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exhibition showcase

Nov 2022 Vol 11 Issue 04

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INSIGHTS

Kai Hattendorf shares his perspective on COP27

INTERVIEW

Mubarak Al Shamisi speaks about the latest trends & offerings of Abu Dhabi

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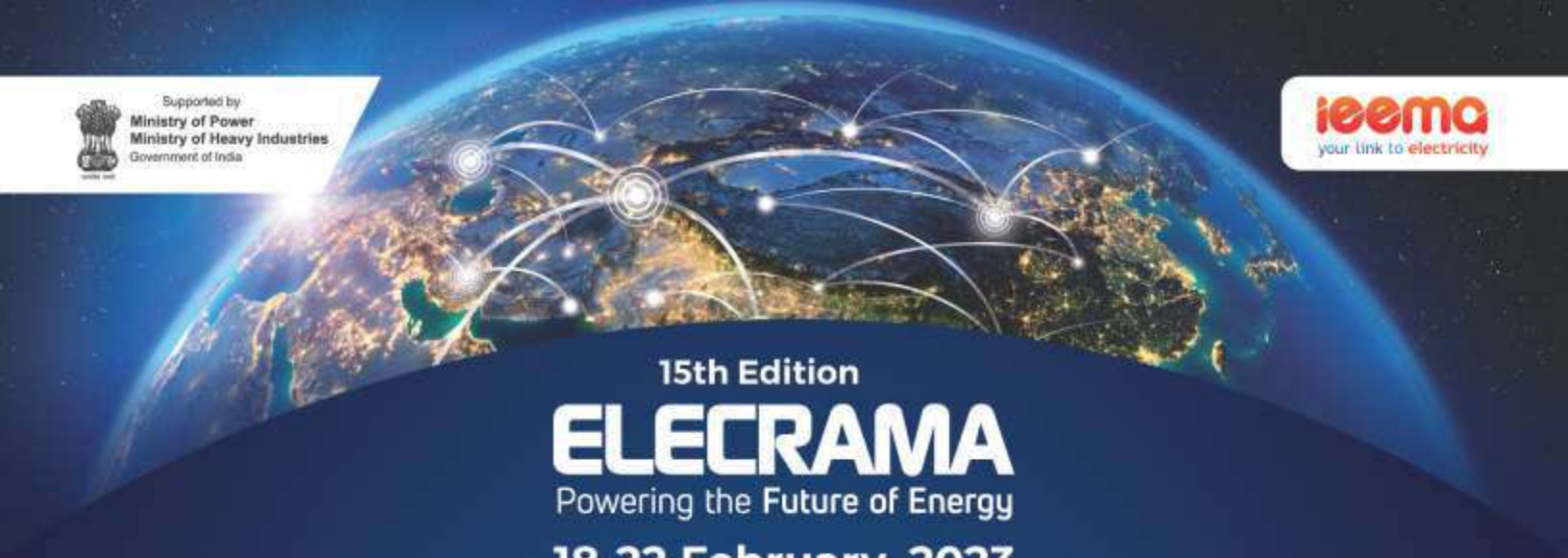
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Raghav Khosla
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ASSOCIATION CORPORATE BUZZ



Dear Readers,

Runaway inflation, an unfolding debt crisis and cost-of-living problems pose the biggest threats to doing business for G20 countries in the next two years, data from the World Economic Forum suggests. Inflation has surged to levels not seen in several decades, prompting a third of G20 countries to identify rising prices as their top concern, the Executive Opinion Survey conducted by the World Economic Forum's Centre for the New Economy and Society showed.

Although central banks worldwide have embarked on a path of aggressive monetary policy tightening, their efforts to tame inflation run the risk of tipping the global economy into a recession. The survey, which comes ahead of the COP27 in Egypt and the G20 summit in Indonesia later this month, also showed that environmental concerns took a back seat for the first time in years, as the world attends to more immediate socio-economic problems ranging from the fallout of the Ukraine war to the cost of living crisis. Amidst such unpredictable times, India is emerging as the best bet in the global economy. Studies show that India's parameters are strong as its GDP is expected to grow at 7%, bank balance sheets are clean, credit growth has picked up, capacity utilisation has risen to over 70% and its relative overall debt-to-GDP ratio remains manageable. India's size and scale are one of its key assets which will enable it to be the world's third largest economy by 2027, according to a forecast by Morgan Stanley. In its report, Morgan Stanley states that they country's GDP will double from its current $3.4 trillion to $8.5 trillion over the next ten years. Incrementally, India will add more than $400bn to its GDP every year, a scale that is only surpassed by the US and China. This certainly augurs well for the exhibition industry and I can say this safely that India is all-set to emerge as a major force in the global exhibition industry.

We at Exhibition Showcase are now well poised to showcase the global exhibition industry in a really wholesome manner. Our stature reflects from the fact that Exhibition Showcase is not just the member & media partner of renowned Indian associations, it is also the media partner of global industry associations like UFI, AFECA & IELA. With our content suited for the global audiences, our monthly print magazine readership backed with its digital issue is touching an all-time high. We have a wide reach on social media and an exclusive YouTube channel for exhibitions. Do follow us for regular updates from the world of exhibitions. For any collaboration or partnership opportunities you may reach to me at raghav@exhibitionshowcase.com

We now head for the UFI Global Congress in Oman & we shall be bringing to you regular updates from there via our social media handles. Stay tuned.

Happy Reading!

NOVEMBER 2022

CONTENTS





Shining With Purpose

Pg. 12-13 World Map

Pg. 14-15 Industry In Pictures From The World Of Social Media



Mubarak Al Shamisi speaks about the latest trends & offerings of Abu Dhabi



The Making Of New Pragati Maidan

Pg. 16 QUICK BYTES

16 The inaugural edition of Paris+ par Art Basel concludes on a high note



Pg. 17 NEWS BUZZ

17 Global Food Processing Industry deepens ties with India through ANUTEC International FoodTec India



Pg. 18-19 SUSTAINABILITY

19 KLCC builds on its waste management efforts with a food composter

Pg. 20-21 ACQUISITIONS

21 Allied Universal® announces acquisition of Century Event Security & Staffing

Pg. 24 TECHNOLOGY

Pg. 25 ASSOCIATION BUZZ

Pg. 26 PEOPLE MATTER

Pg. 28-32 INSIGHTS

28-30 The Making Of New Pragati Maidan

32 Message From The Desk Of Kai Hattendorf, MD, UFI

Pg. 36-65 INTERVIEWS

36-39 Bhupinder Singh, CEO, Messe Muenchen India Pvt. Ltd.

40 Sonia Prashar Managing Director and Chairperson of the Board NuernbergMesse India

50 Chandrika Behl, MD, Exhibitions India Group

64-65 Rupa Naik, Executive Director World Trade Center Mumbai and Director - World Trade Point Federation

Pg. 68-74 GLOBAL NEWS

68 Ocean Energy Europe's annual event sets sail for The Hague in 2023

74 IAA MOBILITY unveils new motto and concept direction for 2023

News From Across The World



Las Vegas

Las Vegas is launching a new ad campaign reminding travelers that this is the place to put themselves first. Through a series of satirical ads, the campaign captures the adult need to take time for themselves, with Las Vegas embodying the ideal escape to indulge in and prioritize self-care. With its wide array of entertainment, attractions, and amenities, a Las Vegas getaway means leaving obligations behind to enjoy a well-deserved opportunity to focus on yourself.

Toronto

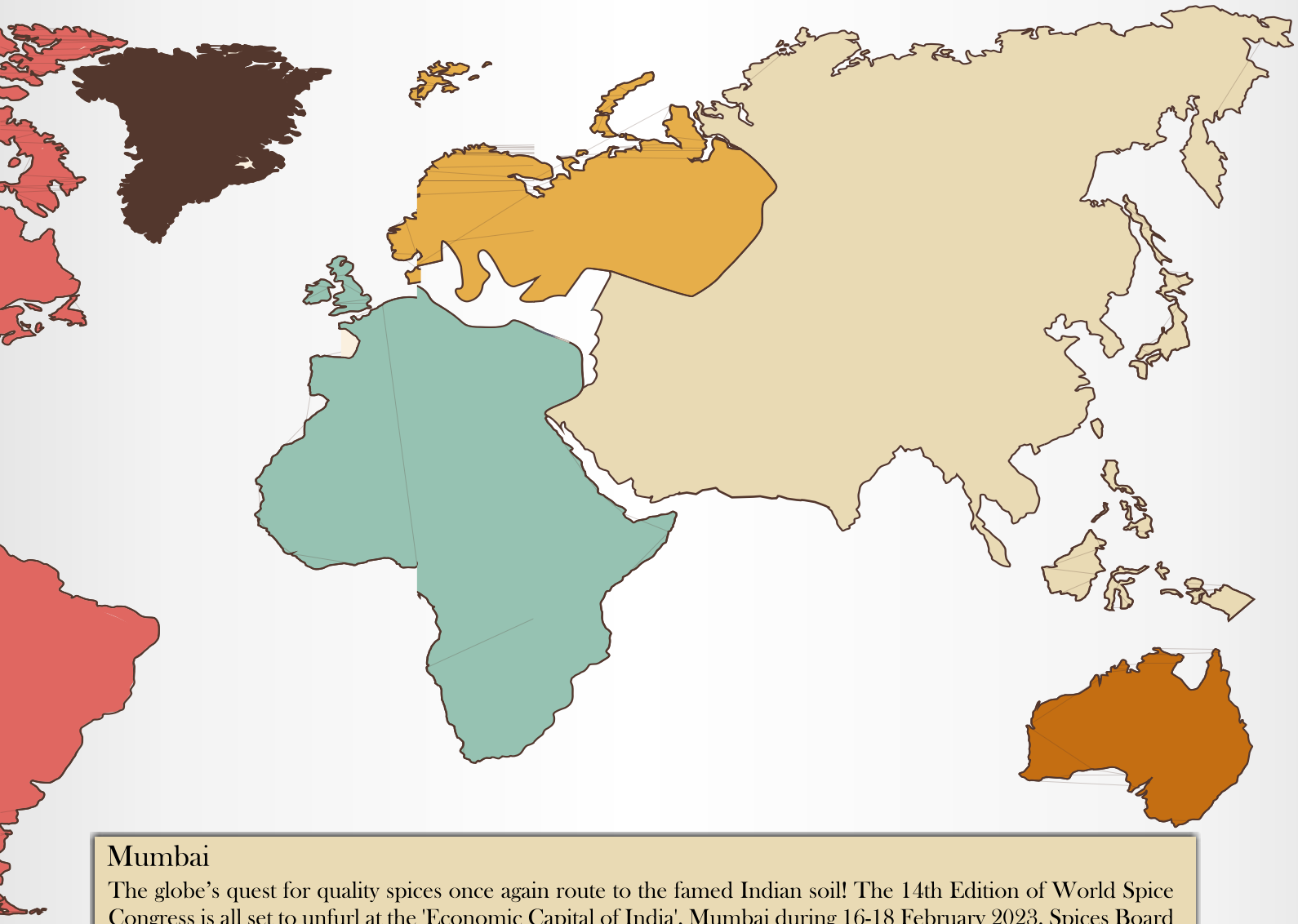
The Buildings Show, comprised of Construct Canada, PM Expo, HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion, is back in-person from Nov. 30 - Dec. 2, 2022. For over 30 years, The Buildings Show has provided a unique platform for the industry to see first-hand a complete overview of the built environment.

Geneva

After the success of the first edition of Watches and Wonders Geneva in 2022, Rolex, Richemont and Patek Philippe have decided to create the Watches and Wonders Geneva Foundation (WWGF), a not-for-profit foundation based in Geneva. The mission of the WWGF is to promote watchmaking excellence worldwide.

Lisbon

After five intense and packed days of networking, meetings, conferences, showcases, films and re-connecting with the global music community, the 28th edition of WOMEX – organised by Piranha Arts and the local Portuguese partner, AMG Music – came to a grand finish with the Awards ceremony taking place in one of Lisbon's most historic and important landmark theatres built in the 19th century, São Luiz Teatro Municipal.



Mumbai

The globe's quest for quality spices once again route to the famed Indian soil! The 14th Edition of World Spice Congress is all set to unfurl at the 'Economic Capital of India', Mumbai during 16-18 February 2023. Spices Board (Ministry of Commerce and Industry, Government of India) is the flagship organization for the development and worldwide promotion of Indian spices. The Board is an international link between the Indian exporters and the importers abroad.

Riyadh

Chairman of General Entertainment Authority, Turki Alalshikh, announced on October 29, the launch of the city of Anime Town Japan, as part of the activities of Riyadh Season 2022. Alalshikh said that the entertainment that visitors experienced during the past days at the Saudi Anime Expo will extend through the new city to the end of the season with activities, events and concerts hosted as part of Japan in Boulevard World north of the capital, Riyadh.

Sydney

ICC Sydney, managed by ASM Global, has launched its Interactive Venue Map to assist event organisers to plan and promote their events at ICC Sydney. Combined in one readily accessible location, the new venue map tool includes interactive 3D floorplans of every level and space across the three city block premium convention exhibition and entertainment venue alongside 360/VR and standard images, capacity and room information.

Singapore

The Doraemon Exhibition lands at the National Museum of Singapore this November, its first global showcase outside of Japan. Showcasing Doraemon through the lens of 28 leading contemporary Japanese artists and arts groups, the artworks on display respond to the theme of "Create Your Own Original Doraemon". The exhibition presents a diverse mix of ideas, mediums and techniques that include paintings, sculptures, graphics and photography.

Industry In Pictures From



The ADIPEC panel, “Increasing hydrogen demand across multiple industry sectors”, addressed one of the defining issues for the industry. #ADIPEC



It has been an engaging and exciting day at the Sands Expo and Convention Centre on Day 2 of the Asia Clean Energy Summit 2022 (ACES 2022). #SEAS



The #Miami Beach Convention Center held a Fall Festival for MBCC employees where each department had the opportunity to participate in a pumpkin carving competition, play games and enjoy refreshments provided by Sodexo Live!



The Singapore International Agri-Food Week (#SIAW) kicked off on 25 Oct with a series of highly-anticipated #events, including the inaugural launch of Agri-Food Tech Expo Asia (AFTEA), Singapore’s first exhibition platform for food production technology. #STB



After 4 days of planning and strategy building, the IAPCO Council and the IAPCO HQ team signed off the Council Meeting with lunch together, and plenty of ideas and goals to work on going forward. #IAPCO



Shri Pradeep Singh Kharola IAS (Karnataka 1985) (Retd.), has been appointed as CMD- ITPO in the rank and pay of Secretary to the Government of India on contract basis for a period of two years from the date of assumption of charge of the post.



TPCI organised the Indian Pavillion at “The Lagos International Trade Fair”, which comprised of a delegation from various prominent sectors like pharmaceuticals, medical devices, engineering, logistics and solar power. #TPCI



Dr. Amit T. - General Counsel of India, Frankfurt along with other dignitaries inaugurated India Pavillion at the K – The World´s No.1 Trade Fair for Plastics and Rubber. #PLASTINDIA Foundation



Organized by Coex, the fall COBE Baby Fair was held successfully from October 27-30. The fair is the perfect place for families to see the latest maternity, childcare and educational products and services. #Coex

The World Of Social Media



At Marina Bay Sands, Team Member volunteerism and philanthropic investments are the cornerstone of our work inspiring change through our community engagement programme, Sands Cares. In 2021, our Team Members volunteered 8,300 hours. Since our opening in 2010, they have contributed over 80,000 hours to good causes. #Marina Bay Sands



During the ongoing 46th Edition of Baghdad International Exhibition in Baghdad from Nov 1–10, 2022, a separate B2B Meeting of Indian companies was organised by the Embassy of India, Baghdad on Nov 3, 2022 with more than 80 Iraqi Businessman representing Electrical & Electronics, Power, Healthcare & Medical Equipment, Construction and Equipments, Automobiles and Transportation. #FIEO



Thundi and Kadmat Beaches in Lakshadweep have received the 'Blue Flag Beach' certification. Proud moment as India now has 12 of the cleanest and most eco-friendly beaches in the world. #Incredible India, Ministry of Tourism, India.



We are proud to be part of the #ResponsibleTourismCharter which launched last week. Our CEO Glenn Mandziuk MEDes. MCIP FRSA and Head of Environment Claire Whitely were signatories at the launch ceremony which took place on Magna Carta Island – the birthplace of the original Magna Carta. #Sustainable Hospitality Alliance



Fantastic start to the CII Core Group visit to Singapore with a meeting with High Commissioner P. Kumaran HCI S. Thank you for your insights and hospitality, deeply appreciated. #IndiaSingapore #CIICoreGroup2022



There's a wonderful tradition here in #Kraków - one which complements the #ICCACongress22 pillars of sustainability and legacy – and it is to plant a tree in Congress Square. The opening day of the 61st Congress, ICCA planted ours.



There has been a paradigm shift towards adoption of #electric-powered, #energy-efficient and low-carbon #transportation, AC-powered #electricvehicle charging stations will further gain significant traction in recent times. Kartikey Hariyani, MD, TecSo Energy & CHARGE+ZONE



Highlights from the Tenaga Energy Expo & Forum in Malaysia. The India Pavillion at the ASEAN M & E Exhibition in Malaysia was inaugurated by H.E Mr. B. N. Reddy, High Commissioner of India to Malaysia. H.E. has also boosted the energy of the Indian exhibitors with some insightful interaction. #ICC



It's an adrenaline-fueled day in Las Vegas. Kicking off the F1 Launch Party festivities. #LasVegasGP

More than 27,000 business appointments recorded at ITB Asia, MICE Show Asia and Travel Tech Asia 2022

The 15th edition of ITB Asia, Asia's Leading Travel Trade Show', came to a successful close on 21 October with over 27,000 business appointments and meetings recorded. The success of the first face-to-face ITB Asia since the beginning of the pandemic signals returning confidence that travel industry professionals have in the recovery of the tourism sector in Singapore and the region. "The positive feedback from all attendees showed us how important personal exchange is after two years of holding a purely digital event. As a leading trade fair for Asia's travel industry, ITB Asia once again provided a unique opportunity and platform for the industry to rebuild, reconnect and give answers to questions about how the MICE industry is making a huge comeback", said Martin Ecknig, CEO, Messe Berlin. Under the theme "Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth", ITB Asia 2022 also had a large conference line-up including the co-located MICE Show Asia and Travel Tech Asia.



The inaugural edition of Paris+ par Art Basel concludes on a high note

Paris+ par Art Basel concluded highly successful debut edition marked by buoyant sales, vibrant city-wide programming, and strong attendance from international collectors and institutions. The show extended beyond the Grand Palais Éphémère through a dynamic program of collaborations with Paris's cultural institutions and its city-wide sector Sites, which presented over 20 publicly accessible works and interventions in unique settings throughout the city. Paris+ par Art Basel took place at the Grand Palais Éphémère from October 20 to 23, 2022. Organized in collaboration with the Musée du Louvre and curated by Annabelle Ténèze, Director of Les Abattoirs, Musée - Frac Occitanie Toulouse, the exhibition titled 'La Suite de l'Histoire' brought together large-scale works in the scenic grounds of the Jardin des Tuileries and a solo project by Thaddeus Mosley in the landscaped garden at the musée national Eugène-Delacroix. The exhibition marked the artist's first solo museum exhibition in France and was presented by Karma.

IT&CMA 2022: Thailand Clinches 94 Leads, will bring into Thailand 683 million baht in revenue



In a sign that the world is returning to Thailand for MICE, Thai exhibitors at the first in-person edition of IT&CMA in 2 years clinched 94 leads with an estimated 10,362 potential overseas attendees. Thailand Convention & Exhibition Bureau (TCEB) estimated that the leads will bring into Thailand 683 million baht in revenue. IT&CMA 2022 adopted a hybrid format, taking place physically at Centara Grand & Bangkok Convention Centre at Central World from 20-22 September and digitally for another additional 6 days. It attracted exhibitors from 9 destinations - Hong Kong, Indonesia, Japan, South Korea, Malaysia, Monaco, Philippines, Taiwan, and Thailand. There were 1003 onsite participants and 224 online buyers. This year TCEB-supported Thailand Pavilion housed a representative from Thailand Incentive and Convention Association (TICA) and a total of 34 exhibitors from Bangkok, Chiang Mai, Pattaya, Phuket, Hua Hin and Khao Lak, consisting of 26 hotels, 4 convention centres and 4 DMCs. Meanwhile, the 3 MICE Cities in the northeastern region set up ISAN MICE booth, featuring suppliers from Khon Kaen, Udon Thani and Nakhon Ratchasima.



Anuga Select to debut in Tokyo in 2024

Starting in 2024, Koelnmesse will be adding another trade fair to its portfolio in Japan. In addition to existing trade fairs including ISM Japan, Anuga Select will expand Koelnmesse's food and foodtec field of expertise. It will also serve to tap into the important food market in Japan and thus further expand Koelnmesse's network of food and foodtec trade fairs. This offers customers a new point of access to the sector in the Asia-Pacific region. Koelnmesse President and Chief Executive Officer, Gerald Böse, announced the debut of Anuga Select at a press conference in Tokyo on 17 October 2022: "Our business in Japan has always been an important cornerstone of our foreign portfolio. In addition to ISM Japan and our focus on the gourmet segment, we are very pleased to be making a further contribution to our customers in the food sector in Japan with Anuga Select."

Global Food Processing Industry deepens ties with India through ANUTEC International FoodTec India

India's largest International Exhibition for Food & Drink Technology - 16th ANUTEC – International FoodTec India 2022, came to a successful conclusion with over 21000 unique visitors with over 450 Exhibitors from 52 countries along with a series of seminars, workshops and full house conferences discussing sustainability of food industry challenges & solutions, food wastage, nutritional value of food, policy makers' involvement - to a broader audience, thus making the conversations more engaging and wider in scope. The Expo was marked by the presence of high-profile dignitaries, from ministers to associations and media from Food Processing Industry and saw various industry bodies discuss innovative solutions suiting to India's agroclimatic & socio-cultural requirements.



Inaugurating 16th ANUTEC – International FoodTec India 2022, Prahlad Singh Patel, Minister of State (MOS) for Ministry of Food Processing and Jal Shakti of India underlined the need of right techniques & machines for food processing sector said "Reducing compliance is important but alone it will not suffice to ensure the growth of Food Processing Sector, as there is also an urgent need to adopt the right techniques and momentum for processing our farm outputs particularly items like fruits and vegetables with short shelf life. Happy to experience the Innovative technologies at the display that will help create a modern infrastructure which can help in efficient supply chain management across MSME large and small segments. We will do all that we can to simplify the food policy and support the Food processing Industry."





Commenting on the success of 16th ANUTEC, Mr. Milind Dixit, Managing Director, Koelnmesse India YA Trade Fairs said,

> "Not only did we have an increased number of visitors, but 16th ANUTEC also had many success stories."

The conferences saw various industry bodies discuss innovative solutions suiting to our agroclimatic & socio-cultural requirements as well as relaying the Food Industry's concerns to Prahlad Singh Patel, Minister of State (MOS) for Ministry of Food Processing and Jal Shakti of India. National Seminar on 'Sustainability of Food Industry Challenges & Solutions' hosted by All India Food Processors Association focused on technical and policy requirements that can elevate the Indian food industry to global benchmarks. The 'Technical session' organised by FSSAI, chaired by Dr. Ravishankar CN, director & vice chancellor, ICAR – Central Institute of Fisheries Education, Ministry of Agriculture & Farmer Welfare, Govt of India, focused on consumer quality and brand building tools. M A Tejani, former president, AIFPA & managing director, Gits Foods Products spoke about the challenges of extended producer responsibility (EPR) & central ground water authority (CGWA) issues.

The event was supported by All India Food Processors Association (AIFPA), Association of Food Scientist & Technologist of India (AFSTI - Mumbai), Chamber for Advancement of Small and Medium Businesses (CASMB), Indian Flexible Packaging & Folding Carton Manufacturers Association (IFCA).

Net Zero Carbon Events will launch its Roadmap at COP27 on 11 November



Net Zero Carbon Events will be launching its Roadmap for the events industry at COP27 at Sharm El- Sheikh in Egypt on 11 November – Decarbonisation Day. James Rees, President of the Joint Meetings Industry Council, who is co-ordinating and hosting the campaign for the industry worldwide, announced the start of Phase 2 and provided a progress update to contributors and supporters at IMEX America. He reported that the initiative has developed well since its inception last year.

The number of supporting organisations has risen from 21 in September 2021 to 409 in September this year. Twenty-four supporting partners, including exhibition and event organisers, service providers, associations, convention bureaux and venues, are now financial contributors. Some 225 operators have signed the Net Zero Carbon Events Pledge since its launch at COP26 in Glasgow in November 2021, committing to publish before the end of 2023 their organisation's pathway to achieve net zero by 2050 at the latest, with an interim target to reduce global greenhouse gas emissions by 50 per cent by 2030. The Roadmap to be published at COP27 has been produced after a survey was carried out and after two rounds of consultation. It will include two versions: a detailed document of more than 80 pages with comprehensive information on how to implement action to achieve net zero, and a 20-page Executive Summary.


James Rees

As at COP26, the launch is being arranged with the support of the United Nations Framework Convention on Climate Change (UNFCCC), and contributors and supporters will shortly be invited to attend the launch either in person or online. To continue to build awareness and momentum, a communications campaign, with the theme – Route to Net Zero Events – has started and includes frequent social media posts on Twitter, LinkedIn, Facebook and Instagram. Contributors, supporters and signatories are being encouraged to follow the campaign on each of these media and to share posts. James Rees said: "Globally, there is an urgent need to accelerate the transition towards global net-zero emissions.

The events industry can and should play its part in helping to deliver the goals of the Paris Agreement. That's why the Net Zero Carbon Events initiative was set up." It is open to all organisations involved in events and they can join the initiative at any time. Registration is free of charge, but financial contributions are crucial to developing the campaign.



KLCC builds on its waste management efforts with a food composter

Malaysia's premier purpose-built venue, the Kuala Lumpur Convention Centre (the Centre) has recently invested in a food composter machine to expand its waste management efforts. This latest initiative aims to develop a circular economy model for the Kuala Lumpur City Centre (KLCC) precinct, to help transform it into a Sustainable Development Goals (SDG) hub and create a sustainable meetings destination in Malaysia.



The Centre's General Manager, Alan Pryor, shared, "In our endeavour to manage event-KLCC generated waste responsibly, investing in our own composting machine is another significant step. Since including composting as part of our process, we have recorded a 30% decrease in the overall food waste disposed of. We are also collecting more data, through which we can better study delegates' consumption behaviour. This enables us to plan food production more efficiently and cater to customer-based cooking, which results in reduced food waste and less food cost. One of the long-term plans of the composter is to also provide non-chemical-based fertilisers to the 50-acre KLCC park adjacent to the Centre." According to the World Resources Institute, out of 100 billion tons of resources that enter the economy annually, only 8.6% get recycled and used again. Since 1970, the use of resources has tripled and could double again by 2050 if business continues as usual.

"We understand how critical it is to move away from a linear economic model to a circular model. Our focus is on creating a regenerative system that helps us better use finite resources, reduce greenhouse gas emissions, protect the well-being of our biodiversity and boost the business of the various entities that make up the KLCC precinct," continued Pryor. The iconic integrated KLCC precinct is a 100-acre city-within-a-city development comprising the world's tallest twin towers, a world-class purpose-built venue, numerous 4- to 5-star hotels, a shopping mall and a lush recreational park all nestled together.

Aligning its business priorities to the Twelfth Malaysia Plan, the Centre's goal is to make this business event haven a sustainable meetings destination where organisers and delegates can meet, eat, sleep, and play responsibly, and have the opportunities to leave long-lasting positive impacts on the country and its people. Acknowledging the venue's commitment to sustainability, the Centre was recently invited to participate in the Malaysia Urban Forum 2022 to share its sustainable goals and the efforts undertaken by the private sector and a myriad of stakeholders involved in the sustainable transformation of urban cities.

Diversified Communications acquires Northern Restaurant & Bar

Diversified Communications has announced the acquisition of Northern Restaurant & Bar (NR&B) – the highly successful annual trade show, which brings together operators and suppliers, representing and leading the hospitality sector in the North of England.



The event, which will celebrate its 22nd edition in March, has become the must-attend event for anyone involved in hospitality in the North of England. The most recent edition, held at Manchester Central last March, was the most successful to date, with 8,416 visitors, 296 exhibitors, and around 60 speakers. The event also hosts the prestigious NR&B Top 50, the annual celebration of the most important and influential individuals within the Northern hospitality industry. This success, driven by the event's high-quality content and seminar programme, and the quality of operators who come to the event each year, has been led by CEO, Thom Hetherington, and Event Director, Andy Clayfield. While Hetherington will be leaving to focus on his non-Executive roles and hospitality and cultural consultancy, Clayfield will remain with the show and join Diversified Communications.

The event complements Diversified's industry-leading portfolio, including lunch!, Casual Dining, Commercial Kitchen, and Natural & Organic Products Europe, which all take place in London. Diversified also organises the successful Accountex Summit North event at Manchester Central.





Diversified's MD Carsten Holm says: "It's great to be welcoming Northern Restaurant & Bar, together with Andy Clayfield, to Diversified Communications. We have always been impressed with what Thom and his team have created, with what has undoubtedly become one of the most important events for the hospitality industry not just for Northern England, but in the UK. Their personal approach, customer focus, long-term vision, and attention to detail are very similar to our way of doing things. It's also a great fit for our other successful events in this space, with real synergies across the shows, which will result in tangible benefits for visitors, sponsors, and exhibitors across all events."



Andy Clayfield, who will be joining Diversified as Commercial Director of NR&B, also welcomed the announcement: "The Diversified team has a reputation as an entrepreneurial, innovative company in the food and drink sector, and their passion for content, marketing, and above all customer experience, is well known. This is good news for our market, and I look forward to working as part of the Diversified team and continuing to serve the market as the leading event for hospitality in the North."

The next Northern Restaurant & Bar takes place at Manchester Central on 14-15 March 2023.

Allied Universal® announces acquisition of Century Event Security & Staffing

Allied Universal®, the leading security and facility services company, is continuing its strategic expansion with the acquisition of Century Event Security & Staffing based in Orlando, Fla. Century Event Security & Staffing provides comprehensive security and event services in Las Vegas and Orlando, two of the nation's top exhibition industry cities. This acquisition increases Allied Universal's ability to staff major events in these popular event destination locations with access to several thousand employees.

"This important acquisition, a first for our event services business, aligns with our strategic growth strategy by providing additional operations and qualified staff in two of the nation's most prominent cities for exhibitions and events," said Steve Jones, Allied Universal Global Chairman and CEO. "I'm thrilled to welcome Century Event Security & Staffing employees to our team. With our promote from within culture, the opportunity for growth is limitless."



Century Event Security & Staffing Chief Financial Officer Marty Stein added: "We are excited to join the world's premier security provider. Becoming part of an organization with the resources, technology and depth of service that Allied Universal offers enables us to continue providing even more value to the customers and communities we serve in the event services market space." During the first half of 2022, Allied Universal announced 10 acquisitions – three in North America and six internationally. In 2021, Allied Universal acquired 10 companies, including G4S. These acquisitions are consistent with Allied Universal's growth strategy and expanding international presence.

Kenes Group acquires EXPOELEARNING

Kenes Group, leading global Professional Conference Organiser (PCO), headquartered in Geneva and with representation in Spain, acquired last August the International Congress and Professional Fair EXPOELEARNING, which has held 30 events since 2002: 20 editions in Spain, the last seven in collaboration with IFEMA-Madrid, another seven meetings organised in Latin America and three more virtual.

The International Congress and Professional Fair EXPOELEARNING is the main event on e-learning in the Ibero- American market where more than 150,000 professionals from 45 countries have participated, it has had more than 1,500 speakers at the International Congress, which each year marks the trends in the most avant-garde topics of online training. The 20th edition took place last March at IFEMA-Madrid and addressed the topic "The metaverse applied to e-learning".



IFEMA-Madrid will be the scene of the 21st edition, scheduled for March 23 and 24, 2023 within the framework of "Education Week ". The director of Kenes International Spain Smara Iglesia stated: "Kenes has decided to purchase EXPOELEARNING, to promote this event internationally. Next year we will continue to execute it at IFEMA-Madrid. We have another edition planned in Mexico, and more projects that we will be communicating. We have big plans to maximize this great event. With this purchase, Kenes is firmly committing to the global e-learning sector."



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Interprefy releases new solution aimed at resolving event audio issues



Multilingual meeting technology and services provider Interprefy has released a new solution that could potentially rid events of audio issues stemming from bad microphones and hard-to-hear speech. Announced as an add-on to its event interpretation platform, Interprefy Clarifier applies the science of psychoacoustics to make crucial elements of speech more audible. Key parts of the sound are restored or boosted, ensuring words are simpler and quicker to decipher against factors such as poor-quality microphones and hard-to-hear speech.

Available for listeners and interpreters, Clarifier can be switched on or off by each user within their soft-console or user interface. When enabled, each word becomes easier to identify from potentially confusable and similar-sounding terms. The company says the solution means interpreters need to think less about decoding what they hear and can instead focus on the comprehension and translation of speech, increasing their speed and accuracy and ultimately reducing stress.

Clarifier is a critical component in Interprefy's patent-pending audio processing system for live events and has great potential to significantly improve automatic speech-to-text captions accuracy in inferior sound conditions.



"The past two years have demonstrated to us all the value of flexibility and accessibility, but some speaker's home or remote audio hardware is simply not up to scratch, while they themselves are not always trained in microphone technique and can find it hard to speak clearly and at a measured pace. Interprefy saw it as vital that we did something to redress the situation for interpreters so that they can work at their very best throughout events," Oddmund Braaten, CEO at Interprefy, said.

"We're focusing on the clarity of the spoken word. When an interpreter is trying to decode what a speaker is saying, we know that certain characteristics of the sound are absolutely vital. Clarifier is able to pick out the fleeting and fragile parts of speech - the sibilant, plosive and transient components - and maximise their audibility. The wonderful way the brain works is that with these key components secured, the other parts become clearer too," Braaten said.

SEMA announces SEMA WEEK, an exciting evolution of the SEMA SHOW in Las Vegas to kick off in 2023

SEMA (Specialty Equipment Market Association) announces a five-year vision to expand the SEMA Show into an "all-city" experience. Officially called SEMA Week, the expansion's goal is to create the most passionate and exciting automotive event in the world. SEMA Week will kick off in 2023 with new concepts, activities, and events introduced over the five-year roll-out period.

SEMA Week will be headlined by the SEMA Show, which will remain a trade-only event. The SEMA Show takes place October 31 - November 3, 2023 at the Las Vegas Convention Center. On the final day of the SEMA Show, a limited number of enthusiasts will be able to attend the SEMA Show through the Friday Experience program, which launched at the 2021 SEMA Show. Beginning on Friday evening of SEMA Week, SEMA will



take over the Las Vegas Festival Grounds through Saturday night with an all-new SEMA Fest. "We have been watching the connection between enthusiasts and our industry grow for more than a decade and, as the industry's trade association, have a responsibility to help facilitate that connection in new and meaningful ways," said James Lawrence, SEMA Chairman of the Board. "By creating SEMA Week and SEMA Fest, we will be able to maintain the integrity of the trade show that makes it a must-attend event for automotive professionals while introducing a new platform for enthusiasts and the industry to engage with one another."

For 2023, SEMA Fest will take place at the Las Vegas Festival Grounds and be open to everyone, bringing together automotive enthusiasts with the



aftermarket industry in a high-octane and immersive festival-like celebration of car culture. SEMA Fest will feature top music and entertainment, car show and cruise, VIP experiences, craft food, automotive celebrities, and motorsports. It will run alongside the popular SEMA Ignited Cruise and SEMA Show after-party, which draws thousands of enthusiasts on Friday night. SEMA Week is also scheduled to include a SEMA Auction, featuring some of the best builds from SEMA and many more amazing vehicles to headline the festivities. SEMA will continue to expand and refine SEMA Week over the next five years, rolling out new events and activities throughout the city of Las Vegas.

Autumn General Assembly in EMECA's 30th year held in Athens, Greece

Nürnbergmesse hosted this autumn's General Assembly in Athens, Greece, to highlight its latest acquisition, the Greek organiser Forum, and to put the growing Greek exhibition market into the spotlight. EMECA board members met and exchanged with the president and vice president of the newly formed SOKEE, the Greek Exhibition Industry Association. "2022 is a good year in terms of number of exhibitions, which



shows a quick recovery for our industry. Most EMECA members will soon be approaching prepandemic results," explains Ricard Zapatero, EMECA president. In Europe, full recovery in terms of turnover will be reached already in 2023 for most members. Profits, however, will take more time to come back to prepandemic levels. Additionally, and in parallel to the very positive signs, the EMECA venues and exhibition business are struggling with a number of challenges, such as remaining restrictions for travel from Asia, potential pandemic measures during the winter, inflation, high costs for staff and materials, energy prices, effects of the Russian war in Ukraine and uncertainty in general.

PEOPLE MATTER



Tim Hart

Arc, the global events, data, and media platform, announced that Tim Hart has joined the network to lead business development, M&A, and operational expansion in the US. Tim is based in NYC and previously worked with Arc in an advisory capacity, supporting strategy and M&A activities. He brings to Arc a huge depth of strategic development experience in the US B2B events and media industry having previously worked as an executive at both Emerald and Informa.

Sebastian Rosito

Sebastian Rosito has taken over the management of Products & New Business at Messe Berlin. Rosito comes from Koelnmesse, where he has held various positions in sales, project management, corporate development and foreign trade fair participations since 2005. Most recently, the graduate business informatics specialist was primarily responsible for the German pavilion at Expo 2020 in Dubai.





Morgan Maravich

Morgan Maravich joins ASAE as vice president of development, effective November 7. Maravich will provide leadership to a critical role in support of the ASAE Research Foundation, carrying out all development programs, campaigns and special events that support the Foundation's work on behalf of the association community, as well as managing donor relationships and recognition programs. As the primary fundraiser for the Foundation, Maravich will also represent the Foundation to key constituents and organizations within the association sector.

Timo Zipf

Timo Zipf will take over the project management of AGRITECHNICA, the world's leading trade fair for agricultural technology, which is organized by the DLG (German Agricultural Society). He succeeds Freya von Czettritz, who was appointed new CEO of DLG Holding GmbH at the beginning of September this year. Timo Zipf is a graduate agricultural economist with a focus on agricultural engineering and crop production.



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LC Goyal, Ex. Managing Director, ITPO

THE MAKING OF NEW PRAGATI MAIDAN

Implementation of any brown-field infrastructure project entails challenges and hurdles and these become necessarily more complex when the project is situated at a busy and sensitive location like Pragati Maidan in the heart of capital City of Delhi. Exhibition Showcase reached out to LC Goyal, whose tenure as ITPO CMD has very recently come to an end. LC Goyal shared some perspectives and we present to you his key points:

1. Pragati Maidan is a landmark exhibition ground widely acclaimed even globally. Its revamp was long overdue and the old had to give way to the new. As decided by Prime Minister Narendra Modi in December, 2015, the International Exhibition-cum-Convention Centre (IECC) project was conceptualized and got approved by the CCEA and the contract awarded by ITPO in September, 2017 after taking all statutory approvals in a record time. The project is of national importance and its scale and magnitude is gigantic that comprises an iconic Convention Centre with 7000 pax in a single format with an amphitheatre and a sprawling front plaza, 7 Exhibition Halls with 136000 sqm of exhibition area, a huge single level basement parking for 3200 vehicles and an Administrative Block. This adds upto a staggering 42 lakh sq. feet of built up area.


PM at the launch of the PM Gati Shakti – National Master Plan, at Pragati Maidan, in New Delhi (October 13, 2021)

2. Amongst numerous challenges, the first was to persuade the State Governments to vacate 25 odd state pavilions that was done with a certain tact and strategy. The Hall of Nations, which was erroneously acclaimed to be a heritage building, was demolished in April, 2017 with meticulous planning and execution even if there were cases pending in the Hon'ble High Court. This was a bold decision taken by ITPO and a watershed moment in execution of the project and assured the entire ecosystem that the project that looked impossible till then would now get implemented.

3. The project surprisingly faced as many as 12 court cases mainly concerning selection of architect consultant, demolition of the Hall of Nations, validity of the environmental clearance, cutting of trees, etc. All these cases were touch and go but were successfully contested with all seriousness and even in the interregnum, it was ensured that the project was not delayed due to any interim stay given by the courts. At times, I wondered whether there was any divine help for this landmark project. Any adverse situation arising from such court cases would have derailed the project.

4. Interestingly, the Govt. of Delhi issued an order in June, 2020 taking over Pragati Maidan for establishing a Covid Care Centre. This would have been a severe setback for the project. I vehemently argued that as there were many other suitable places available for the purpose, why Pragati Maidan when the prestigious project was in progress. The bar was raised and the order was finally withdrawn following the high level interventions from the Central Government.



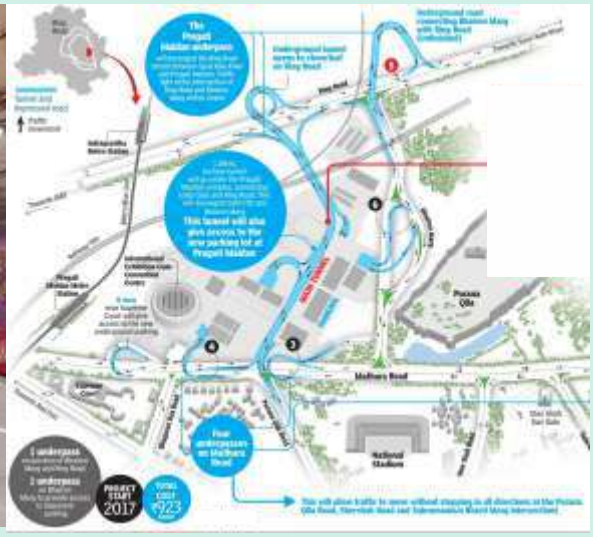
5. The IECC project would have served only a limited purpose if the requisite interventions to decongest traffic in and around Pragati Maidan were not simultaneously undertaken. Therefore, the traffic component as initially approved by the CCEA in the IECC project was expanded 12 times by ITPO by taking advantage of the existing scheme of the Ministry of Housing and Urban Affairs as per which 80% of the total cost of Rs. 923 crore was to be funded by that Ministry and 20% by the Govt. of Delhi. The orders in this regard could be issued only if the entire funding was tied-up. Despite requests made by ITPO in May, 2017, the Delhi Govt. refused to bring in their share. In this peculiar situation, ITPO took a bold decision and informed that Ministry in writing to chip in Rs. 184.60 crore constituting 20% of the cost. But for this, the Pragati Maidan tunnel as a parallel to Bhairon Marg and 6 underpasses to make Mathura Road signal free, all in one go - indeed unprecedented - would not have become a reality and the public at large would have been deprived of the benefits accruing to them from such interventions.

6. It came to notice that SDMC has awarded the work for construction of their Headquarters building on the Ring Road near the exit point of the Pragati Maidan Tunnel. This was persistently objected to by ITPO as it would have resulted in negation of the benefits that would accrue in terms of traffic decongestion in and around Pragati Maidan. More importantly, this would have also led to traffic holdup in the tunnel itself and would have impacted thereby the holding of events at New Pragati Maidan. Fortunately, the project was later revisited by SDMC and shelved.

7. The IECC project is in EPC mode with no cost escalation but permits extension of time based on justified hurdles. Keeping in view the larger strategic interest of completion of the project, interest bearing special advances fully backed by bank guarantee were sanctioned by ITPO. This helped maintain the pace of work during crucial stages of the project.



Pragati Maidan tunnel as a parallel to Bhairon Marg and 6 underpasses to make Mathura Road signal free, all in one go



8. Besides, the project including its traffic component faced multiple issues due to busy and sensitive location. The aforesaid challenges and such operational problems were overcome with a proactive approach and an attitude of not to give up combined with a strategy of transparency, patience, firm stand and perseverance.

9. Since it was envisaged to host G-20 Summit in the iconic Convention Centre, Prime Minister Narendra Modi had been monitoring the project by way of regular review meetings. Indeed, in the process he made valuable suggestions such as making the foyer/pre-function area in the Convention Centre as per international standards, providing modern parking management system, ensuring world class quality and artwork depicting rich Indian heritage, making the venue unique and special in its own way and making sure that the facility being created is best optimally utilized and interests of the State Governments in terms of its use by them also kept in mind.

10. The other improvements were also made in that the façade and front plaza of the iconic Convention Centre was modified by ITPO by drawing inspiration from Parliament House in terms of façade being elliptical and Rashtrapati Bhawan in terms of stepped-up vista. To further improve the grandeur of the Convention Centre, ITPO also changed to Stainless Steel (SS) cladding of Y columns and the ceiling of G-20 Room was also made unique and spherical with a strong element of Indian artwork. A laser musical fountain was also added in the front plaza to make it a real happening place especially in the evenings. It was also decided to have in the front plaza a unique four sided Buddha sculpture in a standing posture.



LC Goyal
Ex. Managing Director
ITPO

11. The project would not have progressed in the face of above mentioned challenges without the continued support and guidance by Prime Minister Narendra Modi who also wanted the project to be delivered in a phased manner. Accordingly, he kindly agreed and launched four new Exhibition Halls on October 13, 2021 and Comprehensive Transit Corridor comprising one Tunnel and five Underpasses on June 19, 2022. The sixth underpass (No 5) at the intersection of Bhairon Marg and Ring Road is soon going to be done. The remaining parts of the project including the iconic Convention Centre with 87% physical progress already achieved till September 1, 2022 when I demitted office of CMD, ITPO are scheduled to be completed in the next 3-4 months time. As for establishing a much needed 5 star hotel at Pragati Maidan, it is time for ITPO to again float a request for proposal (RFP) to monetize earmarked 3.70 acres of land.

12. The biggest takeaway is that with firm political commitment and active involvement in terms of both policy decision and implementation, any project, even if seemingly impossible, would certainly happen with the bureaucracy having no option but to proactively perform and deliver in a mission mode.

13. I regard myself fortunate that I was CMD, ITPO when history was in the making in the shape of New Pragati Maidan. It is most certain that revamped Pragati Maidan would play a key role in the country's proud journey of becoming a developed nation by 2047.

'MADE IN INDIA'

There are 63 million MSME contributing to nearly 40% of Indian Exports – which is approximately 6.11% of Country's Manufacturing GDP and 24% of GDP from Service Sector.

The traditionally robust MSME markets such as South Korea, Taiwan, Singapore, etc., have saturated. MSME entities there may feel the need to explore other markets for growth. With a fast-growing middle-class and increasing internet penetration, India promises a mature market. These companies may be keen for local partnerships. While they may bring the technology and the knowledge, they will look to their Indian partners for ground support.

Exports play a critical role in Atmanirbhar Bharat

Government of India has taken lot of steps to Inspire, Promote, Motivate Traditional India Products through One District One Product (ODOP) , GI tagging and Cluster approach. Export Promotions councils are trying to do their bit to enhance exports by way of awareness creation, Capacity Building Programs, Market assistance. Is this adequate to double the numbers in the organised sector and also converting un organised to organised sector.

As a country we have more than 32000 registered exporters spaning across categories like Engineering products/ Auto Components/ Capital Goods/ Textiles to name a few and perhaps the same number as unregistered exporters like Vendors to E Commerce companies, Buying houses, Aggregators Handicrafts and Handloom artisans who export through friends, family and other personal networks.



J. Shankar, Organizational Growth Consultant

While we analyse the unorganised sector as to why they adopt to such modes the reasons stated by some of the export houses are:

a) Awareness of IC Code
b) Awareness of Banking system like
c) Quality Assurance
d) Supply inconsistency
e) Volatility in Raw Material Prices
f) Lack of work capital

These factors while hindering the opportunities and kills the aspiration with which each of entrepreneur set foot in the Business.

- MSME exports were hugely affected due to Foreign exchange fluctuation and hoarding of FOREX by few aggregators.
- Lack of Technology like block chain to assess and monitor fluctuations and options to hedge and currency arbitrators
- Supply chain criticalities: Increase in Just in time – Air freight reduces % of Profits
- Warehouse pile up due to container shortage due to Geo Political Situations.

"I still remember an anecdote shared by Mr Suresh Krishna of TVS Group in one of the Industry Platforms more than 2 decades ago, as when ever he travelled abroad either for Business or Leisure he would walk around the shopping places and check the products of his likes, but never bough even a single thing, after a while one of his close associates was so curious to check to know the reason, the reason was simple, he was checking how many products had the seal Made In India"

Have initiated detailed survey with a sample size of 7500

- What are the major challenges that SMEs face in exporting their goods outside of India?
- What are the major challenges that SMEs face in e-commerce (could be domestic or foreign trade)
- How has COVID impacted the Overall export scenario for SMEs?
- Do you think there is a need/demand for an ecosystem approach for assisting SMEs

Perhaps the answers would open new avenues / markets/ Opportunities for the MICE Industry to help and grow the Brand "Made In India"



Message From The Desk Of

Kai Hattendorf, MD & CEO, UFI

It is almost time to pack for Oman. I'll be adding a stop-over in Egypt on the way, to make it to COP27 in Sharm el Sheik for the United Nations' Global Climate Conference. On 11 November, our industry will take the stage again at COP27 to give an update on the "Net Zero Carbon Events" Initiative. What began as a gathering of interested industry stakeholders from UFI, ICCA, AIPC and the Scottish Event Campus has now become a global industry movement, hosted and facilitated by the Joint Meetings Industry Council. In Egypt, we will present the roadmap for the global events industry to become net zero carbon by 2050– a roadmap that is now backed and developed by more than 400 businesses from across the events industry, namely from the exhibitions sector.

This is the result of collaboration and persistence. The report, "Finding the Future, Together", was published in the US – a multi-year collaboration of 14 interested parties, including UFI and its members and partners like Informa, RX, Emerald, IMEX, Freeman, GES and SISO, as well as other players from the US.

The report consolidates and simplifies a series of internal research reports analysing the environmental impacts of the U.S. and Canadian B2B trade show industry. For the first time, we can now add North American industry data into the global conversation, closing a long-standing major gap.

The path to closing this gap began at an UFI Sustainability Forum held in Florida, in 2018. The event, held co-located to the SISO Summer Conference, sparked the conversation that kicked off this project. We often speak about the legacies that our events create – and here is one from our own industry, that will now feed into the Net Zero Carbon Events Initiative going forward.

Now we have Oman ahead – and afterwards, on the horizon, a full programme of events announced for next spring connecting our members in Lisbon for the Global CEO Summit, in Bangkok for the Asia Conference, in San José, Costa Risa for the LATAM Conference, in Doha for the MEA Conference, and in Maastricht for the European one – not to mention the 2023 Global Congress in Las Vegas in November 2023. For the full list of UFI events, have a look at our calendar here: www.ufi.org/events

I'm excited to see the legacies that you will all begin at our Congress in Muscat, and at these future events!

Safe travels, and see you in Oman later this month!



EXHIBITIONS & CONFERENCES
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FASHION SHOWS
AWARDS SHOWS
GOVERNMENT FUNCTIONS
CEREMONIES
LIVE CONCERTS
SPIRITUAL EVENTS
WEDDING DECORS

JESS® GROUP

Formerly known as Jeram Shivji & Sons

Jess Ideas Pvt. Ltd.

Aluminium German Structures
M. S. Superstructures
Aluminium Alloy Staging & Trusses

Layher Scaffoldings & Tier Sitting
Air Conditioning &
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Sets & Venue Construction
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Bhupinder Singh,
CEO, Messe Muenchen India

SHINING WITH PURPOSE!

There is a reason why 15th anniversaries are usually depicted by crystals as they symbolise clarity of purpose, illuminated by values of the organization, and the beauty of achieving milestones together. This is the spirit behind Messe Muenchen India's Crystal Anniversary celebrations as it commemorates 15 years of excellence in the trade fairs industry.

The global exhibitions business is witnessing an interesting inflection point after the pandemic-induced hiatus, and the Indian market is particularly vibrant due to growing consumer demand and a renewed policy focus towards domestic manufacturing. These are only a few of the tailwinds propelling expansion of Messe Muenchen India's trade fairs in recent times. For instance, the recently concluded electronica India and productronica India 2022 witnessed a 25% increase in domestic participation, while IFAT India 2022 witnessed 35% growth on the same metric over the previous year.

The 15-year journey of Messe Muenchen India is marked by such incremental growth over the years, resulting in radical growth for its customers in the various industries that it serves. With 20 trade fairs covering diverse industry clusters, Messe Muenchen India has crafted its unique journey by constantly innovating in response to customers' needs. No stranger to challenging times, Messe Muenchen India launched its first show for the electronics industry amidst fallout from the global economic downturn in 2008-09. Still, the company thrived and laid the foundations for strong trade fair brands in the years to come. Following the existential

threat presented by Covid-19, Messe Muenchen India responded in two critical ways. Firstly, it strategically adopted digital channels to enhance its face-to-face business. And secondly, but more importantly, the company refocussed on its vision, mission, and core values of trust, team spirit, craftsmanship, and entrepreneurship.

Starting small, dreaming big

'Enabling meaningful handshakes and unlocking business opportunities' is much more than a purpose statement for Messe Muenchen India. From its earliest days to its current form, it has prioritised customer centricity and higher value creation for all its stakeholders. Some of the company's best ideas and innovations have resulted from being vigilant to its customers' needs in response to changing industry dynamics. For example, Messe Muenchen India's exhibitions are well-known for their buyer-seller forums which bring together buyers' needs and exhibitors' solutions in a focussed environment that facilitates high-value deals and real business.

After surviving the storms of the initial five years, Messe Muenchen India embarked on an ambitious growth path until 2020. The company improved its sales strategy, increased marketing spends, built several strategic partnerships, and focussed sharply on improving customer ROI. The central mantra has always been to stay connected with customers' needs and the business will look after itself.



With **Stefan Rummel,** MD, Messe Muenchen



With colleagues from Munich



By the end of 2019, Messe Muenchen India had 17 exhibitions in the Indian market, with many brands growing to 4-5X their launch size. Having tasted success with several geo-cloned shows, it outperformed the market with 20-30% year-on-year growth. The company was even top ranked in 2019 in terms of gross space, as per a market study by the Indian Exhibition Industry Association (IEIA). Thus, the company set itself a big hairy audacious goal of being valued at Rs. 1 billion by 2020.

Purpose-driven business

Face-to-face interactions and handshakes are an essential part of the trade fairs business model, and Messe Muenchen India ideated on how best to add greater value to these interactions, whether online or offline. That's when the mission of 'to enable meaningful handshakes; to unlock business opportunities' was articulated. Through its content-focussed conferences, buyer-seller meets, and networking opportunities, in addition to displays of technologies and solutions, the company strives to create well-researched, vibrant, and energetic marketplaces that facilitate immediate business as well as long-term partnerships.

As the company's manifesto says, "Our purpose articulates why we exist as an organization. This is our North Star and helps us determine the direction to take in ambiguous business scenarios. Our core purpose flows from a set of unwavering

beliefs that we have about our industry and our organization. Our mission includes the long-term business objectives that we are striving to achieve. This will be the foundation for our short term and medium-term goals."

About its core values and guiding principles, the manifesto says, "Our values define how we conduct ourselves not just when all is calm but also in times of adversity. These are common behaviours that we practice and want to get better at practicing in our organization. Our workplace practices and rituals are derived from our values, thus making them liveable and real across the organization. As Messe Muenchen India team members, it is our responsibility to reinforce them day in and day out. We will drive into the future whilst espousing our values of Trust, Team Spirit, Craftsmanship and Entrepreneurship."

Embracing digital thinking

The pandemic experience taught the company that while online platforms cannot replace physical interactions, it has the potential to improve customer experience manyfold. Thus, the company's digital department was established, resulting in its in-house online exhibition platform called Expoville which went on to host India's largest b2b online expo called the Festival of Business. Today, digital thinking plays a very important role in Messe Muenchen India's strategic plans and forms one of the key elements of its three pillars called purpose, people, and process. It also developed a central platform called 'MMI Connect'





offering constructive solutions for networking and brand engagement.

Keep calm and focus on customer centricity

Technology plays a crucial role in helping organisers design a holistic experience for visitors and exhibitors. Thus, the company has adopted increased digitisation of internal operations to fully leverage the power of automation and improve customer experience by reducing turnaround times. Customer experience before, during and after each trade fairs is very important and measuring these outcomes through NPS is something the company is passionately working towards.

Due to their compliance with EU's data privacy laws, Messe Muenchen India avoids invasive technologies that build on visitors' personal information. However, it uses various technology tools to develop experiences that respect visitors' time invested with us. And this has an immediate impact on the exhibitor and helps him to strategize which segment should be placed where and why.



To mark their 15th Anniversary, the company celebrated all these successes and innovations as well as its team members, partners, and customers at a special felicitation ceremony in Mumbai. To understand the sentiment behind this occasion, Bhupinder Singh, CEO, Messe Muenchen India, tells us why this is significant and what's more exciting in the pipeline.



Bhupinder Singh being felicitated by a partner association

ES. What is the significance of this Crystal Anniversary celebration?

Bhupinder Singh. We want to use this occasion to express gratitude to all the people who have contributed towards this journey. From our team members in India and the management in Germany to our customers, industry partners, vendors, and suppliers, we want to recognise each one's role, express gratitude, and recommit ourselves to the business of enabling meaningful handshakes and unlocking business opportunities for the industries we serve through our trade fairs.

Messe Muenchen is one of the most profitable and successful trade fair companies globally, but its real strength lies in its people. We have received tremendous support from the Munich headquarters throughout our 15-year journey but especially during the challenging past few years. Coming to our Indian clients and partners, we are grateful for their constant trust and support. We are confident of more exciting partnerships and more business in the coming years.

ES. Tell us about these exciting developments at Messe Muenchen India over the next few months.

Bhupinder Singh. After a successful series of shows until September this year, we are now looking forward to drink technology India, PACKMACH Asia Expo, and World Tea & Coffee Expo 2022 in December, followed by our flagship trade fair for the construction equipment industry – bauma CONEXPO India 2023 in January next year. This show will showcase pioneering construction technologies in response to India's aggressive infrastructure development plans. We are also thrilled to expand into South Africa with three shows – air cargo Africa, analytica Anacon Africa, and IFAT Africa. To accelerate our growth momentum, Messe Muenchen India has taken over the management of these shows from Messe Muenchen South Africa. While continuing to serve the best interests of the Indian market, our foray into South Africa is a way of scaling up our business by leveraging on the things we do best—organizing marketplaces, curating conferences, and driving more value for all our customers and partners.

ES. What's your personal story with Messe Muenchen India?

Bhupinder Singh. I started as a project director when the company launched in 2007 and was promoted to Deputy CEO in 2013. I am truly overwhelmed by the scale and impact of our business which has been achieved through team spirit, trust, craftsmanship, and entrepreneurship. Like most enterprises, we started out with six team members in a small office in Mumbai, and we're glad to see our team size grow to nearly 80 members and 20 trade fairs across multiple industries. None of that could have been achieved without the steady support and trust of our global team and Indian partners, and we want to celebrate these relationships on the occasion of our Crystal Anniversary. To sum up our journey in one word: Gratitude.



Team Messe Muenchen India



SONIA PRASHAR

Managing Director and Chairperson of the Board

NuernbergMesse India

President, Indian Exhibition Industry Association

ES. 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. In this backdrop how do you see India shaping up as an important global destination for exhibitions and events industry?

Sonia Prashar. 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.

During the course of its G20 Presidency, India will be holding about 200 meetings in 32 different sectors in multiple locations across India. Additionally, the pandemic has definitely accelerated the digital adoption in the country, bringing it on par with some of the most developed nations of the world. This in turn has led to the application of latest technologies across services and a seamless integration of various touch points within the exhibition lifecycle, thus improving the overall user experience.

Global companies have been looking at India with renewed interest, they want to eliminate dependency on just one source or one country and India definitely has much to offer - talent, resources, favourable policies, market and most importantly an insatiable hunger for growth and development.

ES. As a key stakeholder of the events and exhibition fraternity, how do you look at the contribution of IEIA Open Seminar in terms of creating more opportunities and serving as a platform to bring together like minded people?

Sonia Prashar. IEIA Open Seminar is a great platform for the Industry to convene, collaborate and create change. By bringing all stakeholders together on a common platform, we are creating a forum which fosters camaraderie and conversations.

Our theme this year is "Focus India" - The Cynosure of the Global Exhibition Industry. This year the discussions and narrative will focus on the Indian growth story and the tremendous resilience we have shown as an Industry to bounce back stronger. Exhibition Industry has withstood the challenges of war, recessions, global pandemics, but has still maintained its vital position as the most effective platform to network, generate business and observe trends. Through our seminar we aim to create conversations which in turn create value and change - be it best industry practices, further enhancement of our offerings, promoting diversity and inclusion, and most importantly promoting and positioning India as the most preferred exhibition destination. Key stakeholders from leading organisations will come together in December to bring forth their perspectives, ideas and energy to propel our growth story.

"It is the only event which brings the entire ecosystem on a common platform - an initiative by the Industry, of the Industry, for the Industry. 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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"In 2019, Abu Dhabi hosted the highest number of events in the MENA region – International Meetings Statistics Report 2022"

Mubarak Al Shamisi, Director of Abu Dhabi Convention & Exhibition Bureau, Department of Culture and Tourism – Abu Dhabi

ES. Please tell us a bit about your professional journey & major milestones achieved in your career up until now.

Mubarak Al Shamisi. I have spent more than 18 years' working in the tourism industry. I started my career in 2004 as an executive in the marketing department of the former Abu Dhabi Tourism Authority. Since then, I have had the opportunity to gain experience across a number of tourism departments, including events and overseas offices. Previously, I served as the Country Manager for the Authority's GCC market in Jeddah, Saudi Arabia.

Since 2014, I have focussed on expanding the presence and influence of the Abu Dhabi Exhibition & Convention Bureau (ADCEB) in the business events sector in my capacity as Director. In 2018, I was elected as a chairperson of the Middle East Chapter of the International Congress and Conventions Association (ICCA). Along with my team, I have worked on building strategic partnerships with several corporates, business groups and associations who are increasingly relying on us to host their events in Abu Dhabi. To ensure Abu Dhabi continues to be seen an attractive business events destination, we have introduced incredible initiatives and incentives that provide event organisers and planners with invaluable financial and non-financial support. It is an honour to share Abu Dhabi with the world and to showcase the great potential of our destination.

ES. In what ways has the Abu Dhabi Convention & Exhibition Bureau succeeded in its mission to establish the emirate as a leading global business event destination?

Mubarak Al Shamisi. Since the inception of the Abu Dhabi Convention & Exhibition Bureau in 2013, we have seen tremendous growth in Abu Dhabi's profile as a leading destination for business events. We have expanded our presence in several markets, provided world-class support to



Abu Dhabi Convention & Exhibition Bureau and Miral team up to attract larger MICE Groups to UAE Capital – Tourism Breaking News



Abu Dhabi Convention & Exhibition Bureau, Etihad Airways sign MoU

stakeholders, led and supported successful bids for globally and regionally significant events, and grew Abu Dhabi's MICE delegates by more than 50 percent since 2013 (according to ICCA Ranking).

In 2019, Abu Dhabi hosted the highest number of events in the MENA region according to the 2020 Union of International Associations (UIA) – International Meetings Statistics Report. This, among many other accomplishments for Abu Dhabi, is a testament to ADCEB's success in creating and championing a highly competitive destination for meetings and other business events.

ES. As Abu Dhabi continues to see a gradual rise in the number of corporate travellers in the emirate, how are you strengthening your MICE profile further on the global stage? Please share with us some of the key events hosted by Abu Dhabi in the recent past.

Mubarak Al Shamisi. In recent years, we have secured the hosting rights for globally significant events such as the Special Olympics 2019, World Energy Congress 2019, World Urban Forum 2022, and World Volunteer Conference 2022. This year, the Abu Dhabi Calendar was incredibly busy as we also saw the launch of new exhibitions such as the World Utilities Congress, Middle East Manufacturing & Technology Expo, Middle East Design & Build Week, Global Media Congress, and the Electric Vehicle Innovation Summit, which further underscores Abu Dhabi's status. These new events are key milestones in Abu Dhabi's ever-expanding business events calendar and we are expecting to welcome even more next year.

Our success lies in a continuous drive for building strong strategic partnerships that enable event organisers and planners to deliver world-class experiences to their delegates in line with their goals. At ADCEB, we also lead or support the bidding process for suitable conventions, as well as inspiring event organisers to launch their first-ever event or to geo-clone their flagship events in Abu Dhabi.

ES. How well Abu Dhabi is connected with the rest of the world?

Mubarak Al Shamisi. Situated at the crossroads of the East and the West, Abu Dhabi is easily accessible to visitors. More than two-thirds of major global cities are within a six-hour flight of Abu Dhabi. In the first half of 2022, nearly 6.3 million passengers passed through Abu Dhabi, connecting them to 101 passenger destinations via 23 airlines, which perfectly illustrates Abu Dhabi's strong global connectivity.1 Recently, ADCEB formed a strategic partnership with Etihad Airways, to further bolster support for MICE travel groups travelling to Abu Dhabi. Through this collaboration, ADCEB can offer eligible 'Advantage Abu Dhabi' applicants additional flight benefits and perks such as group booking discounts, complimentary flights for large MICE travel group bookings on direct flights, and special flight rates for site/destination inspection trips to Abu Dhabi for clients who host their business events and incentive groups in the UAE capital.

ES. What is the state of Abu Dhabi's infrastructure for hosting business events? In what ways has the government supported MICE infrastructure with its policies?

Mubarak Al Shamisi. Abu Dhabi's strong MICE capabilities are demonstrated by its world-class infrastructure, iconic hotels and resorts, state-of-the-art event venues and an unrivalled leisure offering. Abu Dhabi offers a broad mix of hotels that cater to a wide range of budgets and expectations, ranging from pocket-friendly city hotels to luxurious beach resorts. Our incredible inventory of event venues includes the Abu Dhabi National Exhibition Centre, the largest exhibition space in the MENA region that spans a total area of 153,678 square metres. The Abu Dhabi National Exhibition Centre is expecting to see a 16 percent rise in the number of exhibitions organised and hosted there by the end of 2022 compared to the same period in 2019, marking a strong post-pandemic recovery. In addition, Abu Dhabi's



Abu Dhabi Convention & Exhibition Bureau teams up with SITE for knowledge exchange

growing knowledge and innovation ecosystem across the public and private sectors adds further value for international associations and event organisers looking to host their meetings and conferences in a highly competitive MICE destination.

We encourage those who visit Abu Dhabi for attending business events to also explore the diverse range of exciting, inspiring and restorative experiences found in Abu Dhabi. From unwinding on Abu Dhabi's pristine beaches to taking in its vibrant contemporary art and cultural scene, featuring landmark attractions such as Louvre Abu Dhabi, Abu Dhabi offers something for everyone to discover at their own pace.

ES. How do you see India as a source market for Abu Dhabi? Also, please tell us about Abu Dhabi's unique portfolio of nature-adventure assets which allows it to compete with top worldwide destinations?

Mubarak Al Shamisi. India is consistently one of the largest source markets for MICE travel in Abu Dhabi, not just for leisure tourism. Earlier this year, we welcomed more than 1,400 delegates from Amway India – proof of Abu Dhabi's destination attractiveness to Indian corporates looking to host their meetings and incentive groups overseas.

We continue to provide unmatched support to our valued stakeholders, engage our targeted corporates and leading MICE agencies, and introduce initiatives such as our enhanced Advantage Abu Dhabi Meetings & Incentives programme and our new MICE Agency Reward scheme, that collectively enable us to differentiative ourselves from other destinations in the region. In addition, in Abu Dhabi there is something for everyone to enjoy, at their own pace, whether it's the tranquillity of Al Ain or the thrills of Yas Island. With the growing appetite for outbound business travel in India, we look forward to welcoming more business travellers from this country, who will be spoilt for choice in our destination.

ES. What is your plan to boost Business Tourism in 2023?

Mubarak Al Shamisi. Over the years, ADCEB has accelerated its financial and non-financial support towards strategic business events, which includes the launch of Advantage Abu Dhabi 2.0, an enhanced programme that offers event organisers an array of support throughout the event planning cycle - including financial assistance and destination-driven value-adds. Through such initiatives, we are expecting to attract more business events and business travellers in 2023 and beyond.

ES. On a personal note, we are curious to know what keeps you busy when you are away from work? Please tell us about your hobbies and other activities that you love to do at home.



Mubarak Al Shamisi. Outside of work, my family keeps me busy! And with Abu Dhabi's incredible nature-adventure landscape, I spend a lot of time enriching their love for outdoor activities such as falconry, camping and desert dune bashing.

ES. If you would like to share a message and one key piece of advice to the industry, what would that be?

Mubarak Al Shamisi. A lot has changed over the last two years, including business travel trends and event formats, yet the principles and objectives of meetings, incentives, conferences and exhibitions have all stayed the same. So, if I had to share only one piece of advice, it is to continue embracing excellence, focussing more on collaborations and exploring new ideas. Together, we can continue to highlight the importance of business events and their impact on knowledge sharing, innovation and economic growth. It is truly an honour to be part of the business events industry, and my team and I remain committed to its growth.

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December, 2022 - Event Calendar

EVENT NAME	DATE & VENUE	EVENT NAME	DATE & VENUE
AISAA 2022 Agri India Startup Assembly & Awards	Thursday 15 th December, 2022 Novotel Dona Sylvia Resort Goa	GLOBOIL INDIA 2022 25th Anniversary 16th & 17th December, 2022 Novotel Resort Dona Sylvia, Goa	Friday & Saturday 16th & 17th December, 2022 Novotel Dona Sylvia Resort Goa
THRILL 18TH DECEMBER, 2022 | NOVOTEL DONA SYLVIA RESORT, GOA An Event on changing landscape of Gaming Industry	Sunday 18th December, 2022 Novotel Dona Sylvia Resort Goa	11th Edition SUGAR SUMMIT International Conference & Exhibition on Sugar & Ethanol	Friday & Saturday 16th & 17th December, 2022 Novotel Dona Sylvia Resort Goa
AI & BLOCKCHAIN EVENTON Be Future Ready, Learn how AI & Blockchain will change the Business Landscape	Sunday 18th December, 2022 Novotel Dona Sylvia Resort Goa	THINK CSR 2022 An Interface between Corporates, Government, NGOs & Think CSR Awards	Sunday 18th December, 2022 Novotel Dona Sylvia Resort Goa
COMMODITY CRICKET CARNIVAL Most Glamorous Corporate & Entertainment Cricket Championship	Sunday 18th December, 2022 Novotel Dona Sylvia Resort Goa	THINK GOA2022 Leadership Awards	Sunday 18th December, 2022 Novotel Dona Sylvia Resort Goa

2023 - Event Calendar

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
GLOBOIL AFRICA 2023	Thursday, Friday & Saturday 20th, 21st & 22nd July 2023 Novotel Cotonou Orisha Benin AFRICA	GLOBOIL CEO CONCLAVE 2023	Friday & Saturday 8th & 9th December 2023 Venue (TBA)

GLOBOIL INDIA 2023

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

"Bengaluru being the Silicon Valley of India has some of the largest software companies coming to BIEC for their events including for product launches and corporate events. Some of the big names to mention a few include events by SAP, Google, Sales Force, Herbalife, Target, One Plus, etc."

ES. Please tell us about your professional journey. What milestones did you reach on your way to the top which stands out as the most significant?

Ubaid Ahmad. I am working as Senior Director- Marketing Head BIEC (Bangalore International Exhibition Centre) overseeing all the exhibitions and events that are held at (BIEC) which is Indian Machine Tool Manufacturers' Association (IMTMA's) own venue. My association with IMTMA and BIEC dates back to 2007 when the exhibition venue was built in Bengaluru. Today after completion of 15 years BIEC has evolved as one of the most important destinations for exhibitions and industry events in India and hosts close to 50 events a year.

Being an alumni of AMU, right from my childhood days I wanted to carve out a niche in marketing field and I was blessed to see my dreams come true when I graduated in Economics and did MBA in Marketing. While working in the exhibition industry I obtained the prestigious Exhibition Management Degree from UFI, France. This perhaps helped me in my endeavours as a Qualified IMS Auditor for QMS- ISO 9001:2015, EMS- ISO 14001:2015 and OHSMS-ISO 45001:2018 standards. Apart from being an Executive Committee member of IEIA (Indian Exhibition Industry Association) I am also associated with several other events and exhibition related groups across the globe.

Before joining BIEC I worked for some reputed national and international prestigious organizations such as TDI, Shamal Media, Star Television, etc. Some significant milestones in my professional journey include launching CCTV advertising in India, conceptualizing the marketing and promotional plan for the first Hindi and Urdu FM station HUM FM in Middle East. I was also the core team member to launch the first 24 hour FM Station, RADIOCITY in India.

ES. You have been unanimously elected in the governing board of ICPB (Indian Convention Promotion Bureau) for the period of 2022-24. How do you see the role of ICPB in promoting the MICE industry in India?



UBAID AHMAD
Senior Director & Head - Marketing
Bangalore International Exhibition Centre

Ubaid Ahmad. ***It is indeed a prestige and honour for me and for BIEC to be in the governing board of ICPB which is recognized as the only national apex body for promoting India as a competent and credible MICE destination. ICPB already plays a great role in bringing together various Indian state governments, hotels, airlines, exhibition and event organizers, tour and travel operators, and so on. In addition to projecting India as a conference destination, ICPB works towards developing conference traffic to India and organizing programmes to create awareness on the role and benefits of congresses and conventions and realize our national objectives. During my term I will continue to work closely with ICPB in its endeavour to establish highly developed convention centres throughout India and make the country a preferred MICE destination for the world.***

ES. BIEC has been in focus for hosting diverse range of events. Please tell us other features that sets BIEC apart from other venues.

Ubaid Ahmad. BIEC which is India's premier exhibition-cum-conference facility is designed to organize international B2B exhibitions and high impact MICE successfully. Spread in a 57-acre lush green surroundings BIEC arguably is one of India's largest exhibition venue with a built-up area of over 1,10,000 square metres having an indoor exhibition space of 77,200 square metres in 5 state-of-the-art exhibition halls to showcase the largest, latest and the best. The most modern and state-of-art exhibition halls 4 and 5 are 17,500 square metres each. These covered column-less, air condition exhibition halls have a span of 75 mts. and length of 234 mts. The height at the centre is 18 mts. and at eaves are 9 mts.

With strategically designed rigging points each hall can also host events of up to 24,000 pax. These are well complimented by 3 other exhibition halls, a 5,600 square metres multi-facility conference centre spread over 6 halls that can accommodate several parallels sessions. Other amenities include a 7,500 square metres food court with fine dining hall and choice of cuisine, an entrance plaza with 40 plug-and-play registration counters, ample parking space for more than 5000 cars, and floor capacity of 10-30 tons per square metre and large power supply to ensure heavy machinery works ceaselessly. BIEC is the only venue of its kind in India to provide approximately 3,00,000 square metres indoor and outdoor space for a large-scale show like EXCON. As India's first LEED Certified Green Exhibition and Conference Facility, BIEC's Hall 4 and 5 was awarded Gold Ratings by Indian Green Building Council (IGBC). In stark contrast to typical industrial sites, BIEC is a cool green campus marked with self-sustenance in terms of water, waste water treatment facility and other green initiatives. Around 35% of the BIEC campus is Green. Nurturing for progress, BIEC has also been contributing to the transformation of the locality around it and raised the standard of living in the surrounding localities.

ES. BIEC hosts various regional, national and international conventions, meetings and trade shows. How do you overcome the challenges in initiating conducting and the events?

Ubaid Ahmad. Going beyond the business of exhibition, BIEC has connected India to industries worldwide and supported the country's efforts in competing in the global market. Exhibitions and events from a cross-segment of industry sectors such as construction, woodworking machinery, space, jewellery, agriculture, IT, electrical and electronics, medical, education, and many other industries are held here. Apart from hosting its own flagship IMTEX which is South and South East Asia's largest exhibition, the venue is used for major exhibitions such as IIJS Premiere, EXCON, IndiaWood, ACETECH, STONA, Agritech, Didac India, Expodent, and many more.





Filmfare-South'22

Bengaluru being the Silicon Valley of India has some of the largest software companies coming to BIEC for their events including for product launches and corporate events. Some of the big names to mention a few include events by SAP, Google, Sales Force, Herbalife, Target, One Plus, etc. Recently BIEC hosted OnePlus. For the first time, the launch event took place across the globe simultaneously in the cities of Bengaluru, London and New York. We also hosted SAP 50 Year Celebrations with more than 24,000 attendees. The 67th Filmfare Awards South 2022 was held for the first time at BIEC on 9 October 2022 to celebrate the finest performances from the entire South Indian Film Industry including Telugu, Tamil, and Kannada and Malayalam industries. Leading film personalities including actors, directors and technicians graced BIEC for the awards night. Films that were released on the big screen during 2020 and 2021 were celebrated on the occasion.

The Government of India and the Government of Karnataka have held some of their flagship exhibitions and events at BIEC. BIEC hosted the 14th convention of Pravasi Bharatiya Divas organized by the Ministry of External Affairs,


IMTEX Forming & Tool tech'22

Government of India in January 2017. This was a historic occasion as both the then President of India, Shri Pranab Mukherjee who gave the valedictory address and the Prime Minister of India, Shri Narendra Modi who delivered the keynote address and the Chief Minister of Karnataka, Shri Siddaramaiah who also addressed the gathering, came together for an event at BIEC. Other events held by the government include the Pacific Asia Travel Association (PATA) Travel Mart, the 43rd Jawaharlal Nehru National Science, Mathematics and Environment Exhibition for Children, the Vendor Development & Investors Summit and many more. The art of managing exhibitions and the venue can be attributed to various models that are available at international levels. It is so as it becomes easy for us to understand various aspects of exhibition organizing and understanding the challenges that one could face while organizing shows in a venue.


ACETECH'22

The experience helps us to fine-tune ourselves to provide necessary consultative services for other exhibition organizers who organize shows in BIEC. This also facilitates us to improve the standards of facilities and services provided not only for the shows we organize but also for other organizers who use our venue. Moreover with an empathetic approach, we have been taking into consideration all the feedback and the pain points and incorporating them to give a seamless experience for all show organizers in BIEC. We follow a process defined approach, adopt best practices prevailing at the global level so that we adopt and learn parallely and organize more acclaimed shows. Our internal processes are driven through internal systems that helps us to keep vigilant about our work areas and perform better. We would continue to adopt new technologies to better our relations with customers and stakeholders.

Further interview in next edition



Chandrika Behl, MD, Exhibitions India Group

ES. As a leading organiser of trade fairs in India, having successfully established some of the most influential exhibitions in the country and overseas, we would like to hear about the incredible journey and many of the key factors that have contributed to building the Exhibition India Group reputation in the industry?

Chandrika Behl. Central to our success, over the decades, is a simple mantra – ensure the success of your customer! We know if we do that, in turn we cement our role and guarantee our own success. Throughout our 30-year journey, we've also made sure to showcase India as an emerging market & investment destination, and Indian companies as leading suppliers to the world. It's this philosophy that's allowed us to launch and create the leading expos in India and also represent some of the largest and most impactful expos from around the world.

Our flagship expo, Convergence India, in its 30th edition, is more relevant today than ever before. Through the 90s, Convergence India heralded the telecom revolution in the country, and today it remains key to the digital revolution that's central to India's growth and place in the world. Equally, the Smart Cities India expo is a reflection of India's emerging modernization and development landscape. In co-locating these two expos, we've created India's largest infrastructure and technology expo, and a platform that is key to building an India that is forward-looking, future-ready and sustainable. We're also very proud that the Smart Cities Mission (Ministry of Housing and Urban Development, Government of India) is a co-organiser for the 2023 expo, scheduled for 27-29 March 2023 in New Delhi.

ES. Tell us more about your shows and how it provides a one-stop solution for clients of all sizes?

Chandrika Behl. Convergence India and Smart Cities India

> ***"The 30th edition of Convergence India and 8th edition of Smart Cities India 2023 will have 1,000 brands and 200 startups on the show floor, networking with 40,000 visitors"***

are platforms that do much more than just provide technology showcases. The expo is a platform that is relevant today because it creates an evolving eco-system that demonstrates just how these innovations and solution fit into a fast changing world and a rapidly developing nation. This is what enables us to build on our legacy of fostering growth and accelerating nation building. We also create a platform that enables meaningful engagement with the leading voices in industry and government. The 2022 expo witnessed over 860 participants from 30 countries, 30,000 visitors and 150 speakers over 50 conference sessions. The 30thedition of Convergence India and 8th edition of Smart Cities India 2023 will have 1,000 brands and 200 startups on the show floor, networking with 40,000 visitors. Focused conference sessions, a City Leaders Conclave, Smart Cities and Fintech Innovation Awards, Startup Pitching competitions, mentorship sessions and workshops, all ensure a free flow of ideas and make the expo a hub for innovation and opportunity.

ES. Is there anything you can forecast when it comes to the trends shaping the world of the Exhibitions Industry. As a member of UFI – The Global Association of Exhibitions Industry – what are your comments for the upcoming UFI Global Congress?

Chandrika Behl. This is an exciting time in the exhibitions industry. The pandemic is behind us, and, more importantly, the uncertainty regarding the future of the industry is behind us. The technologies that have been developed over the years enable us to enhance the user experience at our in-person physical events, and the enthusiasm and energy that we see on the show floor today – post the pandemic – is unlike anything we've seen in a long time, and this bodes very well for the years ahead. I'm certain the UFI Global Congress this year will reflect this sense of optimism and opportunity. I would love to attend the Congress in person, however, I may not be able to due to another engagement on those very dates, but I would like to wish everyone at the Congress a very productive few days and years of growth and positivity as we emerge stronger in a post-pandemic world.

India will be fastly growing like German tradeshow market

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. What are your thoughts about India's potential as a regional MICE hub with the MICE (meetings, incentives, conferences, exhibitions) sector growing at a faster pace and the focus shifting from Europe to Asia Pacific?

Phil Chung. 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,

Further interview in next edition



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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.
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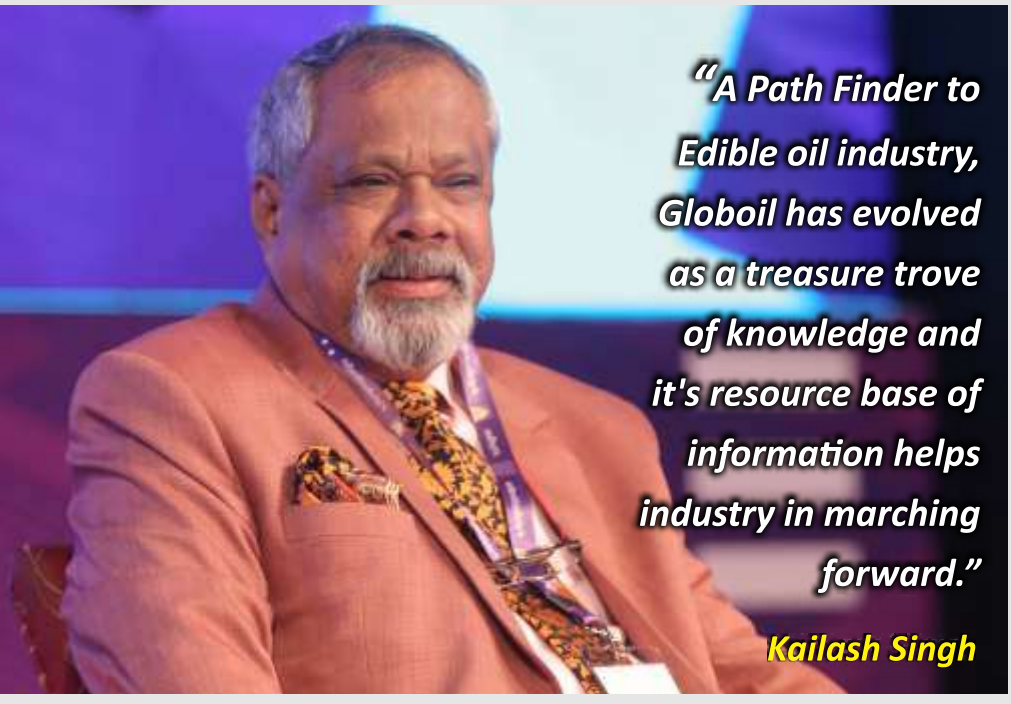
One of the major accomplishments for us was the successful completion of Globoil's 25 years

KAILASH SINGH, MANAGING DIRECTOR, TEFLA'S

ES. Globoil India recently celebrated the Silver Jubilee Year. Please take us through the journey of your organisation since inception and some major milestone achieved over the years?

Kailash Singh. Milestones come in a variety of shapes and sizes. They could include accomplishing a significant work project, performing well on a test, completing a major household remodel, or any number of other successes. One of the major accomplishments for us was the successful completion of Globoil 25 years. What a lovely start! A date that will live in our memories forever. Watching the entire edible oil industry together, at Hotel Leela in Mumbai on September 21, 1997. The history of Globoil is intricately interwoven with the growth of the Indian edible oil industry, its oil millers and global conglomerates, its leaders and entrepreneurs, its turmoils and celebrations. A number of accomplished and visionary business leaders and professionals provided me with invaluable support and guidance. Some names include Sandeep Bajoria CEO, Sunvin Group, Atul Chaturvedi, Executive Chairman, Renuka Sugars Ltd, Dr. B.V Mehta, Executive Director - The Solvent Extractors' Association of India.

Blessed by Industry Doyens like Adi Godrej, Chairman, Godrej Group, Gautam Adani, Chairman Adani Group, Harsh Mariwala, Chairman, Marico Group, Baba Ramdev, Founder, Patanjali Foods and The Solvent Extractors' Association of India, an all India body to solvent extractions industry and premier vegetable oil Association. Continuous and assured patronage of Adani Wilmar, Patanjali Foods, Tirumala, RSPO, Sawit Indonesia, BN Group, IFFCO ALANA Group, Liberty, Montage, Bunge, Gujarat Ambuja, Sime Darby, Emami, WASIL, Godrej Group, NK Protiens, Mahesh Edibles, Vijay Solvex, Kanpur Edible, Ghodawat Group, Sangrur & Mantora.To name a few, GLOBOIL grew from strength to strength and has been held, every year, with only a gap occurred due to pandemic in 2020. It was held 21 times in Mumbai and thrice in Goa. Globoil International was held 8 times in Dubai and for once in Jakarta & Colombo.



ES. Please share with us the highlights & takeaways of Globoil Event?

Kailash Singh. Globoil continues to touch millions of people's lives both actively and passively by establishing a unique platform to facilitate the anticipated expansion of the edible oil business, to bring the stakeholders together, to share the knowledge, to exchange the information, to network and build the relationships - in short - to 'know' each other. It is with tremendous and unstinted support of numerous members of the ever expanding family of GLOBOIL that GLOBOIL grew from strength to strength; has been held, without a single gap, every year, in the third week of September, (Except 2020, the Covid year) Globoil India, founded by Teflas in 1997, has evolved into an autonomous and unified platform that serves as a significant interface between the various facets of the Edible Oil Industry. It has over the years played the definitive role in shaping the future of business and an ideal platform for participants to nurture the trust and confidence across the supply chain. In tough market conditions, Globoil infuses optimism and hope amongst the Industry stakeholders.

Further interview in next edition



> ***Each year, the IIMTF has grown from strength to strength which is visible from the tremendous increase in the number of participants and visitors and the impressive footfalls***

PRAKASH SHAH
Chairman, G S Marketing Associates.

ES. What would you consider as the speciality of the India International Mega Trade Fair organized by G S Marketing Associates ?

Prakash Shah. The speciality of this Fair is that it usually has many separate A.C. pavilions dedicated to different industries like : companies from the Industries of NSIC, MSME, SMEs, KVIC, Handicrafts, Handlooms, Costume Jewellery, Ayurveda, many State Government Departments / Ministries, PSUs, Food Processing, Textiles, Clothing, Machinery, Tourism, many Foreign Countries, Corporate Companies, Business Houses and traders from all over the world along with other segments like : Real Estate, Building Materials, Home Appliances, Electronics, Electrical equipments, Furniture, Interiors, Lifestyles, etc. Many companies from all over India and abroad participate in these Fairs with their unique products and services, The vast variety and range of products is rare to find at the same time in a single venue. Due to this, The IIMTF is very well received by the citizens and business houses of the various cities in which they are held. We have already organized this Fair in Kolkata, Bhubaneswar, Ranchi, Mumbai, Indore, Lucknow, Visakhapatnam, Jaipur, New Delhi, Ahmedabad and Greater Noida.

ES. Please elaborate on the reach of the Fair.

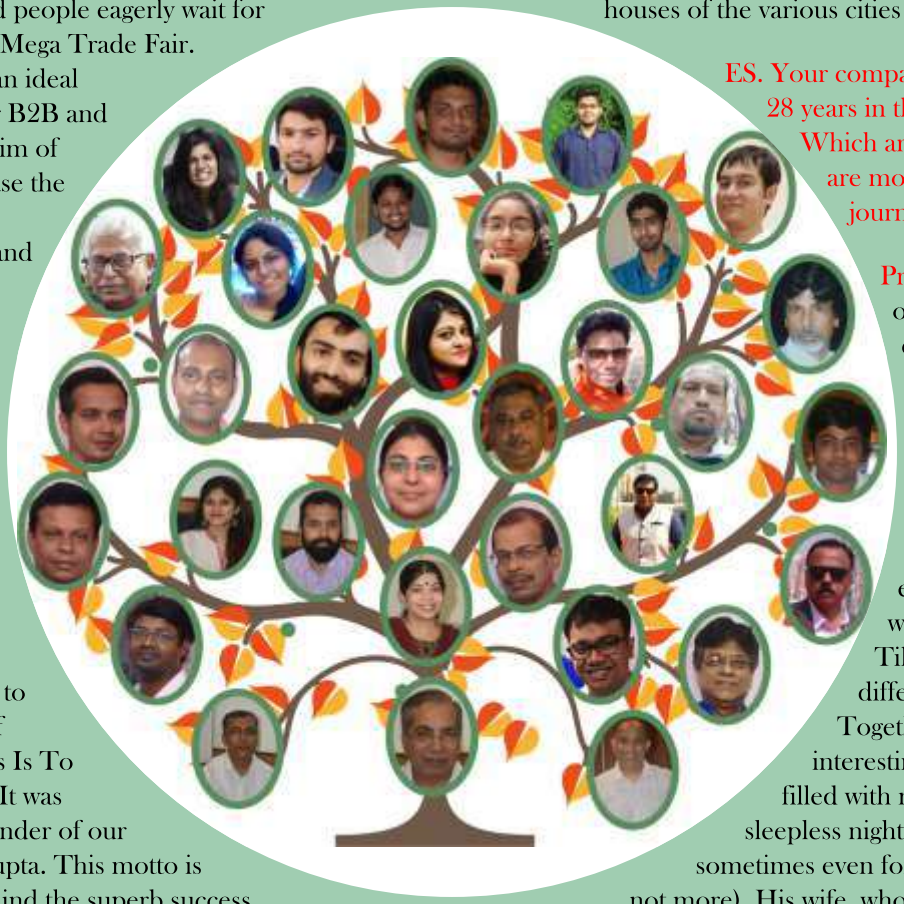
Prakash Shah. Each year, the IIMTF has grown from strength to strength which is visible from the tremendous increase in the number of participants and visitors and the impressive footfalls (except during Covid). The IIMTF usually has 18 AC Pavilions in Kolkata and 14 AC Pavilions in other cities in open ground venues. The IIMTF had approximately 900,000 visitors in Kolkata, 600,000 visitors in Bhubaneswar, 700,000 visitors in Ranchi and 450,000 visitors in Visakhapatnam. This year, we expect the participation of 20 Countries and 22 States in the IIMTF in Kolkata. It is expected to attract approximately 1 million visitors from the target market. We have also organized this Fair in indoor venues.

ES. What is the scope of the IIMTF ?

Prakash Shah. The scope of all the Fairs is tremendous and



their success is evident from the tremendous footfall and business conducted, enquiries generated, transactions and the volume of matured business." The IIMTFs are a golden opportunity for the establishment of new businesses. They also facilitate business expansion through activities like Business tie-ups, Joint Ventures, Networking, etc. The quality of the IIMTF is way ahead of other fairs and the India International Mega Trade Fair of G S Marketing Associates is a leading and much awarded fair in India. The IIMTF is now a one-of-a-kind show in many cities of India and is considered as an annual festival in many cities in which they are held and people eagerly wait for the India International Mega Trade Fair. The IIMTF provides an ideal platform for promoting B2B and B2C deals. The main aim of the IIMTFs is to increase the export-import trade between the countries and states participating and visiting the IIMTFs for trade promotion & business development to enhance the regional and overall economic progress.



ES. What is your business motto ? How was it coined ?

Prakash Shah. Notable to mention is the motto of GSMA : "Our Business Is To Grow Your Business". It was coined by the Late Founder of our company, Mr. S. D. Gupta. This motto is perhaps the reason behind the superb success of the IIMTF. We see to it that the participants are truly benefitted through the IIMTF by way of increased volume of matured business, the resultant sales, awareness and business expansion.

ES. What is the USP of the IIMTF ?

Prakash Shah. The USP of the India International Mega Trade Fair (IIMTF) is the tremendous footfalls at the Fair for both B2B and B2C visitors. G S Marketing Associates (GSMA) has massive 360 degree advertising and publicity campaigns in a perfect media mix. We usually release catchy advertisements in the leading dailies, in 80 hoardings in Kolkata, 60 hoardings in Visakhapatnam, 75 hoardings in Bhubaneswar and 70 hoardings in Ranchi and intend to do much more for future IIMTFs. GSMA releases advertisements on TV and Radio channels. Our Fairs are given good media coverage. We have social media awareness programs via – Facebook, Twitter, Instagram etc. GS has its own website: www.megatradefair.com giving the details of our Fairs throughout the years. GS has also done bulk SMS Marketing campaigns. Invitation cards are given to 5000 important people from the target market to visit the Fair. The IIMTF is very well received by the citizens and business houses of the various cities in which they are held.

ES. Your company has just completed 28 years in the exhibition industry. Which are the milestones that are most memorable in this journey ?

Prakash Shah. Speaking of milestones : Our company started in 1994, when my Late Partner & Company Founder walked into our office and offered to start a new business with us in the exhibition industry, in which he had expertise. Till then, I was in a totally different industry. Together, we began a very interesting and eventful journey filled with many ups & downs, sleepless nights, long hours at work, sometimes even for 24 hours non-stop (if not more). His wife, who joined us in 1996 too has helped in this journey continuously for 26 years. All our efforts culminated into the current status of the IIMTF and our company G S Marketing Associates. We now have a team of professionals including our next generation, who are looking after the activities of the firm and the IIMTFs very well. Before the year 2003, we organized theme based exhibitions in smaller indoor venues. In 2003, we organized our first huge exhibition in an open ground with many A.C. pavilions, each dedicated to separate exhibition subjects. In 2004, we organized the first India International Mega Trade Fair (IIMTF) in Kolkata which was a massive exhibition. From 1994 till now, we have already completed 240 Exhibitions & Trade Fairs successfully.



We are excited about returning to the Middle East again with our Global Congress

Kai Hattendorf, Managing Director / CEO UFI

Kai Hattendorf is Managing Director / CEO of UFI, the Global Association of the Exhibition Industry. As such, he is responsible for UFI activities and events globally, as well as the operation of its Paris headquarters and the offices and presences in Bogota, Brussels, Dubai, Hong Kong, and Shanghai. From 2019 to 2021, Kai served as Honorary President of the Joint Meetings Industry Council (JMIC), a global Council of international and global associations serving the Business Events Industry, where he remains on the Board. Prior to his current role, Kai worked in the exhibition industry for numerous years in senior management positions at Messe Frankfurt's global headquarters, focusing on transformational issues ranging from digitisation to marketing and communications. Kai's work in the events industry has been recognized through various awards and recognitions around the world. Most recently he was named "Business Events Strategist of the Year" by PCMA. His previous career also includes leadership positions in marketing/strategic communications as well as in strategy and product development in the ITC and Media Industry for the Deutsche Telekom Group, the dpa Group (the German Press Agency), and a fintech start-up. A journalist by education, Kai has internationally reported and worked for the WDR and Radio Bremen broadcasters in Germany, at Euronews in France, the BBC in the UK, and the Voice of America. He holds a Master's degree from the American University, Washington, DC. He also studied in Dortmund and Edinburgh.

ES. This year's Congress is the first UFI Global Congress in ten years to take place in the Middle-East. Why has association chosen OCEC, Muscat as venue? With a well-established business environment, how do you envision the Exhibition industry adjusting to the Middle-East region, and making it an ideal place for business?

Kai Hattendorf. We are excited about returning to the Middle East again with our Global Congress. We were last in Abu Dhabi, in 2012 – and without COVID, we would have been in Muscat, at the OCEC, back in 2020 already.

We chose Oman as we have been incredibly impressed by the host team, the Oman Convention & Exhibition Centre and their facilities, and we are looking forward to introducing the global UFI community to all they have to offer. This is also a great year to have a focus on the Middle East. This was one of the most progressive and pragmatic regions in dealing with COVID protocols. We saw events running again must quicker here than in other areas of the world, and the investments they are making in venues, hotels, and transport links really demonstrate their commitment to our industry. They really do see business events as a true economic driver. As UFI, we held our first in person event after the pandemic here, in this region in 2021, in Dubai, welcoming 150 colleagues to our MEA Regional Conference. Now we are back with our global flagship event.





ES. The Congress is the perfect platform to meet & network with exhibition industry professionals coming from across the globe. At the 89th UFI Global Congress 2022, what else is in store for global exhibition industry professionals?

Kai Hattendorf. Hundreds of colleagues from all around the world will be with us in Muscat. And we know that the community and the networking are one of the most important reasons why people attend. Of course, we have a great programme of sessions prepared, as there is much we need to discuss as an industry. On top of that, we have a few surprises in store around the networking events – from sports in the morning to the gala night. And last not least: Many participants will stay a little longer in the region to experience Oman and the Gulf region.

ES. What role has the UFI approved label played in establishing trust with customers? What are the main criterion for a trade fair to get an approval from UFI?

Kai Hattendorf. The „UFI Approved Event" label is the gold standard for audited exhibitions. It is one of our association's oldest offers. To receive it, an organizer must audit his or her show according to our strict quality criteria. There are around 900 UFI Approved Events globally in around 70 countries. You can check out the specific criteria here: https://www.ufi.org/wp-content/uploads/2021/10/UFI-APPROVED-EVENTS-CHECKLIST.pdf

ES. Having its roots dating back decades, UFI is regarded as one of the oldest organisations dedicated for Exhibition industry. We would like to know its glorious journey as to how it came into existence?

Kai Hattendorf. UFI started in 1925, and your question gave me an excuse to look up the original minutes of these first meetings again. Back then, 20 European organisers met in Milan, and they decided to collaborate to make our industry better. And through good times and bad, this is what UFI has done.

It has allowed the organization to grow into the global trade body that we are today, with more than 800 members companies in more than 80 countries, representing more than 50,000 exhibition industry professionals. But, even almost 100 years later, the mission at the core is the same: To support and serve our industry.

ES. According to you, what are the top trends in the exhibitions industry? What are your comments on explosion of Merger & Acquisition (M&A) activity in the exhibition industry, do you think the streak will continue?

Kai Hattendorf. The pandemic stopped mergers & acquisitions for a while, and now we see the pendulum swing back, with many deals around the world. M&A is a natural element of our industry's ecosystem, which remains so driven by entrepreneurs with ideas. As they mature their businesses, they can grow their brands faster when the work with or through bigger, international organisers.

Further interview in next edition

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"AFTER THE PANDEMIC, THE MOMENTUM OF EXHIBITIONS IS SOARING HIGH AND SO ARE OUR EXPECTATIONS"



VIVEK SHUKLA
Director & CEO, Afairs Exhibitions & Media Pvt. Ltd.

ES. Please tell us about your professional journey. What milestones did you reach on your way to the top which stands out as the most significant?

Vivek Shukla. We started our journey in 1994 and has been very exciting so far. We are the pioneers in organizing education fair in India and have been able to catalyze K12 education to higher education in many ways.

There are many milestones that AFAIRS has reached so far. But, I feel there is much more to achieve. Still, some of the most significant milestones in the journey of AFAIRS are:

- Study in India Expo: World's largest expo on Indian Education which travels to over 12 countries, every year.
- Partnering with the 'Study in India' initiative under the Ministry of Education, Government of India to promote India as a 'Vishwaguru' across the world to attract foreign students to Indian universities & colleges.

ES. A remarkable journey of 26 years of Afairs Exhibitions, we would like to hear about major milestones.

Vivek Shukla. Over the last 26 years, we created many properties in education sectors like Study In India Expo, Premier Schools Exhibition, Admissions Fair, Career Fair, India-UAE Education Partnership Summit, K12 Thought Leaders' Summit, Premier Kidz Awards, etc.

I feel our approach to doing business, industry knowledge, creativity & innovation and use of technology are the key elements which set our show apart.





ES. What are some major events organized by Afairs? Please share the highlights of some of the recently held shows?

Vivek Shukla. Study in India Expo and Premier Schools Exhibition is our major event which takes place annually in multiple international and domestic locations.

- Study in India Expo is an exclusive international show which travels to 14 foreign locations i.e UAE (Dubai, Abu Dhabi, Sharjah) Oman, Qatar, Africa (Ghana, Ivory Coast, Sudan, Tanzania, Kenya) South Korea, Thailand, Bangladesh, and Nepal.
- Premier Schools Exhibition is an exclusive show on prestigious Boarding Schools and International Schools and it travels to 12 cities in India and 6 international locations, every year.

ES. With many successful exhibitions, we would like to know about some of the challenges you overcame in running those events? How has the industry changed in the past few years?



Vivek Shukla. Challenges and opportunities are the two sides of the exhibition industry. It totally depends on the organizer how they can turn the opportunity to their side. We also faced many daily challenges, but I must confess that the opportunities on our side were always more.

As we all know, the exhibition Industry has gone through the most turbulent times in the last few years which has certainly compelled all the organizers and service providers to prepare themselves for the ever-evolving times.

ES. How many projects do you expect to launch in the coming days?

Vivek Shukla. After the pandemic, the momentum of exhibitions is soaring high and so are our expectations. We



are launching 10 new international exhibitions and conferences in 2022-23.

ES. Is there anything you can forecast when it comes to the trends shaping the world of trade shows?

Vivek Shukla. Technology integration, Business intelligence, Global network, Innovation & creativity is gaining importance and will hold a greater role for the stakeholders in the world of exhibitions.

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

Vivek Shukla. I love the work which I do. Fell extremely fortunate to be in the exhibition and conference business. It keeps me connected with the world and provides me the opportunity to unlearn and relearn.



RUPA NAIK
Executive Director
World Trade Center Mumbai and
Director - World Trade Point Federation

"Last year, we hosted 26 exhibitions and 19 promotional activities, besides several business events at our conference and exhibition facilities"

ES. Having an extensive years of professional career, you have undertaken several roles in Trade Promotion and Trade facilitation, how did you land up here? Please give a brief overview of your background and your role in the company. What were the past experiences, achievement or lessons that shaped your journey as a successful leader in this industry?

Rupa Naik. My passion for developing a dynamic trade support ecosystem for MSMEs, women entrepreneurs and also for start-up firms has shaped my journey as an industry expert. It is also my conviction in people and the ability to inspire my team members to work for a long term vision, instead of focusing on the immediacy of the problem that supported my professional leadership. I started my career in the tourism industry after graduating in Economics and pursuing a Diploma in Travel and Tourism from IATA. My stint in the tourism industry helped me acquaint with the cultures, cuisines and traditions of different countries. Even as I enjoyed a career in travel industry, I always nurtured passion for trade promotion and strategic alliances that urged me to explore opportunity in chambers of commerce and trade organizations.

My trade promotion career started more than 30 years ago with a directorial role in AIMO (All India Manufacturers Organization), which equipped me with skills to handle higher responsibilities at AIAI (All India Association of Industries) and subsequently in MVIRDC World Trade Center Mumbai. The vision for WTC Mumbai is to develop a dynamic trade support ecosystem anchored on the four pillars of trade promotion, trade research, trade education and trade facilities management. It gives me great pleasure to say that this vision fulfills the dream of Bharat Ratna Sir Dr. M Visvesvaraya, who was the inspiration behind the MVIRDC World Trade Center Mumbai. My vision of a dynamic trade support ecosystem is one which responds to the emerging challenges of micro, small and medium enterprises (MSMEs) and women owned businesses.



WTC Mumbai has completed more than 50 years of service to trade and industry in 2020. The Center is charting its future course of action by aligning its activities with the UN sustainable development goals (SDGs). As part of this initiative, we have established 'M. Visvesvaraya Center of Excellence' to impart vocational and professional skills for persons with disabilities and economically disadvantaged sections of the society, besides providing business acceleration services to MSMEs, women-owned businesses and start-up enterprises. As the practice of sustainability becomes more compelling in future, I look forward to shaping a futuristic trade support ecosystem that caters to the genuine commercial aspirations of local enterprises to go global while also promoting environment and social interests.

ES. World Trade Centre is one of the well-established Venues in India. Please tell us about the facilities provided by the WTC, Mumbai that makes it apart from other venues in terms of MICE capabilities.

Rupa Naik. World-class exhibition facility and office spaces are the hallmark of a premier World Trade Center. Our trade facility is located at a premier location in the southern business district of Mumbai, with proximity to iconic hotel brands, renowned tourism spots and fine dining restaurants. This makes WTC Mumbai a promising venue for both national and international trade shows, besides consumer fairs. We have a world-class, centrally air-conditioned 26,916 sq. ft. Expo Center that is backed by round the clock support services. The venue houses all the facilities, ranging from store rooms, telephone connection to reception area, freight elevator and multi-cuisine restaurant. We assure state-of-the-art support and technical services through our panel of



contractors for stall design and construction.

Apart from Expo Center, we also have a 13,735 sq feet garden lawn, 2,800 sq ft North Lounge, 5,043 sq ft Conference Hall and 5,600 sq ft South Lounge to host exhibitions and conferences. The Expo Center hosts around 65 Exhibitions and several Promotional activities every year.



Exhibitions held at WTC Mumbai

WTC Mumbai is also an ideal location for hosting several B2C trade shows such as Kidtown Fair, Kanakavalli Saree Show 2021 and Elite Clothings, to name a few. Our exceptional trade facilities have earned us several accolades and awards, some of which are: the Fastest Growing Venue (2017), Corporate Excellence (2018), Excellence in Services (2019) and 'Star in MICE' Category Award in 2020 at the Exhibition Excellence Awards organised by Exhibition Showcase.

ES. How has WTC Mumbai aided the industry in inclusive engagement and trade development in the country?

Rupa Naik. WTC Mumbai is at the forefront of internationalizing the business operations of local companies by offering integrated trade service, ranging from trade facility, trade promotion, trade education and trade research. The pandemic created a compelling need to introduce digital tools to connect local businesses to global partners for B2B networking, lead generation and knowledge sharing. Therefore, we launched our new age digital platform wetrade.org to connect local MSMEs to global buyers at minimal cost. Through this platform, we connected local companies to potential buyers and business partners in Vietnam, Mauritius, Latin America, Zambia and other countries across the world.

We have also launched a hybrid trade show Connect India 2022, where we have so far connected more than 150 exhibitors to potential buyers across 10 countries. Apart from these special initiatives, WTC Mumbai also conducts regular networking meetings, interactive meetings with inbound trade delegations and supporting women entrepreneurs, home-preneurs and start-up firms by offering venue to showcase their products and services.

Further interview in next edition

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Ocean Energy Europe's annual event sets sail for The Hague in 2023

Next year's Ocean Energy Europe Conference & Exhibition (OEE2023) will take place in The Hague, the Netherlands. The Dutch Marine Energy Community, led by the Dutch Marine Energy Centre (DMEC) as platinum sponsor with local support from the Municipality of The Hague, is looking forward to hosting this exciting event in the so-called "City by the Sea".

OEE2023 will bring together ocean technology developers, decision-makers, supply chain actors and researchers from around the world to share the latest news from the world of ocean energy, and to define the future direction of the sector. Since the first edition in 2013, the annual Ocean Energy Europe Conference & Exhibition has grown to be the leading European event on ocean energy.

The Netherlands is a natural choice for next year's conference and exhibition. Strengthened by the renowned Dutch offshore, maritime and delta tech sectors, the Netherlands is at the forefront of marine energy developments worldwide. In the growing Dutch Marine Energy Community, technology developers, research- and test facilities, policy makers, investors and corporates work together to develop global showcases for marine energy. Being the chair of North Seas Energy Cooperation in 2023, the Netherlands aims to take on a leading role in strengthening the collaboration between the North Sea regions. By joining forces, the Netherlands is well positioned to realise a third of the European targets for ocean energy by 2025 up till 2050.



The Hague, as an impact city, and its region offer local and at the same time unique international network opportunities to connect with stakeholders and communities at the forefront of renewable and sustainable energy. The city is the political capital of the Netherlands, home base for many embassies, industry partners and the Marine Energy Hub. Hosting this conference and exhibition is a great opportunity for local and international industry leaders to meet policy makers and address most pressing topics.



Britta Schaffmeister, CEO of DMEC, said: "We are thrilled to welcome ocean energy stakeholders from all over the world in The Hague. The Dutch Marine Energy Community is looking forward to showcase best practices, share insights in approaches towards the blue economy and to strengthen relationships during a wide variety of activities that will be organised. We are grateful to receive full support from local, regional and national public authorities, reflecting the ambition to take the next steps towards a net zero future."

UFI LATAM Conference to take place in San José, Costa Rica in 2023

UFI, the Global Association of the Exhibition Industry, will hold its 3rd UFI LATAM Conference in San José, Costa Rica, from 25 – 26 April in 2023. Open to all exhibition industry professionals, the conference will build on successful previous editions in Buenos Aires and Mexico City. The event will be hosted by Costa Rica Convention Bureau and will take place at Costa Rica Convention Center, one of the venues in the region with a strong commitment towards sustainability even from a design perspective and its renewable energy system.



UFI has been operating a regional presence in the region since 2017, and launched the LATAM Regional Conference in 2018. Earlier this year, around 100 industry leaders attended the LATAM Conference in Buenos Aires, Argentina. As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Asia-Pacific, Europe, the Middle East and Latin America, as well as the UFI Global Congress.

"Our two Regional Conferences held in the region so far have been a great opportunity for industry leaders from a very large and segmented region, to meet plenty of unknown peers. Our event in Costa Rica will be a more matured event, where relations will strengthen and a more united community will have the opportunity to talk about their major challenges in 2023. Costa Rica will also offer us a perfect scenario for a magnificent post Conference tour in the middle of the mountains and a green landscape" says Ana-Maria Arango, UFI LATAM Regional Director.

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Frankfurter Buchmesse 2022 closes with positive turnout



The 74th Frankfurter Buchmesse, from 19 to23 October 2022, reaffirmed its position as the most important international meeting point for the book and media industry with 93,000 trade visitors and 87,000 private visitors. Over 4,000 exhibitors from 95 countries were present in the halls, in the Literary Agents & Scouts Centre (LitAg) and in the new Workstations.

The book fair was more political than ever, which was evident above all in the programme of events curated with the fair's partners. In the Frankfurt Pavilion, politicians, cultural creatives, authors and translators engaged in lively discussions about the protest movement in Iran, the situation of people in Ukraine, increasing divisions in society, and the Russian opposition. Under the motto "Translate. Transfer. Transform." this year's book fair put a spotlight on translation and translators. Some 1,500 visitors made their way to



the stage in the International Translation Center to take part in one of the close-to 30 events there.

"In the midst of an oppressive global political situation, this fair sent important signals: face-to-face meetings serve as an antidote to polarisation in times of heated debate," said Juergen Boos, Director of Frankfurter Buchmesse. "This shows how important Frankfurter Buchmesse is as a meeting place for the international publishing community: valuable relationships are maintained, and new ones are made here in just a few days. We look back at five vibrant and successful fair days and are pleased about the positive turnout of Frankfurter Buchmesse 2022."

"Frankfurter Buchmesse was a major celebration of people's enthusiasm for books and of democracy," said Karin Schmidt-Friderichs, chairwoman of the German Publishers and Booksellers Association. "In crowded aisles and during lively debates, one could clearly feel the power of books, the joy of reunions and the desire to engage constructively with the issues of the day. Pressing topical issues were on the agenda – from the situation in Ukraine and Iran to topics such as diversity and social harmony. Frankfurter Buchmesse thus provided important impetus in terms of the current challenges facing the industry, society and the global political order. Under the motto "Spilling Creativity", the Guest of Honour country, Spain, showcased its linguistic and creative diversity. The 75th Frankfurter Buchmesse will take place on 18–22 October 2023



K 2022 – Trade fair results fulfil highest expectations



The plastics and rubber industry exchanged ideas in person on a global level again after three years at K 2022 Düsseldorf and ensured an excellent mood among the 3,037 exhibitors. The companies reported extraordinarily good leads and a marked willingness to invest among trade visitors, mentioning promising new customer relations and the conclusion of numerous, in part, spontaneous business deals.



"K in Düsseldorf has once again fulfilled highest expectations. It continues to be the most international, complete and innovative trade fair of the global plastics and rubber industry," says Erhard Wienkamp, Managing Director at Messe Düsseldorf, delighting at the good results and adding: "The trade fair has impressively demonstrated just how valuable face-to-face networking, chance meetings and physical brand and product experiences are. We are very satisfied to see that K 2022 succeeded in sending out strong signals as an innovation driver of the industry and that our exhibitors did business with a high number of international customers with great decision-making powers."

176,000 trade visitors from all continents travelled to their most relevant sectoral event in Düsseldorf. At over 70% the proportion of international guests at K 2022 remained at a constantly high level.



Ulrich Reifenhäuser, Chairman of the Exhibitor Advisory Board at K 2022, said: "After hardly any trade fairs could take place worldwide also on a national level over the past three years, K 2022 was all the more eagerly anticipated as the world's No. 1 trade fair of the plastics and rubber industry and succeeded in providing fresh impetus in all sectors of our industry." The current unpredictability and uncertainty of events does make for a tight situation in the sector overall, but this did not do any harm to exhibitor commitment and visitor interest, quite on the opposite: "Especially now in turbulent times and where the plastics industry is undergoing transformation towards the circular economy K 2022 was the ideal place to jointly and actively chart the course for the future," sums up Ulrich Reifenhäuser.

It was especially the wealth of new technology developments that raw materials producers, machine manufacturers and plastics processors presented for implementing the circular economy, resource conservation and climate protection that thrilled the trade visitors. Commenting on this Ulrich Reifenhäuser says: "It can be clearly felt that all companies have embraced the need to take on social responsibility and think about plastics in a sustainable way from the beginning of the process chain. The variety of solutions, machinery and products for transformation towards a circular economy presented at K 2022 was incredible." The trade visitors at this year's K travelled from 157 nations to the Rhine. Next to Germany, those European countries strongly represented on the visitors' part included the Netherlands, Italy, Turkey, France, Belgium, Poland and Spain. With 42% of visitors coming from overseas, the reach of K is as high as usual among the international trade audience. While visitors from the

East Asian region, in particular, were less well represented than at K three years ago due to the currently more difficult conditions in those countries on account of quarantine regulations, numerous visitors from the USA, Brazil and India were welcomed at K 2022.

For around two thirds of all visitors polled machinery and plant construction ranked first in terms of interest. 57% and, hence 5% more than at K 2019, said they were interested in raw and auxiliary materials, with recyclates and bioplastics being particularly popular. Over 70% of all visitors come from top and middle management. During the eight trade fair days it became clear that this year's K was right on target with its selection of hot topics, circular economy, climate protection and digitalisation. In terms of investment intentions, machinery and equipment for processing and recycling stood out at 43%. The focus was particularly on sustainability, but also on circular economy and energy/resource efficiency in production. Around 40% of decision-makers said they were looking into the topic of decarbonisation.



The K specials, which also focused on the three hot topics, were also very well received. The official special show, 'Plastics Shape the Future', focused on the economic, social and ecological challenges and potential solutions around the K guiding topics in high-calibre discussions and lectures, and this show was well attended throughout. The Circular Economy Forum, where the VDMA and 13 of its member companies impressively demonstrated the importance of technology in the implementation of the circular economy in the plastics industry, scored points with the international audience with live demonstrations and a great deal of well-founded knowledge as well as detailed information on the topic. At this year's K in Düsseldorf, there was also a lot of discussion about the global production language, OPC UA. This standard allows the processing parameters of the machinery and equipment involved to be coordinated more precisely and in a more targeted manner. This, in turn, is considered an important prerequisite for optimised circular management. 40 companies from eight countries participated in an OPC UA demonstration project at the trade fair. The next K Düsseldorf will be held from 8 to 15 October 2025.

Michelle Baldwin appointed as New Head of Events at the NEC

The team at the NEC in Birmingham announced the appointment of Michelle Baldwin to Head of Events for the Midlands venue. The move comes as the business increases its event and operations team back to pre-pandemic levels. Formerly Senior Event Manager for the NEC, Michelle has been with the NEC Group for 32 years, having begun her career in live events as an intern.



Following a secondment to the Birmingham 2022 Commonwealth Games in the summer, she will be taking on her new role with a fresh outlook. Michelle comments: "My affinity with the NEC runs deep, so I am extremely excited to be taking on this position. The wealth of in-venue expertise we have here is world-class and we deliver outstanding events with our organisers.

"It is important we now fine-tune the work that has been done post-pandemic, to further enhance our event management and operational offer. This new team set up gives us the opportunity to do this, as we continue what has already been a very busy season so far."

Africa's largest beauty trade exhibition returns to Lagos on November 29th

Beauty West Africa – the largest international trade exhibition for the beauty sector in Africa – is opening its fourth edition in Nigeria next month. Running from November 29th to December 1st at the Landmark Centre on Victoria Island, Lagos, the show will host over 200 exhibitors from around the world. Nigerian beauty, hair and cosmetics businesses will be joined by exhibitors from Africa, Asia, the Middle East, Europe and North America to make this the biggest beauty event yet. Beauty masterclasses, demonstrations, seminars, a beauty conference and demonstrations will also be running as part of the event.

The three days of the exhibition will be packed full of presentations by the region's leading beauty artistes, celebrity stylists, social media gurus and VIP



celebrities. After pausing for the pandemic, the 2021 event was a sell out with exhibitors and visitors alike enjoying the face-to-face experience that only an exhibition can bring. Demand for 2022 has seen the exhibition space expand to more than 4,200sqm.



The show's organisers, BtoB Events, are looking forward to welcoming exhibitors old and new to this year's Beauty West Africa. Jamie Hill, Managing Director, says: "2022 will see the largest Beauty West Africa exhibition to date, with record numbers of exhibitors, visitors, speakers and country pavilions. "The exhibition will expand into the Landmark Centre's third hall for the first time to accommodate the huge rise in interest that we have received from both international brands, now that travel restrictions are all but a thing of the past, and excitingly many new Nigerian companies who are looking to expand their post pandemic business."
The Beauty West Africa Conference programme has been developed with Ezinne Alfa, the founder of Beauty in Lagos, and one of the themes will be how to build the beauty sector in Nigeria and West Africa. Exhibitors will also be demonstrating new products and techniques, inspiring visitors with the latest beauty developments from around the globe.

Easyfairs experiences spectacular rebound after pandemic

Easyfairs, the leading events organiser, has announced its results for the financial year 2021-22. They show a spectacular recovery from the pandemic, which brought virtually the entire European events industry to a halt. The Easyfairs Group's 2021-22 revenues grew to €163 million. Recurring EBITDA hit €28.5 million from minus €30 million the previous year. With this growth, the Easyfairs Group is very nearly back to pre-Covid levels of profits and revenues.

Eric Everard, Group Chairman and Founder,remarked: "Our financial performance is a credit to the fantastic



and dynamic people we have. They showed incredible resilience. The team took the opportunity to increase their skills and knowledge, ready for the upturn, and we are seeing the results." Easyfairs Group CEO Matt Benyon also struck an optimistic note: "The events industry as a whole is resurgent, because a large proportion of many companies' annual turnover either happens directly at events or is initiated during events. SMEs in particular which are major drivers of economic growth, rely on events to meet customers and prospects and build their sales pipelines." There's no doubt, trade shows are playing an important role in the economic recovery. Easyfairs has just finalised its complete baseline carbon footprint calculation in compliance with the Greenhouse Gas protocol for fiscal year 18-19, the last pre-Covid year. Based on this calculation, Easyfairs will do its utmost to align with the Paris agreement, which was signed in 2015. Over the past financial year (21-22) Easyfairs has launched 19 new events, mainly through the "geocloning" of existing event concepts in new markets. A similar number of launches is planned for financial year 2022-23.

IAA MOBILITY unveils new motto and concept direction for 2023

On September 5, 2023, the second edition of the leading mobility platform IAA MOBILITY will kick off in Munich. As the world's most progressive platform for the future of mobility, sustainability and technology, it connects all companies active in the mobility ecosystem with each other - as well as with new target groups.



The focus is on sustainable and intelligently connected mobility solutions. Under the new motto "Experience Connected Mobility," the intelligent networking of vehicles and infrastructure will be brought to life at the IAA MOBILITY. At the premiere of the new IAA MOBILITY 2021, the mobility show thrilled more than 400,000 visitors under difficult corona conditions and generated an unprecedented global reach for the topic of sustainable mobility. Next September, IAA MOBILITY aims to build on the success of 2021.

The aim is to show what will move people tomorrow, from automobiles to micro-vehicles and bicycles to new solutions for public transport. Always in focus: sustainability and the technologies that will shape mobile life in the future. "With IAA Mobility 2021, we have successfully completed the transformation to a mobility platform. Our exhibitors will continue to present a range of connected and sustainable mobility solutions on this platform in 2023. Our goal is to make this global innovative power tangible for all target groups at the IAA MOBILITY - because an innovation is only established when it is used by the majority of society. At the same time,



we want to promote discourse and active exchange between different stakeholders. That's why we also very deliberately chose our motto for IAA MOBILITY 2023: Experience Connected Mobility," says Jürgen Mindel, Managing Director VDA. Under the motto "Experience Connected Mobility," the exhibitors and partners at IAA MOBILITY 2023 will present the diversity of a mobility of the future that brings people even closer together - sustainably, digitally and intelligently networked. Connectivity stands for a whole universe of possibilities for developing new mobility solutions, improving existing ones and making mobility as a whole safer, more convenient and more efficient.

This transformation thrives on the close interaction of different modes of transport, companies from technology, IT, consumer electronics, telecommunications with manufacturers and suppliers of vehicles and micromobility. IAA MOBILITY is the global platform for this interaction. Stefan Rummel, the Managing Director responsible for IAA Mobility, adds, "In 2021, IAA MOBILITY clearly demonstrated how strong society's interest is in sustainable mobility offerings. We are building on this and are delighted to have two strong partners at our side in the City of Munich and the Free State of Bavaria.



In Munich's city center - in Open Space and on the Blue Lanes - we will once again create places of experience that will inspire. And at the trade fair center in Riem, the IAA Summit, the global summit of mobility, will find a productive home."



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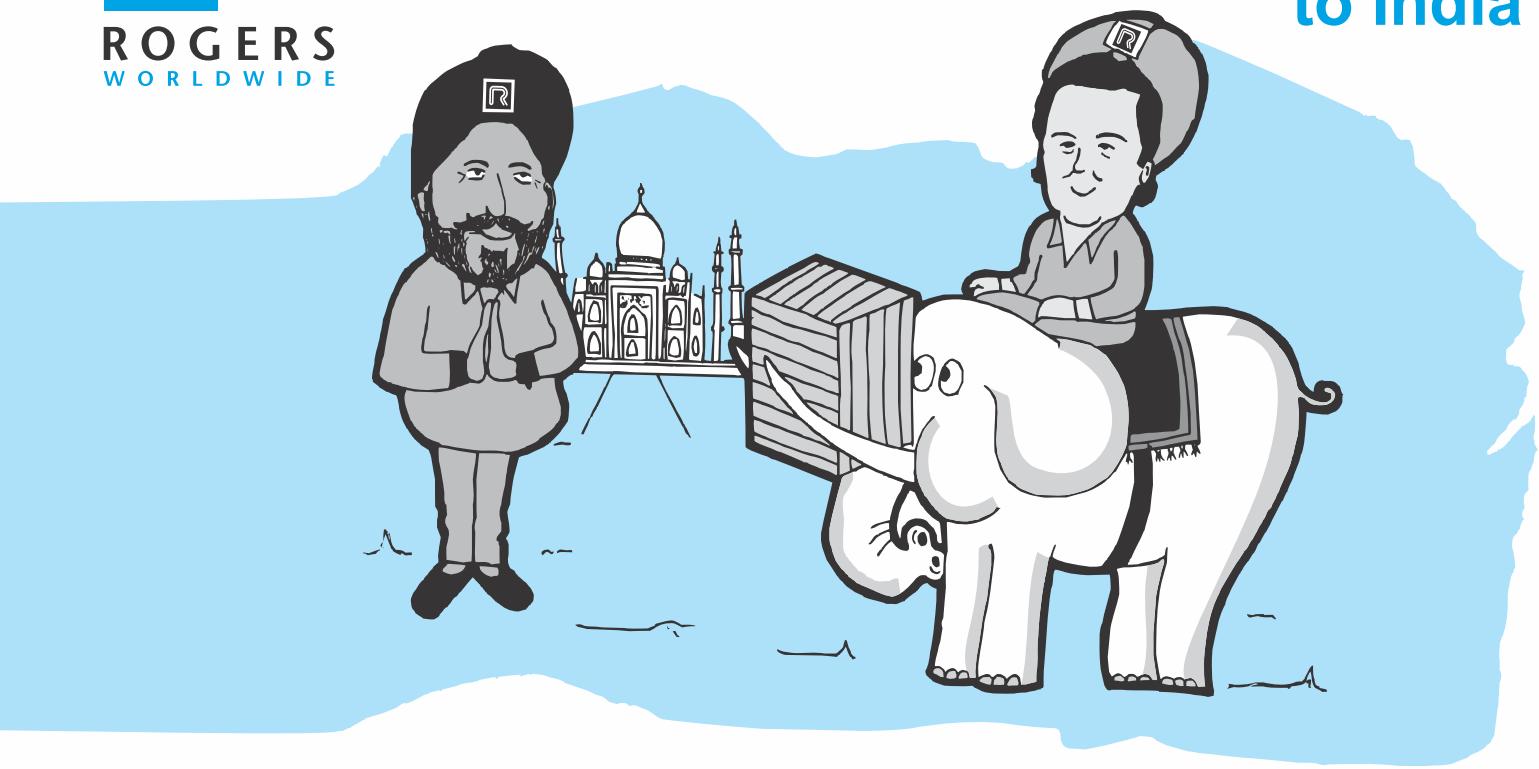
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Since inception, we are the market leaders in this growing and complex industry - providing services to organizers, venues, governments, trade associations, exhibitors, and event managers globally. In recent years, we have also extensively expanded our other existing verticals i.e., defence, free trade zone warehousing, special import/export projects, sports, and entertainment events.

Having our own infrastructure in all the major hubs of the country, we also have all relevant accreditations of quality, sustainability, environment , and health/safety. In addition, we play a very prominent role in the national/global fraternity as leading members of various key associations.

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