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exhibition showcase

Dec 2022 Vol 11 Issue 05

Voice of Asia's Exhibition & Convention Industry

Media Partner From India



INTERVIEW

Annette Gregg, CEO, Society for Incentive Travel Excellence

YEAR IN NUTSHELL

Industry in 2022: A fast-paced return in the new normal

INSIGHTS

Kai Hattendorf shares his top five trends to watch for in 2023

11th IEIA Open Seminar

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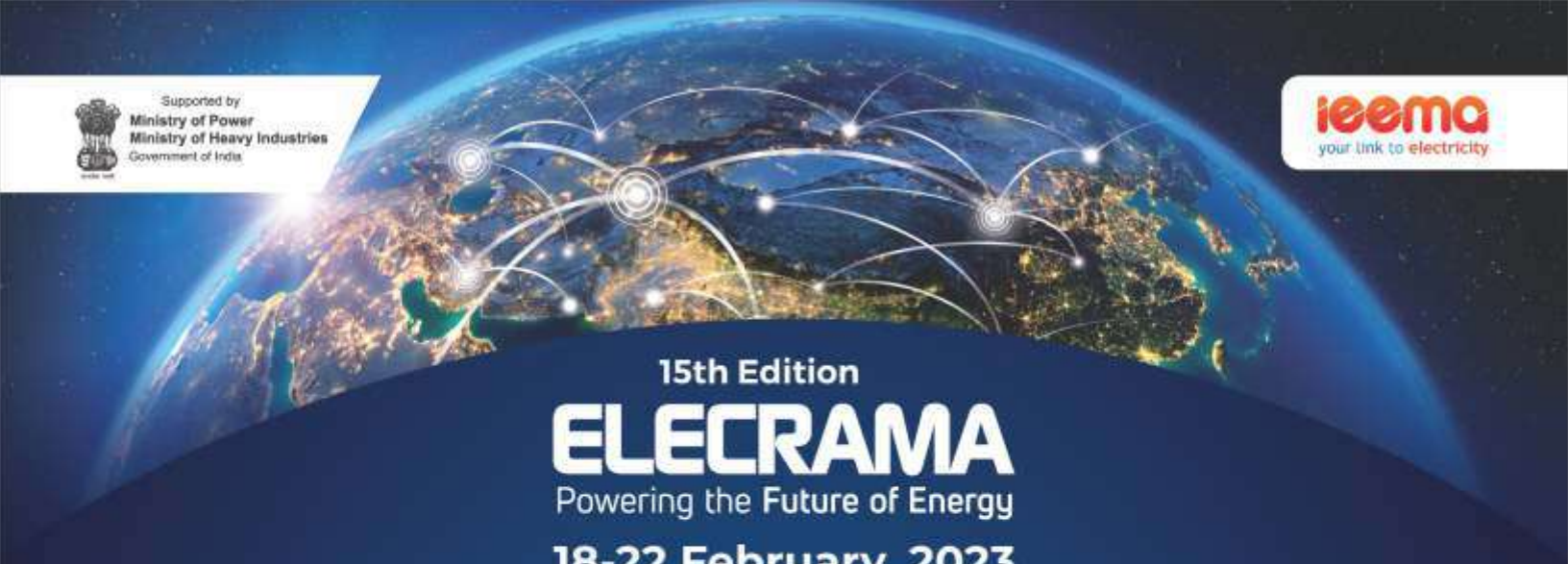
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Exhibitions India Group

The Exhibitions India Group (EIG) is India's leading trade show organiser and trade-show sales representative. Since 1987, the Exhibitions India Group (EIG) has organised over 100 international trade shows – including some of the longest running and most impactful expos in India.

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Dear Readers,

The G20 Presidency offers the country a great opportunity to showcase its strength to the world. India on December 1, officially assumed the presidency of G-20, a grouping of developed and developing nations. Addressing the 14th Annual International Conference on 'New Horizons Beckons' organized by Bahrain Chapter of ICAI (BCICAI), Union Minister Nitin Gadkari said that a lot of investors across the world are keenly interested to invest in India.

"We have a dream to make the Indian economy a 5 trillion-dollar economy. India is one of the fastest growing economies in the world and there are a lot of opportunities available in India & the large pool of young and talented workforce is the biggest strength for India, the minister said. We all know that the global economies are in recession and India has emerged strongly to leverage the "China + 1" strategy of the west for their mass manufacturing locations. Global rating agency Fitch has retained the economic growth forecast for India at 7 per cent for the current fiscal in its global economic outlook. The ratings agency said that India could be one of the fastest-growing emerging market this year.

These are certainly good reasons for the Indian exhibition industry to rejoice because it all augurs well for a super busy 2023. Well, 2022 wasn't that bad either! Most of the exhibition organisers in India bounced back strongly in 2022 and their shows performed neck to neck with pre-covid levels. The venues are occupied with back-to-back shows and exhibitors are giving positive feedback about returning to physical shows. Let's hope that this momentum continues in 2023 and India emerges as the shining light of the global exhibition industry.

Last month, Exhibition Showcase was in Oman to cover the UFI Global Congress and this month we head to Mumbai for the IEIA Open Seminar. Exhibition Showcase readership is on an all-time high and combined with our online/digital and video broadcasting platforms, Exhibition Showcase has truly emerged as the top globally leading media platform for the exhibition industry this year. On a personal note, I am delighted to be on the Governing Board of ICPB and to convene their Government Liaison committee. I am equally delighted to be the Chairperson of the Sports Sub-Committee of the IEIA.

On this note, I leave you with this highly informative issue of Exhibition Showcase and hope that you appreciate our earnest efforts to bring to you some great content every month. I wish all our readers a happy and a healthy 2023.

Happy New Year

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MESSAGE FROM UFI PRESIDENT

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ANNETTE GREGG CEO, SITE



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LOS ANGELES

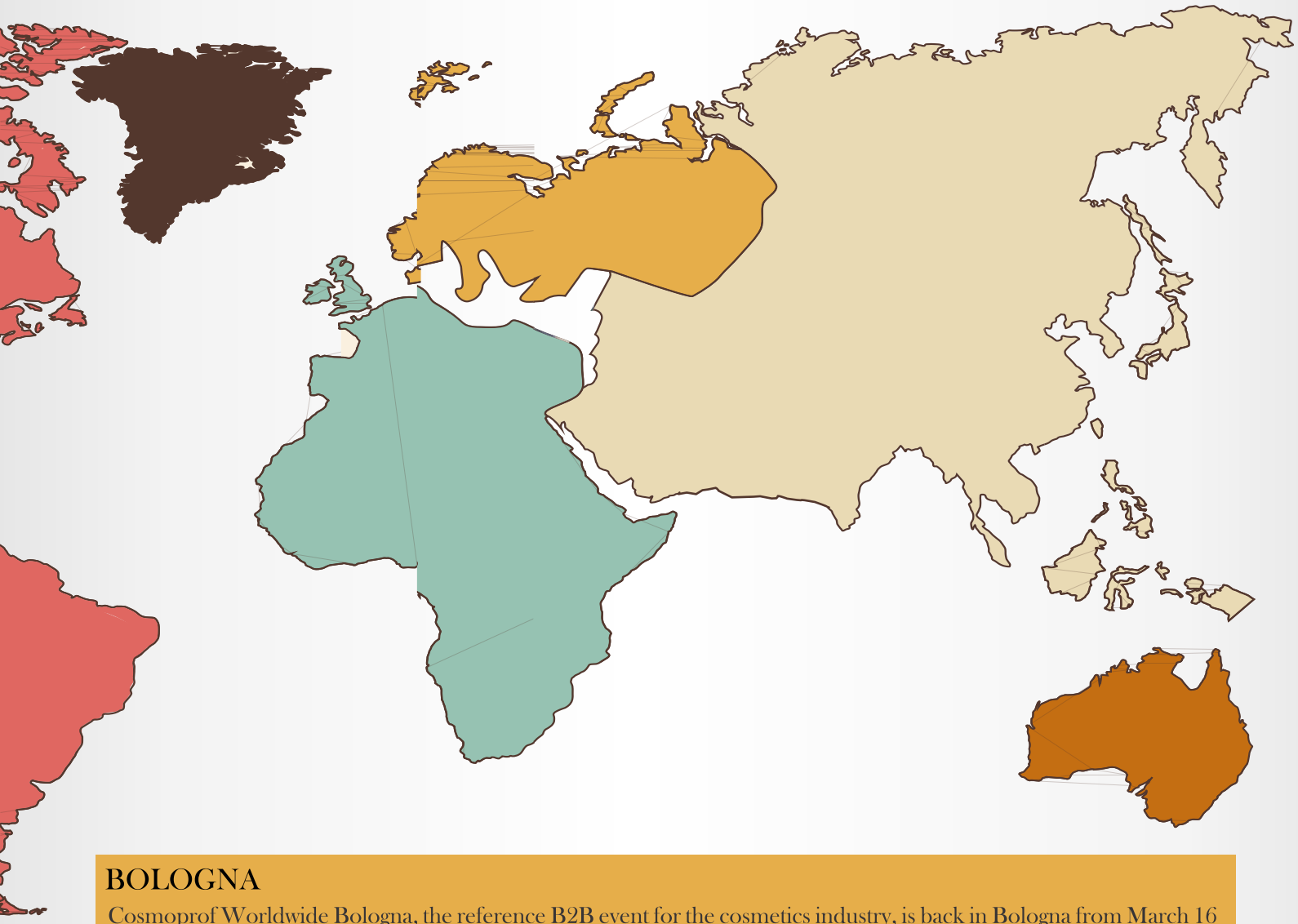
The Los Angeles Convention Center (LACC), owned by the City of Los Angeles and managed by ASM Global, has inducted Abilities Expo to the LACC Hall of Fame, class of 2022. The LACC Hall of Fame was introduced in 2021 during the Convention Center's 50th Anniversary celebration. Previous winners include LA Auto Show, Ski Dazzle and Anime Expo. Each year, additional events will be named to the LACC Hall of Fame and collectively, these events will illustrate the vibrant history of the Los Angeles Convention Center.

CHICAGO

PCMA has selected 20 emerging leaders from the next generation of global business event professionals for its annual "20 in Their Twenties" program. The class of 2023 represents business event strategists, suppliers, and destinations from the North America and EMEA regions. Supported by the PCMA Foundation and Experience Columbus, the class of 2023, will be honored at Convening Leaders 2023 January 8-11 in Columbus, Ohio .

HELSINKI

Helsinki renews its commitment to health innovation with the Radical Health Festival from June 12-15, 2023 at Helsinki Expo and Convention Centre , where international key players in digital health will come together to create one of the largest health markets across: digital transformation, data fluidity, health and social care integration, mental health, healthy and active ageing, blended care delivery channels, AI, cybersecurity, climate health, innovation and entrepreneurship and precision health.



BOLOGNA

Cosmoprof Worldwide Bologna, the reference B2B event for the cosmetics industry, is back in Bologna from March 16 to 20, 2023. The exhibition is recognized worldwide for the excellence of its exhibition offer, the unparalleled presence of operators from more than 190 countries, and the exclusive opportunity for attendees to discover trends, innovations, and technologies.

MUMBAI

Van Gogh 360°, the world-famous Vincent van Gogh art immersive experience is set to debut in Mumbai, from January 20 to February 3, 2023. This first-of-its-kind exhibition in India will showcase over 300 of van Gogh's works. Floor-to-ceiling projections will bring alive the Post-Impressionist painter's artworks which are characterised by bold colours and dramatic, impulsive and expressive brushwork that contributed to the foundations of modern art.

THAILAND

IMPACT Exhibition Management Company Limited is moving its business in accordance with the sustainable development guidelines in every dimension and has launched the IMPACT Sustainable Meeting Package, which covers all types of events, from meetings and exhibitions to concerts, with the hope of promoting sustainable events in Thailand.

MELBOURNE

In an extraordinary first, refugee dancers from the best ballet houses in Ukraine gathered at Melbourne Convention and Exhibition Centre (MCEC) to perform Swan Lake. Making full use of the stage space and setup solutions, the production came to life with spectacular success at MCEC's Plenary theatre. Event organiser Theatre Tours International had first brought ballet to MCEC seven years ago.

Industry In Pictures From



Art Basel #Miami Beach concluded with the magical drone show "Franchise Freedom" by Studio Drift (studiodrift.com) illuminating the night sky over the Miami Beach Convention Center.



Adelaide Convention Centre is very proud to host one the biggest celebrations of the year, the #Property Council of Australia SA annual Christmas lunch. Major events are well and truly back!



Attended the ASEAN MICE Venue Standard training conducted by MyCEB. Now we are growing our number of accessor, and wishing more venue to get the into this ASEAN MICE Venue Standard very soon! #MACEOS



The Grand Opening of Paperex South India 2022 in Chennai featured attendance from esteemed personalities and displays of the latest machinery & technology for the paper & board industry. #Paperex



Tuck into the season's best festive flavours by making a merry visit to Eat & Drink Festival Christmas. Kick off the celebrations with an array of culinary delights, artisan goodies, and the finest seasonal tipples, not to mention live masterclasses from top professional chefs! #Olympia London



At the inaugural GREENTECH FESTIVAL (GTF) Singapore 2022, held from 17 to 18 November at Gardens by the Bay, the Singapore Tourism Board and GTF signed a Memorandum of Understanding that will see GTF anchor the Asia edition in Singapore in 2023 and 2024. #Visit Singapore Business Events



PLASTINDIA2023 booth at INDPLAS'22 exhibition in Kolkata was inaugurated by Shri Arvind Mehta in presence of PlastIndia President Shri Jigish Doshi and other Industry leaders.



2nd day of Thailand Lifelong Learning & Education Expo 2022 – lifelong learning and education for lifelong employability through adoption of new skills, to reskill and upskill. #IMPACT



Indian Metal Fairs 2022! The most-awaited metal trade fairs of the country opened their doors at the Bombay Exhibition Center. The show was inaugurated in the presence of dignitaries and industry stakeholders. #Messe Düsseldorf India

The World Of Social Media



The 46th The Air Cargo Agents Association of India (ACAAI) Convention being held in Bangkok Thailand has been a great success with an overwhelming attendance / response where people from all parts of India have converged at Marriott Marquis Queens Park. #acaaiconvention



#Informa Markets in Malaysia completed their Walk the World in Kuala Lumpur earlier this month. Over 140 walkers joined the Walk at Taman Tugu park, including colleagues from Taylor & Francis Group, and representatives from their charity partner The National Autism Society of Malaysia (NASOM).



Informa Markets in Thailand participated on Walk the World 2022, making our way along the 6 km at Phuket beach, Thailand. The idea behind Walk the World is simple. Each year colleagues from all over the world included Thailand get the opportunity to spend time together away from the office or their desk, take part in a walk and raise money for local causes that matter to them.



Embassy of the United Arab Emirates, India for making us a part of your 51st National Day celebrations. #Hyatt Regency Delhi



ACMA's India-Taiwan Match Making EV Expo inaugurated by Mr Gaurangalal Das, DG, India Taipei Association commences on a promising note. Partnership of Taiwanese technologies and India's automotive industry's market scale can be a win-win for both the countries.



13th AGROVISION concluded recently on a high note at a new Venue at Nagpur.
An impressive national expo, about 40 workshops conducted on important topics, mainly on Dairy Development in Vidarbha, Agroporcessing, Bamboo Plantation & it's usages particularly in constructions, Carbon Credits, Sericulture etc etc.



Attractions industry professionals from Europe, the Middle East and Africa joined together to network and catch up at the EMEA Reception during IAAPA Expo 2022 in Orlando. #IAAPAExpos



ELCINA signed MoU with UP #ELECTRONICS CORPORATION LIMITED to facilitate investment & collaboration and accelerate growth of ESDM industries in Uttar Pradesh.



#International Convention Centre Sydney (ICC Sydney)'s LGBTQIA+ network group, 'The Same Same Collective', took our Diversity, Inclusion and Equity training to a whole new level.

The 12th edition of HGH India to showcase innovations for Spring/Summer 2023 retail season

The 12th edition of HGH India, scheduled for December 13-16, 2022 at Bombay Exhibition Centre, Goregaon, Mumbai, will showcase innovations for Spring/Summer 2023 retail season. As retailers and consumers seek innovations at a quicker pace, exhibitors across categories will introduce new concepts in products, designs, colours and materials from home textiles, home décor, home furniture, area rugs, floor coverings, handicrafts, outdoor, houseware, cookware, kitchenware and gifts. Within the forecasted home fashion trends, new collections from leading designers, brands, manufacturers, importers and international suppliers, promise a voyage of discovery in new products, designs and materials. Leading brands in home textile, mattresses & pillows, home furniture, home decor, houseware & gifts have confirmed their participation.



Aero India 2023 dates announced

The 14th edition of the Aero India show, the country's biannual air show and aviation exhibition, will be held between February 13 and 17 next year at Bengaluru's Yelahanka Air force station. The show is expected to attract a large crowd this time as the show was restricted to a few visitors in 2021 owing to the Covid-19 situation. The five-day event was then reduced to three days. Sharing the information, the Defence Production India took to Twitter and wrote, "Asia's Biggest Air Show #Aero India 2023 announced. Save the dates~ 13th-17th February 2023. The biennial airshow will be held at Air Force Station, Yelahanka, Bengaluru, Karnataka." With the announcement of Aero India 2023, an official website has gone live mentioning that next year's edition. However, there is no mention on the countries participating or about the exhibitors on the website. The Defence Ministry of India, Indian Air Force, Defence Research and Development Organisation (DRDO), Department of Space, the Union Civil Aviation Ministry and other such organisations join hands to organise the Aero India show, making it the largest air show in Asia.

Stonemart-2022 attracts Rs 1,200 crore trade inquiries



The 11th edition of India Stonemart has generated business and trade inquiries worth INR 1200 crore for Rajasthan. As many as 1400 B2B meetings were held with 116 buyers and 30,000 visitors from 19 countries at Jaipur Exhibition & Convention Centre (JECC) in the past four days, Shivprasad Nakate, managing director of Rajasthan State Industrial Development and Investment Corporation Ltd (RIICO), said during a valedictory session."Despite Covid-19, we have seen encouraging participation by exhibitors and trade visitors with an exhibition area of 13,832 square metres. There were 348 exhibitors, three country pavilions of Iran, Portugal, and Turkey, as well as two state pavilions of Gujarat and Odisha," Nakate said. He said there was participation by manufacturers of machinery, tools and earth-moving equipment, and technology providers. The event is organised by CDOS with FICCI as co-organiser and is supported by the Government of Rajasthan and other reputed institutions. Rajasthan State Industrial Development & Investment Corporation Ltd. is the Principal Sponsor of the event.

LightFair to move to a biennial event schedule

LightFair, North America's largest architectural and commercial lighting trade show and conference, announced it is transitioning to a biennial event schedule beginning with the 2023 event, scheduled for May 21-25 at the Jacob K. Javits Convention Center in New York. As the major player in this vibrant space, LightFair's updated schedule will better serve the industry's manufacturing cycle, product marketplace and the overall needs of lighting professionals. The schedule change is part of an overarching strategic plan that LightFair's management committee developed in response to the changing needs of lighting manufacturing and specification. This plan continues to position LightFair at the forefront of the industry, with exciting new features in 2023, immersive lighting installations, learning tours, audience expansion to include residential lighting professionals and more. . The LightFair LIVE stage will have a new name, IES Live, and diverse new programming. The lineup will include: 3D light fixture printing; meetups with LightFair Conference speakers; a Shark Tank-style sales competition and special Q&A sessions.

isla launches impactful sustainability guide for the venue sector

isla - the events industry sustainability body - has launched an action-focused guide to support meetings and event venues in the transition to Net Zero. The guide encourages venues to review their sustainability progress and enables them to develop short to mid-term sustainability goals and set a realistic but ambitious aspiration to reach Net Zero by 2050 at the latest. The guide Sustainability in Practice: A Pathway for Venues, created in partnership with VisitBritain Business Events and supported by three leading industry associations: the Association of Event Venues (AEV), the Meetings Industry Association (mia) and beam, takes a comprehensive look at how venues can develop a successful sustainability strategy covering five key areas: Company Operations, Commitments & Communications, Event Deliveries, Measurement & Reporting and Value Chain Engagement. The framework acts as a practical toolkit, meeting venues where they are currently at on their sustainability journey, while stretching them to aim for more.

AMT and Hannover Fairs USA mutually agree to move forward in different directions



After 10 years of a successful collaboration producing co-located shows at IMTS – The International Manufacturing Technology Show, AMT – The Association For Manufacturing Technology and Hannover Fairs USA have mutually agreed to move in new directions. The move gives Hannover Fairs USA the ability to expand and both trade shows the flexibility to look into new sectors and initiatives. AMT owns and produces IMTS, the largest and longest-running manufacturing technology trade show in the United States. AMT collaborated with the producers of the prestigious HANNOVER MESSE in Germany to create a concentrated version of the show for U.S. manufacturers seeking digitization and Industry 4.0 technologies. "We have had a very fruitful partnership that brought HANNOVER MESSE USA to IMTS, increasing our audience's exposure to an automation segment in manufacturing technology," says Douglas K. Woods, president of AMT. "Co-location helped HANNOVER MESSE become a familiar name in North America.



The Kuala Lumpur Convention Centre sees a positive trajectory for the Malaysian business events

The Kuala Lumpur Convention Centre, Malaysia's premier award-winning purpose-built venue, has recently seen a positive trajectory for the Malaysian business events as it enters the recovery phase. Since reopening earlier in the year, the Centre has had a significant bounce back in the demand for in-person events, with the venue achieving 40% more than its 2022 target. With close to 1,350 events successfully hosted and over 750,000 delegates welcomed, the Centre has contributed approximately RM285 million (€60 million) in economic impact to Malaysia this year. The Centre's 2022 results equate to about 90% of its 2019 performance and with about 100 events or 50% of its 2023 target already confirmed, the world-class business events leader in Malaysia anticipates the industry returning to pre-pandemic levels sooner than expected.

CCE International: Europe's corrugated & carton calibre returns in 2023

The 6th International Exhibition for the Corrugated and Folding Carton Industry will be back from 14 - 16 March 2023 in Munich, Germany. As Europe's only trade fair exhibition for manufacturing and converting of corrugated and cartonboard, CCE International is a crucial hot spot for industry experts. The show incorporates the offerings of InPrint Munich and will be co-located to ICE Europe, the world's leading exhibition for the conversion of flexible, web-based materials, making it appealing to both exhibitors and visitors. Keeping the pandemic and political situation the industry has been faced with in mind, the outlook for companies in the corrugated and folding carton industry remains promising yet challenging. Whilst high raw material, labour, energy, and logistics costs pose substantial challenges for the industry, corrugated is revealing an increase in popularity. The ever-growing demand in online trade and the ongoing debate about sustainability and circular economy result in positive market forecasts. In addition, the progress in digitalisation offers new chances and opportunities.

The Indian Metal Fairs witnesses 3 days of an impressive turnout from the industry reflecting the positive growth of the metal trade over the last year

The four renowned metal trade fairs, wire India, Tube India, METEC India and India Essen Welding & Cutting concluded on a high note at the Bombay Exhibition Center. Held from 23-25 November after a long 4-year gap, the enthusiasm of the industry was very encouraging. For years, the Metal Fairs, organized by Messe Düsseldorf India, have hosted the biggest gathering for the Indian and International wire, cable, tube, metallurgical processes, cutting and welding industries. This year, the fairs received an even greater response due to the industry's hankering for in-person meetings and pandemic-recovery efforts with 17350 attendees walking in to witness the show.

The show kicked off with the inauguration ceremony in the presence of some of the key industry stakeholders from Italian Trade Agency, Steel Wire Manufacturers Association of India, Weldmesh Manufacturer's Association, International Tube Association, Association of Welding Products Manufacturers and Jindal Steel & Power among others. The exhibition halls presented 398 companies from 21 countries showcasing their most innovative products, technologies and services; hence offering ample opportunities for the buyers to compare and choose the most-suited partners for their business.

Spread over an impressive area of 23,000 square meters and supported by Government of India's Make in India program, the well-structured trade fair quartet featured an array of products and technologies. 236 exhibitors showcased their wire manufacturing machinery, wires, cables, fastener and spring machinery at the 8th edition of wire India. 9th edition of Tube India concluded with 68 brands showcasing tube and pipe machinery, raw materials, tubes and machinery. In its 8th year, METEC India brought together 31 companies from the domain of plant and equipment for steel making, iron making, shaping of steel, casting and pouring of molten steel and more. Co-organized with Messe Essen, the 9th edition of India Essen Welding & Cutting displayed cutting edge joining, surfacing and cutting technologies and processes from 63 exhibitors. The exhibition with a blend of insightful conferences, live demonstrations by exhibitors gave visitors ample opportunities to network and close deals for future business.





Appreciating the great response for the trade fairs, Thomas Schlitt, Managing Director – Messe Düsseldorf India, says "The Indian Metal Fairs have once again been very well-received by the industry. We have seen spectacular growth this year, in terms of the exhibitors, trade visitors as well as the international participation. It fills me with a great sense of satisfaction that the 4 trade fairs have successfully contributed in enabling interactions shaping the industry's future. The growth of the trade will be fueled by connections made here, opening new avenues for the metal industry."

wire India, Tube India, METEC India and India Essen Welding & Cutting will return to Mumbai from 27-29 November 2024 at Bombay Exhibition Center.



Labelexpo India 2022 lights up Subcontinent

Labelexpo has made a triumphant return to India, welcoming over 12,000 visitors to the India Expo Centre in Greater Noida on the outskirts of Delhi – an increase of 22% compared to the last show in 2018. The show featured more than 250 exhibitors from around the world, and particularly showcased the advances made by the Indian supplier industry in the four years since the last India show. The aisles were buzzing and multiple deals were closed through the four days of the show.

Among key global launches at Labelexpo India 2022 was a hybrid press developed jointly by Domino and UV Graphic Technologies, incorporating a retractable digital print bar in line with multi-color digital and flexo print units. Global suppliers were also present in strength. HP Indigo demonstrated a 6k press, which was sold at the show, while Konica Minolta showed its AccurioLabel 230. Avery Dennison, BST, GEW, Omet, Bobst, DuPont, Esko and Miraclon were also present. Labelexpo India 2022 featured the Indian Label Association (LMAI) awards, showcased in a gala event at the showground. The show also featured a Digital Embellishment Trail. Monotech demonstrated its dSpark UV inkjet label digital varnish and cold foiling press to coincide with the trail, while Vinsak promoted laser die cutting and Konica Minolta its MGI JetVarnish3Dweb.



Jade Grace, Labelexpo Global Series portfolio director, said, "It was wonderful to see Labelexpo India bouncing back after four years away. The show was buzzing with excitement and many deals were done – it was clear many converters were waiting for the show to make their new investment decisions. Our next event is Labelexpo Southeast Asia in February 9-11, which is gearing up to be a fantastic show, after an absence of 5 years in the region due to the pandemic. We are very much looking forward to be back in Bangkok, following the successful editions of Labelexpo in the US and India. The industry in this thriving region is so ready to get together to do business and network, and we cannot wait to hold the event to facilitate this."

Labelexpo India partners include the Labels Manufacturers Association of India (LMAI), All India Federation of Master Printers, World Print & Communication Forum, World Packaging Organisation, Printing Industry association of Bangladesh and the Sri Lanka Association of Printers. Labelexpo India returns in November 2024.



Asia's Broadcasting & Infotainment Show (A.B.I.S) 2022 Emerges As The Industry's One & Only Preferred Networking And Business Platform



- BROADCAST INDIA SHOW (31st edition), the SCAT India TradeShow (30th Edition) cement their status as leading Industry shows serving the Indian Broadcasting and Infotainment Industry
- Top Industry Leaders demonstrate cutting-edge technology, solutions and products
- New launch CONTENT INDIA offers an effective forum for connecting the Indian and the Global content community

Asia's Broadcasting & Infotainment Show (A.B.I.S.) took place from the 13th to 15th of October, 2022 at the Jio World Convention Centre, Mumbai, India, with over 500+ participants from 36+ countries who showcased a diverse range of products and the latest technology of the media and infotainment industry. Under the umbrella of A.B.I.S, the trio, Broadcast India Show, SCAT India TradeShow, and Content India Show (premier physical edition); organised by NuernbergMesse India, have established itself as an integral platform for the Broadcast, Cable, Satellite, Content, Broadband, Media and Infotainment Industry.

Inaugurated by Achim Fabig, Consul General of Federal Republic of Germany, Anees Bazmee, Bollywood Writer and Director, Peter Ottmann, CEO, NuernbergMesse Group, Sonia Prashar, Chairperson of the Board & Managing Director, NuernbergMesse India and Sudeep Malhotra, Business Head India, Deutsche Welle, Kavita and Ramesh Meer, Saicom Media and attended by high profile dignitaries like Avinash Gowariker, Photographer, Deepti Gupta, Cinematographer and Director, Anil Mehta, Cinematographer and many more illustrious names from the industry. The participants included some of the leading brands like ARRI, Antriksh Digital, ARK Info Solutions, Candid, Canon, CDM Technologies, Cineom, Eizo, Grass Valley, Invas, Carl Zeiss, Medialogy Broadcast, Mehta Infocom, Optilink Network, Panasonic, PPC, Ross Video, Saimaa, Sainxt, Samsung, Sony, Syrotech, Visual Technologies India.



"Broadcast India Show brings all the industry people whether it's the OEM, system integrators or customers on the same platform under one roof to discuss all the innovations as well as issues and how the industry can fulfil the data requirements – this is extremely important for the industry to

deliver faster and better results. We look forward to the next edition – it is truly the hub of the broadcast industry." said Satish K Aggarwal, Managing Director, Visual Technologies India

Concurrent to the show were high profile seminars and panel discussions on trending topics like : The Future of cinema Acquisition & Production workflow Technology, Making India and Global Hub of cloud and content, Sports and Beyond, Best Shots, Unravelling virtual production for movie featuring Industry stake holders like Kingshuk Bhattacharya, Sony Pictures Networks India, Anjali Joneja Amar, Tableau, Anant Roongta, Famous Studios, Santosh Sivan, Film Director, Subhash Dhyani, VP Technology, ABP News to name a few.



"The products and services that we launched during COVID helped a lot of organizations both on the ISP front and on the enterprise front with which one could reach a large cloud service provider at the click of a button. SCAT India TradeShow 2022 was a scintillating experience for us to present to our customers the latest within our company and network with





the brightest minds." said Sudhir Kunder, Country Director, DE-CIX

Business visitors attending A.B.I.S. had the opportunity to access a diverse range of products on display, engage in knowledge-oriented seminars and panel discussions, and network with the industry professionals. India has 5th largest media and entertainment market in the world. India's Media & Entertainment industry is expected to grow to USD 55-70 Bn by 2030 at 10-12% CAGR, led by OTT, Gaming, Animation and VFX. These projections augur well for the broadcast and infotainment players and solution providers.

"A platform where the writers meet the cinematographers, the directors, is the kind of forum and networking space, which will help the industry thrive. These kind of conversations with this interdisciplinary set up opens up in a better way. So, we look forward to Content India Show next year to help provide this space." said Anil Mehta, Renowned Cinematographer

A.B.I.S. has drawn strong support from Associations like AIBMDA, The International Trade Association for the Broadcast & Media Industry (IABM), IBC, NAB Show, and Society of Media Professionals, Technologists and Engineers (SMPTE). The show concluded with a record-breaking participation from 230+ exhibitors and 24472 unique visitors and 1500+ conference delegates over 3 days.



"A.B.I.S 2022 drew participation from national and international exhibitors and high profile visitors from the industry. It served as the best platform to network, learn and grow." said Peter Ottmann, CEO, NuernbergMesse Group "There is an enormous demand for broadcasting solutions as well as content and this platform serves as an integration point where visitors can witness the latest innovations and trends that the industry has in store and explore the potential of the Indian market."



15th edition of CPHI & PMEC India showcases impressive array of Pharma machinery, equipment, ingredients, and technology

Focused on demonstrating a new shape of the pharmaceutical manufacturing in the post COVID era, CPHI & PMEC India 2022, organized by Informa Markets in India, commenced on 29 nov, at the India Expo Centre, Greater Noida, Delhi – NCR. The co-located shows provided a unique opportunity to all the stakeholders to discuss the entire range of pharma machinery, analytical instruments, laboratory technologies and equipment's, ancillaries, ingredients and more in a hybrid format.

After the successful conclusion of CPHI Pre-Connect Congress on the previous day, the 15th edition of CPHI & PMEC India on the theme #GetPharmore with Pharmore opportunities and Pharmore connections, witnessed one of the largest gatherings of industry experts, leading manufacturers, buyers' community, policy advisors, and other key stakeholders.

India 2022 has provided an unbiased and vocal platform which brings all the key stakeholders on one table and contribute towards nation's target, with the vision that the domestic market will touch USD 130 billion by 2030 out of which over 60% will only be exports. " This year's edition saw participation of over 40,000 visitors and more than 1,500 exhibitors showcasing 5000+ products across 100,000+ sq m of exhibition space with representation from over 80 + countries. They reaffirmed the need and focus of CPHI & PMEC India India 2022 as an industry event to boost and facilitate the



pharmaceutical sector.

The expos are primarily supported by industry associations such as Pharmexcil, CIPI, IDMA, ASPA, IPA, IPEC, FOPE and KDPMA.



Addressing the opportunities in this sector, Mr. Yogesh Mudras, Managing Director, Informa Markets in India said, "India's pharmaceutical sector has done far more than prove itself in terms of manufacturing volumes and emerged as a life sciences leader within the post-pandemic order. India's pharmaceutical sector is a US$50 billion industry and is anticipated to grow to at least US$150 billion in less than a decade. The government is also developing new strategies to strengthen the sector which has led to the creation of innovation hubs making India an ideal testing ground for innovations in digital health.

Our show CPHI & PMEC India has demonstrated excellence in further supporting the industry by curating highly effective platforms for showcasing technology solutions, knowledge sharing, networking, and advocacy. We are confident that the 15th edition of the show and the other events surrounding it will deliver unprecedented success for all participants of this industry. Furthermore, they will play their role in encouraging the 'Make in India' credo of the Government that aims to facilitate investment, foster innovation, enhance skill development, protect intellectual property & build best-in-class manufacturing infrastructure," he further added.



India ITME 2022 kicks off successfully

After a long gap of 6 years, India ITME Society is ready with its Blockbuster event India ITME 2022. This most awaited & highly anticipated event is being held for the first time in Northern India at a world class venue IEML Greater Noida, from 8 to 13 December 2022.

India ITME 2022 will be the key platform for the textile & textile engineering industry to come together, discuss, showcase, promote its strengths and capabilities. 11th edition of India ITME is hosting largest number of Indian exhibitors including small and medium sized companies and many start-ups as well.

There is much excitement and expectation in the air and a new found vigor amidst Indian companies to tackle global challenges and create a place for India in this sector. This is an unmatched major platform for the textile & textile engineering industry providing 100% viable & stable sourcing solution. India ITME 2022 is showcasing 1600 + machines, from 68 countries, 1000 + Exhibitors - geared up to creating a high voltage goal oriented interaction at this B2B Event to attract business leads, new opportunities in a vibrant and large sized market - India! Apart from the exhibition there are a plethora of concurrent programs, workshops, conference, offering action packed week for industry members.

PRODUCT LAUNCHES

inspired by Innovation India ITME 2022 shall lead the textile industry with complete portfolio of technological solutions making a rapid headway for the participants. Witness & experience 46 Product launches from Spinning, Weaving, Processing, Digital Printing, Home Textiles & Knitting, Embroidery & Garmenting Segments during the 6 days of the event and revolutionize the way of manufacturing.



Mr S Harishankar, Chairman of India ITME Society inaugurates ITME 2022

CEO CONCLAVE

India ITME Society acting as a catalyst for the growth of the Indian Textile & Engineering Industry during its 11th Edition is proud to create a platform for the interaction of eminent Industry players. The CEO conclave is an interactive closed-loop forum conceptualized to bring together high-level decision-makers from Government & eminent industry leaders like you from india and key stake holders from across the globe. The conclave will have representation from Overseas CEO's from the industry.

Mr. S Harishankar, Chairman of India ITME Society said, "We are very happy and excited to see the international and national participation, as we expect a large footfall today, which is the 1st day of the India ITME 2022. It's indeed a big day for us as we believe this expo is a leap in the Indian textile manufacturing industry. So yes, while it's a huge feat to be able to organize such a mega event, what has also driven us to this day is our mission and vision to bring together future prospects and solutions under one roof. India ITME also contributes in the "Make in India" right from grass root level".

The India ITME is a business event where representatives from 22 chapters of the textile industry's export promotion councils, trade promotion departments, and research institutions come together to network, explore, and communicate. It is the only platform where all major players in the textile industry, as well as financial institutions, decision-makers, and government representatives, making it the greatest and most suitable venue for effectively and professionally launching the global textile industry.



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IIJS Signature 2023 launches "One Earth" initiative for a greener planet

In a major step towards sustainable development goals, IIJS Signature 2023 is launching the "ONE EARTH" initiative in association with SankalpTaru Foundation. This is the first such large-scale pro-environment initiative by a gem & jewellery trade organisation in India. In 2021 Global CO2 emissions grew 4.8%, reaching 34.9 billion tonnes of CO2. The increase in carbon emission only added to the climatic change, causing extreme weather conditions like tropical storms, wildfires, severe droughts, and heat waves, negatively affecting crop production and causing disruption to the natural habitats. The tree plantation drive is aimed at offsetting carbon emissions generated by IIJS Shows with added benefit of contributing to the



livelihood of farmers.

IIJS Signature 2023 will be contributing for plantation of 5000 trees as a part of shared responsibility towards the ONE EARTH initiative. At just Rs. 155/- per tree, one can contribute generously to planting more and more trees, and the proceeds would go to SankalpTaru Foundation. They will, in turn, utilize the fund to generate income for a farmer, enabling him to earn approximately Rs. 10,000/- in 20 years. The tree plantation drive will be instrumental in securing the future of country's millions of farmers. All contributors are eligible to receive an 80G certificate.

Vipul Shah, Chairman, GJEPC said, "With the support of IIJS Signature exhibitors, visitors and all partners and associates, we aim to contribute towards the plantation of trees to reduce the carbon footprint generated by the show. This is in line with the assurance of our Hon'ble Prime Minister to become a net zero carbon neutral country by 2070. I request everyone to come forward and join this initiative to make it a grand success." IIJS Signature will run from January 5 to 9 at the Bombay Exhibition Centre in Mumbai. The trade show will bring together Indian jewellery manufacturers and international traders.

ExCeL London leads the way in the future of sustainable events with the first UK use of innovative robots

Carbon neutral event venue ExCeL London has undertaken the UK's first use of the world's most advanced floor marking robots as part of its long-term strategy to help make the industry more sustainable. Innovative robot Lionel was recently used on the mark-out of Event Tech Live 2022 - which the venue hosts - to showcase both the business and the sustainability benefits available, as well as ExCeL's commitment to operational excellence.

The Lionel robots can drastically reduce environmental impact by eliminating the need for single-use carpets and other consumable materials used for manual marking. Indeed, according to a recent report by SASIE, it is estimated that as much as six million tonnes of carpet are thrown away each year by the UK event industry.

The robots were supplied to the venue by August Robots, the world leader in autonomous commercial robotic applications. The organisation supports dozens of exhibition centres worldwide and has marked more than one million square metres of exhibition space for large-scale events predominately in Germany and the USA. ExCeL will also be on the of the first venues globally to lease and operate their own Lionel robots, as previously they were only offered as part of a floor marking service. Located in the Royal Docks, ExCeL hosts around 400 events annually and welcomes some four million visitors. Earlier this year it became the first UK venue to be certified carbon neutral to the internationally recognised PAS 2060 status and has as an interim target for their journey to Net Zero.

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16th PRINTPACK INDIA is set to be held from 1 – 6 February 2025

The Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) proudly announces the much-awaited 16th edition of PRINTPACK INDIA Exhibition dates from 01 – 06 February 2025, at India Expo Centre, Greater Noida, NCR Delhi for which agreement has also been signed with IEML on 2nd Dec 2022 at IPAMA Secretariat.





Mr. Rakesh Sodhi, President – IPAMA said that "It is needless to say that PRINTPACK INDIA plays an important role in the growth and development of the Indian Printing and Packaging Machinery industry. It provides platform to Indian Printing and Packaging machine manufacturers for showcasing their technology and competence. The industry anxiously awaits to be the participant at this show both as exhibitor and visitor to see the latest and the next gen machines. IPAMA is committed to fulfil the expectations of the industry and its Members, hence, organizes this prestigious and important international event on a very affordable rates so that it could remain in the reach of even the smallest companies". Mr. Sodhi further commented that; "We are excited to start workings of the 16th PRINTPACK INDIA with our valued partner community. Instead of the two years of cycle, next edition is being organized in Feb 2025 as Drupa is scheduled in May 2024. We want to give equal opportunity to the exhibitors and visitors to explore the technologies both at international and national level."

With the successful conclusion of 15th PRINTPACK INDIA Exhibition, 487 exhibitors on a net area of 25,342 square meters, record number of 1,03,412 Indian and foreign Business Visitors, we have already raised the bar to organize the exhibition at international standards with modern facilities. As per the exhibitors' feedbacks the business generated during the exhibition was highly encouraging. During the 15th PRINTPACK INDIA Exhibition, the space was allotted on highly subsidized rates to share the financial burden of the members due to the adverse impact of covid on Industrial operations in the country. Likewise, the previous edition, 16th PRINTPACK INDIA will also be organized on segment-wise; Two Halls will be reserved for Label; Two Corrugation; one for SIGN & LED; half for Paper segment; half for Screen Printing and the remaining Halls will be for mixed Printing and Packaging segments. The Exhibitors will be kept informed, from time to time, about the additions or the changes, if any, relating to the pattern of organization of the Exhibition.

The booking of space for the Exhibition will also start in a month which will be conveyed to all concerned through different modes of communications and also uploaded on different social media channels and IPAMA's Website. The companies are also requested to keep in touch with the officials of the Marketing Unit of IPAMA for various updates, including space booking, space charges, payment schedule, discounts to be allowed to the eligible Exhibitors and all other related information.



German trade fairs recovery slow: AUMA

First recovery in sight for trade fairs in Germany: At least 340 trade fairs are planned between Husum and Friedrichshafen in 2023. Thus, almost 25 percent more trade fairs will take place in the new year than were possible in Germany this year. In the first quarter of 2023 alone, a good 120 trade fairs are scheduled - in 2022, only 18 trade fairs could be held in the same period due to Covid-19 restrictions. Energy efficiency, circular economy and innovative production technologies are the top subjects at German trade fairs in 2023.



Philip Harting, Chairman of the Association of the German Trade Fair Industry AUMA said: "The trade fair industry in Germany is slowly regaining its rhythm again. Two years of trade fair bans are still putting a strain on the industry, which accounts for 230,000 jobs. We expect the support of the Federal Minister of Economics, not any new obstacles. Stability will do a lot to benefit the trade fair industry. Then 2023 can be the first better year since the beginning of the pandemic. Then trade fairs can play to their strengths as part of the solution to many problems. Germany will once again live up to its reputation as a top location for trade fairs. However, concerns over affordable energy dim the first outlook into the new year."

AUMA's projections for 2022 show that 65 percent of visitors are back at German trade fair venues. By summer, the average number was still a good 55 percent of pre-pandemic levels. Since autumn, the figures have been rising. The exhibitor figures are similar: on average, 70 percent are back on average over the year - with a similar upward trend since autumn. Especially due to the trade fair bans in the first quarter, this year the overall positive effects on the economy from the trade fair industry will be only 55 percent of the pre-pandemic years, according to first figures. In 2019, the industry contributed 28 billion euros to the national economic benefit. According to preliminary figures from AUMA, in 2022, 280 trade fairs will have taken place in Germany, 130 were canceled, and 60 had to be postponed within the year. The overall economic damage caused by bans, postponements and cancellations of trade fairs since the beginning of the Covid-19 pandemic in Germany amounts to more than 56 billion euros, as well as nine billion euros less tax revenue. Nearly 180,000 jobs needed to be safeguarded through cutbacks in working hours.

AUMA is the Association of the German Trade Fair Industry: nationally and internationally, it represents the interests of 70 members. These include all large and medium-sized trade fair companies in Germany as well as associations representing exhibitors, service companies and visitors.



Cost per contact - the new focus area for the exhibition industry

The last 2 years the MICE industry were trying to create business linkages through various modes especially during the COVID period to keep the businesses alive and active for their customers be it virtual exhibitions, Virtual conferences. Even though these modes have been effective not to a larger extent, however the medium was very cost effective for both the customers and organisers during 2020. the year 2021 led to digital fatigue and given birth to Hybrid modes even though it was not been a very effective especially when we calculate the effectiveness- COST PER CONTACT. Having said that, now the marketing departments have started calculating te effective basis the learning of COVID especially the lead-based costings. Its time we go back to the customers and make them relearn the modes of calculating the effectiveness which were of Pre Covid period. It may look like a uphill task.



J. Shankar, Organizational Growth Consultant

Trade Fairs are predominantly poised to Develop & Deliver Information, Advisory, Competitiveness enhancing & Business Development Services and Solutions.

We shall now look at what does a trade fair aims to achieve:

- Image and Brand Building
- New Product development
- Process
- Customers
- Brand Building & Leverage
- Showcasing technology & futuristic trends
- Customer Education
- Choice available to the customer
- Market Research & Feedback
- Sales Leads
- Touch & Feel Experience- which was missing in virtual and Hybrid modes
- Understanding the competition

3 key stake holders

- Exhibitor
- Organizer
- Visitor

For the Exhibitor

- Business opportunities
- Focused audience
- Interaction

For the Organiser

- Showcasing Quality products and technology
- Sale of all Stalls & enthusiastic participation by Exhibitor
- Quality offering & experience to both
- Customer – The Exhibitor
- The Customer's customer – The visitor
- Well administered
- Well attended

For the Visitor (which was predominantly missing in virtual and Hybrid modes)

- Choice
- All choices
- Visual Effects – Demonstrations, films etc.
- Fits in with the overall theme of the Event

Measures for a Successful Fair

- Business Enquiries
- Total Business Generated
- Actual transactions
- MoUs / Jvs
- News & Publicity

Now that the physical shows have started, this needs a huge mind set change for the participating companies especially start up community who are the new breed of entrepreneurs in the eco system, who have are with the winning attitude, and we need to communicate that physical shows would lead you to grow your business and beyond business through the networks and cafeteria/ food court discussions which I feel are the most effective and meaningful conversations and these relationships last longer - through this am trying to connect to the point said earlier as well administered for the organiser. Organiser should have the same focus for visitor acquisition like exhibitor acquisition which would be key challenge and also focus more on the content of the show with a futuristic approach.

5 trends to watch in 2023



Message From The Desk Of

Kai Hattendorf, MD & CEO, UFI

A lingering pandemic in China and elsewhere. War in Europe. Inflation rates not seen in a generation in major markets. Droughts, hurricanes, and record temperatures. It's certainly not "business as usual" as we write the closing chapter for 2022. And 2023? Not all will be black and white, and economists are using endless types of grey in their outlooks for the next year.

What will this mean for our industry? As every year, the UFI team has been listening and chatting with our members and industry leaders from all around the world to get their views on next year. Here, in five concise themes, is our view on what will shape the next 12 to 18 months.

Doubling down on customer focus

It is easy be become distracted by the big picture, but it is important to stay focused on what we do best as an industry: build and operate marketplaces. In the coming year, we will (re)learn what we applied in the recession 15 years ago – focus on the customers, make sure they have a successful show and make the right connections. We will learn from other industries, other colleagues, other geographies, plans for dealing with inflation, strategies for adapting operations, and other workflow adjustments that are needed. But: Don't let the pressures of the day distract you from that essential mission.

The Climate Crisis will hit

This will impact us on multiple levels. Extreme weather conditions will lead to show cancellations or postponement more regularly, and they will prevent some people from participating. Our customers increasingly have their own Net Zero targets to achieve, and that will shape the way they participate in our shows. We will also need to tangibly demonstrate our own "race to zero" plans for our events which need to become a greener option for business each year. We will have to show that business events are part of the solution to the climate crisis. We have to compare the carbon impact of participating in our events to the carbon footprint required to generate the same amount of business without two or three days at a trade show. We can do this. We have the tools. Part of our "Net Zero Carbon Events" initiative is to develop the carbon aggregate measurements for events.

More data, less hype

More and more, data insights and intelligence drive the development of shows and portfolios. We are done with debating whether or not "the future is digital." It is and we are creating it as an industry. What some still call "hybrid events" is really just the smart adoption of technology and data to make the face-to-face marketplaces we run more successful for the buyers and sellers on and off the show floor. In 2023, the hype around "hybrid" or "metaverses" that has been fueled by marketing spent from start-ups or Silicon Valley based conglomerates, will lose steam. People will use what actually works for them. It will be less glamorous, but be more efficient.

Staffing stays key

Everyone is hiring. Still. And it will stay like this. We need new skills, new talent, and new perspectives. We now understand that we need to better "sell" our industry to the people who we want to work with us. Our Next Generation Leaders say that we are the industry that builds and serves communities. We give purpose and as a result, we are one of the most attractive industries in the world. Let's take this new staffing narrative and roll it out globally. Let's be at the forefront of people's minds as they are entering the workforce! Let's work to bring in the most diversely talented and educated people that make – and keep – our industry a true melting pot of different talents.

Accelerating change

During the pandemic, we learned how to flex our adaptability muscles. We had time to experiment and learn from both our successes and failures. Since then, we have had a bit of a return to normal, where our customers are back at our shows and they are generally happy. But we cannot just 'play out greatest hits' – we need to push the envelope. We need to do more, and we can do more. We now have teams who are seasoned at fast adaptation. They are making more data-based decisions and are open to learning from each other. Expect this to lead to more new ideas, new formats, new launches, mergers, acquisitions. and other developments that will drive the eternal engine of our industry.



Message From UFI President

Michael Duck

I am hugely honoured to be in this position, and I will ensure that I will work hard with the UFI team and the Board to bring back our industry from the challenges of Covid and other economic and geopolitical matters which have affected both our business and personal lives.

I would like to express my thanks to Monica Lee-Müller for leading us during this last extraordinarily difficult year. We are going to be rebuilding our industry, revitalising it, reigniting the spark in our hopes and plans and dreams of us here and of all our staff across the globe. The resilience that is shown in our Trade Fair and Business Events industry is strong and ultimately rewarding over many areas.

This industry of ours is a 'catalyst", it is a wonderful way to bring people and communities and our hopes and aspirations together. To also point the way to giving people, especially our young, a road to a career, a change for the better, hope for the future and thousands of businesses creating new business opportunities.

The shows of today are also quite different from those of the past, as we work tirelessly to meet carbon requirements in the efforts for us to combat climate change. Covid has in its strange way helped us by us having to review also the digital routes in our businesses. I am sure all of us have over these past 2+ years made huge inroads into how to monetise and use data with our clients and for our clients. It's been said that "Digital is not going to save us but digital will enable us"- and I would like to think that we will, with these tools, use them to "navigate through these digital canyons of data"!

Looking through the list of our recent Presidents showed how diversity has been necessary to concentrate on. The work that has been done in recent times for the place that women leaders have in our business, has been an upward one, and we are not finished by any means. Next year, when all of you will elect the next UFI Board and leadership – I will call on you to continue to drive forward our joint work on this! As President, I know many others want to leave a legacy for this industry we love. We can do this as to how we behave and as to how we seek opportunities in the future each year.

Take the challenge of climate change as an example. As your president, I will continue the recent work of Mary, Anbu, and Monica, to drive this issue forward. After a lot of hard work, and in collaboration with many others, we now have the famous "seat at the table" with the "Net Zero Carbon Events" initiative. For me personally, this is such a great example of UFI's hard, consistent work on the issues that matter. The pandemic has taught us (again) that "When it matters, people meet". It's an honour to be your President for the next year. Thank you for the trust, and for all your support!"

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PEOPLE MATTER



Alex Alexandrov

Ungerboeck, the global leader in venue and event management software, announced the appointment of Alex Alexandrov as its new chief executive officer. Alexandrov has spent his career at the forefront of innovation as an established senior executive with an extensive background in high growth global technology markets. Alexandrov joins Ungerboeck from SoftwareONE where he served as a member of the executive board, chief operating officer and president of the Latin American region.

Lars Wismer



Lars Wismer will be the head of glasstec, the world's leading trade fair for the glass industry, as well as A+A, the international trade fair and congress for personal protection, occupational safety and health at work. As Director, he is responsible not only for the leading trade fairs but also for the international portfolio of Glass Technologies with the trade fairs glasspex and glasspro for the Indian market and the international portfolio Occupational Safety & Health with the trade fairs TOS+H, CIOSH and OS+HA.



Jasmin Fischer

Jasmin Fischer will be assuming the role of Vice President Corporate Communications at Koelnmesse on January 1, 2023, with responsibility for global press relations and corporate PR, internal, political, financial and sustainability communications. She will be succeeding Guido Gudat, who is retiring at the end of the year after almost 35 years with Koelnmesse. In her new role, Jasmin Fischer will be reporting to President and Chief Executive Officer Gerald Böse.

Yasmin Ouiriemmi



Yasmin Ouiriemmi will be responsible for the ALUMINIUM world fair as project manager at RX Austria & Germany. With a degree in business administration, Ouiriemmi gained her first experience in organizing congresses at the Center for Wind Power Drives at RWTH Aachen University and in agencies for analog, digital and hybrid events. At RX, Yasmin Ouiriemmi was in charge of various events in the materials trade fair portfolio as Event Manager since 2019, until she took over the joint responsibility for the program and the coordination of partnerships for ALUMINIUM in 2020.



Written & Compiled By

ASIM IQBAL
PR & Communications
Exhibition Showcase

Exhibition Industry in 2022: A fast-paced return in the new normal

The size of Indian exhibition industry is over Rs. 25000 crores with more than 800 events conducted annually in the organised sector. The exhibition industry sector enables trade/business transaction of over Rs. 3,00,000 crores, boosting and supporting the growth of various spectrum of industries while also being a colossal employment provider with nearly 1,20,000 people employed in this industry. With a steady growth rate of almost 8%, the exhibitions sector is poised to grow significantly in the coming times.

Live events were more severely impacted than any other business by the turmoil the Covid epidemic caused around the world. Trade fairs made a shift away from live events and embraced virtual events to take the role of in-person gatherings. Even while these solutions weren't perfect, they at least allowed trade show marketers to turn a profit during a historically challenging period. The majority of show organisers were able to keep exhibitor funds and use them to the postponed edition of their events while also generating some digital revenue to pay expenses. On the other side, the extensive network of support organisations that the organisers and exhibitors rely on have seen their revenue completely dry up, making things very difficult for them financially. There has always been a big question about whether or not live shows will resume after the pandemic?

When virtual events were first proposed as a short-term solution to keep us afloat for a few months, many businesses successfully switched over. Since the COVID-19 pandemic made live gatherings impossible, virtual events have become increasingly popular among organizations and individuals. During a period of lockdowns and curfews, these organisers found a method to successfully drive businesses and deliver a fantastic experience to those who needed it by utilising the potential of online events to reach and connect with an audience. Interestingly, the pandemic was great for Zoom. It was one of several videoconferencing options already out there, but it captured the public imagination and market share more than most - Zoom became a verb.

Virtual, the saviour and catalyst



Atul K. Todi, Co-Founder, Floor shared his perspective about digital engagement for events. In an interview to Exhibition Showcase in October 2021, Todi stated, "When early signs of pandemic started coming out of China, we realised that a solution was needed for

the industry and zoom was not going to be enough. We created FLOOR as an extension to in-person events and not a replacement. FLOOR has been able to host over 1500 events in less than 18 months time.



In another interview in September 2022 with Exhibition Showcase, Naveen Seth, Assistant Secretary General, PHD Chamber of Commerce and industry stressed upon 'exhibitions transforming into hybrid formats. He said, "the benefits of using virtual trade show technology is the amount of data it can capture. Starting from client registration online the flow of intelligence begins. That data is then captured in a format that can be sliced and diced to lend itself to all kinds of business intelligence analysis. In the era of Big Data, this is a huge asset for any forward-thinking company."



Bhupinder Singh, CEO, Messe Muenchen India, had also shared his thoughts upon the role of technology in the events. In an interview with Exhibition Showcase this June 2022, he highlighted about importance of hybrid. He said, "Our experience shows us that online events might not be the best substitute for face-to-face networking, but it is necessary to keep developing them for hybrid formats in industries where they are relevant. We have identified a very niche segment of show visitors who actively participate in online events and thus, they are a vital value addition to the main on-site events.

Lessons the pandemic has taught us

Consequently, what are the lessons learnt after pandemic? The pandemic forced people to adapt to the new work schedules, readjust their workout routines, and reduce their socialising. As a result, people have engaged in a variety of self-care activities. Many people began looking for innovative methods to deal with the stress. More importantly, throughout all of these routines, you shared knowledge and support with one another to solve this year's complex issues.

Exhibition Showcase asked few industry leaders to go beyond the headlines and to share the deeper lessons of the past years that have had a particular impact on Exhibition industry. More importantly, we asked them to share how we can use these learnings to make life better for each one of us as we recover and move forward. Here is what they told us.



Ravinder Sethi, MD, RE Rogers India, said, "I have learned something very simple and clear in the last two years and I would encourage everyone to agree that you should not take life for granted, whether in your personal life, social life, or academic life. In every realm of our ecosystem, we take life for granted. But I am convinced we will turn to what we have learned for a better future."

Sooraj Dhawan, Director, Falcon Exhibitions, (in January 2022) to Exhibition Showcase said, "the Indian exhibition industry has shown remarkable resilience and re-launched shows keeping in view the health and security protocols. Covid-19 will not



vanish on a pre-decided date. We should treat Covid-19 as an endemic rather than a pandemic and plan ahead. The year 2022 will see more physical shows with a higher domestic participation for the first quarter. Overseas participation should start from Sep 2022 exhibitions season."



Chandrika Behl, MD, Exhibition India Group shared her experiences to Exhibition Showcase in an interview (December 2020) regarding outlook on the then scenario of pandemic She stated, like everyone in the industry, Covid-19 has brought our business to a grinding halt since March 2020. That being said, it's given everyone in the industry the time to focus on their core strengths, as well as develop new revenue streams. this crisis has given us an even stronger sense of direction, drive and meaning. We are proud of how everyone is in this industry has rallied together through this crisis."

The year 2022 in nutshell

UFI has released its first Global Barometer report of 2022, and the outlook for the continued recovery of the global exhibition industry this year. The sector continues to be impacted by the pandemic, and the widespread effects of the unexpected war in Ukraine remain to be seen, but the overall picture is optimistic. The percentage of companies that are seeing a normal level of activity has January, up from only 18 percent in July 2021.

Even more promising is that almost two-thirds of companies (62 percent) expect to be back to normal by the summer.

In terms of exhibitions restarting, half of respondents report that local exhibitions are already open where they're based, and another quarter predict that they will reopen in Q1 of this year.

Industry perspectives on exhibitions' recovery:



Phil Chung Commenting about India as one growing market for business in interview to Exhibition Showcase (November 2022) said,"I guess India will be fastly growing like German tradeshow market with all of its neighboring , geographically-connected countries including Bangladesh, Sri Lanka, China, Bhutan, Myanmar and others. I personally consider that having these large interconnected markets will be a big advantage in the mid & long run as all those neighboring countries are emerging markets with high annual economic growth rates and such regional trading opportunities with India will be growing more along with the gradual economic growth of each country. Furthermore, India's expansion of its tradeshow venue spaces will trigger more international trading, investing and corporate business exchanges while further nurturing regional tradeshows, large corporate events and international conferences. This geographical advantages, aggressive innovation efforts of Government of India."

In an interview to Exhibition Showcase



featured in Nov 2022, Sonia Prashar, President IEIA highlighted about India's tremendous potential as a exhibition hub, she said, "India holds tremendous potential to emerge as the most important global destination for exhibitions and events Industry in the coming decade. We are today positioning ourselves very favourably vis a vis our manufacturing capabilities after the stupendous success in the IT – Services sector. Our role within the context of the global supply chain and also as one of the fastest growing lucrative economies of the world is emerging out even stronger. The investments made towards creating world class infrastructure in the Exhibitions Industry coupled with development of Tier 2 and Tier 3 cities offers excellent opportunities for the exhibition sector to expand in all aspects. Today we can offer world class venues for hosting exhibitions and also a robust market for international companies looking at investing in the country."



Vertica Dvivedi Founder – WADE ASIA & Director MATECIA EXHIBITION : Talking to ES (September 2022), said, "Trade shows are back with a bang. If we look at pre and post covid scenario, I can see that the shows are receiving more serious visitors and the use of technology is growing at a fast pace. If we look at India, I can see that we are getting ready to host the world and the world of opportunities. However, the infrastructure, seamless execution, resources and mindset for flawless services, needs a lot of work and attention and here's where we as an industry need to focus."

Despite the slow speed of the post epidemic, India Inc. has been on a journey of resiliency and recovery, rising and gliding in the hope that it won't nosedive again. Notably, the recent RBI data shows that Indian companies' direct overseas investment increased 8.5 per cent YoY to $3.34 billion in March 2022. Confidence among India's small businesses remains high with an overwhelming majority of executives expecting improvement in the second quarter of 2022 on most of the parameters, including sales, capacity utilisation and hiring, according to the ASSOCHAM-Dun & Bradstreet Small Business Confidence Index. The index, which measures the level of optimism of small and medium businesses on key business factors such as sales, employment, prices, inventory and investment, stood at 87 in Q2 2022.

Further, the RBI has projected a GDP growth of 7.2 per cent for the fiscal ending March 2023. Similarly, Moody's Investors Service has lowered India's growth forecast for 2022 to 8.8 per cent from 9.1 per cent projected in March. According to the Finance Ministry, India's GDP growth for 2022-23 is expected to be above 7 per cent even in the face of global headwinds. Exhibition industry witnessed series of back to back events in 2022 resulting in huge footfalls almost near to 2019 level. The buzz in our industry clearly indicates that the confidence among Indian exhibition industry remains high with an overwhelming majority of people expecting improvement in the year 2023.

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THE POWER OF PURPOSE

The Indian Exhibition Industry performed considerably well in the year 2022. We had to look for newer ways to connect and engage with our customers and stakeholders, find innovative ways to remain competitive and attract exhibitors and visitors to our events, while simultaneously trying to digitize our organisations and events. But amidst all the challenges and uncertainty, the Indian Exhibition Industry managed to remain buoyant and attract both exhibitors and visitors in huge numbers.

Sonia Prashar
Managing Director
NürnbergMesse India
President, Indian Exhibition
Industry Association (IEIA)





ES. India remains a bright shining spot in the world economy amidst global economic uncertainty. How do you see India leveraging this opportunity to outgrow many major economies in the coming years?

Sonia Prashar. The World Bank in its latest report, has indicated that India's economy will grow at a rate of 6.9% in 2022-23 fiscal year, further adding that the Indian economy is more resilient now than it was 10 years ago. India is on track to become the world's third largest economy by 2027, surpassing Japan and Germany, and have the third largest stock market by 2030, thanks to global trends and key investments the country has made in technology and energy.

Companies around the world have been outsourcing services such as software development, customer service and business process outsourcing to India. The country is also poised to become the factory to the world as investment incentives and infrastructure set-up help drive investments in manufacturing. Indian consumers are also likely to have more disposable income. It is predicted that overall consumption in the country could more than double from $2 trillion in 2022 to $4.9 trillion by the end of the decade. By providing the right incentives, removing bureaucratic bottlenecks and creating a culture rooted in professionalism and transparency, India can surely leverage the opportunity to emerge as one of the most successful economies of the world.

ES. What major sectors do you see coming to the forefront and any trends that you foresee?

Sonia Prashar. Agriculture sector has and will continue to do well. Apart from this Health and Insurance sector, Renewable energy sector, IT sector, Automotive sector, Real estate sector and FMCG sector are expected to perform well in the coming time. The embracing of VFX technology and mixed reality has transformed the media and entertainment industry to a whole new level, a major paradigm shift. The Indian M&E industry is estimated to be valued at $27–29Bn in 2022. With the industry witnessing strong growth tailwinds, it is poised to grow to $55–65Bn by 2030 with a potential to reach $65–70Bn, driven by growth in OTT and gaming.



Dr. Roland Fleck, CEO NuernbergMesse Group, Sonia Prashar, MD, NuernbergMesse India, Peter Ottmann, CEO NuernbergMesse Group

Indian start-ups have proven to be the true champions in India Inc's growth story. They have paved the way for the country's journey towards growth, sustainability and innovation, with the eventual aim to bring to fruition the government's vision of Atmanirbhar Bharat. India's industrial exports are predicted to exceed $1 trillion by 2028. By 2031, manufacturing is expected to account for 21% of India's GDP, up from the current 15.6%, which would result in a doubling of the country's export market share. Under the government's production-linked incentive (PLI)scheme, 13 industries have been offered incentives worth Rs. 1.97 lakh crore over five years, including solar energy componentry, cutting-edge batteries, communications, electronics, and auto parts.

India's G20 Presidency is being positioned as 'inclusive, ambitious, decisive and action oriented', to act as a global prime mover to envision new ideas and accelerate collective action. The world recognises India's strong economic growth, an unmatched consumer base, skill-sets and management abilities of India's youth. As the world prepares itself for better energy security and food security; innovation and technology will drive economic growth.

ES. There remains a fear hovering over other sectors with many tech giants planning to cut thousands of jobs by the end of 2025. How do you see our industry performing in such a scenario?

Sonia Prashar. The tech industry has always gone through "periods of major adjustments and corrections", such as the "dotcom bubble" in the mid-1990s to early 2000s. Extensive adoption of tech at work and at home drove significant growth for the industry during the last two years of the pandemic, but the post-pandemic era has highlighted the need to regulate and correct. Tech layoffs are not a bellwether for broader cuts in other industries. Mass lay-offs in the tech industry have been observed in the past but didn't always point to job cuts elsewhere in the economy or to a market downturn; they are a result of lower profits, making it costly to sustain a large headcount.

ES. How open is our industry to absorb young talent and provide them decent growth opportunities?

Sonia Prashar. The Indian exhibition Industry attracts and draws talents from several backgrounds, while offering tremendous opportunities for growth and innovation. This results in the creation of a workforce which is diverse and full of new ideas. This also means that the growth opportunities are immense, since once you have understood the nuances and the unique propositions this industry has to offer, you automatically gain an edge in terms of the knowledge you acquire and the value you bring to the table.

ES. How is our industry placed to absorb female workforce and provide them a challenging yet exciting career platform?

Sonia Prashar. Exhibition Industry is driven by emotions, nurturing equations, creativity and innovation – areas where women fare extremely well. The industry is dynamic and has a wide range of roles from sales to marketing, strategy, content, data analytics etc. This not only offers a wide range of options but also an opportunity to gain excellence and experience in domains which are critical and have cross industry applications. Many organisations have today created policies and frameworks which makes it attractive for women to apply, while also offering them prospects to grow and make it to the top.





ES. The net zero carbon events initiative is gaining traction with a greater number of pledges happening each passing day. What are your comments on this initiative and what impact do you foresee that it can make for the industry in the long run?

Sonia Prashar. Events foster conversations, promote innovation and help generate business. So, when it comes to key topics such as sustainability and climate change, our Industry has an important role to play. We have a responsibility to minimise our impact on the environment and at the same with every passing event, take a pledge to sensitise the industries we work with, all the while ensuring our crucial role in this whole activity. In the long run, to remain sustainable as a business, we need to adopt sustainability as a practice.

ES. In the exhibition industry, what are some of the sustainable trends we are seeing, especially in India?

Sonia Prashar. The exhibition industry by focusing on creative design, technology and innovation is incorporating sustainability into the format of exhibitions without sacrificing quality. Sustainable materials have become much more economical and widely available, thus making it easier to create stands which are not only environmentally friendly, but can be reused and recycled. Organisations with a focus on sustainability are promoting Recycled and biodegradable materials, Digital tickets and flyers over paper or plastic, Shuttle services and public transport and a host of other measures, especially in line with The Sustainable Development Goals as defined by the United Nations.

For example, at our head-quarters -NürnbergMesse, Germany, we have been successfully pursuing the goal of reducing the energy consumption of the company and the events in the exhibition centre by using specific energy-saving measures to save 20 per cent of our energy consumption. Further measures include 100 per cent switch to green electricity and LED lighting at the exhibition centre as well as the reduction of waste water and waste. Resources are conserved in particular in stand construction, by reducing the use of carpets and by using an innovative navigation and information system instead of conventional signage.

ES. How do see the performance of Indian exhibition industry in the year 2022?

Sonia Prashar. The Indian Exhibition Industry performed considerably well in the year 2022. We had to look for newer ways to connect and engage with our customers and stakeholders, find innovative ways to remain competitive and attract exhibitors and visitors to our events, while simultaneously trying to digitize our organisations and events. But amidst all the challenges and uncertainty, the Indian Exhibition Industry managed to remain buoyant and attract both exhibitors and visitors in huge numbers. The final figures for 2022 are being consolidated, but for example for NuernbergMesse India, for the 9 shows which were organised this year, every exhibition touched or surpassed pre-pandemic numbers, which is a very healthy sign for the growth of this Industry.

ES. What are some of the insights that we can draw from the many exhibitions that have happened in 2022 (post pandemic)?

Sonia Prashar. The quality of the visitors has improved tremendously, exhibitions have been attracting only serious business visitors. Most organisers have automated a lot of processes over the last two years and this has made the delivery of services more seamless and professional. Exhibitors on their part have also had a chance to create some innovative, state of the art solutions, they have also moved away from conventional style of presentation of exhibits and information and are instead relying on technology like AR to give visitors a glimpse into their shop-floor. Exhibitors are also exploring newer, non-conventional

events to tap into unexplored segments. Many new events which are more content-led have evolved. But the most encouraging trend is the affinity of both exhibitors and visitors to connect in person. This has been common feedback at all events.

ES. Can you give some comments on your perspective as to how the Indian exhibition industry will perform in 2023 and some key trends that we might witness?

Sonia Prashar. The Indian event and exhibition market was valued at US$ 3,674.95 million in 2022, and is expected to reach US$ 7,550.05 million by 2027, registering a CAGR of 12.43% during the forecast period of 2022-2027. This upward trend is expected to continue next year as well. While the impending global recession will impact international participation, on the other hand it is also being predicted that many international players will explore the Indian market for new business opportunities. Marquee shows will continue to hold fort and with the recent policy led initiatives are expected to garner more support and participation.

ES. The buzz around virtual has declined massively since the opening of physical shows. Does it have any relevance for the future at all?

Sonia Prashar. Virtual was a filler in the absence of in-person trade shows, but it has created a few alternatives for sure. Especially for conferences as far as speakers and attendees are concerned, it still provides an opportunity for attendees to be present without actually flying in. Not as a standalone product and solution, but it will continue to complement the exhibition industry for sure.

ES. How well is India positioned to attract large scale international trade shows?

Sonia Prashar. Presently India is extremely well positioned to attract large scale international trade shows. Be it in terms of infrastructure, policies, opportunities, skills – we are enormously competent and ready to partner with the world to create events which showcase the strength of our economy and industries. All projections are in India's favour and our spirit of resilience and innovation has been proven time and again. All these factors augur well for our growth.

ES. The IEIA, under your dynamic leadership has worked to establish numerous committees. Could you briefly describe these and their significance ahead?

Sonia Prashar. Yes, we have established several committees and focus groups to highlight pertinent topics and create a sense of community. These groups meet periodically to encourage discussions around several topics like skilling, optimised operations, women leadership in the industry, creating international standards etc. These would continue to function to ensure that the industry moves forward towards growth by taking the inputs from all stakeholders.

ES. What are some of the important initiatives that IEIA has had undertaken in the late 2021 & 2022 to engage and revive the Indian exhibition industry?

Sonia Prashar. We have created several pan-India Connect Programs to hear the voices of the Industry from all quarters, our Skill training program led by experts focuses on the optimisation of skills to bring our workforce on par with global standards, additionally our Leaders-Connect program brings veterans from the Industry together to exchange notes and share experiences. Our Women Leadership Forum has managed to raise awareness on important topics which support the growth of female leaders into top positions.



With "Focus India: The Cynosure of the Global Exhibition Industry" as its theme, IEIA Open Seminar 2022 will be “the” platform to meet peers, share knowledge, discuss collaborations and developments, address industry challenges and most importantly, network among members and participants to build successful business alliances. We also organise several informal sporting meets to foster camaraderie and friendship.

ES. How would you summarize this year for NürnbergMesse India? What have been the major shows and major highlights for NMI in 2022?

Sonia Prashar. NuernbergMesse India has had a blockbuster year in terms of delivering events April onwards. HPCI India, our exhibition on ingredients for home care, personal care and cosmetics Industry took place in April, this was followed by PAINTINDIA, country’s biggest exhibition for the coatings Industry, followed by INDIAWOOD and INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO in June, both broke all previous participation records. In September we presented our event for the organic Industry - BIOFACH INDIA, NATURAL EXPO INDIA along with the premier edition of MILLETS INDIA, a platform purely dedicated towards highlighting the millets value chain.

Most recently our marquee event for the broadcast, satellite and infotainment Industry - A.B.I.S (Asia's Broadcast and Infotainment Show) garnered an overwhelming response. We ended the year by delivering a super successful ALUCAST- Exhibition on aluminium die-casting. The event achieved record-breaking numbers both in terms of exhibitors and



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visitors, the highest in the event’s history. Exhibitor and visitor sentiments have been extremely positive and encouraging; and while we did welcome many new brands, it was heartening to see all our old exhibitors show their support and faith by continuing to value our platforms as the most relevant forum for networking and business. Our next quarter is equally busy and promising with some new events like Fire Safe Build India - our exhibition for passive fire protection Industry, DELHIWOOD and INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO. Also, we will witness PAINTINDIA North - which will be the event's first foray in the north Indian market. This will be further followed by some exciting new launches in 2023.

As a group, we believe in the Indian market - a market with sustained growth and huge untapped potential. Most importantly our team has grown in size, they have shown great agility in terms of adapting to latest Industry practices, delivering solutions for the new-age exhibitors and visitors and creating forums which serve the evolving needs of their respective industries.

ES. What is your vision ahead for the industry and what message would you like to give to the industry stakeholders?

Sonia Prashar. The pandemic did manage to create disruption and chaos and therefore it becomes all the more imperative to work jointly towards the common goal of creating businesses rooted in ethics and good value systems. With a shared vision and with an appreciation of each other's strengths, the industry can truly create a strong impact, with integrity and solidarity.

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MARILYN THAM
Deputy General Manager,
MICE, Hong Kong Tourism Board

STUART BAILEY
Chairman, Hong Kong Exhibition &
Convention Industry Association

Exhibition Showcase was present at the recently concluded 89th UFI Global Congress in Oman. We got the opportunity to interview Stuart Bailey, Chairman, Hong Kong Exhibition & Convention Industry Association (HKECIA) & Marilyn Tham, Deputy General Manager, MICE, Hong Kong Tourism Board at the event to understand the recent developments and trends shaping up in Hong Kong.

ES. With respect to Covid 19 protocols, could you please share with us a clear picture of Hong Kong's latest updates in the town?

Stuart Bailey. Hong Kong never actually shut down during the pandemic and now, the city is gradually relaxing its border requirement and social restrictions which makes travel much easier. On the arrival of tourists in Hong Kong, you simply undergo a PCR test at the airport, and once you receive the results in a few hours, you are free to wander wherever you want to. We are grateful that the government no longer requires quarantine in a hotel upon arrival. And with an amber code, inbound travellers can enter event premises e.g. exhibition venues, theme parks, shopping malls, temples, and public transport.

There are many new things for travellers to see because there have been numerous new developments during the last two and a half years. The Exhibition Centre Station, which is next to the Hong Kong Convention & Exhibition Centre, will be a crucial part of the Wan Chai North business district as well as provide rail service to one of Hong Kong's busiest

commercial areas. It establishes a significantly improved transportation network that will support the expansion of the business, conference & exhibition, and tourism sectors, connecting with the station and the Public Transport Interchange. On 25 November, the third runway of Hong Kong International Airport (HKG) was formally commissioned. The opening of the Third Runway is a significant milestone for the Hong Kong international aviation hub since it will substantially increase its capacity and capabilities to handle passenger and cargo aircraft.

ES. In your opinion, how does the Government's and HKTB's exceptional support sustain Hong Kong's competitive edge and make it able to head into new horizons with confidence?

Stuart Bailey. In terms of the support it has provided to the exhibition industry, Hong Kong has been more generous than any other city in the world from a business standpoint. A free venue rental subsidy scheme were introduced by the Hong Kong government at the start of the pandemic. Therefore, for the past two and a half years, if you have organised exhibitions, booked space, and paid rent for exhibition space, the government has given you your money back in full. That programme is still in place and will continue until June 2023. A new three-year subsidy of HK$1.4 billion will also be launched to subsidise recurrent exhibitions to be staged in Hong Kong. It is likely to be fairly similar to the previous one, wherein it will pay a share of venue costs. We are pleading with the government to offer a significant amount of funding for every organiser, domestic and foreign.

ES. Please share a little about Hong Kong visa exemption & hospitality offers

Stuart Bailey. Hong Kong welcomes visitors from about 170 countries and territories without a visa for periods ranging from seven days to six months. It is a good proportion and so it provides a hassle-free experience for travellers. To welcome back tourists, the Hong Kong Tourism Board has in place a slew of attractive hospitality offers cater to business travellers, titled “Hong Kong Goodies”, offering free and attractive offers around town, from attractions and transport to maximize visitors’ in-town journey.

Hong Kong's event calendar illustrates the city's reputation as Asia's best bet for diverse and dynamic MICE events with international appeal. The jewellery expo that Informa Markets coming to Hong Kong in June or September, as well as other events in the pipeline, indicate that Hong Kong would make an excellent location for any events.

MARILYN THAM
Deputy General Manager, MICE, Hong Kong Tourism Board

ES. How GBA (Guangdong-Hong Kong-Macao Greater Bay Area) offers Hong Kong a valuable opportunity to consolidate its position as a strategic bridge between the mainland China and the West?

Marilyn Tham. Hong Kong is the world’s freest economy in the Economic Freedom of the World 2022. According to a report, Hong Kong had gained the top rank since the inception of the report and among the five areas of assessment, Hong Kong continued to rank top in “Freedom to Trade Internationally” and “Regulation”.

The addition of the country’s 14th Five-Year Plan, the Guangdong-Hong Kong-Macao Greater Bay Area development, and Belt and Road cooperation, is poised to seize more opportunities coming its way. Due to its seamless connectivity with the rest of the GBA cities as well as the rest of the globe, Hong Kong is in an ideal position to serve as the connector between China and the rest of the world. The well-developed Cross-boundary transportation networks and facilities between the SAR and the mainland make it possible to travel from Hong Kong to some of the GBA cities in Guangdong province, such as Foshan, Huizhou, Zhongshan, Jiangmen, and Zhaoqing, in less than two hours. Other cities are also easily accessible within an hour.

Hong Kong International Airport hosts more than 120 international airlines and connects the city with more than 220 global destinations, with flights reaching half of the world's population within five hours.

This makes Hong Kong an excellent starting point for a complete business and leisure travel experience in the GBA. As the international gateway and a core city in the GBA, Hong Kong will play a key role as GBA’s MICE hub. For the events staging in Hong Kong, Hong Kong can connect you and tap on the GBA opportunities to drive long term growth for our MICE event organizers with higher attendance generation, more sponsorship, and more excursions exchange programs.

HONG KONG'S TOP ATTRACTIONS

There are several reasons to visit Hong Kong, a dazzlingly contemporary city with legendary history and culture, vast protected natural reserves, and delectable cuisine. Hong Kong, one of the most significant financial centres and commercial ports in the world, is also home to a variety of leisure and cultural activities. It is also a shopping paradise, with everything from street markets to upscale boutiques, and its recognisable skyline ranks it alongside New York City. A few of the many enticing reasons to visit Hong Kong include taking in the Symphony of Lights display from the sparkling Victoria Harbour, enjoying an elegant meal with the stunning view from a skyscraper, exploring nature on Victoria Peak, and learning about the local culture in the neighbourhood. We've highlighted some of the top tourist attractions in Hong Kong so that you won't want to miss your trip here.

Hong Kong Disneyland



Hong Kong Disneyland Resort, located on Lantau Island, offers unforgettable Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse themed lands – Main Street, U.S.A., Adventureland, Fantasyland, Toy Story Land, Grizzly Gulch, Mystic Point, and Tomorrowland, together with a new Castle, a daytime show and a nighttime spectacular. Complete your adventure with stays at the resort's luxurious Disney hotels.

Ocean Park



The theme park offers all the thrills you could possibly want in a single day, including a tour of historic Hong Kong, rides on roller coasters, a visit to a big aquarium, and the opportunity to see rare and exotic animals. With its enormous aquarium dome, Ocean Park offers visitors the chance to see thousands of fish from 400 different species, a Reef Tunnel, and up-close encounters with sea stars and sea cucumbers.

West Kowloon Cultural District



The West Kowloon Cultural District is a growing arts and cultural hub with performance and exhibition centres, green open spaces, a growing selection of cafes and restaurants, and a waterfront promenade perfect for enjoying sunset views and evening strolls.

First Marvel Themed Ride - Iron Man Experience



Eminent innovator and pioneer Tony Stark is staging the spectacular Stark Expo in Tomorrowland to take guests on an adventure. There are opportunities to meet Iron Man in person during the adventure, and to try on the Iron Man armor virtually. The grand finale is boarding a special Expo-edition Iron Wing flight vehicle and flying alongside Iron Man in the Hong Kong sky for a panoramic view of the innovatively-powered Hong Kong Stark Tower, but be prepared for a battle against the evil forces of Hydra in the immersive multi-sensory motion experience.

Ant-Man and The Wasp: Nano Battle!



Ant-Man and The Wasp: Nano Battle! continues Hong Kong Disneyland's Marvel story that began with Iron Man Experience. Guests will join a critical mission to defend Hong Kong against Hydra's attack as the evil artificial intelligence Arnim Zola attempts to steal the Data Core containing highly confidential information. While Iron Man is busy fighting the Hydra-bots at Stark Tower, he calls upon Ant-Man and The Wasp to help protect the S.H.I.E.L.D. Pavilion, because only they have the ability to shrink down between the Swarmbots' tough armor and destroy them from the inside.

Castle of Magical Dreams with daytime show "Follow Your Dreams"



The Castle of Magical Dreams, the re-imagined centrepiece of Hong Kong Disneyland Resort, shines as a beacon of courage, hope and possibility. Taking inspiration from 13 stories of Disney princesses and queens, the architectural design embraces their unique characteristics through the interpretation of color, icons, symbols, patterns and cultural features. Hong Kong Disneyland brings more magical experiences to guests with a Castle stage show filled with high-energy music and live singing in the 20-minute live outdoor musical.

Momentous - The Most Magical Show on Earth



"Momentous" is set over the span of six chapters, with about 150 Disney characters from close to 40 various Walt Disney Animation Studios and Pixar Animation Studios stories through different special stages in life. The nighttime show seamlessly brings multi-sensory experiences together to create a breathtaking, never-before-seen nighttime storytelling experience. Various techniques are used such as projection mapping technology, choreographed fountains, illuminated water projection, lasers, theatrical lighting, pyro and firework effects, breaking new ground and setting new standards for multimedia performances at Hong Kong Disneyland.

The First-ever Frozen Themed Land to be Launched in The Second Half of 2023



World of Frozen will be home to two exciting attractions: the first Frozen-themed coaster, Wandering Oaken's Sliding Sleighs, where guests will embark on a scenic ride designed and built by Wandering Oaken and powered by his buddiesOlaf and Sven, as they work together to pull the sleds to the top of the lift hill; and Frozen Ever After, the attraction where guests are invited to go on a whimsical journey to visit Elsa's Ice Palace on the special occasion of "Summer Snow Day" and meet all their beloved friends from Frozen.

Hong Kong's newest water park offers an inclusive, sensory-friendly experience



Ocean Park's HK$4 billion Water World opened in September 2021, is an inclusive, accessible and sensory-friendly attraction for visitors with autism or other sensory sensitivities. In a phenomenally beautiful setting, 'Asia's first and only year-round, all-weather seaside waterpark', as the website calls it, features five zones, and experiences across a spectrum from relaxing to adrenaline-fuelled.

The Fullerton Ocean Park Hotel Hong Kong



As the first Fullerton hotel in Hong Kong and first Fullerton resort worldwide, The Fullerton Ocean Park Hotel Hong Kong is a sustainable, oceanfront luxury resort offering a relaxing and tranquil retreat for every kind of traveller. Each of the 425 well-appointed guest rooms enjoys spectacular ocean views overlooking the South China Sea.

Hong Kong Ocean Park Marriott Hotel



Right at the doorstep of Hong Kong Ocean Park, the hotel comprises 471 guestrooms and suites which combine modern design with nature-inspired décor, along with versatile event space including an expansive pillar-free ballroom.

Hong Kong Palace Museum



Start your exploration at Hong Kong Palace Museum, a collaborative project between the West Kowloon Cultural District Authority and the Palace Museum committed to the study and appreciation of Chinese art and culture, while advancing dialogue among world civilisations through international partnerships. The museum presents the finest objects from the Palace Museum and other important cultural institutions around the world. In addition, it will also lead community engagement programmes to promote creativity and interdisciplinary collaboration to the public.

M+



M+, Asia's first global museum of contemporary visual culture, features collections spanning 20th- and 21st-century visual art, design and architecture, moving image and Hong Kong visual culture. The expansive podium cantilevers above ground and includes 17,000 square metres of exhibition space across 33 galleries, three cinema houses, the Mediatheque, Learning Hub, and Roof Garden that faces Victoria Harbour. The tower stretching up from the podium contains the museum's Research Centre, offices and restaurants.

As we enter our 50th year, my priority as CEO is to ensure SITE's strategic and financial health for the next 50 years.



ANNETTE GREGG
CEO, Society for Incentive Travel Excellence (SITE)

ES. Please introduce yourself to the readers & take us through your professional journey since inception and some major milestones achieved over the years.

Annette Gregg. I've been in the business events industry for nearly 30 years, working for associations, corporations and nonprofits. Working as both a supplier and buyer, it's been an exciting career journey that has taken me around the world and brought me my closest friendships. I've always had a heart for teaching and I've been training and speaking throughout my career, delivering keynotes as well as teaching at universities. Through my teaching, I launched a series of women's conferences aimed at equipping women to be more successful personally and professionally. The SITE CEO role is an honor, a culmination of my varied past career roles. I'm an incurable optimist and my foundation lies in my family — I've been married 25 years, and have a 22-year old son — and my faith. We live an active life in Southern California.



SITE Team at Swissôtel, Chicago

ES. Could you give us an introduction to the role that SITE plays in the industry, the various functions of the association?

Annette Gregg. Incentive travel is the fastest growing sector of the business events industry, with the highest per capita spend and the widest supply chain. Accounting for about 7% of all business events activities, the Events Industry Council's Global Economic Impact Study (2018) estimates the incentive travel industry to be worth around $75 billion globally. The Society for Incentive Travel Excellence (SITE) is the only business events association dedicated exclusively to the global incentive travel industry. Founded in 1973, we are a professional association of 2,000 members located in 90 countries, working in corporations, agencies, airlines,



cruise companies and across the entire destination supply chain. We bring value to our members at both the global and local chapter level through networking, online resources, education, certification and advocacy. SITE is deeply committed to the new generation and operates a best in-class Young Leaders program and dedicated annual conference.

industry and creating a roadmap for growth. Our leadership team will focus on a strategic plan to ensure the financial health and positive revenue growth. Like most professional associations, SITE experienced a membership downturn during the pandemic. We're seeing that membership grow again now though, and one of my primary goals is to continue that growth of our overall community.

ES. How do you plan to support members on their road to recovery?

Annette Gregg. In our recent member survey, our community is focused on getting together in-person to do business and network. SITE has annual meetings and conferences around the world to bring buyers and suppliers together. In 2023 we will be in New York City, Banff, Slovenia, Punta Mita, and Zimbabwe. The business events industry is also staffing up quickly during recovery, and we want to equip our members with the tools and education to thrive professionally. We are expanding our educational resources via our credentialling program (Certified Incentive Specialist [CIS] and Certified Incentive Travel Professional [CITP]), which will help people differentiate themselves in the market.

ES. What do you think SITE's mission and vision are? What are your immediate plans & the changes you would implement during your first year in the association?

Annette Gregg. Our mission is to advance the business case for incentive travel & motivational experiences through global connections, education and advocacy. Our vision is to build and bridge cultures through the transformative power of incentive travel & motivational experiences. As we enter our 50th year, my priority as CEO is to ensure SITE's strategic and financial health for the next 50 years. Through strategic planning, industry partnerships and targeted investments, our leadership team will be focused on widely communicating SITE's unique place in the business events

Also, one of our main touchpoints is at the chapter level, so we'll explore the tools and support chapter needs to continue to thrive. Regardless of membership, SITE is also the premier voice for the incentive industry, and we provide education and resources for this global community. Through strategic regional partnerships, we can grow this global reach. We will continue to be a voice for the incentive industry, aligning with other global associations to promote open travel and governmental support. We'll also explore ways to connect our industry more powerfully to goals in sustainability and DEI, to be true agents of change.

ES. How do you see MICE industry will change during the years to come and how would you like to see the industry within the next 4 years?

Annette Gregg. By 2025, nearly 75% of the workforce will be millennials. This will be a staggering shift from a workforce made up of primarily baby boomers. We need to look at our current members and our members of tomorrow and make sure we are offering value that resonate with these different generations. Younger professionals want professional development for career advancement and tools that help them plan programs with purpose. We also need to reach the students considering careers in the business events industry, educating them on the benefits of this amazing industry. I'd like to see the industry associations come together in outreach to colleges and universities in a united communication effort.

Beyond generational-specific needs, today's incentive professional needs a community that will help them succeed in an ever-changing environment. SITE is planning to revise its successful CIS (Certified Incentive Specialist) certification to reflect today's needs.

ES. What is the best and the worst part of being a CEO?

Annette Gregg. The best part of being CEO is getting to know SITE's members and extended community. There are so many talented, passionate and interesting people in a global association like SITE. I love hearing their career paths and experiences, and I've made some of my closest friendships as a result of my career. The hardest part of being a CEO is wanting to work on so many things at once, knowing there are constraints of time, budget and resources. Having strategic plans are critical to helping prioritize.

ES. What are some trends shaping up in the incentive travel? How have pandemic impacted the current incentive travel trends?

Annette Gregg. With destinations opening up after the pandemic, we've seen a huge increase in "revenge travel" with people making up for the experiences they lost during 2020-2021. Even with increased costs and travel delays, people are still taking trips and often combining a work trip and leisure travel. This trend aligns with incentive travel, where many top performers will bring families on their trips. The need for community is underscored even more by more employees working remotely, away from an office environment. Incentive travel can be an even more powerful vehicle to bring teams together. Finally, the younger workforce craves experiences rather than "stuff" like cash or products, so incentive travel will be more appealing to younger top performer participants.

ES. Describe your dream incentive. On another note, what do you enjoy the most about your work? Please share your hobbies, what keeps you busy when you are away from work?

Annette Gregg. What a fun question! My husband and I love to scuba dive, so we've been interested in exploring the Maldives or Seychelles. A day of diving, exploring the history of the area, finished with a sustainable, local meal would be amazing!

What has kept me in this industry for so long has been the opportunity to meet people from around the world and explore different cultures. I lived on the island of Bali for a year after graduating from U.C. Berkeley, and I've kept that wanderlust ever since. When I'm not working, I'm enjoying our San Diego beaches with a game of beach volleyball, or traveling with family and friends.



ES. What message would you like to put out to SITE members and the wider incentive industry right now?

Annette Gregg. I think the reason incentive travel has always survived economic downturns and remained a priority for achievement programs is our inherent need to experience new destinations. Humans want to be together, and are drawn to explore. The incentive market will continue to lead the way in presenting new locations, unique experiences and immersive programming. This is also such an important time for SITE, turning 50 next year. For nearly half a century, it's helped elevate the transformative power of incentive travel and motivational experiences to move businesses forward and celebrate human achievement. I'm motivated by Mark Twain's quote, that reminds me of the greater good behind our work: "Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of people and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."

What's hot in event tech



VASILEIOS PAPADOPOULOS, MD - MENA Region at Info Salons

ES. Info Salons is one of the leading providers of event technology solutions for online and onsite registration for the Exhibition and Events industry. What makes it stand out across from all the other service providers in Dubai?

Vasileios Papadopoulos. We go the extra mile when it comes to data capture online and also when it comes to operate onsite to welcome guests and report that back to organisers in intelligent ways.

ES. Please share with us your role at Info Salons? Tell us about Info Salons' journey and its major achievements.

Vasileios Papadopoulos. I am the Managing Director for Middle East and North Africa and manage the team in the UAE and partnerships in countries like Egypt and Saudi Arabia. We started in 2008 in Dubai and grew rapidly across the GCC countries to become market leader and manage the registration for blockbuster shows in Dubai and leading events in Egypt and Saudi Arabia.

ES. Are there any upcoming projects that you are working on that you can disclose at this very moment? Please share some of your major projects handled in 2022.

Vasileios Papadopoulos. We have The Big 5 Global coming up early December which is organised by DMG Events. Dubai World Trade Centre will be packed with exhibitors, conferences and features. Visitors and delegates will come again from all over the world. There is really a V shape recovery in the UAE which is good news for all of us.

ES. Info Salons is a one stop solution -"All your reports in one place; Online, Onsite and Post-Show." Please elaborate.

Vasileios Papadopoulos. We provide our services across the complete customer journey. From campaigns or show website we are in touch with the visitors and provide them with seamless technology: registration, badge creation, welcoming + access control. We report the insights from the journey back to our organisers.

ES. What is the best part of your job?

Vasileios Papadopoulos. Working with various clients across the whole GCC region with a diverse team and getting any job done!

ES. What are the top three major challenges surrounding the industry?

Vasileios Papadopoulos. Sustainability, Talent and Digital are the main topics that are discussed amongst us and also at events like UFI Global Congress.

ES. Were there any challenges along the way? What were some of them and what were your learnings?

Vasileios Papadopoulos. Covid was a major challenge and keeping colleagues engaged was a hard challenge. Now ramping back up to a high demand is a challenge as well. Furthermore, creating the right partnership in countries like Egypt and Saudi Arabia is always tough but we were fortunate finding the right people with an equal mindset.

ES. Please share with us your experience of the most challenging show you have managed in the past?

Vasileios Papadopoulos. The most challenging show was Airshow Dubai in 2021. The very long build-up (6 weeks) and various stakeholders like Dubai Police had high demands to reach to new heights and make that show flying. It was a record edition and 2023 is looking already great as we understood from the organisers.

ES. On another note, what do you enjoy the most about your work? Please share your hobbies, what keeps you busy when you are away from work?

Vasileios Papadopoulos. Out of work we are raising twin boys which is a lot of fun (and hard work, too!). You can also see me fishing to keep calm!

YES WE DID



YOGESH MUDRAS
MANAGING DIRECTOR
INFORMA MARKETS IN INDIA

ES. Informa Markets in India launched its initiative, the 'Festivity of Business'. How do you measure success of this initiative aiming to run 28 events in three months?

Yogesh Mudras. With India racing to be among the largest economies of the world, it's truly potent with opportunities for business, connections and celebrations. Thus, the idea of 'Festivity of Business' has been to weave together our ingenuous, customer-centric hybrid platforms with the Informa Markets stamp that offer innovative experiences, upgradation of knowledge and skills from experts, and a plethora of valuable connections and engagements -- all geared towards enabling progress and powering growth. We measure the campaign's success from the enthusiastic response to our shows and the feedback we get from our stakeholders for holding an attractive bouquet of turnkey events at just the right time. The attendance at our events has been extremely encouraging and has hit 2019 levels except for the ones in which we had a lot of international presence -- The international participation may probably take a bit more time to bounce back to pre-Covid levels. There also has been an impressive percentage of re-bookings. Campaigns such as Festivity of Business really caters to the Indian context and economy and as the domestic presence has been impressive, our customers resonate with the campaign and feel 'heard'.

This was the year of a purpose-driven bounce back to normality for Informa Markets in India.

ES. Do you think the buzz around virtual has declined massively since the opening of physical shows? Can you tell us how Informa has adapted the mix of Hybrid into its shows?

Yogesh Mudras. It is no surprise that for regions

that are especially known to cherish face-to-face interactions like India, the physical events have made a strong comeback and overruled the virtual. Digital fatigue was real, and simultaneously, the craving for human and professional interactions led to 'revenge' face to face meetings. However, we know enough of the uncertain world we live in to realise that the virtual is here to stay, either through the hybrid medium or even in a re-worked format. There are immense advantages and flexibility with virtual events. In the future, a slew of virtual elements within the physical events will be incorporated to meet attendee expectations and to measure stakeholder engagement, while providing valuable insights. My estimate is also that with the virtual running side by side with the physical, stakeholders will be in the happy space to cherry pick what's best for them.

ES. How would you summarize this year for Informa Markets India? What have been the major shows and major highlights for IMI in 2022?

Yogesh Mudras. This was the year of a purpose-driven bounce back to normality for Informa Markets in India. As there has been a growth in the domestic market, 2022 aligned very well with the 'Make in India' initiative of the government, something the exhibitions industry has been promoting in a sustained manner. The keen participation of domestic exhibitors leading back to 2019 levels has been noticeable in all our shows. Most developed countries of the world sought to tap the potential of the Indian market, especially after the pandemic subsided. This has worked well for us.



Post-pandemic, we notice some interesting transformations in our stakeholder mindset. Given the craving for face-to-face interactions and the fear of missing out, our customers love attending our shows as soon as they open for business, possibly to gain the first-mover advantage! Again, seeing this 'revenge flocking' to the shows, we strive to provide, more keenly than ever before, a number of valuable, afterhours events around our expo – all of which were very well-attended for reasons of networking, knowledge sharing and inspiration.

ES. In light of the increasing recession fears, what do you think its impact on our industry will be?

Yogesh Mudras. It is true that there is a global recession, added to the Ukraine situation. It is likely though that in all factors considered, the Indian market may not be as impacted as the worst hit parts of the world. We do expect our attendees to be more cautious and again the theme of domestic resurgence will come into play because the industries that are export dependent are likely to be more impacted.

ES. Please share your thoughts on your recent activity of special interaction with new employees in your organization. Do you feel it is necessary to provide thorough and structured training for new employees?

Yogesh Mudras. At Informa Markets in India, we have always had an induction process where newcomers are made to comprehend the culture, best practices and business of the organization. Our senior management make the new colleagues understand the different divisions, spheres of influence and structures and how they all integrate to make the organization thrive. Given the multi-faceted nature of our business, this is very important. The induction process couldn't be undertaken face-to-face like before for the 2020-22 phase given the work from home logistics. Now that the circumstances are different, we decided to add an element of newness by taking the new members out of office for the induction session. To my mind, the induction process is as vital for the management as it is for the new team members – It helps us to understand their thought process. As they come from various backgrounds, they bring in fresh perspectives along with their analysis and solutions from their previous experience. Both sides get to learn so much and integrate these for the benefit of the organization.

ES. What are you vision ahead for the industry and what message would you like to give to the industry?

Yogesh Mudras. I do believe the exhibitions industry is on a very stable footing. As catalysts to the economy, and to carve the growth trajectory ahead, we have a huge task cut out for ourselves. We have learnt a lot in the past three years and now have at our disposal, many new tools and processes to take on the future. It's almost like finding ourselves at the tip of the ice-berg. The message I would like to send out is that we need to envision events in a much larger scale than we have seen. To get optimal benefit for the industry, we need to strive hard for international participation now. Most significantly, for the overseas market, we need to build India up as a destination for sourcing and not just investment. We should be able to visualize the nation as a base for market overseas. I believe that day should arrive sooner than later if we follow a well-laid out strategy to meet this goal.

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Dilip D. Deshmukh
Managing Director
Grade Electricals Pvt. Ltd.

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- Completed Electrical Safety Audit of Deendayal Port at Kandla Gujrat which is one of India’s largest Ports.







UPCOMING EVENTS:

- P-MEC 2022, IEML, Greater Noida
- Zak Glass Technology Expo 2022, Pragati Maidan, New Delhi.
- Smarter E India 2022, Gandhi Nagar, Gujrat.
- HGH 2022, Nesco, Mumbai.
- All in Print South 2022, Hitex, Hydrabad.
- IDAC 2022, Hitex, Hydrabad.
- India ITME 2022, IEML, Greater Noida.
- Kisan Agri Show 2022, Pune.
- Signature 2023, Nesco, Mumbai.
- Bauma India 2023, IEML, Greater Noida.
- Elecrama 2023, IEML, Greater Noida

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2023 PROJECTS

SOUTH ASIAN AGRI SUMMIT (EDIBLE OIL, PULSES, GRAIN, SUGAR & SPICES) (In association with Bharat Subcontinent Agri Foundation)	Thursday & Friday 19th & 20th January 2023 THE SOALTEE KATHMANDU Nepal	**GLOBOIL INTERNATIONAL DUBAI**	Monday, Tuesday & Wednesday 8th, 9th & 10th May 2023 Le Meridein Hotel & Convention Centre, Dubai
12th Edition **SUGAR SUMMIT** An Event on Sugar, Ethanol and Green Energy	Monday, Tuesday & Wednesday 8th, 9th & 10th May 2023 Le Meridein Hotel & Convention Centre, Dubai	G2F2 **GLOBAL GREEN FUTURE FUEL** Green Energy & Hydrogen, Ethanol, Biofuel	Monday, Tuesday & Wednesday 8th, 9th & 10th May 2023 Le Meridein Hotel & Convention Centre, Dubai
INDIA INTERNATIONAL BUSINESS LEADERSHIP AWARDS	Tuesday, 9th May, 2023 Le Meridein Hotel & Convention Centre, Dubai	**GLOBOIL ASIA 2023**	Thursday, Friday & Saturday 20th, 21st & 22nd July 2023 Bangkok Marriott Marquis Queen's Park, Bangkok

GLOBOIL INDIA 2023

Thursday, Friday & Saturday 28th, 29th & 30th September 2023
The Westin Mumbai Powai Lake, Mumbai

13th Edition **SUGAR SUMMIT** An Event on Sugar, Ethanol and Green Energy	Saturday & Sunday 30th September & 1st October 2023 The Westin Mumbai Powai Lake Mumbai	**AISAA** Agri India Startup Assembly & Awards	Saturday, 30th September, 2023 The Westin Mumbai Powai Lake Mumbai
OFIC Organic Food India Conclave	Saturday, 30th September, 2023 The Westin Mumbai Powai Lake Mumbai	**THINK CSR** Think Woman is Power & Think Maharashtra Leadership Award	Sunday 1st October, 2023 The Westin Mumbai Powai Lake Mumbai
GLOBOIL AFRICA 2023	Thursday, Friday & Saturday 2nd, 3rd & 4th November 2023 West Africa	**AFRICA AGRI SUMMIT** Agri Commodity Trade & Technology - Conference, Exhibition & Awards Sugar, Grain, Pulses & Cashew	Thursday, Friday & Saturday 2nd, 3rd & 4th November 2023 West Africa

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IICC Grand Opening
COMING UP SOON

PHIL CHUNG
CEO, KINEXIN
Convention Management
Pvt Ltd. (IICC
Operating Company)



ES. The IICC Grand Opening is getting a lot of attention. What is the status of the project's development and when can it be operational? What makes IICC a unique Multi-purpose Convention & Exhibition Centre and what facilities makes it so unique?

Phil Chung. Now IICC venue's construction progress is 75% and the construction company's expecting that when we reach about 95%, that will be the physical completion of IICC as about the rest 5% will be all about testing period. The exact dates for grand opening hasn't been announced yet but the target year is next year, and we will keep the industry informed about that once it's been officially confirmed and released soon by the government. The construction site looks magnificent and very promising even now but we think the impeccable completion of the venue is more important than anything else as IICC venue will be positioned as the iconic venue for India for a long time together with numerous nearby business tourism attractions and amazing national heritages.

One encouraging news is that IICC metro connecting IICC to international airport(IGI) and all other major areas of New Delhi has been 99% completed, and now is being successfully test-run and promoted through media numerous times. IICC Metro station is situated right in front of the Hall 3 of IICC venue. And the Dwarka Expressway connecting IICC to Gurgaon(central business hub for global companies), Urban Extension Road II to central Delhi(South) will be well prepared by the mid-part of 2023 that IICC venue can provide the totally different India transportation experiences to all incoming visitors from many parts of India as well as from many countries.

IICC's first phase of development shall provide 2 very large & dividable tradeshow halls of about 60,000sqm and a well connected indoor convention centre of about 60,000sqm which will be a 7 story building that is internally connected to the exhibition centre. Exhibition centre's featured by all integrated large halls with over 15m ceiling height. Exceptionally, all indoor exhibition halls will be connected to a long moving-walkway of the grand foyer just like in the airport, which means that there will be no inconvenience of going outside to identify and reach other halls under the hot weather. This also means that there will be no peak or off-peak season for exhibitions or conventions in New Delhi as we can run all the shows all year round inside of the well airconditioned halls regardless of the weather conditions.

You will see large rigging truss structure within all halls for all tradeshows, and the venue shall boast of the highest floor loading capacity of 5 Ton/square meter(uniform) as well as the biggest supply capabilities of electric power capability for all tradeshow halls providing about 2,000 KW per 10,000sqm on average, which will be quite exceptional in the region.

Our world-class convention centre will be the state of the art one also. When you visit most of the other exhibition centres in the world, you will notice that meeting facilities are being regarded as the support facilities to the large expo halls. However, it will be quite a different venue concept from others that IICC convention centre is an independent 7 story building with all world-class conference rooms and facilities equipped with cutting-edge audio-visual technologies. All convention planners can simple come and enjoy making the most of our in-house sound and visual systems like LED & LCD screens, top quality beam-projectors, conference audio and interpretation equipment all available within all sound-proof meeting rooms

without carrying in their own A/V system equipment and re-build all again in the centre. You will see our convention equipment and technical arrangement are far better than the ones you can experience even in other high ranking convention hosting countries. IICC's auditorium in the lower floors will seat people up to 6,000 and the grand ballroom in the 6th floor alone can accommodate more than 3,000 people. In between there are so many medium and large size break-out meeting and conference rooms available. In particular, for large con-current catering events during the show and conference periods, IICC has 2 large full fledged main kitchens in the basement of exhibition hall 1 as well as on the 5th floor of IICC convention centre. Organizers from in and out of India can enjoy diverse menus available on site and serve all types of Indian, western, pan-Asian meals to all visitors on site during their stays. Another unique point is that IICC is just a few kilometers aways from the New Delhi international airport(IGI), and the Aerocity complex which has been wonderfully developed as the hub of deluxe hotels, restaurants and shopping malls providing more than 3,500 rooms to all guests. IICC visitors will enjoy their times in numerous UECs(urban entertainment centres) located in Aerocity, Gurgaon and many other nearby New Delhi areas.



ES. As a Secretary General of New Delhi-NCR MICE Forum, initiated and formed by KINEXIN Management on July 4th, 2019, we would like to know with what vision and objective the forum was formed, and how this initiative is to be carried forward?

Phil Chung. New Delhi NCR MICE Forum is an invitation only forum opened to all energetic, full of go experts and organizers of many sectors who are enjoying the benefits of the world's tradeshow and convention industry. This forum is basically about promoting the development opportunities of India MICE industry as well as IICC venue. I'm running this on/offline forum in India whenever myself and members have time to share, we discuss good tradeshow items, industry news, global market insights and investment opportunities of all kinds. This is basically a good long term voluntary communication platform where we can share our own free-flows of insights and expertise to promote India MICE together and to attract more international collaboration of many kinds together.

ES. What according to you will be the role of venues and the preparations they will need to thrive in the years to come?

Phil Chung. For India, we need to more aggressively promote India and its vast market & investment opportunities in earnest together to increase the entire MICE pool of India. IICC venue will make the same effort for the same end as long as our time and resources allow. And until India gets to have good government assistance programs for conventions, venues can help as proactive intermediary players for international organizers to the extent that they can enjoy hosting their international conventions without having too much cost and risk in the new market. Government of India has recently developed a good national initiative to enhance the roles of CVBs and create more local bureaus to attract more international conventions and tradeshows. Venues like IICC together with such initiatives can interact with the world MICE experts in all concerned areas to land more global business opportunities on the vast and promising India market

ES. What do you say to the industry if you had one message and one piece of advice to give?

Phil Chung. Again, India needs to make much more proactive destination marketing and promotional efforts on a global scale to reach the next level. India will be a big focus market to every one of us for next coming decades. We're welcoming all UFI global members to India and IICC venue. For many reasons, UFI's next long term global focus should be on India where all global organizers can grow their international tradeshows in sizable scales with the nation's ever-fastly growing economy. Like Mark Twain once mentioned, I would like to say to all UFI members "Dream, Discover and Explore in India!"

Serving the industry with passion

G S DHILLON
Director
Udan Media & Communications Pvt Ltd

ES. Please take us through more details of your organization, its inception, history, product details and so on. What kind of an overall impact do your shows make on their respective industry?

G S Dhillon. Founded in 2012 with humble means and a strong desire to be the best in business, today Udan Media & Communications Pvt Ltd. is the name to bank upon for Organizing, Managing and Developing India's leading exhibitions. The organization is known for its dedicated and committed efforts in providing a strong platform to the entrepreneurs across the country and overseas. Through committed endeavour and a no-compromise attitude to quality, UMCPL has become an ideal partner for new ideas, products and services. The leader in business and industrial trade fair Udan Media & Communication Pvt Ltd is all about bringing change in the industrial environment of India as a whole. Managing worldwide networking, planning and execution from its office through collaborative teamwork, and meticulous control of macro and micro-level logistics, With the extraordinary precision that goes into developing each aspect of the event.

ES. We understand that bookings for your upcoming shows MachAuto , RideAsia, Agri Progress Expo, Intext Expo) scheduled to take place in the early 2023 have begun. What has been the response thus far?



INDIA AGRI PROGRESS EXPO



G S Dhillon. A first of its kind B2B trade fair - This unique and innovative platform offers opportunities to not just exhibitors but also to create a long lasting impression on the respective industries. The exhibitions are value for money for all exhibiting companies to their showcases and launching of products. All of them were overwhelmed with the quality visitors we provide to each exhibitors.

ES. What will be the highlights of your upcoming shows?

G S Dhillon. Exhibition serves the purpose of making your services and products tangible You will be exposed to a variety of businesses at the exhibition and will give you the chance to connect with people who may share your professional vision. Connecting with these types of people will allow you to make innovative strides in your business. The events also allow you to meet customers in person, attend seminars and workshops and communicate with other business owners.

ES. What are the biggest challenges surrounding this sector?

G S Dhillon. We are living in a world of Globalization that demands platform for networking and support to grow in a country having their own economic system. Therefore, Global deals demand organized exhibition industry at every place. The exhibition sector in India is facing huge challenges which are hampering its growth. As a result its true potential has not been realized and the sector is unable to


INDIA AGRI PROGRESS EXPO

contribute as much as it can. The exhibition sector faces a number of major issues. Since the government has yet to recognise the industry, it is doomed to be disorganised save for a few major companies. Aside from that, India has a shortage of world-class exposition facilities and skilled manpower hence is unable to host large-scale events. The ability to extend exhibitions to larger sizes and give greater value to exhibitors rests squarely in the hands of those who provide the venues.

Face-to-face engagement with current and future customers still takes precedence over displays of manufacturing or innovation at these locations' shows, which are still largely transactional in nature. When organising a show in India, pricing is an important consideration because the country is a fragmented market with price disparities between the organised and unorganised sectors. However, the situation is improving to bridge these gaps due to an increase in consolidations.

ES. As the year comes to a close, what message would you like to share with the industry?


INTEX EXPO

G S Dhillon. The Indian exhibition industry was growing at 10% Y-O-Y during the pre-Covid period and has been deeply impacted and is facing unprecedented challenges. It may be startling to know that the exhibition industry is one of the most booming industries in India and has been contributing significantly to the GDP of the country for the past four years. In the globalised world of the 21st century which has been shrinked by communication, exhibitions and trade fairs underline the importance of face-to-face interaction among the different countries on a common platform.

Our country reflects buoyant growth and this in turn has driven demand for international trade shows as well. But the limited convention space and lack of infrastructure facilities are some of the bottlenecks we need to tackle to make this sector a booming industry. Growth in this sector depends upon new and modern venues. There is a need to find a



MACHAUTO EXPO

quick-fix solution as exhibitions and trade shows highlight the social and economic prospects of the industry. Thus, the exhibition industry needs to promote the key role it can play in the development of city, region or industry far better.

To make India as an attractive destination with a promising market its high time that the exhibition sector should get the much needed industry recognition. The government needs to incentivize the sector the way it is done in China or Germany. Also the exhibition industry needs to be more of a government-funded model with the authorities providing finance for construction of trade fair venues as contrast to infrastructure in India which is being solely done by the private sector. The need of a public-private partnership model, where the government acts as a facilitator and is more actively involved in infrastructure development is the much required agenda.

The World Of Recognition

NAVNEET MEHTA , Business Director, Kanhya Lal Nirmal Kumar traders Pvt Ltd



ES. Could you please provide us with more information about your organization, its inception, history, and products?

Navneet Mehta. It is a story biased towards action. It's a story of following the gut and intuition rather than strategic analytics or data. It's a story of love, courage and togetherness when you fight with limited resources—the story which could have only been played at Moradabad. My father and his brothers started KN Trophies... They remain bonded together even today. There was no board room discussion or survey. It was pure gut. Another part is that I wish you knew that Moradabad is India's brass capital. India's famous trophy manufacturing company must be from Moradabad.

Design is something which my parents learned at the University of Life. I have been...

ES. With each role, come different responsibilities, how do you minimize your role conflict and time pressures that lead to daily stress and strain?

Navneet Mehta. Ideologies, prioritization, networking and focus on goal has helped me to date to face new challenges at every stage of my business growth. As you grow, you have an impossible number of things to do and need more time. We reach a situation where far too many tasks can be done in a day. I have experienced grouping tasks together that fall in the same category - Chunking work together and prioritizing helps to manage the situation. Delegate tasks that don't get you closer to the goal. Eliminate distractions.

You get to learn a lot from others. I take very active interest in other businesses and try to learn from.

ES. How do you see the trophy industry evolve in recent times? What trends do you see emerging in the industry?

Navneet Mehta. I see the demand for trophies growing massively. There are reasons to it. A trophy is an acknowledgement of a championship mind-set. Champions get it. We are reaching a generation where the definition of champions has multiplied. Every niche is identifying its champions. Like awards for best marketer breaks down today to best digital marketer, best copywriter, best creative, best marketer by analytics and so on. We have become a more democratic society vs an autocratic one. So earlier, you get awarded only when you win. Earlier, as parents, we praised kids when he stood first in class. Today we praise them even though he ranked 13th because he improved from 15th. This is happening in the corporate world as well. Managers appreciate and are democratic and appreciate small achievements. So today you get awarded over the journey, like an award for attempting, an award for innovating and so on. The number of sports events has multiplied. India as a country is winning the Olympics. This means the number of domestic sports events and awards has grown massively.



In Conversation With Tanay Sakpal, Managing Partner, Tanix India

ES. Could you please tell us about yourself and your role at Tanix India?

Tanay Sakpal. Thank you Exhibition Showcase for this opportunity to interact with the Exhibition industry through your platform. While growing up I was always fascinated by this people's industry. Growing up I have seen my father work in this business for more than 18 years and this has influenced me to follow in his footsteps. And therefore, I pursued my masters in Supply Chain Management and recently completed the Exhibition Management School certified program offered by UFI and MBB Consulting. As good as these courses were, I learned about the real knowledge or skill required to work in this industry through the experience I gained in 3-4 years of actual field work. This has been a fulfilling and ever growing journey where I got to work under big industry names. I got hands-on experience of working from bottom to top management in these years. All of this gave me confidence to start something of my own and that is what gave birth to Tanix India. Tanix being in the infancy stage, most of the operational and managerial tasks are handled by me.



ES. What led to the inception of Tanix India? What makes you unique?

Tanay Sakpal. Tanix was brought to life with the belief that it would bring out the client's expectations to reality in the best form. As to what makes us unique is our inclusiveness and digital transformation.

ES. How important is the commitment to client satisfaction at Tanix India and how do you make sure your customers will become raving fans of your company?

Tanay Sakpal. We love events, we are passionate about them and take each one personally. Our passion and dedication, combined with the experience of our in-house event specialists enables us to exceed client expectations. We make it our priority to understand our client's objectives, working alongside clients from concept to completion to create a unique and memorable event. We rarely see a client just once. Most of our clients come to us again and again, enabling us to develop a solid understanding of their business objectives.

ES. Would you kindly explain to us what it means to give a complete solution for organizing exhibition backend support? What responsibilities and duties are involved in carrying out these tasks?

Tanay Sakpal. Tanix offers end-to-end solutions. We provide all management services to the exhibition organisers. Sometimes the organisers are keen on getting a good number of exhibitors and visitors to the show, for that we understand their needs and deliver a suitable marketing plan as well as PR and promotion strategy. Apart from the marketing services we also provide complete operational support to the organisers. These services also include interface with exhibitors, vendor shortlisting and supervision as well as ensuring deliverables by vendors, venue possession and handing over, logistics, construction and dismantling of hangers, stands etc.

ES. What is the best part of your job?

Tanay Sakpal. Working in the Exhibition Industry is fulfilling. The best part about my job is everyday you face a new challenge and that teaches you how you can always innovate your ideas and evolve yourself to overcome those challenges. Yes, working in this space is demanding sometimes but yet rewarding.

ES. What would you say to the industry if you had one message and one piece of advice to give?

Tanay Sakpal. The exhibition Industry is people's Industry. Human Capital is the most valuable resource I believe and this is why learning and education is a lifelong process. We are in a fast changing Industry, learning and education can help us be relevant and top of new trends.



I wanted to implement knowledge and experience that I gained in reputed electrical supply companies like BEST, BSES and Reliance Energy Ltd. BEST, BSES and Reliance Energy Ltd.

Dilip D. Deshmukh
Managing Director
Grade Electricals Pvt. Ltd.

ES. Please share with us your role at GEPL. What inspired you to start GEPL?

Dilip Deshmukh. Role- I am Director of GEPL I wanted to implement knowledge and experience that I gained in reputed electrical supply companies like BEST, BSES and Reliance Energy Ltd.(REL) AND apply my own ideas to render safe, reliable, prompt, and quality electrical services of all kinds under one roof. Actually, Electrical Engineering is my passion. During my last job with Reliance Energy, when REL declared to close "Operation & Maintenance" services to the clients, that triggered and inspired me to put myself forward to help all those clients and Grade Electrical Private Ltd was born in 2005 for rendering following services:

- Turnkey Projects
- Electrical Consulting
- HV/EHV Maintenance
- Electrical Safety/ Energy/ Power Quality Auditing
- Exhibition Electrical Infrastructure.

ES. What are your immediate objectives and strategy for leveraging and executing the company's aims and vision in the Indian event industry? How has the journey of Grade electrical been so far?

Dilip Deshmukh. My preliminary objective is to a proud partner (contractor) for the event organizer. To achieve this objective I have set following objectives

a) enhancement of electrical safety at the venue of event since day of possession till completion of dismantling.
b) Render prompt services to the event organizer.
c) To seek opportunities for energy saving by using energy saving equipment/ apparatus and plugging electrical leakages.

d) Not to be complacent on today's achievement.

The strategies to bring my objectives in reality are very simple

a) Failsafe planning under which manpower and material planning is done well in advance. While doing this emergencies and exigencies faced in past are considered.

b) Use of advanced equipment, switchgears, wires and cables that ensures increased safety as per type of installation (indoor/ outdoor), better isolation to minimize leakage in electricity and also ensures prompt interruption of power supply before any fault/ mishap takes place in electrical energy flowing at the place of an event.

c) Emphasis on 'Quick connect coupler' type fitting and ready to use materials that saves lot of time and energy.

ES. What makes your role crucial in any event? What tasks does your team perform when there are unexpected electrical interruptions?

Dilip Deshmukh. Setting up electrical network for more than two events at the same date that too at multiple locations makes my role crucial in an event. Actually, the hall supervisor is capable for handling all sorts of electrical interruptions. In rear case, if he requires help, there is an immediate backup support available at the location of event on 24 hours basis ready with instruments, devices, tools and equipment for quick troubleshooting.

ES. What are the SOPs and practices used to render quality & safe services to the events? What makes GEPL unique?

Dilip Deshmukh. Our SOPs are very progressive and amended time to time based on our experience in past event. This helps us for continual improvement. Presently, we have four SOPs in place -

- The first SOP is for planning, material issuing and loading.
- The second SOP is on execution from day of possession till the night before day of start of an event.
- The fourth SOP is on dismantling and loading of material back to our warehouse.

Before sending our execution team to the place of event, they are given 'in class' and practical training on personal and equipment safety. The staff is involved in toolbox briefing post event on learning from any incidence/mishap/ near miss or any good practices that has been witnessed during event. They are also acquainted about new emerging techniques, tools, equipment and instruments in the field of electrical engineering. Use of safest, energy saving electrical material and deputation of qualified, trained manpower makes GEPL unique in rendering electrical services to Indian Event Industry.

ES. Which product and service does GEPL boasts of and is considered unmatched in its segment?

Dilip Deshmukh. GEPL is the only company which carries two measurements at event that are unmatched in its segment-

a) GEPL carries thermography of electrical installation that has been set up, before the day of event and during the event, as a proactive step to identify any hotspot. A quick action is taken if any hotspot is noticed. This averts any mishap such as electrical sparking, arcing or fire, throughout event.

b) GEPL also carries leakage current measurement of all electrical installations in the event to ensure that the leakage current is well below "Let Go" current. This minimizes the probability of electrical shock in an event.

ES. Who are your key clients? Kindly share some of the recent shows and events that you have handled. Any crisis situations that you have managed, and what lessons you have learned that you would want to share with us?

Dilip Deshmukh. Our key clients are Nesco- Mumbai,



BIEC- Banglore, GJEPC, Informa Markets, MMI, Messe Frankfurt, Hyve India. Recently we have successfully completed P-mec, India ITME, IIJS-Mumbai, India Wood, India Racing league- Hyderabad, Bauma Conexpo India, Analytica Anacon & India Lab Expo- Hyderabad, Palm Expo-Mumbai, Elecrama-IEML, Alucast-Chennai, Smarter E- Gandhinagar, Kisan - Pune & G20 summit meetings for PAN India. The crisis situations that we had faced in past was shortfall of material when more than 2 exhibitions are set simultaneously. That time we could manage it with cooperation by our material suppliers. We bought material of alternate makes but of the same specifications and quality. From this experienced we learned that we shall stock additional two sets of switchgears and we did it. Secondly, at the stage of planning, we take our suppliers in confidence and ask them to be ready with ample stock of material as a part of an exigency.

In our opinion, the terminology used as “temporary” referring to electrical installation in Indian Event Industry, is slightly incorrect because the electrical distribution that GEPL set in an event is as good as “Permanent” one. In word “temporary” there is wide scope for casual approach but in “permanent” perfection is expected by default.

ES. What is your message to the industry?

Dilip Deshmukh. My message to the industry that choose your event partner (electrical contractor) who is technically qualified and has safety at its apex which he exercises honestly on the field. GEPL is a pioneer company in setting up electrical power distribution work in events. My mantra to my workforce is “Never be complacent on today’s achievement. There are always ways to make it still better”. As far as personal safety is concerned, GEPL believes in one statement “MONEY IS REVERSIBLE BUT LIFE IS NOT”. Now many competitors have entered in this Industry, but GEPL as ever takes pride on its quality, reliability and safety in services. We always stand by our partner (Event organizer) with full strength to make their event a grand success.

HKTDC Hong Kong Toys & Games Fair set to return in January 2023



Organised by the Hong Kong Trade Development Council, the 49th edition of Hong Kong Toys & Games Fair will run under the brand-new EXHIBITION+ model which integrates online and offline shows. The physical fair will run from 9-12 January 2023 at the Hong Kong Convention and Exhibition Centre (HKCEC), while the online exhibition will run from 9 until 19 January, helping global traders explore business opportunities both in person and online. Under this year's theme of "Play To Bond • Family and Beyond", the fair will showcase a wide variety of products ranging from traditional toys to high-tech games, from famed names to emerging brands. The Hong Kong SAR Government announced a further relaxation of quarantine measures for inbound travellers with effect from 26 Sep 2022. Under the "0+3" scheme, inbound travellers no longer need to do the pre-flight PCR test and quarantine in a designated hotel. Travellers with an amber code during the three days of



medical surveillance can also participate in B2B events. The Return2hk Scheme and Come2hk Scheme will be extended to cover all places in the Mainland and Macao with no quota restriction. The latest quarantine arrangement for inbound travellers provides convenience for global buyers to visit the Hong Kong Toys & Games Fair, as well as the concurrent Hong Kong Baby Products Fair and the Hong Kong International Stationery & School Supplies Fair.

The fair will run under the HKTDC's brand-new EXHIBITION+ hybrid model. EXHIBITION+ comprises four key exhibition elements, including HKTDC-organised physical fairs, the smart business-matching platform Click2Match, online-to-offline seminars under the Intelligence Hub, and the hktdc.com Sourcing platform, to provide round-the-clock services that boost the flexibility and effectiveness of business promotion for SMEs and offer benefits such as extended fair periods, expanded platforms and enhanced opportunities. EXHIBITION+ extends face-to-face interactions from physical exhibitions to an online smart business-matching platform to help enterprises connect with business partners proactively. The HKTDC's 50 global offices will actively recruit international buyers and exhibitors to participate at the fair both in person and online.

The HKTDC Hong Kong Baby Products Fair and Hong Kong International Stationery & School Supplies Fair will be held concurrently. The Hong Kong Baby Products Fair will present a wide range of baby products, including strollers and baby gear, bedding and furniture, skincare and bath products, baby clothing and footwear and maternity products to buyers while the Hong Kong International Stationery & School Supplies Fair, organised by the Hong Kong Trade Development Council (HKTDC) and Messe Frankfurt (HK) Ltd, will assemble the latest art and craft supplies, gift stationery, back-to-school items, a variety of e-learning systems and software, pre-school education and learning products as well as video conferencing systems and equipment. The three fairs provide abundant trading opportunities and good potential for crossover business activities among the participants from various sectors.

Oman hosts memorable UFI Global Congress

UFI welcomed more than 400 UFI delegates, from over 50 countries and regions, to its 89th annual Global Congress in Muscat, Sultanate of Oman, from 14 to 17 November.

The Global Congress is always the largest, most international, and final event of the year for UFI members. It aims to build on the programming and conversations that occurred at all its events throughout the year and give a preview into the industry for 2023. The global industry was hosted by the Oman Convention & Exhibition Centre and markets like Germany, Italy, the UK, US, India and, of course, the GCC region sent significant numbers of participants.

Oman's Minister for Heritage and Tourism, Salim bin Mohammed bin Said Al Mahroqi, attended the Congress opening and held talks with the UFI leadership, underlining the importance of the sector for the development of Oman. The Congress is known as a global platform for industry leaders to learn, network, and drive business. Four days of meetings, main stage keynotes and sessions, topical deep dives, and numerous networking events provided a multitude of opportunities to recharge old connections and make new ones.



Summarising the event UFI CEO Kai Hattendorf says: "This year's Congress will be remembered for a long time. We returned to the Middle East for the first time in ten years, and we see significant progression in the industry throughout the region, with more markets growing their infrastructure and offerings for our sector. We re-balanced the mix between networking and content time. The networking areas were buzzing, the stands of our partners were busy. We were delighted to welcome many first time attendees, and we're even more pleased to know they left with new peers and contacts."

Speakers & Content Programme



With around 60 speakers from around the world, the Congress delivered a mix of keynotes and breakout sessions.

Opening speaker (and two times Oscar winner) Sharmeen Obaid-Chinoi showed the audience the power of story in transforming the world. She helped the audience to understand how the invisible can be brought into view and how we all have the power to change the way we think and view culture. She received a standing ovation from the audience.

UFI's 2022 Class of "Next Generation Leaders"- Monika Baro, Jo Kowalsky, Justine Rebel, Daniella Galante, Maria Victoria Piñeres and Jon Yahirun – followed Ms. Obaid-Chinoi's advice and presented precisely such a story – the story of a new career narrative to attract talent globally into the exhibition industry.

Sandy Angus, outgoing Chairman at Montgomery Group, led the first edition of a new format, the "Global Exhibition Industry Board Meeting", where leaders like David Doft (CFO, Emerald Expositions), Anne Lafére (CEO, Easyfairs), Derar al Manaseer (Director Strategy & Investment, ADNEC), Christian Grodau (CIO, Messe München) and Kevin O'Donoghue (HR Director, RX Global) discussed today's challenges and mid-term strategies.

Also taking place for the first time, a designated speed networking session made sure first timers as well as Congress veterans got to know a number of new people ahead of the main programme. Through a mix of session formats, delegates could engage directly in topics of specific relevance to them. The xChange stage provides an additional segment with presentations from destinations and event tech companies. UFI members can access all the talks and presentation in the members section of the UFI website.

Net Zero Carbon Events Initiative

Sustainability continues to drive a lot of UFI's activities. Alexander Alles, Executive Director of the Joint Meetings Industry Council, and UFI CEO Kai Hattendorf could report on the Roadmap of the Net Zero Carbon Events Initiative, which had just been presented by both on them and many industry leaders at the COP27 Global Climate Conference in Sharm El Sheikh on 11 November.

Many UFI members have been among the first industry groups joining the pledge, and the Congress honoured their engagement. UFI is proud to be one of the more than 400 industry actors supporting the pledge.

Special moments and memorable experiences

The 89th Global Congress included many networking opportunities and special moments. The UFI Sports Club offered running, pilates on the beach, and Omani yoga. The Grand Night Out took place outdoors under the stars at magical Turtle Bay, and included many local cultural experiences. The Post Congress Day tours took around 200 participants to the Grand Mosque, the Muscat Souk, and to selected other sites of the Sultanate.

Welcome to the 2022/23 UFI President



At the close of the Congress, Michael Duck, EVP at Informa Markets, formally took over the office of UFI President for the year to come.

Addressing the global UFI community, he says: "This industry of ours is a 'catalyst. It is a wonderful way to bring people and communities and our hopes and aspirations together. I am hugely honoured to be in this position as your president, and I will ensure that I will work hard with the UFI team and the board to bring back our industry from the challenges of covid and other economic and geopolitical matters which have affected both our business and personal lives."

Michael succeeds, Monica Lee-Müller, Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited. In 2023, Michael and Monica will also serve as a part of UFI's Trio, the incoming, present, and immediately past Presidents of the association, along with incoming President Geoff Dickinson, CEO of dmg events.

The UFI Global Congress – Context and Outlook

Open to more than 50,000 industry professionals globally who work for UFI member companies, the UFI Global Congress takes place each November and is known as the exhibition industry's largest global meeting of the year, combining international networking with unique content and experiences.

Recent hosts have been Muscat, Sultanate of Oman (2022); Rotterdam, The Netherlands (2021); Bangkok, Thailand (2019); St. Petersburg, Russia (2018); and Johannesburg, South Africa (2017). In 2020, due to COVID-19- related global travel restrictions, the Congress went digital, with programming from Hong Kong, Dubai, London, and Bogota.

In 2023, the 90th UFI Global Congress will take place in Las Vegas, USA, hosted by the LVCVA. For 2024, Cologne, Germany, has been selected as the host destination.



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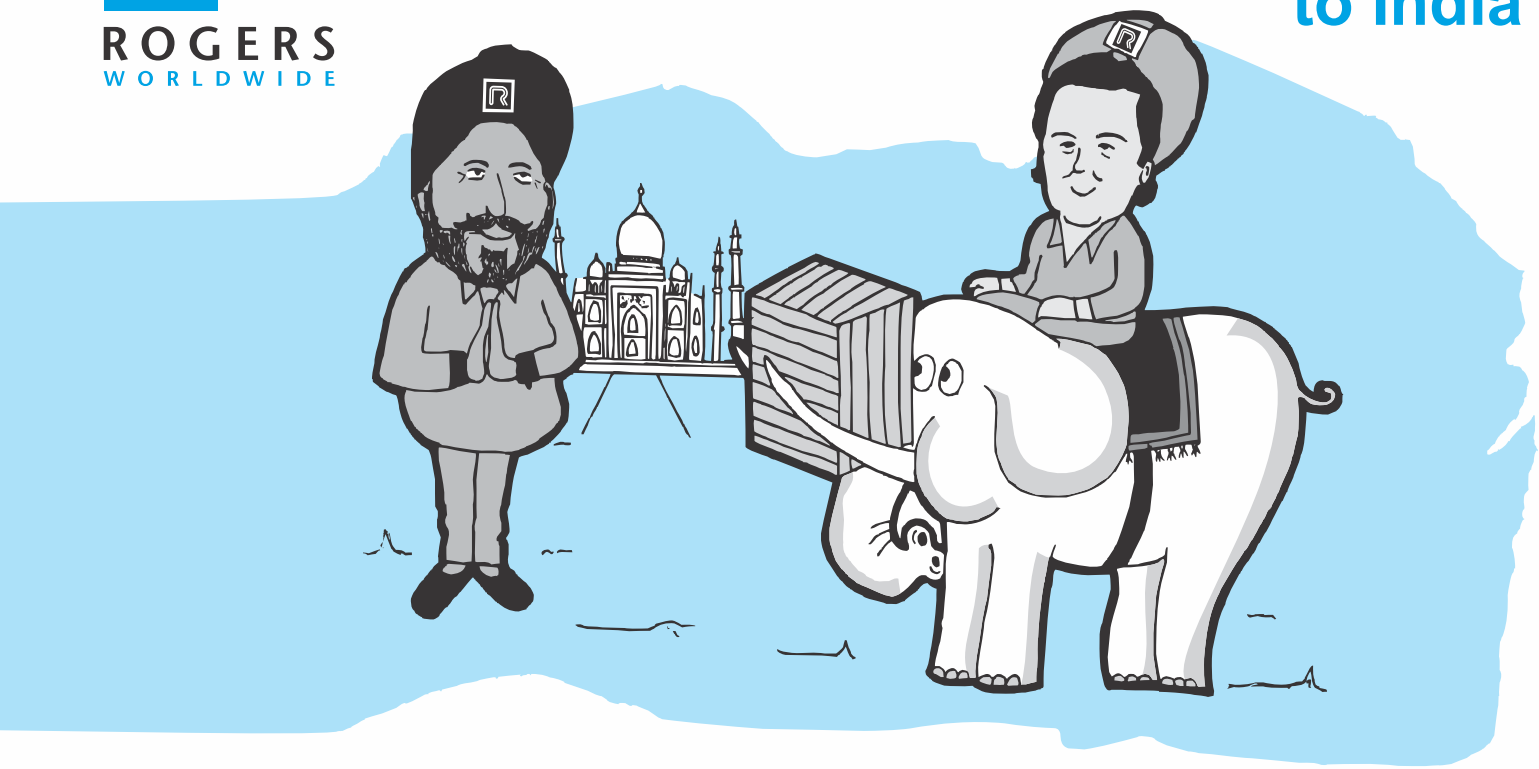
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