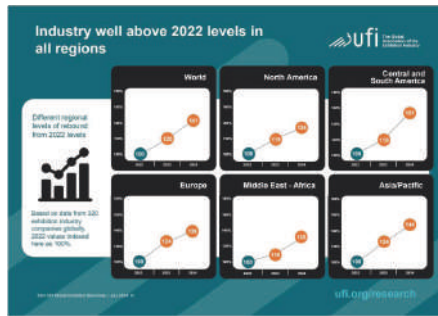


Image Source: UFI

## EXPO PACK México 2024 Outpaces Expectations



November 3-6, 2024  
McCormick Place  
Chicago, Illinois USA

**E**XPO PACK México 2024, a Latin American packaging and processing trade show, recently concluded with great success at EXPO Santa Fe México, Mexico. The event drew nearly 20,000 buyers from over 40 industries, with 700 exhibitors presenting the latest innovations across more than 20,200 net sq mt of fully booked exhibit space. On showcase were technologies, including eco-friendly materials and smart packaging.

The show featured nine international pavilions from Brazil, Canada, China, France, Italy, Spain, Taiwan, Turkey, and the USA, emphasizing its global influence.

A highlight of the event was EXPO PACK Verde where nearly 100 exhibitors showcased biodegradable packaging, new packaging reduction processes, recyclable and recycled-content materials, or technology to reduce carbon footprints.

PACK EXPO International is scheduled to take place from November 3-6, 2024, at McCormick Place, Chicago. The event will return to Mexico with EXPO PACK Guadalajara from June 10-12, 2025, in Guadalajara, Jalisco.

## Blockchain Expo World 2024 held in Turkey

**B**lockchain Expo World 2024, held at the Istanbul Expo Center, Turkey, emerged as the largest blockchain fair across Europe, Africa, Gulf, and Commonwealth of Independent States (CIS) regions and is the only event of its kind officially recognized by Turkey. The expo integrated the digital and physical worlds, marking its presence on the ground and in the metaverse.

The event hosted 700 exhibitors and attracted more than 1,00,000 visitors from over 40 countries. Supported by over 150 sponsors, it featured more than 360 speakers, 31 blockchain clubs, 20 NGOs, and over 50 universities.

## Messe Stuttgart to Host interbad 2024

Image Source: Messe Stuttgart GmbH



**F**rom October 22-24, 2024, Messe Stuttgart GmbH, Germany will host interbad 2024, an international trade fair for swimming pools, saunas, and spas, celebrating its 30<sup>th</sup> edition. The event will cover more than 26,800 sq mt of exhibition space, with more than 75 percent of the space already reserved.

Organized by the German Association for the Bathing Industry (DGfDB) in collaboration with Messe Stuttgart GmbH, the event offers networking opportunities for industry professionals. Christian Mankel, Managing Director, DGfDB, emphasizes the event's role in establishing valuable connections.

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Basis for  
Business



# KOELNMESSE TAKES EISENWARENMESSE TO LATIN AMERICA AND THE CARIBBEAN



All image source: Koelnmesse

**K**oelnmesse, in its new joint venture with proven and established partners Corferias and Concept2b, has expanded its successful Cologne model EISENWARENMESSE to Latin America and the Caribbean. The established event ‘El Gran Salón Ferretero’ brings together suppliers, distributors, and retailers to present an outstanding selection of products, technologies, and services.

Held for the first time under this new alliance in Corferias, Bogotá in July 2024, ‘El Gran Salón Ferretero’, the most expected event in the Hardware sector, welcomed more than 230 exhibitors and around 9,000 visitors.

This new chapter for the Hardware industry in the region reinforces Koelnmesse's leadership in the organization of international trade fairs. “I am delighted to invest the expertise we have acquired with our successful Cologne model EISENWARENMESSE in this promising joint venture in Colombia,” explains Gerald Böse, CEO, Koelnmesse. “This will enable us to support our customers in the Latin American market and create synergies between our events in Cologne and abroad. An absolute win-win situation for everyone involved.”

Some of the EISENWARENMESSE customers have already expressed their interest in the market. In addition to EISENWARENMESSE since 1971 and Asia-Pacific Sourcing since 2005 in Cologne, as well as China International Hardware Show in Shanghai, Koelnmesse is now expanding its presence to the Americas. In 2023, International Hardware Fair Italy, in Bergamo, and International Hardware Fair India, New Delhi, also debuted as two satellite events. “The new joint

venture is the sixth hardware event in our portfolio and an important milestone in our internationalization strategy,” summarizes Böse.

Andrés López, CEO, Corferias, adds, “We are delighted to further strengthen the already established event by Concept2B together with Koelnmesse. Our many years of intensive cooperation with Koelnmesse serve as the foundation for our common vision of consolidating the trade fair in the Colombian market and taking its internationality to a new level.”

Dario Bastidas, Co-founding Partner, Concept2b, adds, “We are an innovative company, specialized in B2B marketing dedicated exclusively to the Hardware and Construction sector, with more than 12 years of experience in the market, in which we have created a unique portfolio based on 360 strategies for each company, which allows us to be an important ally in the area of marketing, innovation, and effective creativity in countries such as Colombia, Ecuador, and Peru.”

# MARITZ ACQUIRES CONVENTION DATA SERVICES FROM FREEMAN



All image source: MWM

**M**aritz, a leader in meetings and event management, has acquired Convention Data Services (CDS), a registration, on-site, and lead services partner for trade shows and association events. The deal was effective on July 1, 2024.

David Peckinpaugh, President & CEO, Maritz, said, “By adding this new portfolio of clients from CDS, Maritz significantly increases our share of the market and positions us well for the future. This acquisition exemplifies our commitment to supporting association and trade show events through this era of shifting attendee expectations and behaviors.”

“The industry will continue to receive the outstanding experience they have come to expect from both organizations,” said Darren Phelan, President, CDS. “We are excited to share more about how our combined expertise will benefit association and trade show organizers. With so much talent in one organization, we will lead industry innovation to help solve some of the biggest challenges facing the Events industry.”

“We are confident Maritz is the right home for CDS and its talented team,” said Paul Fletcher (pictured), Chief Operating Officer, Audio Visual & Event Technology, Freeman. “Freeman remains focused on delivering unforgettable experiences to ensure we are best positioned to drive meaningful and impactful events for organizers, exhibitors, and attendees.”

Maritz has remained committed to strengthening the Events industry over the last 15 years. With the addition of CDS to its portfolio, Maritz should be able to accelerate bringing new products to market.

Maritz and Freeman are privately owned companies. Terms of the transaction have not been disclosed.

# MESSE DÜSSELDORF'S OVERHAULS OPERATIONS, BRINGS IN MANAGEMENT CHANGES



All image source: Messe Düsseldorf & Andreas Wiese

L-R: The new management with Marius Berlemann, Wolfram N Diener and Bernhard J. Stempfle

Messe Düsseldorf has announced changes in its management structure with the view to enhance operational efficiency. Marius Berlemann has taken over as the new Managing Director for Operations.

Messe Düsseldorf's leisure trade shows will now be consolidated under the leadership of the operative management. To that end, the responsibility for boot, the world's largest watersports show, will shift from Wolfram N Diener, President & CEO, Messe Düsseldorf to Marius Berlemann who will also be in charge of CARAVAN SALON Düsseldorf (mobile travel).

He will also manage several other leading international trade shows, including K (plastics and rubber), MEDICA and COMPAMED (medical devices and healthcare), REHACARE (rehabilitation and care), ProWein (wines and spirits), EuroShop (retail), EuroCIS (retail technology), glasstec (glass industry), A+A (occupational safety and health), BEAUTY DÜSSELDORF (cosmetics and wellness), and TOP HAIR (hairdressing), as well as numerous international events in these sectors.

drupa, the leading global trade show for printing technologies, will be removed from operative management to move to Diener who oversees several Messe Düsseldorf's industrial trade shows, including wire und Tube (wires and tubes), VALVE WORLD EXPO (valves), interpack (packing), GIFA, METEC, THERMPROCESS and NEWCAST (metallurgy and foundry), and numerous other trade shows of the portfolios around the world. One recent addition is XPONENTIAL, the world's leading trade

show for uncrewed systems and robotics in the US, which in February 2025 will for the first time host a European spinoff event in Düsseldorf: XPONENTIAL Europe.

## Strategic Advantages

Highlighting the benefits of the restructured management, Diener notes, "Our trade fair portfolios are now organized in such a way to foster the best possible synergies in the coming years. That's how we'll reinforce the leading position of our trade shows in Düsseldorf and worldwide - while further driving their growth."

Berlemann expresses his commitment to enhancing the company's market position, "In my role as Managing Director for Operations, my focus will be on continuously boosting the position of our world-leading trade shows here in Düsseldorf to further reinforce our home base. This includes strengthening our foreign business in order to bring even more international trade show guests to Düsseldorf."

# IAEE MAKES CHANGES TO LEADERSHIP



All image source: IAEEE

L-R: Lisa Buchanan and Stephanie Phillips

The International Association of Exhibitions and Events (IAEE) has brought in changes to its staff. Lisa Buchanan has been promoted to Senior Vice President of Operations to the executive leadership team and Stephanie Phillips has been roped in as Director of Digital Engagement and Member Experiences.

“IAEE is undergoing exciting changes as we expand our membership and digital strategies,” noted Marsha Flanagan, President & CEO, President & CEO, IAEE. “The knowledge and experience that Lisa and Stephanie bring to these initiatives will allow us to deliver the high quality and value that our members have come to expect and that we are continually committed to growing and improving.”

Buchanan joined IAEE as Director of Membership and Chapter Engagement in 2014 and was promoted to Vice President of Engagement and Digital Strategy in 2022. Before joining IAEE, she gained extensive experience in the Medical and Dental industry, overseeing operations, purchasing, revenue cycle management, marketing, and business development in various roles for 10 years. Buchanan began her exhibitions and events career with Meeting Professionals International (MPI), serving for eight years in various roles including Director of Global Chapter Relations and Member Services where she oversaw all membership and chapter functions for more than 50 chapters worldwide.

In her new role, Buchanan will direct the general management of IAEE staff to ensure effective and timely accomplishment of all tasks and initiatives. She will also oversee various departments including membership, chapter relations, digital strategy, public relations, marketing, and communications, and work towards growing IAEE membership and exploring new revenue streams.

“I am thrilled to embrace the challenges and opportunities of my new role, and I feel incredibly fortunate to be surrounded by such a knowledgeable and supportive team,” said Buchanan. “Together, I am confident that we will achieve remarkable things and set new standards of excellence.”

With a strong background in association management, Phillips brings valuable experience from her previous position as the Manager of Marketing and Membership at the Disability Management Employer Coalition (DMEC). She has more than 14 years of experience managing membership, marketing, volunteers, events, and programs for various associations and holds a Bachelor of Science degree in Mass Communications and minored in History from Virginia Commonwealth University.

In her new role at IAEE, Phillips holds the responsibility for the association’s digital and data tech stack and for driving membership growth and retention strategies aligning with the association’s strategic objectives. She is also responsible for the day-to-day management of member and customer engagement journeys.



# IEIA OPEN SEMINAR 2024 CHARTS GLOBAL COURSE FROM JAIPUR

When the exhibition industry talks about the future, the Indian Exhibition Industry Association (IEIA) Open Seminar 2024 proved that it's already here and thriving. The 13<sup>th</sup> edition of the seminar was held on July 19-20, 2024, at the Jaipur Exhibition and Convention Center (JECC), Jaipur, India. This year's seminar, 'Catalysing India's Global Leadership – ExpoEconomy 2030', highlighted the country's rising influence in the global exhibition sector.



All image source: IEIA

The IEIA Open Seminar 2024 largely gathered over 600 delegates, including high-level representatives from various Indian ministries, key industry stakeholders, and international delegates from Singapore.

Choosing Jaipur, a Tier-2 city, as the host venue acted as the association's signal to expand the geographical reach of high-profile industry events, placing emphasis on the city's capability to host such a significant gathering. A unique aspect of the seminar was the vibrant cultural immersion of the Jaipur Bazaar. Delegates and attendees had the opportunity to experience the local culture and enjoy traditional crafts and cuisine.

### Once Upon An Exhibit

The seminar opened with a session on 'The Art of Exhibition Storytelling', which illustrated how a compelling

“ IEIA has long championed the importance of crafting exceptional experiences at exhibitions that align with business objectives. To achieve this, it requires a blend of the right elements, such as venue, exhibitors, visitors, service partners, products, and technology, coupled with the expertise and dedication of professionals like you. ”



**SOORAJ DHAWAN**  
President  
Indian Exhibition Industry Association (IEIA)  
Founder & Director, Falcon Exhibitions Pvt Ltd

narrative can elevate exhibitions. It became clear to visitors that exhibition spaces are more than just setups—they're stories waiting to be told.

Fazal Faruqui, Director of Operations & Production, India Art Fair (IAF) and Nabjeet Ganguli, Chief Marketing Officer, Informa Markets in India, led the discussion, sharing their valuable expertise on creating immersive storytelling experiences. They detailed actionable strategies for increasing visitor engagement, a key aspect in delivering impactful exhibition experiences.

Another highlight of the event was a discussion on 'Generative AI - The new gamechanger for business events', with Daniel Gerard Tjan, Director - Customer Success, Gevme, leading the way and showing visitors how this technology trend is scripting the future of the business events industry. From planning to execution, artificial intelligence is transforming the exhibition industry by offering new ways to enhance attendee experiences. With the integration of AI in exhibitions, attendees can be offered personalized and data-driven experiences.

### Insights From IEIA Sub-Committees

As Sooraj Dhawan, President, IEIA and Founder Director, Falcon Exhibitions Pvt Ltd, aptly put it, "To excel in delivering top-notch exhibitions, continuous learning, adherence to global standards, and a commitment to providing exceptional pre-event and on-site services are imperative."

On that note, under the 'Opportunities for you: IEIA Open House' session, moderated by Ravinder Sethi, Vice President, IEIA, and Chairman & Managing Director, R. E. Rogers India Pvt Ltd, the event featured various IEIA sub-committees and Focus Groups, each focusing on the industry's most pressing issues.

Dharampal Malhotra, Executive Director, Namdhari Events N Promotions Pvt Ltd, and Jagdish Patankar, Co-Founder & Executive Chairman, MM Activ Sci-Tech Communications Pvt Ltd, led the Sub-Committee on Skilling and Training. This explored various skilling initiatives and training programs to improve industry competencies. The focus was on equipping professionals with the necessary skills to stay competitive and be well-equipped.



‘Sustainability’ was highlighted by Sukhjinder Singh, Founder & CEO, Infinity Expo Pvt Ltd and Sunil Govind, Senior Director, Facility Management and Operations, Bangalore International Exhibition Centre (BIEC). The conversations explored integrating sustainable practices, covering issues such as eco-friendly materials, effective waste management, energy efficiency, and the adoption of green energy solutions in line with global standards.

‘Codes of Ethics’ session was guided by Dhawan and P Ramakrishna, Chief Executive Officer, India Mobile Congress (IMC). The discussion emphasized that ethical practices are fundamental for the industry’s

credibility and future growth. Additionally, the Sub-Committee on Sports was led by Raghav Khosla, Editor-in-Chief, Seagem Media Systems (Exhibition Showcase) and Pranay Chandan, Senior Manager - Operations, NürnbergMesse India Pvt Ltd.

Discussion on ‘Venues’ was steered by Ubaid Ahmad, Senior Director, Bangalore International Exhibition Centre (BIEC) and Anshuman Bhagwat, Director Projects & Technical Services, Messe Düsseldorf India Pvt Ltd, leading a dialog on trends and challenges in venue management.



The seminar also featured an ‘IEIA Marketing Taskforce’ session by Ganguli and Dhawan. It analyzed successful exhibition marketing strategies and tactics, including novel ways to attract and engage audiences.

In the exhibition industry, women are not just influencing change—they’re driving it, as highlighted by the ‘IEIA Focus Group - Women in Leadership’. Pallavi Mehra, Group Director & Publisher, Travel Trends Today, Informa Markets in India and Himani Gulati, Director, MEX Exhibition Pvt Ltd, conducted this engaging dialogue. It centered on strategies to support and promote gender diversity, emphasizing the importance of creating a more inclusive and equitable working environment.



‘IEIA Focus Group: Fantastic Under Forty’s’ was spearheaded by Sethi and Vibha Bhatia, President (Events), MM Activ Sci-Tech Communications Pvt Ltd. Finally, ‘Membership Initiatives’ session was addressed by R K Agrawal, Managing Director, Indore Infoline Pvt Ltd and Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd.



### Building the Narrative for the Future

Examined India's potential to lead globally in the exhibition sector and catalyze India's global leadership in the future—a vision that was the center of the 'CEO's Conclave: ExpoEconomy 2030: Catalysing India's Global Leadership' discussion. The panel included distinguished industry leaders such as Dr Abhay Sinha, Director General, Services Export Promotion Council (SEPC-India); Alok Tibrewal, Chairman, National Executive Committee (NEC), PlastIndia 2026; Ashish Jain, Deputy Director General, Federation of Indian Export Organisations (FIEO); Sonia Prashar, Chairperson of the Board & MD, NürnbergMesse India Pvt Ltd; Sudeep Sarcar, Chief

Executive Officer, India Exposition Mart Ltd (IEML); and Yogesh Mudras, Managing Director, Informa Markets India Pvt Ltd.

This was followed by the 'Planning Global Business Expansion: Strategic Perspectives & Opportunities in India' session with Sebastian Witt, Senior Consultant, jwc GmbH, delivering the keynote address. The panel included Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board (STB) and Rakesh Chandra Sharma, IAS, General Manager, India Trade Promotion Organisation (ITPO).

Ravi Boratkar, Managing Director, Asian Conventions & Expositions Pvt Ltd - Operator of CIDCO Exhibition & Convention Centre; Ubaid Ahmad, Senior Director, BIEC; and Vijay Sharma, Senior Consultant, jwc GmbH, also weighed in with their thoughts during the talks. The panelists delved into the opportunities and challenges associated with expanding businesses on a global scale.

Lastly, a 'New Frontiers, New Horizons: Developing new MICE Hubs' session was undertaken by Aarjav Shah, Chief Executive Officer, PharmaTechnologyIndex.Com Pvt Ltd; E Udaya Kumar, Managing Director, Prompt Trade Fairs; GS Dhillon, Managing Director, Udan Media & Communication Pvt Ltd; and Krishan Kumar, Deputy General Manager, India Trade Promotion Organisation.

This absorbing discussion was moderated by Jagdish Patankar, Co-Founder & Executive Chairman, MM Activ Sci-Tech Communications Pvt



# GLIMPSES FROM IEIA OPEN SEMINAR 2024 HELD AT



# JAIPUR EXHIBITION AND CONVENTION CENTER (JECC)



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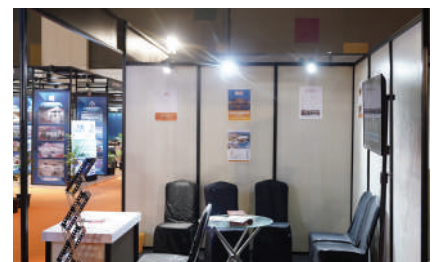
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INDIA TRADE PROMOTION ORGANISATION

# IEIA OPEN SEMINAR 2024



INDIAN EXHIBITION INDUSTRY ASSOCIATION (IEIA)



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RAJASTHAN INTERNATIONAL CENTRE, JAIPUR





Ltd and also featured Manuj Ralhan, General Manager, Novotel Jaipur Convention Centre (NJCC) and Jaipur Exhibition and Convention Centre (JECC) and Rajkumar Agarwal, Managing Director, Indore Infoline Pvt Ltd.

### Sessions with Esteemed Professionals

Day 2 began with a strategic session featuring the Singapore delegation, complemented by 100 high-impact B2B meetings in Hall 1 B2B Zone, which underscored the power of networking and knowledge exchange. The session provided valuable insights into business opportunities and collaboration prospects between India and Singapore's exhibition and convention industries.

Following the engaging meeting, a 'Harnessing Youth Power' session focused on the importance of nurturing young talent and integrating their innovative ideas into the industry. The panel included Aadil Singh, Director, Teflas Research & Marketing Communications Pvt Ltd; Aagman Bauray, General Manager, The Leela Ambience Convention Hotel; Damini Diwakar, Marcom Director, Falcon Exhibitions Pvt Ltd; Mehul Agarwal, Head of Business Development, Expro Events and Exhibits; Shivali Mehta, Chief Executive Officer, Aimsite Events; and Exhibition Showcase Editor-in-Chief. The session was moderated by Ujjwal Gupta, International Sales and Business Development, BIG Logistics India Pvt Ltd.



Furthermore, a session on 'The Business of Exhibitions: Planning Ahead in Areas of Fundraising, Mergers, Acquisitions, and Collaborations' was moderated by Mahavir Pratap Sharma, Founder, Swishin Events LLP. Bearing down on the session were Aloysius Arlando, Chairman Asia, CloserStill Media; Francesco Santa, Chief Executive Officer, Italian Exhibition Group; Shankar Jadhav, Senior Partner, Singhania & Co; Tanmay Pol, Chief Operating Officer, Messe München India Pvt Ltd; and MEX Exhibitions Pvt Ltd Director.



Creating an inclusive environment, the 'Together We can, Together We will - Diversity, Equity and Inclusion - Walking the Talk' conversations were led by Avisha Desai, Business Unit Head - Consumer and Capital Goods, Messe München India Pvt Ltd; Nidhi Sharma, Executive Director, IEIA; and Pratibha Singh, Diversity, Equity, and Inclusion (DEI) Advocate.



The session on ‘Upping the Ante-Taking Exhibitions to The Next Level: The Next Wave of Innovations in Sustainability, Standards, and Technology,’ explored how innovations can improve exhibition experiences and industry practices. The session esteemed panel included Aniket Mali, Director, Malidesarc Pvt Ltd; Gautam Seth, Co-Founder, Dreamcast Digital Works Pvt Ltd; and Jayesh Rambhia, Chairman, Plastivision 2027.

PVN Vidyasagar, Vice President, Event and Entertainment Management Association (EEMA); Shibu C, Director - Pavilions and Interiors (I) Pvt Ltd; Stuart Mann, Founder & Managing Director, Bluelemon Safety and Training Ltd (BEST); and Sudhir

Dhavan, CEO, R E Rogers India Pvt Ltd, enriched the dialogue with their perspectives.

### A Toast to Achievement

As the curtains fell on the seminar, the valedictory session turned into a celebration of participants' achievements. PEM Graduation Certificates were awarded, recognizing their professional development. The session also honored IEIA Young Ambassadors and partners for their collaborative efforts in making the seminar a success.

### Jaipur Chapter Concludes

The 13th IEIA Open Seminar 2024 was a resounding success, effortlessly meeting its objectives of addressing significant trends and innovations and reinforcing the country's growing prominence on the global exhibition stage.

In his closing remarks, Dhawan expressed his gratitude to all attendees and contributors, stating, “This seminar has not only met its objectives but has also set the stage for India's leadership in the global exhibition economy. The insights, discussions, and collaborations that have taken place here will undoubtedly shape the future of our industry.”



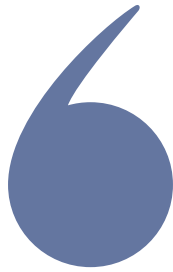
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# Toward Fostering INNOVATION

All image source: Messe Muenchen India Pvt Ltd



Bhupinder Singh, Chief Executive Officer, Messe Muenchen India Pvt Ltd, believes that the Indian Exhibitions industry is on the cusp of a transformative journey and sees trade fairs evolving into dynamic centers for innovation, learning, and powerful networking. In this insightful conversation with Team Exhibits, he also shares the milestones achieved for the company to reach its current coveted position, approach toward growth, sustainability practices, his take on collaborations and much more...



Expanding our presence across India with regional offices and leveraging Messe München's global network has been significant. This approach facilitates connections between Indian and international businesses, fostering a dynamic trade environment.

- Bhupinder Singh

## 1. Kindly share the journey of Messe Muenchen India since its inception. What were some of the pivotal moments that shaped the company?

Our journey is marked by steady growth and strategic development. A pivotal moment was our establishment in 2007, marking Messe München's entry into the dynamic Indian trade fair industry. We saw a tremendous opportunity to leverage Messe München's global expertise and create a platform for Indian businesses to thrive.

Our significant milestone was the rapid portfolio expansion. By venturing into diverse industries like construction (bauma CONEXPO India), electronics (electronica India and productronica India), pharma (analytica anacon India and India Lab Expo), and environmental technologies (IFAT India), we catered

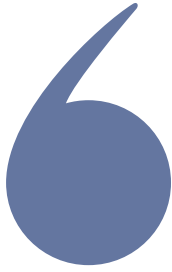
to a wider range of businesses and fostered connections across various sectors. Over the years, our trade fairs have seen immense growth in terms of exhibition space, participation, and visitors.

To further enhance our offerings and address the evolving needs of our stakeholders, we launched MMI Connect in 2021. This digital platform extends our reach beyond physical events, providing year-round engagement, knowledge sharing, and business opportunities.

## 2. How has Messe Muenchen India's extensive portfolio evolved over the years to cater to diverse industries such as Pharmaceuticals, Environmental Technologies, Food and Beverage, and so on?

We understand the unique needs of each industry. Therefore, we actively collaborate with industry associations and stakeholders to identify key trends and tailor each trade fair edition with a targeted focus. This ensures our trade fairs remain relevant and cater to the needs of each of our industries. Our team conducts in-depth market research to identify emerging industries and technologies with high growth potential in India. This allows us to proactively expand our portfolio with new trade fairs that cater to these growing sectors.





Through market research and visitor feedback analysis, we constantly refine our offerings and adapt to evolving industry dynamics. Additionally, we leverage the vast experience and global network of Messe München, allowing us to benchmark successful formats and introduce innovative elements to our exhibitions.

- Bhupinder Singh

The Indian market is dynamic, and so are we. We constantly evaluate our portfolio's performance and adapt it based on exhibitor and visitor feedback. This ensures we are showcasing the most relevant products and technologies for each industry.



• Could you please share what strategies has the company employed to ensure consistent growth and maintain a competitive edge in the Exhibitions industry?

Our sustained growth and competitive advantage are driven by a multifaceted strategy. A core focus is strategic portfolio development, aligning our offerings with emerging market trends. We prioritize exceptional customer service, ensuring a seamless experience for exhibitors and visitors alike. Our commitment to customer-centricity is evident in our tailored solutions that address the specific needs of each industry.

Leveraging Messe München's global network and establishing a strong regional presence have been instrumental in connecting Indian and international businesses. This synergistic approach, combined with data-driven insights and strategic planning, has solidified Messe

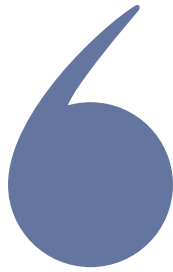
Muenchen India's position as a leading force in the Indian exhibition industry. Through our trade fairs, we facilitate knowledge transfer, technology adoption, and business collaborations, thereby supporting the vision of a self-reliant India.



• What role does sustainability play in Messe Muenchen India's future plans, and how are you incorporating sustainable practices into your events?

The trade fair industry, by its very nature, generates a significant environmental footprint. Trade fairs require substantial resources for construction, leading to waste generation. However, with growing environmental awareness, sustainability has become a critical concern for both trade fair organizers and participants. We recognize our responsibility as a leader in the exhibition industry to promote sustainable practices. Sustainability is a cornerstone of our future plans, with a vision to become a benchmark for ecofriendly trade fair operations. This commitment goes beyond just organizing our leading environmental technology trade fair, IFAT India and leading renewable energy trade fair, The smarter E India. We are actively working to minimize the environmental impact of all our trade fairs, from reducing our carbon footprint to promoting the use of ecofriendly materials and technologies. We are forging partnerships with international experts in sustainable stand design and construction. These collaborations will help bridge Indian stand builders with best practices, fostering a circular economy within the exhibition industry.





We are actively working to minimize the environmental impact of all our trade fairs, from reducing our carbon footprint to promoting the use of eco-friendly materials and technologies. We are forging partnerships with international experts in sustainable stand design and construction.

- Bhupinder Singh



**5 • Please share your views on the importance of collaboration in today's events and Exhibitions sector.**

In today's dynamic events and exhibitions landscape, collaboration has become a foundation for success. Our interconnected world thrives on bringing together a diverse ecosystem—exhibitors, visitors, industry partners, and service providers. Through collaborative efforts, we foster innovation, create exceptional visitor experiences, and cultivate a vibrant community where knowledge and resources are readily shared.

We view strategic partnerships and collaborations as the anchor for crafting trade fairs that resonate deeply with the ever-evolving needs of the industries we serve. By working together, we not only enhance value for our stakeholders but also drive industry-wide growth and development.

digital age. Moving beyond just product showcase is crucial. High-quality conferences, workshops, and targeted buyer-seller programs elevate the experience, fostering invaluable knowledge exchange and business opportunities. By opening up new business avenues for exhibitors, we've helped drive growth and expansion. Leveraging visitor feedback and engagement metrics allows us to tailor trade fairs to address specific industry needs, demonstrating ROI for participants.

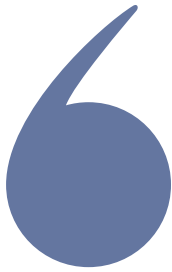
Effective marketing and promotion are another challenge. Embracing innovative strategies that combine digital marketing channels with traditional methods is key. Social media engagement, targeted advertising, and content marketing showcasing the unique benefits of attending trade fairs are all crucial.



**6 • What are some of the biggest challenges that the Indian Exhibitions industry is currently facing, and how do you think they can be addressed?**

The Indian trade fair industry thrives on dynamism but faces challenges in demonstrating its true value proposition in today's





Moving beyond just product showcases is crucial. High-quality conferences, workshops, and targeted buyer-seller programs elevate the experience, fostering invaluable knowledge exchange and business opportunities.

- Bhupinder Singh

Additionally, engaging Gen Z and late millennials is essential for long-term business and economic growth. By incorporating their preferences and creating interactive experiences, we can cultivate a new generation of trade fair attendees and exhibitors.

By fostering industry collaboration, focusing on a data-driven, value-added approach, and implementing creative marketing strategies, the Indian exhibitions industry can navigate these challenges and achieve even greater success.

## 7 • How do you envision the evolution of the Indian Exhibitions industry over the next few years, and what role will trade fairs play in the economic development of various sectors?

The Indian exhibitions industry is on the cusp of a transformative journey. We see trade fairs evolving into dynamic centers for innovation, learning, and powerful networking.

Digital advancements are fueling this exciting shift, making events more interactive and engaging for all participants. Additionally, by seamlessly integrating digital interactions throughout the year, we aim to create a 365-day ecosystem of engagement. However, the core value of physical trade fairs—as catalysts for economic growth across diverse

sectors—remains unchanged. They empower businesses to unlock new markets, forge vital connections, and ignite industry innovation.

By providing platforms for companies to launch groundbreaking products, explore market opportunities, and connect with a global audience, trade fairs will continue to be a cornerstone of economic activity. We are committed to leading this evolution. Our trade fairs will remain at the forefront of industry trends, delivering exceptional value to all stakeholders—exhibitors, visitors, and the Indian economy as a whole. **////**



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# TURNING FINANCIAL KNOWLEDGE INTO FEMININE POWER



All image source: IEIA

Organized by the Indian Association of Tour Operators (IATO), the Indian Exhibition Industry Association (IEIA), and the Association of Domestic Tour Operators of India (ADTOI), 'EmpowerHer: Fireside Chat on Self Discovery and Financial Freedom', was held on August 1, 2024, at the India Habitat Centre (IHC), New Delhi. This collaborative workshop explored topics like financial literacy, terminology, investment education, business finance management, and smart use of financial tools.

**A**lthough significant progress in gender equality has been achieved, women continue to silently battle societal norms that tether their financial independence to someone else's success. Beyond handling finances, financial autonomy involves taking back one's identity, making choices, and paving a path toward success.

This struggle, often overlooked, was the main focus of 'EmpowerHer: Fireside Chat on Self Discovery and Financial Freedom'. It inspired women to break free of traditional confines and take control of their futures.

## A Women's Way to Wealth

Learning the fundamentals of finance is the first step toward overcoming financial obstacles and advancing in one's career. The Sustainable Development Goals (SDGs), created by the United Nations, on gender equality and women's empowerment, were perfectly aligned with this workshop that served as a masterclass for attendees.

Through fireside talks and expert-led sessions on financial literacy, investment techniques, and business finance management, the event provided attendees with a powerful experience. By arming women with these financial tools, the workshop led a movement toward greater financial independence and opened doors for more women to take up leadership roles.

## Self-Awareness: A Springboard to Financial Independence

Building on this momentum, Pallavi Mehra, Chairperson, IEIA Focus Group: Women in Leadership, IEIA, accentuated the significance of the workshop in the welcome speech. Her topic, 'Self Discovery and Financial Freedom', according to Mehra, was in line with the larger agenda of gender equality, as articulated in the United Nations' Sustainable Development Goal 5 (SDG 5). SDG 5 identifies gender equality as a fundamental human right, and the workshop further emphasizes this notion. On that note, she shared, "EmpowerHer is our collective initiative to contribute towards this global goal."

With the workshop providing an appropriate space for thought-provoking discussions, shared experiences, and actionable insights, she concluded, "These are critical steps in achieving gender equality, as financial freedom and self-awareness are key to unlocking the vast capabilities of women in all spheres of life."

## Skill Up, Scale Up: Dhawan's Wise Crumbs

Sooraj Dhawan, President, IEIA, presented an interesting viewpoint: understanding financial complexities is still important despite the noticeable increase in financial literacy over the last five to seven years. He also discussed the 'skill up-scale up' policy, noting that genuine motivation is important for effective skilling—a concept that the workshop asserted.

"It's wonderful to have a diverse group of people sharing their thoughts and experiences. Each person brings unique perspectives and expertise. You never know; sometimes the most valuable insights come from unexpected places," he shared. "So, let's continue this dialogue and learn from one another year after year and make this workshop a recurring event."

## A Workshop Worth Its Weight in Gold

Adding his two cents on the workshop's theme of female empowerment, PP Khanna, President, ADTOI, asserted, "I don't think women need empowerment; they are already the most empowered individuals." With re-

gard to the workshop, he noted that it embodied the strength of 'Nari Shakti' and the transformative power of self-discovery.

Khanna highlighted that in order to improve financial security and safety, women should go beyond merely saving money and focus on investing it wisely. Additionally, he encouraged women to grasp the reins of their own financial decisions.

He also talked about the ADTOI's Women Empowerment and CSR Wing, currently led by Geeta Maheshwari, Chairperson, which was brought into existence in 2016 with support from governing body members. To boost tourism and assist women in the travel industry, this initiative works to appoint a Lady Executive Officer (LEO) in each chapter.

Also taking a moment to reflect, Rajiv Mehra, President, IATO, brought into conversation the challenges earlier generations of women faced. He underlined that the solution to getting past these obstacles is to increase financial knowledge. "Providing women with access to quality education is fundamental. It equips them with knowledge and skills to make informed financial decisions," he noted.

Mehra highlighted the importance of workshops and online resources in advancing financial literacy, asserting that they can empower women from all walks of life. "Remember, financial empowerment is a collective effort, and workshops like the one being organized today play a vital role in raising awareness and fostering positive change," he added.

Mehra also touched on how supportive legal and policy frameworks can pave the way for a more inclusive financial environment. "This will benefit not only women but also society as a whole," he asserted.





Expressing her pride in representing an organization that values perception and growth, Joyshree Das Verma, National President, Federation of Indian Chambers of Commerce and Industry Ladies' Organization (FICCI FLO), shared some key figures. The 41st National President drew attention to a significant disparity: 40 percent of the country's population is women; however, they contribute only 18 percent to the GDP. Closing this gap could have a large positive economic impact.

between work, personal growth, and rest. She emphasized the significance of establishing boundaries, delegating tasks, and focusing on the 'GROW' agenda to create a healthy work-life balance.

Dr Bindu Khosla, Head of Leadership Development & HR Advisory Practice, Xcalibur.Coach, wrapped up the workshop with her session on 'Emotional Intelligence: Clearing the Clutter'. She reinforced the value of emotional intelligence and how it can support women in navigating the challenges of juggling work, family, and personal obligations.

**Organized by the IATO, IEIA, and ADTOI, 'EmpowerHer: Fireside Chat on Self Discovery and Financial Freedom' aimed at empowering women to achieve financial independence and leadership.**

**An Applause for Empowerment**

As the final chapter of this transformative journey was written, Dr Kuku S Kumar, Convener, IATO Women Empowerment Committee, extended her warm thanks to the dignitaries, associations, and every participant who played a role in shaping the workshop.

Recalling her Northeastern background, where women's potential is often undervalued, she emphasized the significance of women's opinions in leadership. Verma therefore saw this workshop as a first step toward providing planning and strategic goals for working/non-working women.

The EmpowerHer workshop was successful in focusing on the role of financial literacy and women's empowerment by addressing relevant topics. And as the participants left empowered, motivated, and focused, they carried with them the determination to forge paths towards financial freedom and leadership. **////**

**Fireside Chats & Financial Smarts**

The full-day workshop began with an educational session by Suchita Gupta, a Financial Expert. Her talk, 'Financial Literacy Fundamentals for Women Professionals', went into detail on investment options, savings strategies, and loan opportunities.

Transitioning to the expertise of Deepa Sachdev, Managing Partner, Human Capital India, who shared her insights on the power of 'allyship'. She mentioned that an important step for women is to build a supportive network of allies, in the workplace, at home, or within their communities. As Sachdev pointed out, allyship is about interacting with people who offer insight without passing judgment.

Moving on to an energetic discussion with Himanshi Singh, a Soft Skill Trainer, who led a session on 'Balancing Act: Work-Life Harmony for Financial Success'. The 8:8:8 Rule for time management was introduced in this session. This rule implies equally dividing time



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Sharmila Tripathi, Director and COO, IDEX Events Pvt Ltd

All image source: IDEX Events Pvt Ltd

“

As a woman leader, I believe this industry still needs more women leaders, particularly in senior management roles. Women naturally excel in human resource management and financial oversight. In the service-based event industry, these traits are crucial for business growth and success.”

”

**SHARMILA TRIPATHI**  
Director and COO  
IDEX Events Pvt Ltd

## LEADING WITH PASSION & PURPOSE

From a serendipitous start as an event coordinator to her current role as Director and Chief Operating Officer at IDEX Events Pvt Ltd, Sharmila Tripathi embodies the idea of finding passion in a profession. Her visionary insights, victories, and indomitable spirit contribute immensely to reshaping the future of the event and exhibitions industry.

Tripathi oversees a plethora of responsibilities that are vital to the company's success. Offering a brief glimpse into her everyday life at work, she states, “I oversee the management of our profit and loss statements, ensuring sound financial performance and strategic fiscal management.”

She further adds, “On a daily basis, I lead and coordinate our operational activities, working closely with teams to optimize processes, enhance efficiency, and maintain high standards of event execution.”

Beyond her main duties, Tripathi remains committed to fostering a culture of innovation and excellence within the organization. She works hand-in-hand with stakeholders to spot new trends and opportunities, making sure the company stays ahead of the curve in the exhibitions and events industry.



### Chats, Mags, and Networks

With her knack for staying at the top of her game, Tripathi stays on the pulse of the industry by immersing herself in informative chats, top magazines, and nonstop networking. To list a few valuable sources, she highlights, “Participating in industry-specific WhatsApp groups allows me to engage in dynamic discussions, exchange insights, and stay updated on the latest developments from various segments of the industry.”

Sharmila Tripathi, Director and COO, IDEX Events Pvt Ltd is reshaping the exhibitions industry with her passion and foresight.

She excels at financial oversight, operational leadership, and building strong client relationships, ensuring that the company stays ahead in innovation and client satisfaction.

Additionally, she regularly immerses herself in industry-leading magazines and publications that offer comprehensive analyses, case studies, and expert perspectives on emerging trends and successful strategies.

Furthermore, maintaining close relationships with friends and colleagues within the industry is invaluable to her. “Through ongoing conversations and networking opportunities, I gain firsthand updates on recent developments and learn from their experiences and innovative approaches,” she says. This keeps her abreast of current

trends and enhances her ability to adapt and implement effective strategies in the rapidly evolving exhibition landscape.

### Beyond the Boardroom

Tripathi notably emphasizes the art of building strong, personal connections with clients, where regular communication and face-to-face meetings are key to mutual growth and success. “At our organization, fostering a healthy and cordial relationship with every client is a non-negotiable commitment, regardless of ongoing business opportunities,” she explains.

“We prioritize regular communication to stay informed about their needs and progress while keeping them updated on our latest offerings,” she asserts. This rapport is extremely important, as event organizers play a pivotal role in facilitating business growth and enhancing the brand presence of their clients.

To further enunciate the relevance of interaction, she states, “We firmly believe that face-to-face meetings, scheduled at regular intervals, provide invaluable opportunities to deepen these connections and ensure mutual understanding and collaboration.”

### Memories of Impact

Building strong client relationships is just one piece of the puzzle; Tripathi



“Challenges will arise, but each obstacle presents an opportunity for growth. By staying committed to your goals and leveraging your unique strengths, you can carve out a rewarding and impactful career in the events and exhibitions industry.”

**SHARMILA TRIPATHI**  
 Director and COO  
 IDEX Events Pvt Ltd

small companies establish and expand their brands, experiencing remarkable business growth along the way,” she states with pride.

**Nuggets of Advice**

From turning client challenges into triumphs to guiding aspiring professionals, she bridges success stories with sage advice for those navigating the industry. She believes that the events and exhibition industry would benefit from more women leaders, especially in senior management positions.

also ensures that the company’s innovative approach to helping clients allows them to overcome challenges and achieve success. Reflecting on the company’s flagship event, Professional Beauty India, she recalls its impact.

This event, which specializes in an industry historically known for disorganization and fragmentation, has been pivotal in fostering growth and revolutionizing the sector with a structured and organized approach over the past 13 years. “We’ve proudly witnessed numerous

She highlights that women possess natural strengths in human resource management and financial oversight, which are essential for driving business growth and achieving success in the service-based event sector. She encourages them to believe in themselves wholeheartedly, approach their work without gender bias, and embrace opportunities across all departments.

“Be willing to put in unconventional hours, go the extra mile, and start from the ground up to gain invaluable field experience. Set ambitious goals and pursue them relentlessly,” she concludes. “Dream big and take decisive action to make those dreams a reality.”



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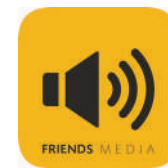
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All image source: IEIA

# BUILDING BLOCKS OF BRILLIANCE

The Indian Exhibition Industry Association (IEIA), espousing the nurturing of Exhibition Industry's young talent, came forward to launch its 5-Day Residential Professional Exhibitions Management (PEM) Program. Signaling a pivotal moment in the sector, the inaugural batch, designed and led by the IEIA Sub-committee on Skilling & Training, kicked off from July 14-18, 2024, at The Leela Ambience Convention Hotel, New Delhi.

The IEIA PEM Program is a comprehensive, well-planned course which encompasses the entire spectrum of overall exhibition management. It aims to empower Exhibitions & Events industry's professionals with necessary skills and knowledge in domains entailing exhibition planning, management, marketing, technology, creative designing, health & safety, cross-cultural intelligence, sustainability, and more.

## A Comprehensive Approach

Packed with 40 hours of dynamic classroom sessions, the program crafted for professionals seamlessly blends foundational principles with advanced management techniques, holding the promise to address the requirements and challenges of the industry. With 27 dedicated modules and over 30 well-experienced and distinguished professionals as faculties, the program was spread over almost every significant

area of exhibition management, from marketing and logistics to attendee engagement and revenue generation.

The participation of these experts provided invaluable insights—backed by their extensive careers and experience—creating a conducive environment rich in learning and professional development. The program began with an enlightening session led by Sandip Das, Deputy Director General, Trade Promotion Council of India. The steady stream of insights further continued with Ramakrishna P, Hon Treasurer,



IEIA and CEO, India Mobile Congress; Francis Joe, a Brand & Communication Design Consultant; Mukul Apte, Operations Head, Falcon Exhibitions Pvt Ltd; and Sachin Handa, Director, SSS Designtek Pvt Ltd.

### From Classroom to Convention

A compelling feature of the IEIA PEM Program was its practical approach to learning. On Day 3, participants received hands-on orientation at the India Expo Centre & Mart (IEMM) exhibition venue in Greater Noida. Facilitated by the program's Industrial Training Partner, IEMM, this site visit served as a bridge between classroom theory and real-world application. Instilling confidence in participants, it offered them a chance to witness a practical demonstration of the management of successful exhibits and thus gain key insight into aspects of organizing successful events.

### Success with Commensurate Benefits

The PEM Program roped in 32 active participants from leading organizations and various industries, all of whom basked in meaningful and valuable sessions, inspiring discussions, and sharing ideas. With a

The PEM Program roped in 32 active participants from leading organizations and various industries, all of whom basked in meaningful and valuable sessions, inspiring discussions, and sharing ideas.



# IEIA PEM Program

The PEM Program enlists the most talented and the thought leaders who prepared for the knowledge necessary for comprehensive exhibition management. Here are some of the speakers by the esteemed



## Event Branding

- Francis Joe, Brand & Communication Design Consultant

## Event Marketing - Digital

- Yasin Hamidani, Media Care Brand Solutions

## Event Marketing - Traditional Techniques

- Nabeet Ganguli, Informa Markets India
- Kaustubh Patil, MM Activ Sci-Tech Communications Pvt Ltd

## Event Photography Essentials

- Uma Menon, Rudra Communications

## Finance - Event Permissions & Insurance

- Gaurav Vasani, PROADVCE Wealth IMF Pvt Ltd

## Finance - Financial Planning, Budgeting

- P Ramakrishna, India Mobile Congress

## Finance - Vendor Contract Management / Operations Management & Essentials of Vendor Management

- Sooraj Dhawan, Falcon Exhibitions Pvt Ltd

## Human Resources - Cross Cultural Intelligence

- Satyendra Mehra, NürnbergMesse India Pvt Ltd
- Sanjay Ramchandra Sarvankar, Informa Markets India

## Human Resources - Manpower Planning

- Sanjay Ramchandra Sarvankar, Informa Markets India

## Logistics - Understanding the Role of Logistics & Customs in Exhibitions Management

- Sudhir Dhavan, R E Rogers India Pvt Ltd

## Logistics - Venue Logistics Planning During Move in / Move out

- Anamitra Mukherjee, Schenker India Pvt Ltd
- Ujjwal Gupta, BIG Logistics India

## Managing Supporting Associations

- Gurvinder Singh, EEPC India

## Operations - Essentials of Venue Management

- Sunil Govind, BIEC

# Faculty and Topics

ted representatives of the industry and the participants a wealth of the critical ing the proper approach to successful 's a look at the topics covered med faculty:

## Operations - Exhibitor Manual & Staff Briefing

- Mukul Apte, Falcon Exhibitions Pvt Ltd

## Operations - Floor Planning Essentials

- Sachin Handa, SSS Designtek Pvt Ltd

## Operations - Occupational Health and Safety

- Stuart Mann, Bluelemon Safety and Training Ltd (BEST)
- Edson Da Costa, Schenker India Pvt Ltd

## Operations - Registration Management

- Vipul Jaju, Dreamcast Digital Works Pvt Ltd

## Operations - Stand Fabrication & Special areas

- Dharampal Singh Malhotra, Namdhari Events N Promotions (P) Ltd
- Sanjay Wadwa, Swift Corporation

## Potential Database Creation Techniques

- Nazeeba Zarin, PDA Ventures Pvt Ltd

## Sales - Sponsorship Generation Techniques

- P Ramakrishna, India Mobile Congress

## Sales Techniques

- Yogesh Vyas, ExhiBetter

## Social Media Essentials

- Rucheeka Chhugani, NürnbergMesse India Pvt Ltd

## Strategy - Crisis Management

- Satyendra Mehra, NürnbergMesse India Pvt. Ltd.

## Strategy - Post Show Report

- Himani Gulati, MEX Exhibitions Pvt Ltd

## Strategy - Pre Event Planning

- Sandip Das, Trade Promotion Council Of India

## Strategy - Sustainability and Net Zero Carbon Events

- Sukhjinder Singh, Infinity Expo Pvt. Ltd.

## Strategy - Technology as the Key Driver of Future Trade Shows

- Rushikesh Bhatt, Viva Events Management Pvt Ltd





strong curriculum powered by thought-provoking discussions, interactive elements, and in-depth case studies, the program imbibed a deep, comprehensive understanding of each module. Structured learning complemented by the actual practice allowed for a tighter link to the respective field as well as enhancing the participants' professional growth.

The hospitality at The Leela Ambience Convention Hotel in New Delhi was icing on the cake, as the hotel also played a factor in the success of the event, furthering discussions and networking in a luxurious setting. The knowledge and the insights garnered from the program culminated in the successful conclusion of Graduation Ceremony on July 19 & 20, within the frame of the 13th IEIA Open Seminar 2024 at Jaipur Exhibitions Convention Centre (JECC), Jaipur.

### Mapping the Future Course

The IEIA PEM Program represents a historic step and an impactful endeavor to raise the Indian exhibition industry's standards and benchmarks. Currently, IEIA is already envisioning to bring this program fur-

ther to other parts of the country in the near future as part of its role and commitment in developing future leaders in the sector. Thus, through such experiences, the association is nurturing the future of exhibitions and maintaining the competitiveness of the Indian exhibition industry on the global level. ////



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# National APEX body of the **INDIAN EXHIBITION INDUSTRY**

## representing the interests of Exhibition Organizers, Service Providers & Venues

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INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



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NATIONAL INVESTMENT PROMOTION AND FACILITATION AGENCY



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**T:** +91 11 4104 5481

[www.ieia.in](http://www.ieia.in)

**NONWOVEN TECH ASIA 2024**

**August 22-24, 2024**

Bombay Exhibition Centre, Mumbai

**PACKPLUS 2024**

**August 22-24, 2024**

Pragati Maidan, New Delhi

**PRINTEXPO 2024**

**August 22-24, 2024**

Chennai Trade Centre, Chennai

**AGRI TECH INDIA 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**BAKERY TECH INDIA 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**GRAIN TECH INDIA 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**DAIRY TECH INDIA 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**POULTRY & LIVESTOCK EXPO 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**GIFTS WORLD EXPO 2024**

**August 22-24, 2024**

Tripura Vasini, Palace Grounds, Bengaluru

**INDIA FOOD EX 2024**

**August 22-24, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**GIFT WORLD EXPO-BENGALURU 2024**

**August 22-24, 2024**

Tripura Vasini, Bengaluru

**SPORTEXPO INDIA 2024**

**August 23-24, 2024**

HITEX Exhibition Center, Hyderabad

**GLOBAL CONFERENCE ON UPDATES IN OBSTETRICS AND GYNAECOLOGY 2024**

**August 24-25, 2024**

HICC, Novotel, Hyderabad

**ANUGA SELECT INDIA 2024**

**August 28-30, 2024**

Bombay Exhibition Centre (BEC), Mumbai

**ANUGA FOODTEC INDIA 2024**

**August 28-30, 2024**

Bombay Exhibition Centre (BEC), Mumbai

**PACKEX INDIA 2024**

**August 28-30, 2024**

Bombay Exhibition Centre (BEC), Mumbai

**BLTM**

**August 29-31, 2024**

Yashobhoomi (IICC), New Delhi

**BUSINESS + LEISURE TRAVEL AND MICE 2024**

**August 29-31, 2024**

Yashobhoomi (IICC), New Delhi

**PRAWAAS 4.0**

**August 29-31, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

**SPORT INDIA 2024**

**August 29-31, 2024**

Pragati Maidan, New Delhi

**FITNESS INDIA 2024****August 29-31, 2024**

Pragati Maidan, New Delhi

**ACE REFLECT 2024****August 30-September 1, 2024**CODISSIA Trade Fair Complex,  
Coimbatore**FRO EXPO 2024****August 31-September 1, 2024**Bangalore International Exhibition Centre  
(BIEC), Bengaluru**BREWS & SPIRITS EXPO 2024****September 4-6, 2024**KPTO Convention Centre, Whitefield,  
Bengaluru**LED EXPO THAILAND 2024****September 5-7, 2024**IMPACT Exhibition Centre, Bangkok,  
Thailand**NATIONAL PRINTING EXPO 2024****September 7-9, 2024**Helipad Exhibition Centre, Gandhinagar,  
Gujarat**AAKAR BEAUTY SALON EXPO 2024****September 9-11, 2024**

Event Centre, Ahmedabad

**ELECTRONICA INDIA 2024****September 11-13, 2024**

India Expo Centre &amp; Mart, Greater Noida

**SMARTTECH ASIA 2024****September 11-13, 2024**

India Expo Centre &amp; Mart, Greater Noida

**PRODUCTRONICA INDIA 2024****September 11-13, 2024**

India Expo Centre &amp; Mart, Greater Noida

**MEDIA EXPO 2024****September 12-14, 2024**

Pragati Maidan, New Delhi

**GARFAB-TX****September 13-15, 2024**Surat International Exhibition and  
Convention Center, Surat**INDEXPO-HYDERABAD****September 13-15, 2024**

HITEX Exhibition Center, Hyderabad

**PEDIATRIC INFECTIOUS DISEASES  
TELANGANA STATE CONFERENCE****September 13-14, 2024**

KIMS Hospital, Secunderabad

**MAPIC INDIA 2024****September 18-19, 2024**

Jio World Convention Centre, Mumbai

**VINEXPO INDIA****September 18-19, 2024**

Jio World Convention Centre, Mumbai

**DIDAC INDIA 2024****September 18-20, 2024**

Yashobhoomi (IICC), New Delhi

**GLOBAL GRAIN FOOD & FEED 2024****September 18-20, 2024**The Westin Mumbai Powai Lake,  
Mumbai**GLOBOIL INDIA 2024****September 18-20, 2024**

The Westin Mumbai Powai Lake, Mumbai

**EV INDIA 2024****September 18-20, 2024**India Expo Centre & Mart,  
Greater Noida**VALVE WORLD EXPO INDIA 2024****September 19-20, 2024**

Bombay Exhibition Centre (BEC), Mumbai

**AGRI ASIA****September 20-22, 2024**

Helipad Exhibition Centre, Gandhinagar

### **AGRI FUNDX 2024**

**September 20-21, 2024**

The Westin Mumbai Powai Lake, Mumbai

### **AI CHAIN SUMMIT 2024**

**September 20-21, 2024**

The Westin Mumbai Powai Lake, Mumbai

### **BUILD EXPO - 2024**

**September 20-22, 2024**

Sri Rathinavel Jayakumar Mandapam, Salem

### **FRO EXPO 2024**

**September 21-22, 2024**

Mahatma Mandir Convention and Exhibition Center, Gujarat

### **THINK WOMAN IS POWER 2024**

**September 21, 2024**

The Westin Mumbai Powai Lake, Mumbai

### **HIFF TRADE & EVENTS PVT LTD**

**September 21-23, 2024**

CODISSIA Trade Fair Complex, Coimbatore

### **FOOD INGREDIENTS INDIA 2024**

**September 25-27, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

### **UP INTERNATIONAL TRADE SHOW**

**September 25-29, 2024**

India Expo Centre & Mart, Greater Noida

### **PROPAK INDIA 2024**

**September 25-27, 2024**

Bangalore International Exhibition Centre (BIEC), Bengaluru

### **RAJKOT MACHINE TOOLS SHOW 2024**

**September 25-28, 2024**

NSIC, Rajkot

### **INDIACORR EXPO - SINOCORRUGATED**

**September 25-27, 2024**

Bombay Exhibition Centre (BEC), Mumbai

### **INDIA FOLDING CARTON**

**September 25-27, 2024**

Bombay Exhibition Centre (BEC), Mumbai

### **INDIA GEM & JEWELLERY SHOW 2024**

**September 25-28, 2024**

Jio World Convention Centre, Mumbai

### **ANALYTICA ANACON INDIA & INDIA LAB EXPO 2024**

**September 26-28, 2024**

HITEX Exhibition Center, Hyderabad

### **FIRE INDIA 2024**

**September 26-28, 2024**

Yashobhoomi (IICC), New Delhi

### **INTERMAT INDIA 2024**

**September 26-28, 2024**

Bombay Exhibition Centre (BEC), Mumbai

### **PHARMA PRO & PACK EXPO 2024**

**September 26-28, 2024**

HITEX Exhibition Center, Hyderabad

### **TTF PATNA**

**September 27-28, 2024**

Samrat Ashok Convention Centre-Gyan Bhawan, Patna

### **MMMM EXPO 2024**

**September 27-29, 2024**

Yashobhoomi (IICC), New Delhi

### **HAND TOOLS AND FASTENER EXPO 2024**

**September 27-29, 2024**

Yashobhoomi (IICC), New Delhi

### **MUMBAI WOOD 2024**

**September 27-29, 2024**

Bombay Exhibition Centre (BEC), Mumbai

### **DELHI JEWELLERY AND GEM FAIR**

**September 29-October 1, 2024**

Pragati Maidan, New Delhi

### **INDIA STAINLESS STEEL EXPO**

**October 3-5, 2024**

Yashobhoomi (IICC), New Delhi

### **GREEN HYDROGEN EXHIBITION & CONFERENCE 2024**

**October 3-4, 2024**

Yashobhoomi (IICC), New Delhi

### **INDIA PREFAB EXPO & SUMMIT 2024**

**October 3-4, 2024**

Yashobhoomi (IICC), New Delhi

### **INDIA FENCE EXPO 2024**

**October 3-5, 2024**

Pragati Maidan, New Delhi

### **ZAK WORLD OF FACADES INDIA 2024**

**October 4, 2024**

Westin Garden City, Mumbai

### **WORLD TOURISM CONCLAVE 2024**

**October 4-5, 2024**

Ayodhya, UP

### **MEDICALL DELHI 2024**

**October 5-7, 2024**

Pragati Maidan, New Delhi

### **PHARMATECH EXPO & LABTECH EXPO 2024**

**October 8-10, 2024**

Helipad Exhibition Centre,  
Gandhinagar

### **INDIA MOBILE CONGRESS 2024**

**October 15-18, 2024**

Pragati Maidan, New Delhi

### **IFAT INDIA 2024**

**October 16-18, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

### **BROADCAST INDIA SHOW 2024**

**October 17-19, 2024**

Jio World Convention Centre, Mumbai

### **ACE TECH 2024**

**October 18-20, 2024**

Bangalore International Exhibition Centre  
(BIEC), Bengaluru

### **AOI TS SOUTHCON 2024**

**October 18-28, 2024**

Aalankrita Resort & Convention,  
Hyderabad

### **TRAFFICINFRATECH 2024**

**October 22-24, 2024**

Pragati Maidan, New Delhi

### **DRINK TECHNOLOGY INDIA**

**October 23-25, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

### **PACKMACH ASIA EXPO 2024**

**October 23-25, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

### **REHAB INDIA 2024**

**October 24-26, 2024**

HITEX Exhibition Center, Hyderabad

### **PHARMA INDIA EXPO 2024**

**October 24-26, 2024**

HITEX Exhibition Center, Hyderabad

### **FLORA EXPO 2024**

**October 25-27, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

### **LANDSCAPE & GARDENING EXPO 2024**

**October 25-27, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

### **WEDDING GLANZA 2024**

**October 25-27, 2024**

Bombay Exhibition Centre (BEC),  
Mumbai

# HELPING SUBURBS GROW

Organized by Indore Infoline Pvt Ltd, the 3-Day Industrial & Engineering Expo (Indexpo) 2024, from June 6-8 at the CIDCO Exhibition Center, Navi Mumbai, received an overwhelming response from industry stakeholders. The event marked the second year of Indexpo's presence in Navi Mumbai, signifying the organizer's strategic entry into metro cities.



Image source: Indore Infoline Pvt Ltd

The 45<sup>th</sup> edition of Industrial & Engineering Expo (Indexpo) featured a comprehensive spread of innovative offerings in abrasives, bearings, couplings, CAD, CAM, software, cutting tools, diamond tools, electrical equipment, fabrication, process equipment, and much more.

## Defying Uncertainties

Over 4,500 trade visitors visited the show, including industry professionals, business leaders, and potential buyers, all seeking to explore the latest advancements and opportunities in the industrial and engineering sectors.

More than 75 exhibitors from Thane, Navi Mumbai, Ambarnath, Mumbai, Pune, and other cities showcased their latest industrial and engineering products and services. The event facilitated significant business transactions, with exhibitors reporting bookings worth over INR 60 crore.

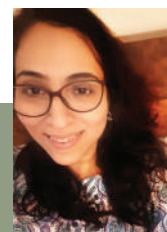
## Support Matters

The event was inaugurated by Kedar Kulkarni, Deputy CEO, SME Chamber of India, Mumbai, who commended the expo's role in connecting industries and fostering business growth in the suburban regions of Mumbai.

The expo received strong support from the Ministry of Micro, Small, and Medium Enterprises (MSME), which provided subsidies

to participants under the PMS 5A scheme. This support underscored the government's commitment to promoting industrial growth and innovation in the sector. SME Chamber of India and other trade associations also extended their support.

On this occasion, Indore Infoline launched the 'Interactive Exhibitors Directory', covering all past participants in the expos organized by Indore Infoline since 2009. Exhibitors were provided a dashboard to upload their products' details, photographs, and videos. The visitors could communicate through WhatsApp and email directly with exhibitors. ///



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# TAPPING INTO TECH POWER

India's premier sourcing exhibition for consumer electronics, gadgets, and appliances, Consumer Electronics World Expo (CEWE) 2024, recently closed its doors while successfully opening new ones for the country's tech industry. This inaugural event, organized by MEX Exhibitions Pvt Ltd, was held from June 6-8, 2024, at Yashobhoomi (IICC), Dwarka, Delhi, India.



All image source: MEX Exhibitions Pvt Ltd

Consumer Electronics World Expo (CEWE) 2024 was a national showcase, featuring over 80 exhibitors showcasing over 2,000 products from more than 200 brands. The event gathered 7,241 visitors, consisting of a diverse blend of technology enthusiasts, industry professionals, and key decision-makers from across the nation and the globe.

## A Byte of the Future

The venue's show floor teemed with energy as established industry giants and startups showcased an extensive range of next-generation gadgets, with representatives of the Electronics industry hailing from major tech hubs such as Delhi, Mumbai, Bangalore, and Chennai, eager to make their mark.

Attendees immersed themselves in 8 distinct categories, offering the latest advancements in artificial intelligence (AI), smartphones, smart home solutions, and virtual reality (VR) while indulging in networking opportunities and scouting

for potential business deals.

The Mobile, Tablets & Accessories segment garnered significant attention with products such as smartphones, tablets, and accessories displaying the latest advancements in connectivity, processing power, and user experience. The Electronic Gadgets & Lifestyle Products section showcased technology that caters to modern lifestyles. Visitors explored a range of products, such as wearable tech, fitness trackers, and entertainment devices, designed to simplify and enrich various aspects of daily life.

The Home & Kitchen section offered a glimpse into modern home living. Highlighting how technology can streamline daily tasks and improve home living, innovations included smart appliances, energy-efficient models, and kitchen gadgets. The Smart Homes & Building Automation section tapped into the future of connected living. It displayed smart home devices, automation solutions, and security systems designed to create a more convenient and secure living space.

Advancements in security technology were prominently displayed in the Security Systems segment. This area featured the latest surveillance systems and access control devices, drawing emphasis on the growing importance of security solutions for homes and businesses. Speaking of businesses, Office Automation & IT Products segment was also featured. This segment highlighted advanced office automation solutions, IT peripherals, and productivity tools designed to simplify



business operations.

Moreover, the Car & Home Systems segment presented the latest automotive and home entertainment technology. This included in-car entertainment solutions, smart TVs, and connected home audio systems that elevate driving experiences and home leisure activities.

Lastly, the Original Equipment Manufacturers (OEMs) section showcased a broad spectrum of products, reflecting the rapid advancements within the consumer electronics industry.

### CEW Conclave: A Space for Great Minds

The CEW Conclave was a space for industry leaders to share insights, best practices, and strategies through conferences, panel discussions, and seminars. These sessions provided attendees with a competitive edge in the technology sector.

'A Step Towards Viksit Bharat: Vision 2047 for the Road Ahead' kicked off with a forward-looking discussion on the country's Electronics industry aligned with national goals during the conclave.

Key figures like Himani Gulati, Director, MEX Exhibitions Pvt Ltd; S K Marwaha, Group Coordinator/Scientist-G, Ministry of Electronics and Information Technology; Sandip Chatterjee, Senior Director, Ministry of Electronics and Information Technology; Ravi Shankar Chaudhary, Executive Director (Secretary General), Consumer Electronics and Appliances Manufacturers Association (CEAMA); and Rajesh Sharma, Executive Director & Principal Advisor, India Cellular and Electronics Association (ICEA) were present on the panel.

The 'Localizing Global Value Chains in India: Challenges & Opportunities' session was moderated by Neelashi Shukla, AVP & Head of Consumer Electronics, Invest India. The session discussed

boosting domestic production, improving infrastructure, and aligning with global sustainability standards.

Panelists included Mimoh Jain, Vice President, Sharp India; Ritu Ghosh, Associate Director of Corporate Affairs & Sustainability, Panasonic Life Solutions India Pvt Ltd; Vikas Jain, Head of Corporate Commercial Operations for the Air Conditioning & Refrigeration Business, Blue Star Ltd; and Ajay Sikka, Director - Global Supply Chain CoE, Carrier HVAC.

The 'Shaping the Future of Consumer Electronics: Enhancing India's Competitiveness' panel discussion focused on elevating the country's global position in consumer electronics through talent development, workforce upskilling, and infrastructure. Expert panelists included Dr Rakesh Desai, CTO and Chairman of the Board, BSH Household Manufacturing India Pvt Ltd; Raminder Singh Soin, Managing Director, Radiant Appliances and Electronics Pvt Ltd; Ravi Saxena, Managing Director, Wonderchef Home Appliances Pvt Ltd; Srinivasu Moturi, Senior General Manager (RSD), Voltas Ltd; and Anil Kumar Rai, Regional Head, Kaynes Technology India Ltd.

Additionally, the 'Seeding India's Growing Consumer Electronics Opportunity: The Venture Capital Perspective' session examined investment trends in India's Electronics sector. Moderated by Akshat Gautam, Manager, Invest India, the discussion featured insights from Yash Dholakia, Partner, Sauce.vc; Ishan Sukul, Founder, Kreo; Nakul Khanna, AVP of Strategy & Investments, Stride Ventures; Anurag Srivastava, Associate Vice President, Matrix Partners India; and Vaibhav Chowdhury, AVP, Elevation Capital.

Consumer Electronics World Expo (CEWE) 2024, held from June 6-8, 2024 at Yashobhoomi (IICC), Dwarka, Delhi, featured over 80 exhibitors showcasing more than 2,000 products from over 200 brands. The event gathered 7,241 visitors, including industry professionals and key decision-makers, highlighting next-gen gadgets and smart home solutions in consumer electronics.

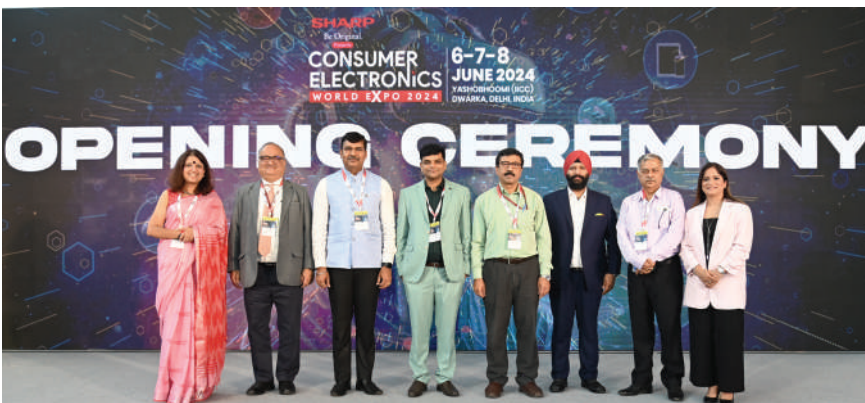


Lastly, the ‘AI in Smart Home Interiors: Integrating Smart Spaces’ discussion delved into AI’s role in transforming home environments. Moderated by MB Ravikumar, Partner, Mandaville Design Inc, the panel discussed integrating AI for enhanced design, functionality, and energy efficiency. Speakers included Priyanka Singh, Founder, Chalk Studio Interiors; Mayank Khemka, Founder, Design Acrolect; Amit Gulati, Co-founder and Partner, Design 21; and Rakesh Chauhan, Director of HVAC, HISENSE India.

### Event Highlights

The event stood out for many reasons, starting with the Innovation Trends Avenue. This interactive space showcased trends that are expected to redefine the industry and how companies can integrate these innovations into their existing products. The Start-Ups Hub provided emerging businesses with a valuable and affordable platform to present their ideas and connect with potential investors with the hope for new ventures and entrepreneurial growth.

The event also encouraged meaningful one-on-one discussions with key decision-makers, potential partners, and distributors, serving as a platform for fruitful collaborations and business expansion. The New Product Launch Arena was a highlight, where leading brands captivated audiences with its latest innovations.



### A Series of Consumer Electronics Episodes

Amidst the product displays, the event also featured a Podcast Series that initiated discussions about the past, present, and future of consumer electronics. Each podcast took a deep dive into themes like sustainability, design, and technological innovation.

MB Ravikumar, an architect from the Indian Institute Of Interior Designers (IIID) discussed the impact of electronics on interior design, while Amarjit Singh Jaswal, CEO & President, Intec India Ltd, shared his forward-thinking vision for the industry’s future. Neha Batra, Product Planning and Marketing Expert, Sharp India, offered a behind-the-scenes look at product innovation, and Dr Harish Tripathi, an architect from IIID explored technology’s role in smart cities and sustainable living.

Rahul Singhal, Founder, Endeavor Recyclers India Ltd, highlighted the need for electronic waste management, and Siddhart Gupta, CEO, Zeliant Retail Pvt Ltd, delved into the growing retail landscape in the digital age. Moturi provided insights into the latest technological breakthroughs, rounding off a series that encapsulated the essence of the consumer electronics world.

### Power Players Behind the Show

As the event came to its end, the event’s organizers expressed deep appreciation and extended a special thanks to the show’s key partners. In association with the Consumer Electronics and Appliances Manufacturers Association (CEAMA), the event was proudly supported by several prominent organizations.

Sharp served as the Title Sponsor, while Endeavor Recyclers India Ltd contributed as the Sustainability Partner. Invest India provided valuable insights as the Knowledge Partner and IIID played a crucial role as the Strategic Partner. The India Cellular and Electronics Association (ICEA) supported the event as a Supporting Association and Dixon Technologies (India) Ltd was the CEW Conclave Title Sponsor. **////**



Compiled by  
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# A HARVEST OF NEW IDEAS



All image source: Radeecal Communications

Held from June 12-14, 2024 at Kenyatta International Convention Centre (KICC), Nairobi, Kenya, Dairy, Livestock, & Poultry Expo Africa 2024 served as a one-stop platform for farmers; dairy, livestock & poultry professionals; stakeholders; and enthusiasts dedicated to advancing dairy, livestock and poultry sectors across Africa.

Organized by Radeecal Communications and the Ministry of Agriculture, Livestock, Fisheries and Cooperatives, Ministry of Kenya, the 9<sup>th</sup> edition of Dairy, Livestock, & Poultry Expo (DLPE) featured innovative Dairy, Livestock, & Poultry practices and cutting-edge technologies and solutions aimed at enhancing productivity and sustainability in farming.

Broadening its appeal and scope were the concurrent 9<sup>th</sup> Agritech Africa and 4<sup>th</sup> Graintech Africa. The events drew an international audience, increasing the event's reach on a global scale. Visitors were immersed in a holistic experience, gaining in-depth insights into the latest trends and advancements in the wider dairy, livestock, and poultry farming sectors.

## Gracing the Occasion

The opening ceremony of DLPE

Africa 2024 featured prominent VIPs and key stakeholders from the agricultural sector.

The ceremony was graced by the presence of distinguished figures including, Badu S Katelo, Director of Administration, Kenya Ministry of Agriculture & Livestock Development; Sanyal Desai, CEO, Radeecal Communications; Neeraj Shah, Director & CFO, Radeecal Communications; Rohit Vadhwana, Deputy High Commissioner of India, Republic of Kenya; Dr Ali Gholampour, Ambassador of the Islamic Republic of Iran, Republic of Kenya.

Hamisi Williams, Deputy Country Representative, Food and Agriculture Organization (FAO) - United Nations; Dr Bimal Kantaria, Chairman, Agriculture Sector Network (ASNET); and Mendi Njonjo, Director, KCB Foundation, were also present at the opening ceremony.

## Kenya: The World's Meeting Ground for Agriculture

The expo witnessed a large visitor turnout of more than 10,000 visitors, out of which 41.3 percent were farmers, 20.9 percent dealers, 10 percent importers, and 9.7 percent distributors. The remaining attendees comprised directors, managing directors, students, consultants, and government officials.



Visitors from more than 32 countries attended the event with majority travelling from Albania, India, China, France, Hungary, Iran, Italy, Jordan, Japan, Kenya, Malaysia, Netherlands, Nigeria, Rwanda, Somalia, Turkey, Tanzania, Uganda, Zambia, and many more.

Moreover, the expo featured a promising lineup of exhibitors with more than 182 companies participating, including Ceres Organics Pvt Ltd, Bharat Krushicare Pvt Ltd, Shandong Xingfeng Flour Machinery Co Ltd, and many more from the Agri, Grain, and Dairy sectors. Major exhibitors hailed from Argentina, Belgium, Brazil, China,

to the global perspectives of the expo.

### Sowing Seeds of Knowledge

Building on the learning opportunities of the exhibition, DLPE Africa 2024 Conference hosted over 350 delegates and featured more than 10 renowned expert speakers. The central theme of 'Latest Technology of Dairy Livestock & Poultry Farming' aimed to explore the importance of technology in boosting productivity and increasing profitability within these sectors. The conference thoroughly dissected this theme by covering several critical aspects.

Expert speakers and panelists shared valuable insights into farm mechanization and its impact on farmers with regards to improving efficiency and income. The discussions emphasized how integrating sustainable practices with technology can drive long-term agricultural growth.

The conference also narrowed down on innovative approaches and techniques in modern farming. Sessions focused on the application of cutting-edge technology, such as precision dairy, livestock, poultry biotechnology, and digital farming tools. Additionally, case studies were presented during these sessions to illustrate successful implementations of these technology-driven solutions in various farming contexts to enunciate on the practical benefits.

Presentations on organic and sustainable practices were another key focus that highlighted the benefits of

**DLPE Africa 2024 featured more than 182 exhibitors and drew over 10,000 visitors. The event was concurrent with the 9<sup>th</sup> Agritech Africa and 4<sup>th</sup> Graittech Africa, offering a broad view of farming advancements. The conferences hosted over 350 conference delegates and more than 10 expert speakers, focusing on technology and sustainability in agriculture.**

Egypt, Germany, Hungary, India, Iran, Italy, Jordan, Kenya, Latvia, Netherlands, South Korea, and Turkey.

### Key Event Highlights

With a sprawling display of the latest technologies, innovative practices, and advanced solutions, the expo's focus was on improving productivity and sustainability in farming. Furthermore, powerful connections were established, networking opportunities were provided, and knowledge was exchanged, thus creating an enriching and futuristic environment for visitors.

Another highlight of the event was the country pavilions, including China, Germany, India, Iran, Italy, Netherlands, and Turkey, each adding



organic farming and sustainable agricultural practices. The importance of these sessions was to pinpoint the potential of such practices in ensuring environmental friendliness and offering economically viable approaches to farming. Discussions centered around strategies for transitioning from conventional to organic farming which in turn provided farmers with practical guidelines for making this shift.

Steering the wheel on these conferences and enriching visitors' experience with their knowledge and expertise were a group of

esteemed speakers. This included Mohamad Sanjalawi, Sales Manager - Kenya, Agro Chemicals Industries Ltd (Jordan); Fredrick Ochieng, MDS, Head of Programme (Farmer Communication Programme) & Finance/Admin, Biovision Africa Trust (BvAT); Akos Mezolaki, Export Business Director, Agrofeed Ltd - Hungary; Paloma Fernandes, Chief Executive Officer, Cereal Millers Association (CMA); Andrew Munyao, KCB Agribusiness Division, KCB Foundation; and Rosemary Owino, Marketing Director, Tea Board of Kenya.

Additionally, Dr Bharat Patel, Owner, Bharat Bio East Africa Ltd (BBEAL), delivered insights on 'Organic for Development' and Andrew Muiruri, Sales Manager - Kenya & Somalia, Bühler Group, explored the topic of 'Alternative Protein Solutions' and 'Insect Technology'.

#### Agri Dreams to Bloom in Nairobi

With the successful response garnered from this event's showcase of advancements in farming technology and sustainability, the 10<sup>th</sup> edition of DLPE Africa is scheduled to take place from June 11-13, 2025, at KICC, Nairobi, Kenya. **////**



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# RACKING UP SUCCESS



All image source: Messe Duesseldorf India

From June 13-15, 2024, In-store Asia 2024 garnered a massive footfall at Bombay Exhibition Centre (BEC), Mumbai, fulfilling the promise of exceptional innovations and vast opportunities. Organized by Messe Duesseldorf India, the 15<sup>th</sup> edition of the show was the largest trade fair for retail resources and investments in the Indian subcontinent.

The event was a buzzing hub with industry leaders, retailers, consultants, service providers, and manufacturers gathered. Over three exhilarating days, they connected, collaborated, and crafted the blueprint for the future of retail.

## Talk of the Retail Town

In-store Asia 2024 turned out to be the must-attend event for retail opportunities. It was a showcase of groundbreaking solutions that are expected to redefine modern retail. From Point-of-Purchase (POP) displays, visual merchandising solutions, and shop fittings to interactive flat panels, mannequins, retail fixtures, lighting, signage, graphics solutions, and advanced retail technologies, exhibitors pulled out all the stops.

Over 5,500 attendees, including decision-makers from retail brands, architects, designers, and marketing agencies, mingled and exchanged insights.

Satvinder Singh, Managing Director, Satin Neo Dimensions, a long-standing partner, shared his experience by noting that the event witnessed a consistent influx of brands and facilitated valuable interactions within the industry.

Rakesh Kumar Thakur, Director, Autumnwood Retail Solutions Pvt Ltd, an exhibitor at the event, noted, "This was the first year for us at In-store Asia and we are glad that we participated because we saw a lot of footfall and tremendous business opportunity coming our way as a result of the event."

## Key Highlights from In-store Asia 2024

Under the banner of 'Connected, Collaborative, and Conscious,' the event tackled the most relevant and pressing retail trends in India and around the world. The convention offered invaluable insights from over 40 leading brands and companies that covered a vast range of topics. This included mall design, visual merchandising, retail technology, and sustainability. Additionally, 20 comprehensive sessions on various aspects of the retail industry were conducted to offer attendees a comprehensive and learning experience.

A panelist at one of the sessions, Neha Chowdhry, Visual Merchandising & Design Manager, AmorePacific India - Sulwhasoo, Laneige, Innisfree & Etude, reflected on the event, "I loved the experience at In-store Asia 2024. I am pleased to have had



**In-store Asia 2024, held from June 13-15, 2024, at the Bombay Exhibition Centre (BEC), Mumbai, was a major success, attracting over 5,500 attendees and showcasing cutting-edge retail innovations. The event featured impactful sessions, the prestigious VM&RD Retail Design Awards, and creative displays from top brands, reinforcing its status as a leading retail trade fair.**

such a wonderful audience and meet peers from the visual merchandising community and other panelists.” She further added, “The booth setups were amazing and it was insightful interacting with vendors and learning that innovation is happening in retail space across all verticals.”

The VM&RD Retail Design Awards honored excellence in retail design and visual merchandising. With over 300 entries competing across 24 categories, the awards celebrated top achievements in the industry, judged by a distinguished panel of global design experts.

The VM Challenge brought an exciting element to the event, featuring a live window display contest where 40 skilled visual merchandisers from more than 20 companies competed in teams to design creative displays under the theme ‘Surreal Chic’ within just 60 minutes.

Lastly, prominent retail brands such as Skechers India, Lifestyle International Pvt Ltd, Pepe Jeans London, and Ace Turtle made a significant impact with their striking window displays that demonstrated the power of innovative design in retail.

Offering her insights on the event, Millie Contractor, General Manager, Messe Düsseldorf India Pvt Ltd, remarked, “In-store Asia 2024 has been a resounding success. The energy, innovation, and collaboration witnessed here will undoubtedly propel the Indian retail industry forward.”

**Power Partners and Pioneering Solutions**

To conclude, the event achieved great success, reinforcing its reputation as the leading retail event in the region. It offered attendees valuable insights, innovative solutions, and a roadmap for navigating the evolving retail landscape.

As part of the global EuroShop family, the event was supported by key industry partners including Satin Neo Dimensions, GKW Retail Solutions Pvt Ltd, Autumnwood Retail Solutions Pvt Ltd, Clothing Manufacturers Association of India (CMAI), and several important associations. ///



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# HELPING CRAFT A PERSONAL SANCTUARY

Organized by Texzone Information Services Pvt Ltd, the premier bi-annual trade show for home textiles, home decor, home furniture, houseware, and gifts, HGH India 2024, concluded on a high note at Bombay Exhibition Centre (BEC), Mumbai. Held from July 2-5, 2024, the show raised the bar for the home textiles industry.



All image source: Texzone Information Services Pvt Ltd

**H**GH India is a unique trade show that serves as a platform for bridging connections between Indian and global home product brands with the domestic market. By bringing together home textiles, home furniture, home decor, houseware, and gifts, under a single roof, HGH India 2024 offered one-stop sourcing solutions for retailers, distributors, importers, architects, institutional buyers, and interior designers over the four days.

## A Successful Show

The 15<sup>th</sup> edition of the event set a record by gathering 42,140 visitors from 640 cities and towns across India, including 410 international visitors from 33 countries.

Displaying more than 2,500 products from 700 brands and manufacturers

representing 32 countries, the event offered a wide array of sourcing solutions for buyers across various home categories.

Commenting on the event, Arun Roongta, Managing Director, Texzone Information Services Pvt Ltd, stated, “In anticipation of good consumer demand in the forthcoming Diwali and festive seasons, retailers and distributions took high interest in sourcing innovative products, which were available in plenty at this edition of HGH India.”

He further expressed his delight at the event’s outcome, noting, “Over 90 percent of the exhibitors reported excellent business results, which was very satisfying for us as organizers. Trade buyers also felt that the design and quality of Indian products has improved enormously, as reflected in the display of several exhibitors.”

## Impressive Housewares

The event featured several innovations and exciting new product launches that left visitors in awe. Arvind Ltd, one of the largest manufacturers in India’s Woven Textiles industry and a global pacesetter in denim fabric manufacturing, revealed its first-ever bed sheet collection, highlighting the company’s expanding product line.

Organized by Texzone Information Services Pvt Ltd, HGH India 2024, held from July 2-5, 2024, at Bombay Exhibition Centre (BEC), Mumbai, raised the standard for events in the home textiles industry, with 42,140 visitors, including 410 international attendees from 33 countries attending the event.



Furthermore, Jindal Lifestyle Ltd made an impressive entry into the cookware segment with its brand, Arttd'inox, a stainless-steel cookware and homeware collection. The company also offered a range of luxury steel gifts alongside its cookware. Kansyam Metalex launched a complete bronze dinner set, emphasizing the health benefits and cultural heritage associated with this timeless metal.

Jodhpur-based Orange Tree Home Pvt Ltd, considered to be the country's largest furniture exporter, debuted at the event as an exhibitor with its exquisite collections. In the handicrafts section, the company showcased unique and intricate limestone carvings, which received massive appreciation from visitors.

Additionally, the Bureau of Indian Standards (BIS) conducted an insightful conference on industry standards for BIS-certified water bottles and vacuum products, offering valuable knowledge on the manufacturing and import processes in the country.

Adding an international dimension to the event, Tramontina India Pvt Ltd, a subsidiary of the Brazilian brand well-known for over a century of expertise in top-notch housewares, leveraged the event's platform to tap into the Indian market. Notably, the event attracted nearly 15 percent of



its brands from the international market, highlighting the increasing global interest in the country's growing domestic market.

### Rolling out the Red Carpet

The presence of distinguished guests such as Amrit Raj, Development Commissioner Handicrafts, Ministry of Textiles, Government of India; Roop Rashi, IA&AS, Textile Commissioner, Ministry of Textiles, Government of India; Ketan Sheth, Chairman, Institute of Indian Interior Designers - Mumbai Regional Chapter (IIID - MRC); Gaurish Chandawarkar, Director, IES College of Architecture; and Chandrashekhar Kanetkar, Principal Architect and Chief Designer, Chandrashekhar Design Inc, made the event stand out even more.

Not only did renowned brands utilize the platform to launch products but celebrities also took the stage to unveil star-studded product launches. The event saw Vicky Ratnani, Celebrity Chef and Founder, Speak Burgers, along with Kajal Aggarwal, Actor, introducing their brand licensing programs.

Sonali Bendre, Actor and Brand Ambassador, Refresh Mattress, made a notable appearance to launch a new range of mattresses. Celebrity Chef Harpal Singh Sokhi graced Borosil Ltd's booth to enhance the brand's presence. With Wonderchef Home Appliances Pvt Ltd being one of the exhibitors, Chef Sanjeev Kapoor was also present at the show to interact with the business community and trade circle.

### Next Stop Bengaluru

The positive trends observed during the 15<sup>th</sup> edition have inspired the organizers to expand into South India with its 16<sup>th</sup> edition. HGH India will return with its next edition, scheduled for December 3-6, 2024, at Bangalore International Exhibition Centre (BIEC), Bengaluru.

The anticipation is high as the event aims to set new benchmarks in the South Indian market, building on the outstanding success of its Mumbai edition

and continuing to be an indispensable event for the home improvement sector. ///



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# SMART SOLUTIONS FOR SAFER CITIES

Organized by Informa Markets in India, Security and Fire Expo (SAFE) South India 2024, held at Chennai Trade Centre, Chennai, from July 5-6, 2024, set a new milestone in India's security and fire safety sector, addressing its prominent challenges and offering a myriad of opportunities.



All image source: Informa Markets in India

The 8<sup>th</sup> edition of SAFE South India, India's premier security and fire expo, offered a premier platform for showcasing leading Indian brands specializing in UAVs, drones, access control systems, security gates, digital video recorders, electronic locks, Internet of Things (IoT) devices, and more. The show witnessed a successful edition with 4,000 visitors and 120 leading brands from key sectors such as Manufacturing; Jewelry; Banking, Financial Services and Insurance (BFSI); Outsourcing and Service; Airport & Logistics, Construction, and more.

The event showcased the rise in digital surveillance systems. Driven by safety demands in high-risk areas, the shift to IP cameras and IoT integration is propelling India's Video Surveillance Systems market, projected to grow from US\$ 2.6 billion in 2024 to US\$ 7.4 billion by 2032, with a CAGR of 14 percent.

## Presence of Industry Pioneers

To mark the beginning of the event, notable dignitaries graced the inauguration, including Abhash Kumar, IPS, Director-General of Police, Tamil Nadu Fire and Rescue Services; Bandi Gangadhar, IPS, DCP-Traffic, Greater Chennai Police; Chozha Naachiar Rajasekar, President, The Tamil Chamber of Commerce; John Paul Manickam, Chair, OSAC Chennai Chapter; S G S Manian, Chair, GACS Chennai Chapter; Yogesh Mudras, Managing Director, Informa Markets in India; and Pankaj Jain, Senior Group Director & Digital Head, Informa Markets in India.

This event was supported by prominent associations, including ASIS (American Society for Industrial Security) Ahmedabad, New Delhi, and Mumbai Chapters; ESAI (Electronic Security Association of India) and OSAC (Overseas Security Advisory Council) Chennai Chapter; GACS (Global Association for Corporate Services) and Knowledge partner, Mitkat Advisory, which enhanced its credibility, showcasing a united effort to advance security and safety within the industry.

## Next Frontier in Safety and Security

Prominent exhibitors such as Hangzhou Hikvision Digital Technology Co Ltd, Prama India, ZKTeco Biometrics India Pvt Ltd, eSSL Security, Formigo, Realtime Biometrics India Pvt Ltd, TRASSIR, and TVT India, showcased their latest innovations.

**SAFE South India 2024 took place at Chennai Trade Centre, Chennai from July 5-6, 2024, organized by Informa Markets in India. The event gathered over 4,000 visitors and featured 120 leading brands, focusing on India's security and fire safety sector. The expo highlighted the growing demand for digital surveillance systems, driven by the projected surge in video surveillance systems in the Indian market.**

Ashish P Dhakan, Managing Director & CEO, Prama Hikvision India Pvt Ltd, highlighted exciting developments in the security landscape, driven by AI, IoT, and big data. He emphasized that these technologies are paving the way for smarter, more proactive, and user-friendly security solutions.

He further stated, "We are elated to be an integral part of the SAFE South India 2024. We are displaying new product offerings in video security cameras, access control, video door phones, and other security products, the new range of smoke and gas detectors, and 12 zone intrusion alarm panel."

#### Chennai, India's New Security Hub

The event's importance in today's society was further enunciated through the calculative decision to host it in Chennai. This is because the city's favorable trade environment and investment opportunities are an ode to its role as a hub for advanced security solutions. The city's proactive stance and growing infrastructure support its growth as a leader in security technology adoption.

On that note, Manickam shared, "This platform supports Chennai's journey to becoming one of India's safest cities, with gratitude to the Chennai Greater Police and fire services for their support." He noted the security industry's significant growth potential, valued globally at US\$ 2 to 2.5 billion, with India contributing 30 to 40 percent.

He further added, "In the Automotive sector, AI and automation promise transformative changes, necessitating concurrent advancements in road safety. Chennai's robust traffic monitoring systems exemplify proactive safety measures driven by technology."

Expressing a similar sentiment, P Saravanan, District Fire Officer - South Tamil Nadu Fire and Rescue Services, highlighted that advancements in IoT and AI are enhancing security, and are essential for protecting industry investments against cyber threats. "Tamil Nadu leads with the highest number of registered factories in India, surpassing even Maharashtra, driving a 20 percent annual growth in exhibitors."

#### From Panels to Practice

Adding to the allure of the event, live demonstrations were conducted and networking sessions were undertaken. It also featured a two-day conference themed 'Intelligent Security Tech for a Safer Future'.

Key sessions included 'New-Age Tech in Enterprise Security Risk Management' by Gowdhaman Jothilingam, Global CISO & Head-IT, LatentView Analytics; 'New Opportunities for Indigenous Manufacturing' by Vinay Mishra, Senior Vice President-Projects, Prama India; and 'Building a Secure IoT Ecosystem for Tomorrow' by Sunil David, Ex-Regional Director

(IoT), AT&T and Chair, Intelligent Comm Group, IET Future Tech Panel.

Additionally, Dinesh Elangovan, Criminologist & Ex-Vice Co-Chairperson, OSAC Chennai Chapter, discussed 'Crime Prevention through Environmental Design'; Padmavati Uttarwar, Advisory Board Member (Group of Organizations) and Brand Ambassador, GWFM-BCM explored 'Innovative Horizons for Next-Gen Risk Management'; and Sidharth S B, National Manager, Prama Hikvision India Pvt Ltd, covered 'Make-in-India 2.0'. A panel discussion moderated by Col Sushil Pradhan, ED and COO, MitKat Advisory Services Pvt Ltd, focused on global security risks and challenges.

Other topics discussed included 'Integrated Technologies for Safe Cities' by Vaidyanathan Chandramouli, Chief Insight Officer, Apayapadh Advisory LLP; 'Guard Patrol Management Best Practices' by Roshan Baberwal, Head Sales, TechnoPurple IT Solutions Pvt Ltd; and 'Emerging Threats to Industrial Security' by D Ravichandran, Regional Manager - Protection & Security, Bosch Ltd.

A panel discussion on 'Disruptive Technologies in Security' was moderated by Dinesh Elangovan, Criminologist & Ex-Vice Co-Chairperson, OSAC Chennai Chapter. Workshops on 'Life Safety & CPR' were conducted by E Parthasarathy, GM-Security, Express Avenue Mall & Founder - Raksha Trust along with an 'Emergency Rescue Techniques' workshop by D Mahesh Kannan - Trainer/Fire Safety Auditor, Raksha Trust & Sr. Manager Safety, Express Avenue Mall.

#### Safety is Crucial

Overall, the event highlighted the increasing adoption of smart city projects and advanced surveillance technologies across India, particularly in Chennai. The successful implementations of these systems in various cities demonstrate a nationwide commitment to public safety and the importance of technological innovation in urban infrastructure. ///



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# TO TRAVEL IS TO LIVE

Travel and Tour Fair (TTF) 2024 achieved a significant milestone with its successful debut at Biswa Bangla Mela Prangan, Kolkata. Organized by Fairfest Media Ltd from July 12-14, 2024, the event effectively showcased diverse growth opportunities and encouraged international collaboration in the travel industry.



All image source: Fairfest Media Ltd

With the promise of innovation and a global outlook, Travel and Tour Fair (TTF) 2024 witnessed impressive international participation, setting a new record for the event. Over 450 exhibitors from 10 countries and representatives from 26 Indian states and union territories gathered at the venue to display their unique travel offerings. The three-day fair garnered the attention of more than 4,500 travel professionals and industry leaders, along with 5,000 general visitors, eager to explore the future of travel.

## Red Pins on the World Map

Taking a closer look at the world map, the event witnessed strong participation from neighboring countries. Sri Lanka was the Partner Country, while Bangladesh, Thailand, and Mauritius were the Feature Countries.

Indian states such as Uttarakhand, Rajasthan, Odisha, Bihar, Uttar Pradesh, Goa, Himachal Pradesh,

Karnataka, Gujarat, Kerala, and Madhya Pradesh set up large pavilions at the venue. Additionally, feature states, including Assam, Jharkhand, Tamil Nadu, Sikkim, Nagaland, Meghalaya, and Mizoram, exhibited tourist attractions through hoteliers and private operators.

The participation of these countries and states was an ode to cultural diversity and global tourism experiences celebrated at the event. On top of that, the Ministry of Tourism, Government of India, played a significant role by promoting its ongoing initiatives such as the G20 summit, 'Azadi Ka Amrit Mahotsav,' 'Ek Bharat Shreshtha Bharat,' 'Dekho Apna Desh,' and 'Swadesh Darshan.'

## Educational Moments

With a strong emphasis on diversity, the event encouraged and fostered numerous business partnerships and connections. This was undertaken through a series of specialized sessions designed to address key industry challenges and opportunities, offering visitors valuable insights and actionable strategies.

One of the key highlights was the engaging panel discussion exploring the collaboration between airlines and travel agents. This session, titled 'How to Bridge the Gap between Airlines and Agents?' gathered leaders from travel trade associations and aviation experts, sparking lively discussions and exchanging innovative ideas. Attendees left with a deeper understanding of how to improve cooperation and strengthen services within the Travel industry.



Adding to the event's learning environment, 'Expanding the Reach of Responsible Tourism to West Bengal - Focus on Sundarbans,' was moderated by the ICRT India Foundation (Responsible Tourism). This session aimed to delineate several strategies that promoted responsible tourism in West Bengal, emphasizing the importance of sustainable practices.

### A Dance of Cultures

Sri Lanka showcased its rich cultural heritage through captivating dance performances. Additionally, a lineup of engaging activities was designed to offer the attendees an enriching experience. One of the highlights was the 'Amazing Thailand: Your Stories Never End' session by The Royal Thai Consulate-General, Kolkata, and Tourism Authority of Thailand. This session included an exciting quiz segment that challenged the visitors' knowledge all the while promoting Thailand's tourist attractions.

Furthermore, the Bihar Tourism Roadshow painted a vivid picture of Bihar's cultural and natural heritage, presenting attendees with the perfect platform to explore travel opportunities. It also featured an informative presentation on the state's diverse destinations, an engaging panel discussion, and a networking dinner.

The Association for Conservation & Tourism (ACT) made a significant impact by presenting Bengal Responsible Tourism Initiatives through 'Ecotourism Festivals'. The festivals featured attractions such as the Dukpa Living Heritage Festival, which is part of the Visit Doars 2024

### A Gateway to Terai

Unpacking the details of the 'Visit Terai' initiative, the event highlighted the Himalayan Terai region as a hot spot for tourists. Known for its rich biodiversity, diverse wildlife, and cultural heritage, the Terai stretches over 1,000 km along the India-Nepal border. This region is a must-visit for adventure enthusiasts, nature lovers, and spiritual seekers.

The Terai's accessibility has greatly improved, with an expanding network of well-maintained roads and several hassle-free entry points. Indian travelers can enjoy visa-free access through West Bengal, Bihar, Uttar Pradesh, and Uttarakhand. Improving connectivity was vital to elevating the region's appeal to tourists seeking unique experiences.

Among the highlights of the Terai region are the Valmiki Tiger Reserve (VTR), the Chitwan and Parsa forests, and the newly established checkpoint at Thori, also known as Bhikhna Thori. These areas offer expansive natural landscapes that secure a gateway to exploring the region's exciting wildlife and lush habitats.

### Upcoming TTF Events

Sanjiv Agarwal, Founder, Chairman & CEO, Fairfest Media Ltd, expressed his satisfaction at the event's success. He stated, "The exceptional turnout and international participation at TTF 2024 is a great sign for the promotion of states and countries to the Eastern India market." He further added, "The opportunities are endless. We anticipate continued growth and success in the coming years."

With the event wrapping up on that note, the Travel industry's calendar is already marked with a series of upcoming events: TTF Ahmedabad (August 7-9, 2024), TTF Delhi (August 29-31, 2024), TTF Hyderabad (September 5-6, 2024), TTF Patna (September 20-21, 2024), TTF Mumbai (January 30-February 1, 2025), TTF Bengaluru (February 13-15, 2025), and TTF Chennai (March 21-23, 2025). ///

Travel and Tour Fair (TTF) 2024 featured over 450 exhibitors from 10 countries. The event attracted more than 4,500 travel professionals and 5,000 general visitors, showcasing diverse opportunities and international collaboration.

initiative, the 5<sup>th</sup> North Bengal Bird Festival, the 2<sup>nd</sup> Asian Bird & Butterfly Meet, and the Himalayan Orange Tourism (HOT) Festival, now in its 6<sup>th</sup> edition in Kolkata.

ACT also presented 'Mission Ecotourism,' which showcased notable projects like the Asian Folk Fest from Lataguri in West Bengal, the Yangang Ropeway of Sikkim, and the Visit Terai 2026 initiative - the future of cross-border tourism and the potential for growth in the cotourism sector.



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# A PALETTE OF CREATIVITY

From July 26-28, 2024, Bharat Mandapam, Delhi, India, witnessed a vibrant celebration of the artistic brilliance of budding and established artists, gathering art connoisseurs and enthusiasts to admire their splendid creations. The Haat of Art (THOA), organized by Exhobuzz Pvt Ltd, presented thousands of artworks, showcasing India's rich cultural heritage and evolving art.



All image source: Exhobuzz Pvt Ltd

Art is the essence of human emotion, and India's art history is among the oldest and most profound in the world. The Haat of Art (THOA) set out to celebrate our country's legacy with a wide range of artistic expressions including paintings, sculptures, graffiti, and 3D modern art that continue to influence and inspire.

The dynamic platform welcomed new upcoming artists, senior contemporary artists, sculpture artists, specially abled artists, modern 3D artists, and emerging child artists to showcase their talents. The event showcased over 5,000 artworks of more than 350 artists to more than 12,900 visitors, showcasing India's rich cultural heritage and evolving art, with sales reaching INR 2.47 crore.

The show proved to be a delightful opportunity to learn about the country's history of art, including evocative Kalighat paintings, enchanting Madhubani art, storytelling Phad paintings, Gond paintings, Kerala murals, and so on.

## Art for Every Eye

From traditional paintings and sculptures to contemporary installations and digital art, visitors were offered a splendid treat for the eyes. Taking a closer look at the collection of art on display, visitors were enthralled by more than 12 segments of artwork, featuring visual art, home decor art, photography art, fluid art, digital art, contemporary, 3D model & craft, art in fashion, calligraphy art, sculpture art, and architecture.

Furthermore, the exhibition had several exciting highlights that made it a resounding success. This included live painting performances, including concepts such as robots creating paintings, a fashion show drawing a connection between art and fabric, and demonstrations on digital painting. Another exciting highlight was the display of art created by professionals such as doctors, celebrities, and actors.



Adding an engaging aspect to the event, workshops, and activities were set up to allow families to become a part of the experience. A ‘Paint my Stuff’ corner was dedicated to artists creating tokens of remembrance or keepsakes to carry home. Passionate art buyers explored sections of the event dedicated to exhibitors excited to sell their painting-based objects and affordable collections of hand-picked paintings.

### The Gallery of Fame: Ministers, Actors, and Artists

Known as India’s largest chain of art exhibitions, Shri Gajendra Singh Shekhawat, Minister of Culture & Tourism, Government of India, graced the event with his presence as the inaugurator and expressed his deep and continuous support for Indian art. Pledging his support for tribal artists, Shri Durgadas Uikey, Minister of State, Ministry of Tribal Affairs, Government of India, honored the event with his presence.

Following suit, Smt Savitri Thakur, Minister of State, Ministry of Women & Child Development, offered her blessings and support for the event. Other notable attendees included Dr Priyanka Mishra, IPS and Director Admin, Indira Gandhi National Centre for the Arts (IGNCA); Abhay Mishra, Deputy Director, Indira Gandhi National Centre for the Arts (IGNCA); RK Karthikeyan, IPS, Government of India.

Along with six other Members of Parliament, Vishambar Prasad Nishad, Ex-Member of Parliament for Fatehpur, Government of Uttar Pradesh was present at the event. Renowned sculptor Naresh

Kumawat and numerous renowned Indian actors such as Harish Verma, Shahbaz Khan, and Raman Trikha also attended the event.

The closing ceremony was honored by warm wishes extended to the artists present at the event. Artists who have made an impression with their art, serving as an inspiration to budding artists, showcased their artworks at The Haat of Art Gallery. These artists were also facilitated during the ceremony, applauding them for their contributions.

### The Haat of Art Prepares for a Grand Tour

Building on the success of previous editions, the event has announced the 3<sup>rd</sup> edition of its acclaimed art exhibition, scheduled to be held at Pragati Maidan, New Delhi, from March 21-23, 2025.

Further events include those at Bombay Exhibition Centre (BEC), Mumbai, from October 25-27, 2024, and at Jayamaharaj Palace Hotel, Bengaluru, from January 24-26, 2025. These eagerly awaited events are expected to be a grand celebration of culture, creativity, and community. ///

From July 26-28, 2024, Bharat Mandapam, Delhi, hosted The Haat of Art (THOA), drawing over 12,900 visitors. The exhibition featured over 5,000 artworks from 350 artists, with sales of INR 2.47 crore. Notable highlights included live painting performances, digital art demos, and art by celebrities.



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# A LAVISH SPREAD OF ORGANIC DELIGHTS

Rooting for a greener future, BIOFACH INDIA 2024 successfully demonstrated that going organic extends beyond the soil—it is about sowing change. Jointly organized by NürnbergMesse India Pvt Ltd and APEDA (Agricultural and Processed Food Products Export Development Authority) under the Department of Commerce, Government of India, the event was co-located with NATURAL EXPO INDIA 2024 and MILLETS INDIA 2024, taking place from August 3-5, 2024, at India Exposition Mart Ltd (IEML), Greater Noida.



All image source: NürnbergMesse India

Over 200 leading brands showcased a diverse range of products, including organic raw and processed goods, bio inputs, natural herbs, cosmetics, and the versatility of millet. The event kicked off with Sunil Barthwal, Commerce Secretary, Ministry of Commerce and Industry, Government of India, inaugurating the three-day expo, with a reveal of APEDA's latest report, the 'Study of Indian Organic Market and Export Promotion Strategy'.

This comprehensive study by the Credit Rating Information Services of India Ltd (CRISIL) digs deep into the roots of Indian organic agriculture, offering insights into market dynamics, domestic trends, and export potential. It also sheds light on key challenges in the value chain while planting ideas and strategies to implement for global expansion.

## Industry Experts Convene

In his keynote address, Barthwal commended the organization's efforts in compiling this comprehensive report and urged stakeholders to share



**BIOFACH INDIA 2024, held from August 3-5 at India Exposition Mart Ltd, showcased over 200 top brands in organic products. Jointly organized by NürnbergMesse India Pvt Ltd and APEDA (Agricultural and Processed Food Products Export Development Authority), the event featured was co-located with NATURAL EXPO India 2024 and MILLETS INDIA 2024.**

their views and concerns. He stressed five key areas—Certification & Testing, Labeling, Packaging, Branding, and Logistics—that required attention to increase the country’s share in the organic export market. He also explained the recent budget allocation for establishing 100 quality-check labs and discussed ongoing efforts to finalize Mutual Recognition Agreements (MRAs) with key countries to encourage organic exports.

Reflecting on the event’s impact, Sonia Prashar, Managing Director & Chairperson, NürnbergMesse India Pvt Ltd, praised the event for its significant role, emphasizing, “We are proud to state that BIOFACH INDIA which is in its 16<sup>th</sup> year, has played a considerable role in bringing the Indian organic market on a global platform and promoting the development of regional markets at the same time.”

Abhishek Dev, Chairman, APEDA, added, “Indian organic products hold immense potential to capture a larger share of the international market due to India’s vast agricultural diversity and growing consumer demand. BIOFACH INDIA helps showcase this potential and educate stakeholders about the benefits of organic practices.”

The event was supported by key international and national stakeholders, including the International Competence Centre for Organic Agriculture (ICCOA), International Federation of Organic Agriculture Movements (IFOAM), Organic Farming Association of India (OFAI), Association of Indian Organic Industry (AIOI), Association of Herbal and Nutraceutical Manufacturers of India (AHNMI),

and the Indian Institute of Millets Research (IIMR).

### Event Highlights

The event stood out for its many highlights, including the International Conference Program that gathered global experts who explored the current challenges and future trends in organic farming and sustainability. Meanwhile, the Farmer’s Market and Farmer’s Track, organized by OFAI, focused on organic and natural farming expertise.

A special exhibit highlighted the northeastern states of the country, under the aegis of the Mission Organic Value Chain Development for North East Region (MOVCD-NER), Ministry of Agriculture & Farmers Welfare, Government of India. This showcase was an appreciation for the region, as it is truly the root of the country’s organic revolution. It was a vibrant display of over 100 farmer producer organizations (FPOs) and farmer producer companies (FPCs) highlighting organic agriculture.

The White-Labeling section offered pre-packaged and ready-to-brand products that allowed companies to add their logo and launch new lines effortlessly. The Trend Pavilion, aptly named ‘Nature’s New & Now,’ teemed with innovation. It highlighted three key trends: Superfoods and Ingredients, Precision Agriculture, and Clean Beauty. This area offered a taste of the future with products pushing the boundaries of the organic and natural markets.

State pavilions from Uttarakhand, Uttar Pradesh, Tamil Nadu, and Karnataka showcased their organic specialties, adding a regional take on the event. Additionally, to navigate the grounds of the venue with ease, visitors downloaded the ‘N-GAGE’ app, which ensured smooth exploration and quick, hassle-free scheduling of B2B meetings. **////**



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# UPCOMING PROJECTS 2024-2025



IDEAS & INITIATIVES FOR  
GLOBAL BUSINESS PLATFORMS



**THE WHEAT SUMMIT**  
Navigating Production, Trade & Policy Landscapes

Tuesday & Wednesday,  
17th & 18th September, 2024

The Westin  
Mumbai Powai Lake  
Mumbai

Wednesday, Thursday & Friday,  
18th, 19th & 20th  
September, 2024

The Westin  
Mumbai Powai Lake  
Mumbai



**GLOBOIL**  
INDIA 2024

**AgriFundX**

Funding the Future of Agriculture

Friday & Saturday,  
20th & 21st September, 2024

The Westin  
Mumbai Powai Lake  
Mumbai

Thursday & Friday,  
23rd & 24th January, 2025

Bangkok  
The Athenee Hotel

**GLOBOIL ASIA | AgriFundX**



**MAIZE & MILLET**  
SUMMIT 2025

Nourishing Nations: Maize & Millets for a Healthier, Greener Future

Friday & Saturday,  
28th & 29th March, 2025

The Leela Ambience  
Gurugram

Monday, Tuesday & Wednesday,  
5th, 6th & 7th May, 2025

Hyatt Regency,  
Dubai



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**AgriFundX**

Funding the Future of Agriculture

Tuesday & Wednesday,  
6th & 7th May, 2025

Hyatt Regency,  
Dubai

Friday, Saturday & Sunday,  
4th, 5th & 6th July, 2025

Mastiff Grand La Villae,  
Khandala

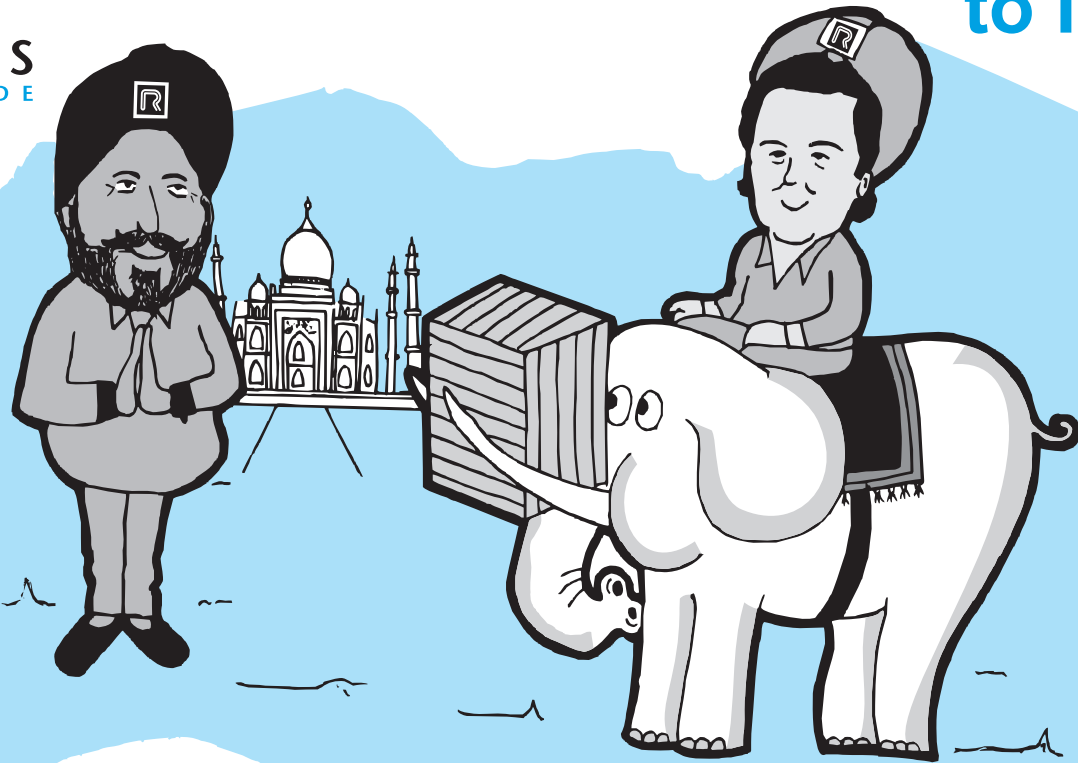


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