

the business travel magazine

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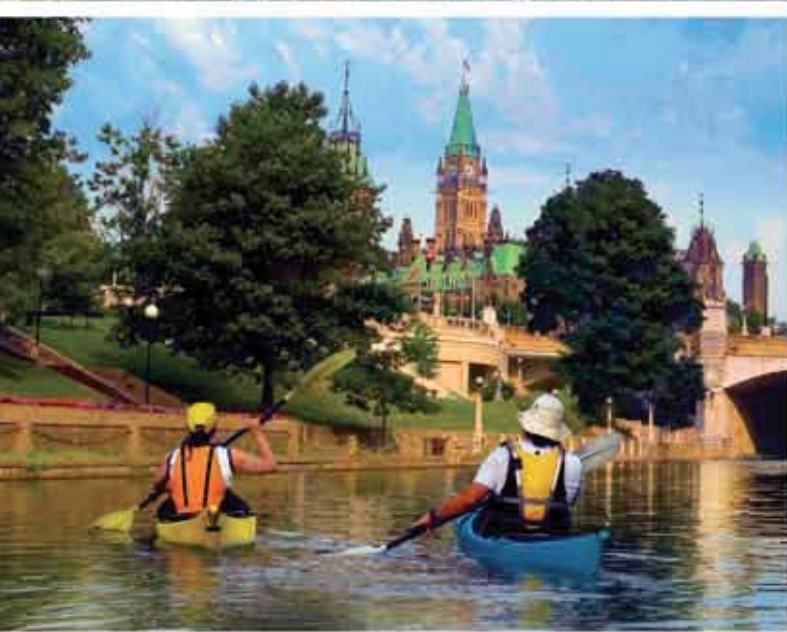
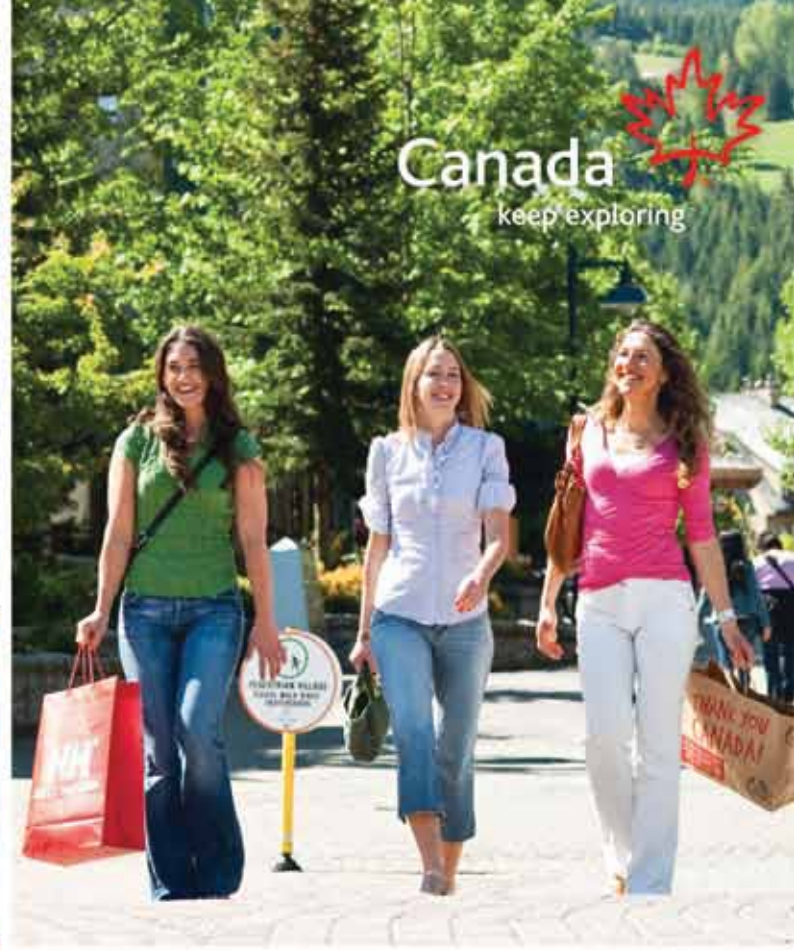
MICetalk

Meetings • Incentives • Conferences • Events

Volume VII Issue 4 April 2016 60 pages
A DDP Publication

**GLOBAL
MEETINGS**

**Sri Lanka
Geneva
Macao
Russia**



Day 1 | Day 2



Day 3 | Day 4 | Day 5 | Day 6



Canada

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Awarded Game Changer 2015 (North & East)

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editorial

the business travel magazine
MICETalk
Meetings • Incentives • Conferences • Events

Dear Reader,

A new financial year brings out some new plans. The corporates and industry experts are constantly looking for new destinations, venues and hotels to hold their meetings in. With this in mind, **MICETalk** brings you many choices from across the world and in India. From the island nation of Sri Lanka to historical Russia and the much-talked about Macao or the amazing Geneva, MICE is a fast growing industry. India too is playing host to many exhibitions and events on a large scale.

Highlighting India as a MICE destination was the 'India For MICE Conclave', held at Hyderabad. And catering to the retail design industry is the 1st India Expo Shop in Delhi. Events and exhibitions for the trade are now flourishing across the country, as some have shared with us.

For those who prefer to hold their meetings in private and in more luxurious settings, hotels are now offering many options. In this issue, we feature a recently launched space by Hyatt Regency Delhi—The Living Room.

In the current industry scenario, many would like to hold their conferences and meetings at venues which are one-stop destinations, offering a wide choice of activities after work too. Outbound can find some insight into the offerings at Atlantis The Palm, Dubai and inbound can explore Adlabs Imagica at Khopoli.

In a constant effort to showcase the best of their countries, tourism boards have also been turning to film tourism. Experts agree that it is a good way to know the destination and it makes one curious to explore. Highlighting the growth of film tourism is the fact that after the film *Zindagi Na Milegi Dobara* tourist influx to Spain increased, says a report by the MICE India & Luxury Travel Congress. This also highlights the fact that 'India is currently the 10th largest business travel market in the world and in the next five years. It will be placed as one of the top 5 source markets for Corporate Meetings & Incentives'.

Our experts Shital Kakkar Mehra and Shivani Misri Sadhoo are sharing all that's essential to remember when in a professional setting. And don't forget to share your thoughts with us and let us know what makes **MICETalk** interesting for you.

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after holidays



Cover Photo:
The Venetian Ballroom, Macao

NEWS

'Visit the Philippines Year Again (VPA) 2016' Roadshow

■ Promoting the Philippines, Raymond Glen A Agustin-Chief Tourism Operation Officer, Market Development Group-Russia, India & the Middle East, Department of Tourism (DOT), Philippines, led a 25-member delegation to the cities of Pune and Ahmedabad. The delegation, comprising hoteliers, resorts, spas, and representatives of tour attractions, interacted with over 200 key travel and tour operators, MICE providers, up-market leisure operators and media personnel. The DOT, Philippines also branded 100 radio cabs in Pune and Ahmedabad.



Sydney secures over \$62 mn in business events since January

■ Business Events Sydney states that Sydney has secured year-to-date, events worth over \$62 million in direct expenditure. Lyn Lewis-Smith, CEO, BESydney said, "We have secured more than 18 major international business events that will bring more than 14,400

delegates who will spend around 77,900 delegate days in our state. So far in 2016, we have secured 14 Asian incentive events that will bring over 8,150 people to our city. These events alone will deliver over \$38 million in direct expenditure to the local economy."



Tourism New Zealand and Cox & Kings set sail with Indian corporates



■ Tourism New Zealand and Cox & Kings hosted 25 corporates for a daylong session in Mumbai. The event focused on highlighting New Zealand's varied offerings for the corporate travel segment. Speaking about the event, Steven Dixon, Regional Manager-South and South East Asia, Tourism New Zealand said, "New Zealand is a perfect destination for the MICE segment and we are seeing an increase in preference for this offering from the Indian market." An exclusive sailing activity marked the event at the Gateway of India. The corporates were divided into teams and given three challenges that involved the delegates to sail their boats from the start line to the finish line. The adventurous activity involved a lot of team work and the winning teams were awarded at the venue during high tea in the evening.

ICPB goes international

■ India Convention Promotion Bureau will be participating in many international events this year. To name some, IMEX Frankfurt: 19 – 21 April 2016; IMEX Las Vegas: 18 – 20 Oct, 2016; AIME Melbourne: 23 – 24 Feb 2017.



India among Top 5 MICE source markets by 2020

■ As per the statistics shared by MICE India and Luxury Travel Congress, India is currently the 10th largest business travel market in the world and in the next five years, India will be among the top 5 source markets for Corporate Meetings & Incentives. The 4th Annual MICE India & Luxury Travel Congress is taking place in Mumbai on 28-29 July 2016.



ITB China to debut in Shanghai in 2017

Agreements are being signed for the birth of another ITB offshoot, an annual ITB China to be held in Shanghai in May 2017. The China show is expected to be under the charge of Messe Berlin Singapore which has been organising ITB Asia in Singapore since 2008. ITB China will take place annually and provide China's fast-growing travel market with its own platform.



The Technological Hub Istanbul wins Web Applications Society Congress 2017

Ismail Khalil, President and Founder, Web Applications Society (@WAS), says that Istanbul will play host to the international conference on Information Integration and Web Based Applications and Services (IIWAS) and The International Conference on Advances in Mobile Computing and Multi Media (MOMM) for 2017. IIWAS2017 and MoMM2017 will attract 250 delegates.

TCEB: ASEAN to use 'Thailand MICE Venue Standard' with 9 member countries

Thailand Convention & Exhibition Bureau (TCEB) has declared that 'nine ASEAN member countries' have officially agreed to abide by the 'Thailand MICE Venue Standard' as the model for improvement of MICE venue standard in ASEAN. Nopparat Maythaveekulchai, TCEB President, disclosed, "The direction for the advancement of MICE capabilities in 2016 was mapped out in four aspects—Trade Education, MICE Academy, International Standard and the sustainable natural conservation (MICE Sustainability Thailand)." Additionally, 100 Thai MICE entrepreneurs, running a total event space of 227 rooms, were guaranteed with TMVS in the fiscal year 2016.



Taj Krishna Hyderabad joins HCVB

Taj Krishna Hyderabad is the new entrant into the Hyderabad Convention Visitors Bureau (HCVB) ambit. Taj Krishna Hyderabad is the preferred venue for high profile events, worldwide CEO meets and board of director's conferences.

One Imperial Place at The Imperial: First standalone business centre

Equipped with state-of-the-art technology and contemporary luxury, One Imperial Place (OIP) offers modern techniques coupled with impeccable service. OIP was launched in 2010 and features four meeting rooms ranging from 20 seater, 12 seater, 8 seater and 4 seater. There is a tropical lounge for outdoor seating, library lounge and a secretarial pool. There are seven in-house office spaces out of which six are occupied by renowned corporates. There are two-day cabins.



NEWS

Now, fluid pricing for meetings and conferences: Sofitel Mumbai BKC

■ As Dynamic Pricing is gaining popularity, Sofitel Mumbai BKC takes this to another level with MICE. It is giving its banquet and MICE offerings to corporates at a fluid price. In a 24-hour lifestyle, Sofitel Mumbai BKC's unique trademarked InspiredMeetings™ is the first to open their banquet spaces through the night.



Tourist apps 2016 by SEGITTUR and Spanish Chamber of Commerce

■ The tourist apps guide includes 224 innovative applications and has been divided into seven categories: transportation, accommodation, entertainment and dining, adventure tourism, destination guide and utilities and applications 'smartwatch'. The guide has been developed for the third year jointly by the Ministry of Industry, Energy and Tourism, through the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR) and the Chamber of Commerce, under the umbrella of the Center Knowledge, Intelligence and Innovation (Intelitur). This year it incorporates a selection of applications for 'smartwatch'.

Vandalur, Sarovar Hotels & Resorts near the industrial corridor in Chennai



■ Vandalur, Sarovar Hotels & Resorts opened a brand new property Kalyan Homestay which is conveniently located in the industrial corridor along GST Road. The banquet and conference spaces along with business centre make it a perfect venue to host trainings, workshops, product launches, exhibitions, weddings and other social events.



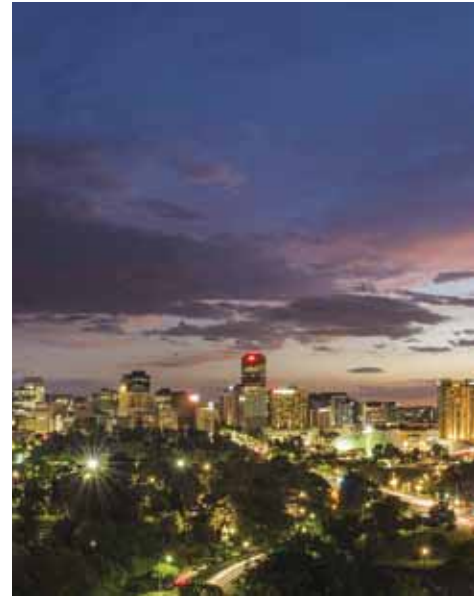
Business travel on the rise in 2016: ATPI and ITM

■ According to a new research from the ATPI Group and the Institute of Travel and Meetings (ITM), for the next 12 months, 55 per cent of ITM travel buyers surveyed predict that their people will travel more, and a significant 72 per cent feel very or quite confident about their business outlook and growth opportunities for 2016. When asked to think about the next five years, 58 per cent of respondents stated that the amount of travel required by their business will increase.



Business Class & Senator Lounges at Dubai International Airport: Lufthansa

■ Lufthansa has now a bigger Business Class and Senator lounges at the new Concourse D, Departure Area, Terminal 1 of the Dubai International Airport. The total 500 sqm facility is available for Lufthansa, SWISS and Star Alliance passengers with Business Class tickets and Frequent Travellers cardholders (Business lounge), as well as guests with Miles & More flyer programme HON circle status, Senator and Star Gold cardholder, and First Class tickets (Senator lounge).



SATC: India is a key growth market

■ As part of the South Australian Tourism 2020 Plan, South Australian Tourism Commission (SATC) allocated AUD 2 mn spend from 2015-17 for India. This aims to achieve the state government's target for an \$8 billion tourism industry by 2020. With the number of outbound Indian travellers growing rapidly, SATC promises Indian visitors an unforgettable experience.



ATM means business

■ Arabian Travel Market®—the annual business-to-business (B2B) exhibition showcases over 2,800 products and destinations from around the world to over 26,000 buyers and travel trade visitors across four days at the Dubai International Convention and Exhibition Centre (DICEC).

Catering to the Middle East inbound and outbound travel industry, it will be held from 25-28 April 2016. The first Arabian Travel Market was held in 1994 at the Dubai World

Trade Centre with 52 nations, 300 exhibitors and 7,000 trade visitors. And 22 years later, it facilitates \$2.4 billion in industry deals.

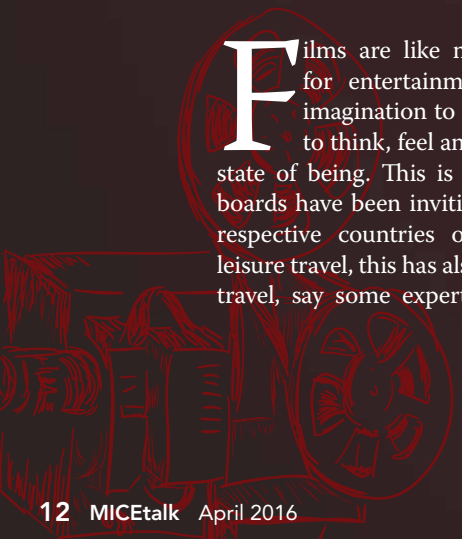
The ATM 2015 recorded a 15 per cent growth in visitors. Total attendance grew 12 per cent to 36,268. Buyers Club attendance increased by 28 per cent (6,358 Buyers' Club members attended ATM 2015 compared to 5,014 in 2014). And for ATM 2016 another new hall is being added.



SILVER SCREEN INSPIRING MICE

There's a lot about films that pleases the eyes and senses including the visual impact of the location where it's shot. And this impacts the choices business travellers make for holding their conferences or meetings

Vaishali Dar



Films are like magnets. Their pull is not just for entertainment but giving room for the imagination to flow. They act as powerful tools to think, feel and imagine yourself in a different state of being. This is the prime reason that tourism boards have been inviting filmmakers to shoot in their respective countries or states. Besides encouraging leisure travel, this has also resulted in increased business travel, say some experts. The impact of the visual is

powerful and a moving visual with sounds is even more powerful. It's not just the motion but the vast array of options that films show with their grandeur and larger than life impressions that compel people to make a different set of choices. MICE organisers, tour operators, agents and tourism board professionals opine that film tourism is a growing industry and an apt marketing tool. They also cite the examples of many films which have helped in this growth.



Romit Theophilus
Director for India
German National Tourist Office

There has been a steep increase in MICE travel and keeping in mind the awareness amongst travellers, visitors of the conferences are the lead representatives of their professions, so this kind of tourism generates the development of other branches as well. A conference will increase the recognition, the fame of the respective city. In addition, MICE tourism usually takes place outside the main tourism season. Besides higher spending, another advantage is that conference guests usually participate in optional programmes (visiting cultural attractions) or will return to the same destination as leisure tourists. Film tourism identifies the optimum marketing factors that encourage film tourists to visit destinations that appear (or are depicted) in the movies. There are four types of marketing activities in which destinations can engage to promote film tourism: proactive efforts to encourage producers and studios to film at the location, efforts

to generate media publicity around the film and its location, marketing activities that promote the film location after production and peripheral marketing activities that leverage film tourism potential. There is a high correlation between the power of film (both movies and television series) acts as a motivational and image-making tool and the attractiveness of tourism destinations. On an average, 120 million people worldwide will see a blockbuster film in the first three weeks and research shows that film locations can be a major draw for overseas tourists. Film tourism is one of the fast growing sectors of the tourism industry. For example: Marketing experts promoting Berlin as a tourist destination could not have been more pleased with the outcome of the Berlin Film Festival—the Berlinale. Films create marketing advantages which would be unthinkable and unaffordable through advertising. Some film locations are more successful in terms of the number of tourist arrivals. Films provide many positive impacts for the destination in many ways such as cultural and branding. ROI on the event cost are a few challenges.



Marijana Stoisits
Director
Vienna Film Commission

Film and tourism, both industries can profit from each other, in particular when it comes to the development and promotion of products. Statistics show that film tourism is becoming important. People decide their vacation or business destination after watching films. Blockbuster films increase

tourist visits to on-location sites all over the world. International feature films have the opportunity to yield a massive amount of global publicity and marketing value for a jurisdiction and can provide marketing and promotional opportunities that span beyond the theatrical release of the film. For Vienna, besides ADHM, it was '*Mission: Impossible—Rogue Nation*' with Tom Cruise and Simon Pegg and '*Woman in Gold*' with Helen Mirren and Ryan Reynolds.





Eimear Lewis
Business Development & Account Manager
Titanic Belfast
Ireland

Belfast is a new city and after Dublin, it is the much talked city about because of Titanic Belfast and the *Game of Thrones* television series. It is a small city but really punches above its bit. Indian clients love the openness as compared to the business of other cities. *Game of Thrones* is the biggest TV series in the world right now and 70 per cent is filmed in Northern Ireland. So people can see for the first time beautiful landscape and one of the biggest reasons why Northern Ireland is so famous. There, you can be on the coast, on the mountains and in so many different locations in a short visit. And at the same time hold all your business meetings.



“Some film locations are much more successful than others in terms of the number of tourist arrivals. Films provide many positive impacts for the destination **”**



Anja Loetscher
Director
Geneva Convention Bureau

International movies are regularly shot in Geneva. Recent being two American blockbusters: *The Wolf of Wall Street* with Leonardo DiCaprio and *Angels & Demons* with Tom Hanks. The first one shows how Geneva was and still is a huge hub for finance. For corporates and business travellers this is important. The second one starts in the famous CERN (European Organization for Nuclear Research), the world's largest and most powerful particle accelerator, where the 'www' was invented. For small groups you can visit the CERN and organise conferences. International movies certainly inspire companies to come to Geneva for their events as it shows how important the city is.



Ignacio Ducasse Gutierrez
Director of Tourism Office
of Spain
Mumbai

On the special contribution to numbers from India to Spain, with the movie *Zindagi Na Milegi Dobara*, we saw the number of tourists double in 2011-12. Keeping the impact of the film industry in mind, we are in talks with Bollywood project coordinators to get some big projects to Spain next year. These kinds of movements help to promote business tourism really well.



Özgül Özkan Yavuz
General Manager, Istanbul
Convention & Visitors Bureau

The power of film is a motivational, image-making tool and this affects the attractiveness of a destination for leisure and business tourism. Cinema tourism in Turkey is a rising sector. Last year almost 5,000 Turkish movies were produced. This is helping Istanbul become more visible on the international platforms for congress tourism too.



Nikhil Sharma

Marketing Head

Avis India

As per the International Congress and Convention Association (ICCA), India was ranked 27th in meetings market in 2015. India caters to the needs of a varied genre of tourists who prefer exotic beaches, lush green tea gardens and alluring hill stations. It has everything that a conference organiser may wish for. Hence, films promote a destination, tourism and increase the competitiveness of tourist destinations.



Haitham Mattar

CEO

Ras Al Khaimah Tourism Development Authority

Perhaps the most important factor of filming everything from TV shows to top blockbuster films is the location. Film footage offers rich exposure for destinations. Providing a magnificent backdrop, Ras Al Khaimah offers a unique setting for top filmmakers from Hollywood to Bollywood. They have the opportunity to explore Ras Al Khaimah's offering, whether it is the authentic Arabian culture and heritage, white-sand beaches, mountain range, luxury resorts and hotels, huge stretches of deserts or expansive areas of greenery and shrubbery. Ras Al Khaimah also allows easy travel between sets as its diverse offering is conveniently located, giving an overall smooth experience and maximising value for production companies.



Piyush Gupta

President

Keystone Integrated Marketing Services

Short of visiting a destination, an online attraction video is the best way to promote a location. Films give online visitors a short but detailed insight into the attraction which makes the difference between browsing and booking. Companies with smaller budgets can also use customised destination marketing video clips.

“On an average, 120 million people worldwide will see a blockbuster film in the first three weeks and research shows that film locations can be a major draw”



Raghav Narahari

VP, Head Business Development & Marketing
Imperial Air

Films take you to places you physically can't visit, whether it's a land far away or small islands. So not just vacations, movies play a huge role in generating interest in MICE destinations such as Canada or Japan which may otherwise be overlooked. When you see a beautiful city shot in a movie, you are listing it down as a possible destination for the next vacation. In recent times, films and charters have proved to be decent bedmates with a number of film stars preferring to charter an aircraft. When the film industry promotes an exotic location, they indirectly promote the tourism industry and the charter market in specific.



Offers galore for business

With a plethora of world-class business centres, Macao now has special offers for groups



After a period of rapid and unprecedented infrastructure development, Macao has diversified its offerings to business tourism visitors and incentive travellers in recent years to provide designer shopping, luxury hotels and resorts as well as many more dining and entertainment options.

BENEFITS

MICE participants can experience excellent infrastructure such as smooth roads and top quality transportation.

TRAVEL STIMULATION PROGRAM

This has been effective from 1 July 2015 and is eligible for the Incentive Travel/Wedding Travel/Student Travel group with minimum 25 non-Macao participants. Main criteria is 'Submission of Documents-Pre-qualification'

RELATED SUPPORT	Total number of non-Macao participants for the group			
	25-39	40-100	101-300	300+
Tourist Information Kit	ü	ü	ü	ü
Souvenirs	ü	ü	ü	ü
Cultural Performance (max 30 minutes)	-	ü	-	ü
Half Day Historical Tour (max 4 hours)	-	-	ü	ü

which must be duly and completely submitted to MGTO Macao at least 15 working days prior to the first day of the event.

HOTELS

- **The Venetian Macao** is a Venice-themed luxury casino and resort.
- **Conrad Macao-Cotai Central** is a luxe hotel with dining and outdoor pools.
- **Hotel Okura Macao** is a polished hotel offering chic rooms and suites, a sprawling water park and upscale Japanese dining.
- **Galaxy Macao** is a sprawling resort featuring multiple eateries, a casino and a water park, plus a spa.
- **Sands Macao Hotel** has a high-end casino hotel with restaurants, an outdoor pool and a spa.
- **Studio City** based on Batman theme can hold large meetings, events and can cater to Indian food.

USP

The biggest benefit is visa on arrival, making it convenient for those considering Macao as next MICE destination.

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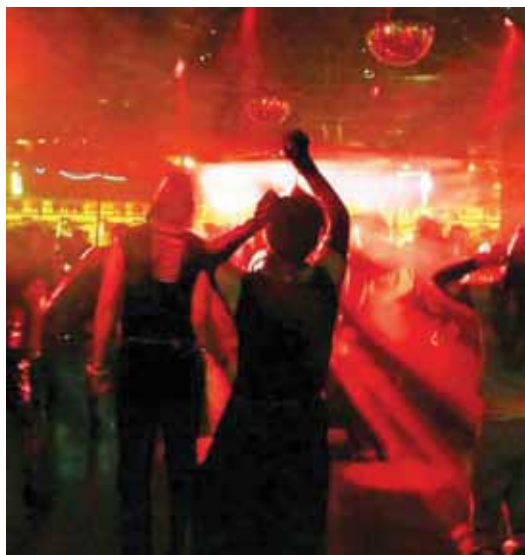
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VENUES IN

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HOTELS

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AIRPORT

Bandaranaike International Airport at Colombo

Sri Lanka BUSINESS ON AN ISLAND NATION

From ancient history to mountains, wildlife, beaches and more, Sri Lanka attracts many for incentive travel and meetings

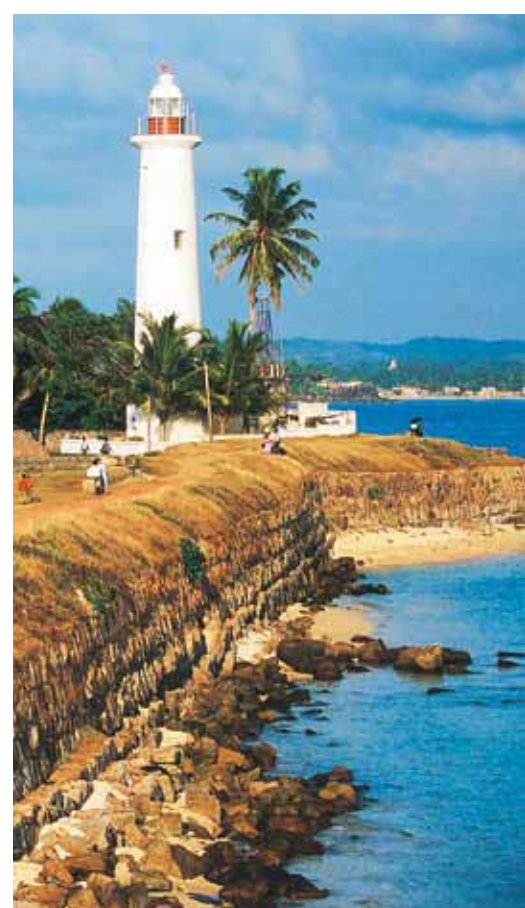
A compact and diverse country, Sri Lanka is convenient for business travellers. For an incentive traveller, there are many activities such as visits to native villages, jungle trekking, theme nights such as fishermen's night/tribal night/royal night, CSR activities which can neither be experienced by FITs nor can be experienced elsewhere in the region. And more supporting tourism activities are Ceylon tea and spices gardens as well as the gem industry.

The Meetings Incentives Conferences and

Exhibitions (MICE) industry has got a major focus in this year's budget which has proposed to construct the largest capacity conference facility in Colombo. Recently Sri Lanka built a network of highways connecting all main cities and the airport to Colombo which is Sri Lanka's commercial hub. Some more highways are being planned too.

SUITABLE VENUES

Sri Lanka has venues for any kind of MICE event, ranging from board meetings to large conventions and congresses. Sri Lanka's Bandaranaike





ARRIVALS IN THE COUNTRY

As per the statistics published by the Sri Lanka Tourism Development Authority, India has again topped the arrivals list overtaking China. The number of arrivals from India grew 26 per cent to 28,895 in January 2016 from a year ago.

Memorial International Conference Hall, which can house up to 1,600 delegates, is a purpose-built conference hall. There is Nelom Pokuna-Lotus Pond, the latest theatre which will become a convention hall, specially for ceremonies and plenary sessions.

Sri Lanka also has a variety of hotels and resorts with meeting spaces catering to middle scale MICE events, in Colombo as well as Galle, Kandy and Dambulla. Some of them are boutique/theme hotels which are more suitable for small-scale meetings or corporate events. Many international hotel chains are building hotels in Sri Lanka and they will be ready for operations in the next few years.

EVENTS

Some international MICE activities to be held in the future are WONCA South Asian Regional Conference of Family Doctors 2016, LAWASIA 2016, 20th Congress of the Asia Pacific Division of the International Association for Hydro Environment Engineering & Research, 24th Triennial Conference of Commonwealth Medical Association, 7th Textech Sri Lanka 2016 International Expo, 24th Dye+Chem Sri Lanka 2016 International Expo and 7th Colombo International Yarn & Fabric Show.

Some recent MICE activities include 10th IEEE International Conference on Industrial and Information Systems 2015, Asia Pacific Economic Cooperation Financial Regulators Training



Initiative Regional Seminar, Commonwealth Heads of Valuation Agencies Conference 2015, 4th SAARC Expert Group on Accreditation Meeting, One world Cockpit Crew Coalition Fall Conference, 22nd Conference of Asian Federation on Intellectual Disabilities.

SPECIAL INCENTIVES

Sri Lanka Convention Bureau, the sole national body entrusted to promote and develop MICE Tourism in Sri Lanka, is offering assistance to MICE groups depending on the group profiles. The Convention Bureau offers value addition to events depending on the profile of the MICE event. These include special dinners, cultural performances, gift items, excursions, city tours and many other ways of adding value. Facilities for site inspections and government clearances are being provided. The convention bureau also assists organisers of special events, be they sports, educational, music or other adventure trails.

“
The MICE industry has got a major focus in this year's budget which has proposed to construct the largest capacity conference facility in Colombo **”**

For more information, send an email to slcb@slt.net.lk

Ease of TRAVEL



VENUES

Palexpo, Centre International De Conferences



ACCOMMODATION

119 hotels in the city



AIRPORT

Geneva Airport is the international airport



Convene in



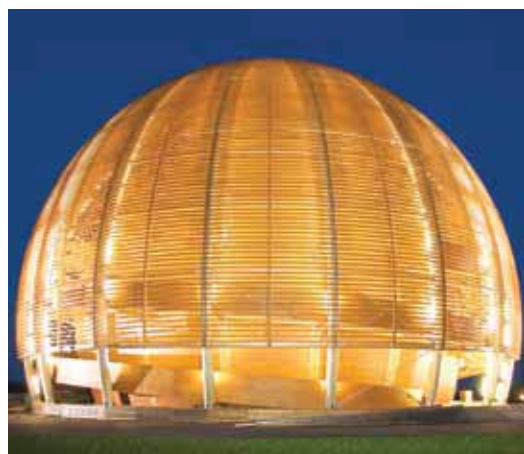
Anja Loetscher

A cosmopolitan city, Geneva is ideally located in the heart of Europe and is a financial and technological hub, says **Anja Loetscher**, Director, Geneva Convention Bureau

The MICE market from India has been growing each year. "An international meeting venue ideally situated in the heart of Europe, a financial and technological hub with a global reputation, Geneva is a cosmopolitan city, a unique and particularly privileged setting for meetings industry that takes its visitors by surprise," says Anja Loetscher, Director, Geneva Convention Bureau.

Meeting facilities with state-of-the-art technology, hotels equipped to the most exacting standards and highly skilled personnel are other assets that attract tourism professionals. Geneva is known for the quality of life which the visitors are delighted to discover. In addition to excellent medical clinics, Geneva University Hospitals manage a first-class research programme. The renowned CERN (European Organisation for Nuclear Research) is one of the biggest laboratories in the world. "Geneva is an economic hub, providing unique synergies and partnerships: flavours, fragrances, banking, finance, biotech, medtech, cleantech, watchmaking, luxury goods, micro technologies, commodities trading, trade finance, information technology and more," adds Loetscher.

GENEVA



“
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attract tourism
professionals”

CONVENTION CENTRES

Palexpo

It is one of the largest exhibition halls of Switzerland. Situated next to Geneva airport it offers 106,000 m² of Wi-Fi-equipped, pillar-free multi-functional areas all under one roof, including a convention centre seating up to 2,500 participants. Outdoors, 21,000 sqm of green space is made available to visitors and organisers of events.

CICG

The Centre International De Conférences Geneva (CICG) is situated in the international area, near the UN. The 27 conference rooms can accommodate between 20 and 2,200 people. The multi-functional infrastructure of the CICG provides ideal solutions and combinations. It offers 4,000 sqm of exhibition space and a restaurant. All the services are included. The CICG follows green standards.

WHERE TO CONVENE

- Palexpo, one of the largest exhibition halls of Switzerland
- Centre International De Conférences Geneva (CICG)
- 33 hotel conferences from 3 to 5 stars
- More than 20 conference centres
- More than 50 special venues

HOTELS

There are 119 hotels in the city of Geneva, representing a total of 9,450 rooms. Furthermore 14,500 extra rooms are available 30 minutes maximum from the city centre.

Grand Hôtel Kempinski Geneva

It has 13 adaptable conference rooms and an

IN GENEVA AFTER WORK

- Wine-tasting and BBQ in the vineyards
- Watchmaking workshop
- Workshop in a chocolate factory
- A walk in Carouge, a Genevan version of 'la dolce vita'. Its streets lined with boutiques, food shops and workshops exude a Bohemian atmosphere. Visitors appreciate the lively ambience on its leafy squares.
- Luxury shopping in the famous Rue du Rhône or local boutiques in the lively Plainpalais district
- Visit one of the 45 museums of the city, particularly the Red Cross Museum
- For a bird's eye view, climb to the top of the Tower at St Peter's Cathedral, in the heart of the Old Town
- Another highlight is the Bains des Pâquis, the city's very own downtown beach where the whole of Geneva comes to relax and swim in the middle of the lake



- A beautiful cruise on the lake with Mont Blanc for backdrop is a popular choice, as is a sail down the Rhône with its verdant banks
- In the CERN, visit the Large Hadron Collider (LHC), the world's largest and most powerful particle accelerator

auditorium for up to 1,300 people. Its counts 412 rooms, including 33 suites.

Starling Geneva Hotel and Conference Center

It offers 5,500 sqm of conference and exhibition areas are divided into 43 adaptable meeting rooms with daylight.

Crowne Plaza Geneva

With 18 adaptable rooms and a total capacity of 1,200 people, the hotel offers one of the largest event areas in Geneva.

InterContinental Genève

The hotel is home to 16 multifunctional meeting rooms with large exhibition spaces.

Hotel President Wilson

It has positioned itself as a renowned, international conference hotel in Geneva with unique services, 12 conference and banqueting rooms, as well as an expansive ballroom that can accommodate up to 1,000 guests.

SERVICE FOR EVENTS

Most services are free. They include analysis of congress/meeting requirements, venue search, bid preparation and support, tentative reservations for conference and seminar spaces and room allocation, help with partner programmes, transfers, excursions, guides and social events, site inspection arrangements, assistance in the selection of the DMC/PCO, supply of promotional publications and inclusion of the events in the online convention calendar.



AFTER WORK ACTIVITIES

One can organise a cocktail or a dinner in special venues such as BFM—a former hydraulic factory, the opera house of Geneva, or the Globe-part of the CERN.

SPECIAL OFFERS ON GROUP BOOKINGS

Most museums and attractions have a special discount for groups. Geneva Tourism has a product, the Geneva Pass, offering free entries, gifts and discounts; you can buy this card for 24, 48 or 72 hours. Travel agents can also have a discount on it.

For more information, contact
anja.loetscher@geneve.com

“
Geneva is an economic hub, providing unique synergies and partnerships: flavours, fragrances, banking, finance, biotech, medtech, watchmaking, luxury goods
”

Russia lures business travellers

Russia is fast emerging as a MICE destination offering state-of-the-art technology for business meetings, conferences and exhibitions to match global standards.



Charu Makin
Director
Visit Russia

A mélange of fascinating culture, picturesque locations and culinary delight has always lured tourists to Russia. Spectacular hotels provide for some of the top venues for a fabulous MICE experience. Visit Russia, a destination management company (DMC) which is part of the 20-year-old Sentro Group, began the Russia series operations from India in April 2014. "We were earlier operating in the niche travel market for the luxury traveller. However, we realised the potential for the destination and expanded into the value conscious segment bringing an assortment of products targeted at corporate and leisure travellers. Our MICE products come with air thereby minimising the risk of cost overruns. We offer great value vis a vis other destinations and within the Russian market. Our forte is transparency, efficiency, rates and ability to get anything that the customer desires. Our motto is that the traveller should return with a smile, appreciating the hospitality.

Around 1.5 million Chinese travellers go to Russia every year but the Indian market still needs growth, as there are around 12,000 travellers

BENEFITS

Visit Russia offers a range of customised and standard options to suit all types of MICE requirements, right from mass dealer meets to niche high end experiences. Earlier known as a luxury destination, it is now attracting smaller enterprises too.

SPECIAL WEEKEND PACKAGE

3N Moscow @ ₹ 35,999 inclusive of airfare, 4-star accommodation, city tour, metro tour, Izmailovsky Park and market.

only. In 2016, our aim is to increase this figure from India. To create awareness for the same, Visit Russia participated in Satte in Delhi and OTM Mumbai 2016," says Charu Makin, Director, Visit Russia.

For more information, contact
info@visitrussia.in, sales@visitrussia.in





bali

for the surf,
the arts, and
crispy duck.



macau

for luck,
egg tarts, and
shopping.



hong kong

for disneyland,
dim sum,
and chungking
mansions.

mix business with pleasure

at asia's top MICE destinations

go from business to leisure when you save on flights for your MICE events with all-in return fares via singapore from ₹12,999*. explore asia's top MICE destinations and take advantage of its world-class convention and exhibition facilities, and business-friendly infrastructure. then, dedicate your after-hours to discovering the cities' touristic pleasures.

singapore

for chilli crab,
universal
studios, and
the great sale.



bangkok

for floating
markets,
massages, and
chatuchak.



phuket

for diving,
snorkelling,
and great
beaches.

for all group quotes: groups@tigerair.com
for all sales enquiries: sales@tigerair.com



* promotional fare shown is for round trip fares, exclusive of taxes and excludes other fees, surcharges and paid \$250 booking fee per passenger per sector for credit card payments. promotion is only applicable on selected Tigerair flights booked online by 30 apr 2015 (GMT+8). seats are limited and may not be available on peak travel dates. fare shown is for reference only and is subject to currency fluctuation. conditions apply. for details, visit tigerair.com

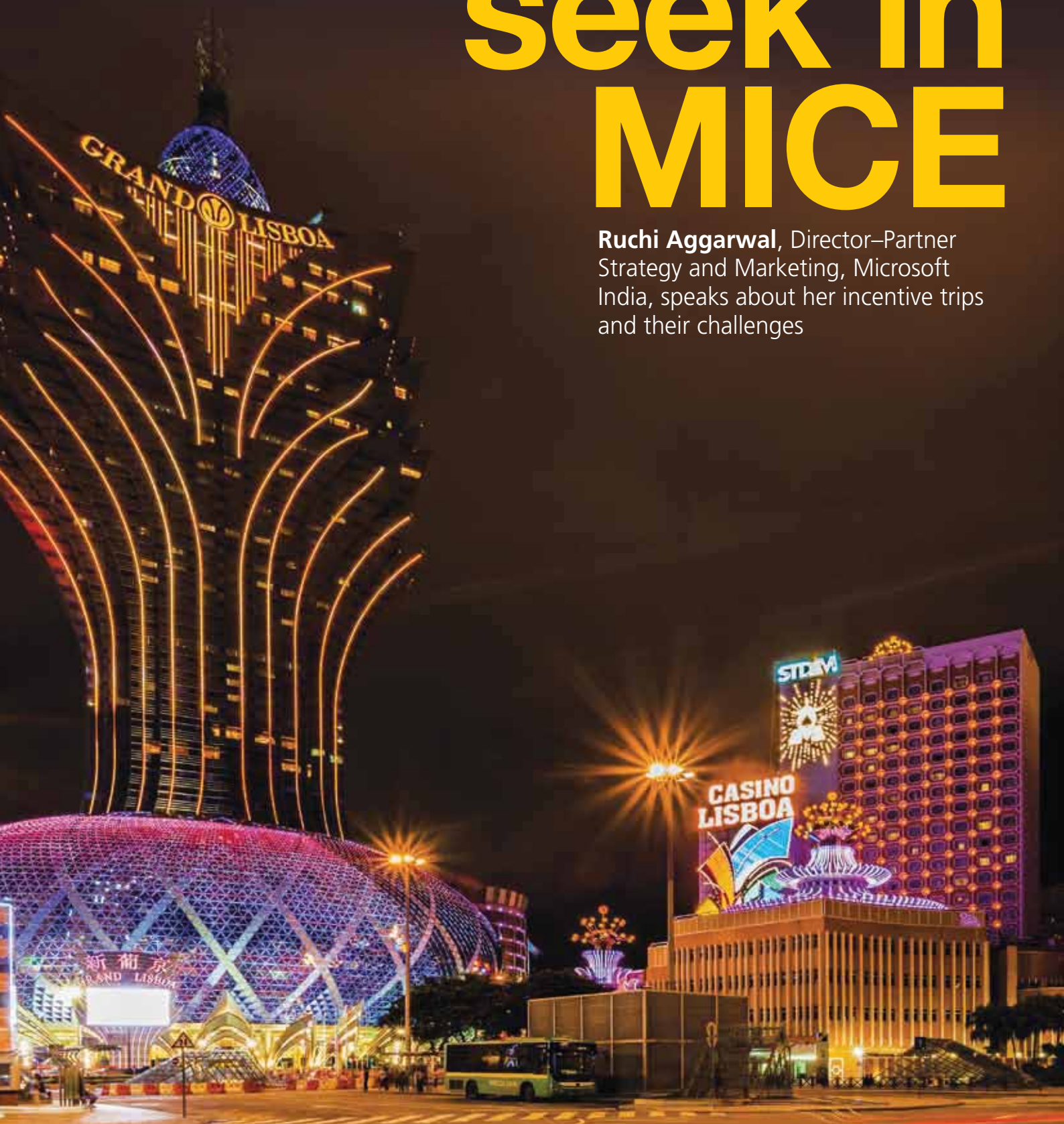
tigerair.com



tigerair

WHAT CORPORATES seek in MICE

Ruchi Aggarwal, Director-Partner
Strategy and Marketing, Microsoft
India, speaks about her incentive trips
and their challenges





Ruchi Aggarwal

What is the deciding factor for an outbound destination?

Like any best practice, the centre of our planning is always the target audience—CXOs, sales teams or any other. The destination must suit the desires of this audience and that is the key to create magic. This is what guides my choice of destination at all times. For a 'CXO only' conference, I could take the liberty of choosing a 'Please surprise me' destination potentially off the beaten path to places like Malta, St Petersburg, Jordan. If my audience is a sales team, I would love to pick a 'no surprises please' destination where there is a certain amount of comfort of what to expect and more to do. The list would include Macau, Singapore, Hong Kong, Dubai. Two important considerations: Radius of flying time of 4-5 hours is optimal; Accessibility from metro cities Delhi, Mumbai, Bangalore Chennai, Hyderabad is critical to mobilise large teams efficiently.

Are long haul destinations as attractive as short-haul destinations and why?

The law of economics applies well here. Limited budget, too many options. Every MICE activity has a budget and the trick for a planner is to allocate the budget optimally, so the objective is met and exceeded. Long haul destinations have two downsides: Longer flying time means time away from business and that does not help anyone. The more senior the travellers, the less they can afford to be away from work for longer durations. A longer haul means a greater percentage of the budget is spent on travel alone. This leaves me with limited funds to do what I wanted to achieve anyway.

Please share your experience at a dealer conference. Any challenges faced while setting up your travel plans?

I can never forget this proposed trip to China. Our theme was 'No hurdle is too large to surmount' and as you can imagine, the Great Wall provided a perfect backdrop to bring that theme alive. We were in the thick of concluding our planning and realised that the visa process would take way longer than the time we had in hand. So with the expectation of 40 regional leads at hand, we turned the conversation from mainland China to Hong Kong and Macau. We eventually had a great trip but not without those tense moments. The partnership a corporate has with its travel partner is critical during planning. It can make or break the magic around the event.

What are the leisure activities usually in demand?

There is a diverse choice available for leisure activities, depending on the destination. Whatever activity is chosen, we always want to ensure that there is a message or an outcome which ties in well with the overall business message. At the end of each day, allow for reflection and time to link the activity back to the business area.

Which are the sought after outbound destinations and why?

We find that a 4-hour radius around India proves to be most popular, since the time at destination is then higher than the travel time.





“

The partnership a corporate has with its travel partner is absolutely critical when planning MICE. It can make or break the magic around a MICE event

”

Thailand, Hong Kong, Singapore, Dubai, Abu Dhabi always prove to be popular.

Which are the latest travelling trends?

For some segments of audiences, we find that unique experiences or themes become a key. I find gravitation towards making MICE meaningful. If a destination offered an environment friendly stay or food that is organically grown, if the audience can give back to society beyond what work demands via an activity at the destination, it tends to work well. It's about combining uniqueness with net goodwill generation. The 'feel good' stays beyond the duration of the travel. Hence, a combination of emotion with business is steadily gaining importance.

Is the government offering some special incentives for large groups?

Yes, tourism boards do come forward to offer help and open doors which are useful. Their offers range from ideas, connect, money-can't-buy venues, experiences, souvenirs and sometimes incentives. The challenge however is around how that help is accounted for. If its monetary support, it needs to be in tandem with the policies of the corporate. Most organisations have clear cut rules of dealing with government organisations and this support must come clean. Nevertheless, we do value the value-adds that are offered and appreciate the work done by the tourism boards.

What are your expectations from the booking agents?

The MICE industry is fast evolving, though not fully standardised or regulated yet. I firmly believe that the success of any MICE activity lies in the partner you pick. For the programmes I manage, I personally do not pick a partner for the sake of



the hotels and bookings but I look for someone who knows business well. As it is in the marriage of business and MICE where magic happens. For example, in a tough year for our partner's businesses, we wanted to organise an incentive trip. Given the nature of business that year, we chose China as a destination as we could theme the insurmountable nature of challenges around the Great Wall. The activities were hence all planned with a core message to deliver.

What are the challenges in this industry?

I represent the industry but work closely with the MICE sector. From what I sense, there is a gap in the understanding of what corporates want from MICE, by MICE agencies. Agencies, on their part, are hungry for information and willing to learn. On the other hand, the relationship could work better if corporates took the time to better understand how agencies work and what will make agencies truly work on behalf of a client. The industry needs more creativity and solutions that are business focused, and agencies who understand that thrive.



Moving around in **LUXURY**



Mehul Patodia, Director, FabCars discusses with **Deepa Sethi** about running a company that provides chauffeured cars and luxury buses

FabCars started small in 1984 with just one Ambassador but had Mukesh Ambani as guarantor, having been classmates. They have grown since, for the past 30 years FabCars has essentially been in the chauffeuring business, which is providing chauffeured car rental services to corporates only. They take care of casual hiring requirements all over the country. In the last six to seven years they have also got into leasing buses, like Volvos, for delegations coming into India mainly from the US or UK, for them to travel around. They tie up with tour operators for tourist groups also. “We have our own executives meet the groups at the airport, to welcome them and guide them to their buses, inform them about their itineraries for the next few days, pick-up and drop off points. We try to make the transition smooth by ensuring they don’t have to look for their buses or drivers,” says Mehul Patodia, Director, FabCars.

The services are pan India. Most of the clients are in the banking, pharma and consulting space such as ICICI Bank, Religare, JP Morgan. FabCars also deals with European and American corporates. Patodia says, “We are on the supply list of companies doing business in India, so we get direct bookings from them. We have a

large demand from the UK, with clients like the British Council and BBC, they end up losing a lot of money because of payment to us in Indian rupees, so we are going to open an office in London to simplify matters and try to add more partnerships and synergies.”

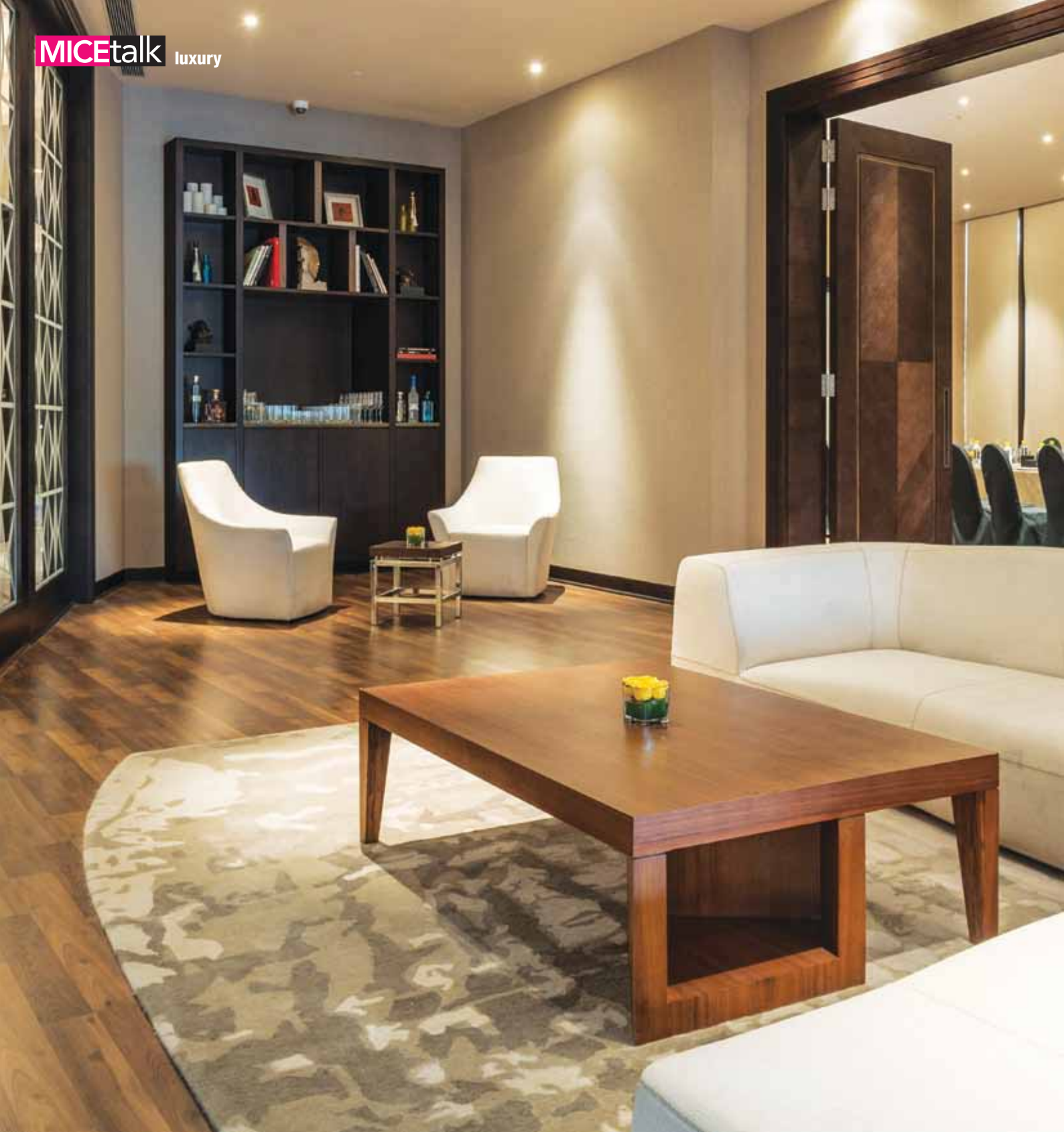
“Now people abroad are bullish about India. More companies are coming to set up offices and make their base in India which typically means more business for us. There has been a lot of growth in the last five years. Even with Uber and Ola coming in, it has not affected our demand, it has only affected our supply. For example, if I have 100 cars but I have 200 reservations, I will outsource those 100 cars to smaller players, to owner cum drivers or to owners having 4-5 cars and Uber is also targeting those same people for their supply, so it’s like a tug of war. Supply is becoming a huge challenge,” explains Patodia.

On new companies, “There are probably 10 companies in India in this space for the past three decades. We are cost effective and offer customisation. Large car rental companies don’t customise. For them a company like JP Morgan is another account, but it’s my bread and butter so I try and do my best,” clarifies Patodia.



Mehul Patodia
Director
FabCars

“
We are cost
effective and offer
customisation”



MEETING IN LUXURY

Premium personalised spaces at Hyatt Regency Delhi allow guests to create an apt ambience for events
Vaishali Dar



From the moment you walk into the plush The Living Room at Hyatt Regency, the casual yet relaxed ambience makes you feel at ease. This space has been conceptualised for intimate gatherings, meetings and events. The area covers seven small meeting rooms interconnected to accommodate eight to 500 pax.

Greeted with a smile, you notice that every corner is an engaging space, flushed with natural light which filters through the ceiling glass windows and brightens up the stylish floor. Ceilings are fitted with mood lighting, adding a contemporary look. Added to this is the live cooking space where chefs serve fresh and hot food.

Talking about the idea behind creating this space, **Aseem Kapoor**, General Manager, Hyatt Regency Delhi, says, "When we started with the first event space in 2006, many new concepts were evolving. No one really focused on a luxurious event space and that is how this idea was conceived to have a specialised event space for small and large scale events. And with the evolving events space market, last year we decided to have a space that understands the customer's requirement, is more residential and personal to make a person feel the comfort of home. We want to provide guests with modern and creatively designed spaces that work as an extension to their living room, they can use to their advantage to create unique events and customise it as per their personal preferences. No boxy space with monotonous table tops but an opulent one to conduct meetings."

Designed by Hirsch Bedner Associates (HBA), the space is worked by a team of globally renowned architects from the Bauer Latoza Studio in Chicago. Here the cuisine served comes with freshest ingredients and live cooking counters. "None of the food is served in cheffers dish, it is cooked live and fresh, served in small portions as per your palate preference," adds Kapoor. "That's where the personalised service matters, from the best Swiss cheese raclette to Italian handmade pasta and best of Chinese served, we even have customised the space with small platters of hot, fresh and tasty service in tray lunches for board-room meetings."

The Living Room serves as an ideal place for corporates like bankers, conference organisers,



social engagements, car launches and weddings. The space is convertible for all MICE events as they provide multiple options for plenary as well as break-away rooms. "Be it a spa room, chocolate room or a cocktail platter room, our nine rooms can be transformed into any setting to suit any kind of event," he adds.

According to Kapoor, the events industry is the only industry that has grown in the past few years. "Everybody seems to be doing events. Weddings is a huge market and this segment caters to the best of luxury in the industry." As per the strategies adapted for a successful event, "In order to make the event space more meaningful, we bring in special cuisine chefs, organise theme-based breaks for corporates, post event activities and try to make every event different to make it livelier and a happening place for a client. We create special moments, instead of typical coffee breaks have spa breaks with head neck shoulder massage and or have a motivational speaker in the meeting room," he adds.

Speaking on the trends for 2016, Kapoor says, "With the growth in supply, the demand has also increased and people want to conduct their business with much élan. People turn to best service providers and see the innovation and want to come back for authenticity of the concept."

For more information, contact
savneet.sachdev@hyatt.com

“

We create special moments. Instead of typical coffee breaks, we have spa breaks with head, neck shoulder massages. There is a motivational speaker in the meeting room too

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DOING business in a theme park

Harjeet Chhabra, Chief Marketing Officer, Adlabs Entertainment speaks about the offers for MICE groups at Adlabs Imagica in Khopoli



We offer an international standard theme park Imagica, Mykonos themed water park–Aquamagica





and a luxurious hotel property



Whether an organisation is looking for a fun day for employees, training sessions in closed conference rooms or an offsite destination for party as well as serious business, we are the destination to go to with customised packages to suit every corporate requirement. Adlabs Imagica is a versatile destination, situated in Khopoli, catering to corporates and groups of all sizes and budgets. We offer an international standard theme park-Imagica, a Mykonos themed water park-Aquamagica

116 to 287, we are hoping to attract more groups. Our target this year is to attract corporates from catchment cities of Mumbai, Pune and Gujarat, as well as non-catchment cities of Delhi, Bangalore, Hyderabad and Chennai as we have been receiving a lot of queries from these regions. Other than this, we are also looking at organising weddings at the properties.

FACILITIES FOR MICE GROUPS

At Imagica, corporates can choose what they desire. They can begin their day with a serious session at the Banquet hall at Novotel Imagica, followed by lunch at Zeze - the open air African-Asian restaurant and bar in the theme park, which can be exclusively booked for the group, and end the day with an evening of cocktails and dinner by the Poolside, while a DJ is entertaining them with some foot-tapping music. Our venue options can accommodate from small to big groups, ranging from 100 to 600 people at a time. Based on every group's unique requirements, seating arrangements, AV systems and projector facilities are also arranged for. 'Imagication' is a module we adopt, whereby we organise in-park training programmes incorporating various rides and location options. We also provide add-on employee benefits and special packages for a group of 50 or more people. We have a dedicated team of booking associates to engineer packages which suit dynamic needs. It's as simple as picking up the phone and calling our number.

EVENTS OF 2015

In the past year, we have managed large groups ranging from 2,500 plus from HPCL to over 8,500 from Amdocs at a single time. Our experienced on-ground staff ensures the groups are well taken care of, including all the arrangements of delicious lip-smacking buffet meals, conference rooms for closed meetings and entry to the rides when they want to let their hair down.

For more information, write to contactus@adlabsimagica.com

Ease OF TRAVEL



VENUE
Adlabs Imagica,
Khopoli



ACCOMMODATION
Novotel Imagica



AIRPORT
Nearest airport is
Mumbai with daily
flights of all major
domestic airlines

and a luxurious state-of-the-art hotel property—Novotel Imagica.

NOVOTEL IMAGICA

Novotel Imagica currently has an inventory of 116 plush size rooms, which are soon going to be increased to 287 rooms, hence helping us expand the capacity of the number of corporates we can accommodate. Our association with Novotel-Accor is also helping us drive MICE as a segment.

EXPECTATIONS IN 2016

So far, we have catered to over three lakh corporate employees from various parts of India. We are looking at organising various reward and recognition programmes, award ceremonies, dealer meets, incentive programmes and corporate conclaves. Our primary focus continues to remain on corporates and MICE events, and with the addition of Novotel Imagica rooms from

Supersize ATLANTIS



Sonu Shah

Set on the iconic Palm Jumeirah island with views of the Arabian Gulf, it is an integrated entertainment destination resort

Hazel Jain

Atlantis, The Palm—the iconic five-star luxury hotel in Dubai—is situated on the man-made Palm Jumeirah island. Opened in 2008, the rooms have free Wi-Fi as well as gulf or island views. Lavish suites offer sitting areas—some include terraces, whirlpool baths and/or living rooms. Upgraded quarters add floor-to-ceiling windows with underwater views. There are 23 restaurants. There's a spa, a salon, a gym and an expansive water park, apart from a kids' club and a nightclub.

Because of its size, the resort has four different entrances, depending on which part the guests are using. India is its second-biggest source market after the UK, says **Sonu Shah**, Sales Manager for Groups Sales at Atlantis The Palm, Dubai. "We did more than 40,000 room nights from India

in 2015 of which about 25 per cent was MICE. We are looking at a lot of corporate incentive movements, gala dinners, conferences, product launches and weddings."

The USP of the resort, she adds, is its enormity. "We can accommodate anything from 10 people in a boardroom to 2,500 indoors and more than 15,000 people outdoors at a time. We get a lot of day visitors who stay in other hotels but come here for MICE and team building activities," Shah adds. The resort organises food tastings as well before the group comes in for all cuisines, including Jain food.

THE DYNAMICS OF INDIA

Shah says, "We cover tier II cities apart from the metros like Ahmedabad, Chandigarh,





Ease OF TRAVEL



VENUES

Indoor, outdoor, special



NEARBY

The resort is 14 km from Wadi Wadi Water Park and 15 km from Mall of the Emirates



AIRPORTS

Dubai International Airport; Abu Dhabi International Airport



Pune, Amritsar, Ludhiana, Kochi and Thiruvananthapuram. More than 30 per cent of the MICE business comes from these cities. Clients have to book through the agents or DMCs. We definitely do a lot of promotions, specially upgrades for the senior level executives of a company. It depends on the number and nature of the group and the quality that is coming in. This includes complimentary rooms, spa packages, upgrades.”

Atlantis, The Palm now also has an online e-learning programme for the travel trade to help them understand the product better. It works actively with Dubai Tourism as well as the top airlines that land into Dubai.

ONE-STOP FOR EVERYTHING

It plays host to some of the most stunning wedding, party, meeting and conference venues in Dubai. It is an integrated entertainment destination resort. There is also provision for Jain food for guests.

INDOOR VENUES

With 14 meeting rooms, three ballrooms and two boardrooms, Atlantis can cater to every need.

Atlantis Ballroom can accommodate gala dinners and events for up to 2,000 guests, with 8-metre high ceilings and direct access to the impressive Royal Terrace.

Spice Ballroom has an airy pre-function area, private terrace and flexible space. It can accommodate 600 people and is divisible by three partitions.

Silk Ballroom is a contemporary facility conveniently located between two spacious ballrooms. This tractable space includes access to a breakout room and the latest audio-visual equipment.

Atlas Boardroom is suitable for workshops or meetings.

Andes Boardroom is the choice for executive meetings. It is filled with natural light, has a private bathroom and has an adjacent breakout ballroom. It can sit up to 16 people.

OUTDOOR VENUES

The venues are complimented by superb views of the Dubai Marina skyline.

Conference Pool or the serene Zero Entry Pool is an expansive outdoor space that accommodates up to 2,000 guests. Ideal for larger events.

Private Beach, with spectacular views of the Dubai Marina skyline, is the ideal setting for receptions, barbeques, parties and corporate events.

Aqueventure Waterpark has 17 beachfront hectares for banquet dinners

and team-building functions and more.

Royal Terrace is a good choice for professional mixers, cocktail parties and receptions.

SPECIAL VENUES

Royal Beach works for small private events.

The Lost Chambers Aquarium is home to 65,000 mesmerising marine animals. And is ideal for small tailor-made events for up to 150 guests.

N'Dulge Terrace is one of Dubai's premier nightclubs and can host extraordinary events and offers the coolest venue for Al fresco dining.

Asateer is the flagship venue for large events at Atlantis.

Royal Bridge Suite has 180 degree views of The Palm Island and the Arabian Sea. It is ideal for executive meetings, private dinners and cocktail parties.

GROUP ACTIVITIES

Surf 'N' Turf Relay Races, Beach Volleyball Tournament, Sand Sculpture Creations, Beach Football Tournament

For more information, contact
reservations@atlantisthepalm.com



HYDERABAD growing WITH MICE

Shibil Malik, General Manager, Sheraton Hyderabad Hotel talks about the USP of the property and how Hyderabad is shaping up as a MICE destination

Anupriya Bishnoi

What is the USP of the property?

Sheraton Hyderabad Hotel is the latest, contemporarily designed, conveniently located Starwood Hotels and Resorts property in the heart of the financial district of Cyberabad in Hyderabad. It is surrounded by the top fortune 500 companies like Microsoft, Amazon, Capgemini, Dupont, Cognizant and so on. There is also the ISB campus and the upcoming US consulate in its vicinity. Keeping in mind the high demand projections, we are adding fully

serviced apartments and access to all the recreational facilities like the health club and the spa. The extended stay guests can also enjoy the 'Teeing Off experience' on the greens of the Boulder Hills Golf course, a stone's throw away from the hotel.

What are the facilities for MICE in the hotel?

In terms of banqueting, we have one of the largest meeting spaces among the hotels in the financial district, accommodating as many as 500 participants in its



EXPERIENCE & ACCESSIBILITY

GASTRONOMIC DELIGHT

- Feast is a multi-cuisine restaurant
- Inazia offers South-East Asian and Oriental cuisine

CONVENTION USP

- Conveniently located near the airport and historical sites, spectacular views from the rooftop with ample breakout space

AIRPORT

- Rajiv Gandhi International Airport serves Hyderabad

ballroom. It boasts of a state-of-the-art audio-visual facility along with four spectacularly contemporary break-out rooms catering to a variety of large group requirements. We have a dedicated, competent and experienced conventions' team which understands the uniqueness of every business and offers customised solutions for all the requirements. This includes offering locally inspired themed meetings and breaks, Nizami-style lunches or dinners, showcasing the essence of Hyderabad.

How is the city evolving in terms of MICE and hospitality?

Hyderabad has all the right ingredients in the right proportions for a successful city. It has political stability, the right economic policies, the right demography which is young, talented and highly skilled. Initially growth came in IT and ITES along with the BFSI sectors, now technology, pharma, manufacturing, defence and aerospace sectors are growing rapidly. The International Convention Centre in Hyderabad has brought in a number of international and mega conferences into the city which has also created a new demand for hotels in Hyderabad.

What kind of clients do you generally cater to—leisure or business?

It is completely business oriented travel, although we get a few leisure guests over the weekend. However, we have plans for increasing the leisure segment as the business travel is dependent on the

business cycles. We have introduced a very unique programme called the 'Gem tour', which is a one-hour guided city tour.

How does the business look like for this year?

We are very bullish about the business this year. This can be attributed to the location of the hotel, the uniqueness of our product, whether it's the meeting venues or rooms, the food and beverages outlets, the service or the overall experience. The Indian economy is the fastest growing economy of the world and is expected to touch the double digit figure in GDP growth this year. Keeping everything else constant, if we can safely extrapolate the same, we can hope for a optimistically higher growth rate for ourselves this year. The hotel is on track for a successful year as we have already been stabilising our P&L within a year of commencing operations.

Do you have any new initiatives for this year?

This year, we have initiated our brand transformation under a mission named 'Sheraton 2020' in which we shall be undertaking many steps to completely revamp the brand standards by the year 2020. We are looking at introducing sustainability initiatives. We are organising food festivals too in our restaurants like the 'Awadhiana Food Festival'.

For more information, contact
reservations@sheratonhyderabad.com,
sandeep.sharma@sheraton.com

“
The International Convention Centre in Hyderabad has brought in a number of international and mega conferences
”



Natraj Akella

STAYING CONNECTED with free wi-fi

Natraj Akella, Vice President, Wi-Fi, Tata Teleservices reveals how airport infrastructure is evolving with access to the internet anytime, anywhere

The airport infrastructure is evolving with public wi-fi hotspots. As per SITA's ninth annual global report 'Passenger IT Trends Survey', provision of airport wi-fi represents a priority for passengers. "Visitors at shopping centres, railway stations, sports stadiums and other public spaces take wi-fi access for granted and airline passengers are no exception. This trend has encouraged airports across the globe to invest, collectively, nearly \$7 bn to improve their IT infrastructure and free wi-fi is among this," says Akella.

What kind of data services are provided to the customer on-the-go?

Tata Docomo provides wi-fi services across the top airports in the country. The first 30-40 minutes of wi-fi access is free. If the consumer wishes to continue browsing, he/she can avail the services

WHY PASSENGERS LIKE FREE WI-FI

As per a recent Skyscanner report, 71 per cent of travellers feel free wi-fi is important or extremely important and most commonly use free it for social media (10 per cent), check emails (22 per cent) or to simply pass the time (30 per cent) as they wait for their flight.

at affordable coupons through a safe simple process.

How do you support the wi-fi zones?

Tata Docomo is one of the leading players with services at almost all top airports in the country. We have a

strong network, experience and logistics strength that make us the partner of choice for organisations.

We have invested heavily on a 24 X 7 NOC, on-site support engineers and also work very closely with our partners to provide the best possible experience to our mutual customers. We have built our own network and partner with the technology providers which provide the access point and the switches.

As we are uniquely positioned in this space (huge fibre backbone) and has already grabbed the first mover advantage, the overall space of public wi-fi, with its inherent advantages of free spectrum availability, higher speeds and comparatively lower costs (deployment as well as end-user tariffs) presents a huge monetisation.



Incredible India



GLOBAL MICE TRAVEL MART

Inaugural:
May 19, 2016, Regal Room
The Lalit, New Delhi

Exhibition and B2B:
May 20 – 21, 2016, Crystal Ball Room
1 & 2, The Lalit, New Delhi

HIGHLIGHTS

- First ever branded EXCLUSIVE MICE Inbound Tourism platform in India
- Around 50 leading outbound tour operators who are MICE specialists from across the globe as International Buyers and around 20 opinion leaders from key associations from India organizing mega conventions
- Tour Operators, Hotels, Airlines, National level Associations and State Governments promoting MICE Tourism to India as Indian Sellers.
- Structured and online pre-scheduled B2B meetings between the Buyers and Sellers will be held at the booths and table tops of the Sellers over two days of the Mart.
- Networking opportunity over Inaugural Cocktails & Dinner hosted by The Lalit and the two luncheons hosted by FICCI

THANK YOU SPONSORS

Sponsor State



Inaugural Cocktail &
Dinner Hosted by



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Premier Media Partner





Making events an industry

Binu Nanu,
President, IESA,
talks on the
mission and vision
for 2016

What comes under the Indian Exhibitions, Conferences & Events Services Association (IESA) portfolio?

Indian Exhibitions, Conferences & Events Services Association (IESA) is an association of service providers involved in delivering world-class services to the exhibitions, retail, live events, BTL initiatives, helping marketers across sectors and geographies achieve their objectives. The key objective of IESA is to work towards the upliftment of information and awareness of the sector on new technologies, trends, practices, work for clarity and redressal of various policy issues, in absence of an industry status for the exhibitions and events sector, and serves as a reference point for the industry for identifying new growth opportunities. We are organising the 1st India Expo Shop in Delhi.

What are the key strengths and challenges of this industry?

One of the key strengths of this sector includes the tremendous adaptability of the organisations

active in this sector to the changing market needs in terms of design trends, materials selection, agility and resilience in times of pressure.

The second big advantage is the inherent availability of design talent and expertise in the country, however this also becomes a deterrent at times as while there is design talent but the interest to follow a strategic career in exhibition design is something which needs to be further developed.

The foremost challenge that is impacting the sector is the complex tax structures which make delivering interstate projects a tough task. Another factor contributing is the absence of entry barriers or regulation in the sector which leads to non-compliance with standards, qualities and leads to unethical pricing situations which at times poses safety issues. IESA will be working on many of these initiatives like setting up standards codes, safety compliance guidelines to take the industry to the next level.



INDUSTRY AT A GLANCE

The exhibition organising business in the country is roughly pegged at ₹6,000 crore per year, the exhibition design and services also add up to a similar amount in the mapped market. The figure including the smaller operators in tier II and III towns which cannot be mapped could take it a bit higher but as of now there has not been any accurate measurement of the size of the industry. IESA will at some point aim to do a market mapping exercise to evaluate the true size and potential of the sector.

Do you feel the events industry in India is disorganised and lacks professional training? What can be done to improve it?

I would not say that the industry is disorganised and lacks professional training but the fact is that the fragmented nature and the varied size of holdings has had its impact on the set of capabilities in the sector. The talent developmental initiatives in this sector have been very much at an organisational level. There are organisations which have nurtured excellent teams and there are some where there is scope for improvement. IESA as an association will endeavour to fill in the gaps in the learning areas as a collective industry initiative. I think making exhibition design and fabrication a liked career choice will be a key element involved.

Will the introduction of GST have a significant impact on the industry?

The introduction of GST is likely to bring in a lot of advantage and clarity on the taxation liabilities of this sector including better inter-state operational ease, differentiation on the element of service and sales in the sector. However, doubt still remains that in absence of events and exhibitions being accorded an industry status will there be enough detail in the GST recommendations for us.

Are there sufficient large venues to meet the demands of the events industry?

The bigger concern on the exhibition side is the quality of exhibition centres rather than the size

of the centres. The biggest shows in the country fit in easily into the Delhi and Mumbai venues with a few events being an exception.

With the highest volume of events falling well within the available size the concern remains on the quality of infrastructure and the prices which are almost in line with international markets despite of much lower quality. However, bigger venues are definitely required to gear up for future growth in the sector. Large convention facilities are something that the country is yet to witness.

How important is a PPP model for MICE?

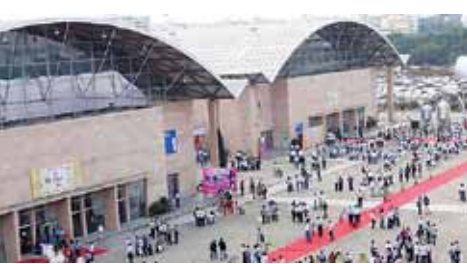
PPP has proven to be a great model across sectors and I believe this sector cannot be an exception, but it has to be in an engaged and sustained manner over a period of time.

We, as a country, have lost out on many an international convention due to lack of policy focus, infrastructure and initiative by both the government and industry over the years. I think the stage of economic development that we are in now, it is the opportune timing for us to strengthen our presence in the MICE domain also.

Anything else you would like to share?

I wish growth for our exhibition industry in the future as well as for IESA. We are currently working hard on making India Expo Shop 2016 exhibition as not-to-miss mega event.

“One of the key strengths of this sector includes the tremendous adaptability of the organisations active in this sector to the changing market needs in terms of design trends, materials selection, agility and resilience in times of pressure”



Boosting the MICE industry in India

KV Nagendra Prasad, Chief Operating Officer, Hyderabad International Trade Expositions and President, Indian Exhibition Industry Association talks about the 'India for Mice Conclave' and challenges

Speaking about the 'India for MICE Conclave' (31 March-1 April 2016), KV Nagendra Prasad said that the Conclave was organised in association with Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry (FTAPCCI) and actively supported by Department of Tourism, Government of India and Department of Tourism, Government of Telangana and other reputed industry bodies. "With this event we wanted to promote India as a potential inbound destination for MICE, discuss various issues and pave a road map for the development and growth of the MICE industry in India," says Prasad.

THEME

The theme of 'Meet in India' was an inspiration from the 'Make In India' campaign, where tourism and hospitality sectors have been identified as one of the focus sectors for the growth of the Indian economy. The two-day conclave comprises a conference, expo and buyer-seller programme. "The event had over 50 international delegates representing international industry associations related to MICE and over 500 professionals from the Indian MICE industry," added Prasad.

CHALLENGES

Talking about the challenges in the industry, he opined that the industry needs a strong support from the central and state governments. "Poor quantity and quality of MICE infrastructure, when compared with other economies around the world and low emphasis on skill development, which needs to be changed for MICE." So unlike leisure tourism, MICE activities are strongly connected to the performance of the industry. "A strong and growing industry is the key factor

for the growth of the MICE industry. The 'Make in India' policy and campaign has put India on an accelerated path, the country's economic growth is the highest today in the world. This factor is bound to take the MICE industry up. But we need to recognise this as an industry. A lot needs to be done with regard to policy, tax structure, labour laws, formal and professional education and skill development," he feels.

GST

As per his views on GST, Prasad feels there would not be a significant impact of GST on events and exhibitions industry. Rather, a special rate of tax on events and exhibitions considering the indirect benefits that they accrue to the places where they are held, will help the industry.

DEMAND & SUPPLY

The demand for good large purpose built venues in India is filled in by venues like HITECH and HICC, which are world-class and can host events of the size over 10,000 attendees at a time. But these two venues are still occupied for just about 50 per cent of the time. "But that would not stop me from saying that the country needs more venues, many tier I and tier II cities have just one or no purpose built venues. Cities like Mumbai, Kolkata, Pune don't have decent venues. If we look at China, they have 14 per cent of world's events and exhibition spaces while the size of their economy is about 12 per cent of the global economy, on the contrary size of Indian economy is about five per cent of the global economy but the cumulative size of purpose built events and exhibition space is less than one per cent of global events and exhibition space," says Prasad.

PPP MODEL

As per the PPP model, the government needs to support private parties by providing land at concessional terms and a proactive and friendly policy that will help setting up MICE infrastructure and sustain business and the private parties can bring professional management and high level of competencies to attract and execute international events.

HOST CITIES

Unlike other states, it has always been very easy to host events in Hyderabad and many other cities across India. Prasad explains, "It was only difficult in Mumbai and Delhi, which has since been addressed after the single window policy has been implemented. It was not a problem that affected across India, therefore don't see having any significant affect. Yes, it will definitely help the industry in Mumbai and Delhi, now event managers can concentrate on their jobs rather than to run pillar to post obtaining innumerable permissions and clearances.



KV Nagendra Prasad

“

Poor quantity and quality of MICE infrastructure, when compared with other economies around the world and low emphasis on skill development, all needs to be changed for MICE

”

MICE REVENUES

Many studies have been conducted to estimate the size of the events and exhibitions industry in India. However, none have the really deep dived to every nook and corner of the country to find the exact size of the industry. Not considering the indirect revenues that events and exhibition industry generates or the business that the exhibitors would do in an exhibition, excluding weddings and social events, The estimate of the turnover of business events (over 10,000 events annually) and exhibitions and trade fairs (over 800 annually) could be between `30,000 crore to `35,000 crore.



Hop-on Hop-off all over EUROPE

Europamundo Vacations has introduced English guided tours to focus on Indian travellers and their requirements. **Berend Lund Christian**, Director Corporate Planning, Europamundo Vacations talks about the offerings

A company of the JTB group, Europamundo is the only coach tour operator in the world affiliated to the UNWTO and WTTC. Riding high on its success in Spanish and Portuguese speaking markets, Europamundo researched the Indian travel market to evaluate how its seat-in-coach product could add value to middle income travellers as well as the travel fraternity in India. Europamundo has introduced English guided tours with a particular focus on Indian requirements. The tours will also be promoted in other markets with an interest in English guided seat-in-coach tours.



Berend Lund Christian

PREPARATIONS

Talking about their venture in the Indian travel market, Christian feels, "It would have been relatively easy to put the same tour with a Hindi speaking guide on the bus for the Indian traveller. But our one and a half year research on the market devised new routes in the itinerary, adapting to different food requirements in India, tied up with good quality Indian restaurants. Instead of including dinner in tour packages, we have introduced evening transfers to the city centre, in-city hotels with easy access to public transportation, a detour to the cultural city side, river cruises and more. The tour leaders have been acquainted with Indian culture and trained for the Indian customer. The tour content is surely going to satisfy the Indian customer."

INDIA REPRESENTATION

Europamundo is represented by four tour operators in India—DPauls, Guideline Travels, Travel Tours and Akbar Holidays. "There's a huge potential in the India market. We have about 84 tours out of which 78 are for Europe starting from April to March and for the coming season we have more than 3,000 guaranteed departures. We bring in 1,25,000 travellers from Latin America

to Europe but in a decade we hope to have the same number of Indians coming to Europe. We are offering sightseeing bus not for city but for all over Europe, open to all age groups," says Christian.

Discussing about the decision to enter the Indian market, he feels that no other market is growing at a healthy rate and the middle income group has a desire to see Europe. The company will provide the best price/quality ratio and flexibilities that the modern Indian traveller is looking at. Quality is an important factor with good quality coaches and all day departures. "The idea is to spend every day like a journey. If you have business or family along the route, you can make a break and join the following departure (most tours will have weekly or bi-weekly departures). So we offer many special things which no international operator provides. We are also selling tours in South East Asian countries and have launched a 100-page India catalogue as well," he adds.

TECH SUPPORT

As per the technology, there is a 'my trip' application for each traveller which provides complete tour details. This application gives the travellers a possibility to retrieve and download all possible information on their booked trip, photos and videos from the trip, guide books and an access to meet fellow travellers on a social network.

FUTURE PLANS

On his future plans, Christian adds, "We are really excited about this new market. We have been calling our new product for India 'the bosses of diversity, harmony and peace'. The tour leaders are acquainted with the Indian culture

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India Expo Shop

spotlight on design services

The 1st India Expo Shop exhibition and conference will be held from 21-23 April 2016 at NSIC Grounds, Okhla, New Delhi. The focus is on the retail design industry in India

The retail boom in the country is necessitating a need to stand out from competition. There is an increased spend on design of outlets. Binu Nanu, President IESA and Managing Director, Meroform India said, "Indian Exhibition Service Providers Association (IESA) as an apex body of the key players in the sector is organising India Expo Shop with an objective of

not only creating business opportunities for its members but to align broader goals like skill development and talent management and prepare the sector for future opportunities."

India Shop Exhibition has attracted participation from approximately 100 exhibitors and is expected to be attended by 3,000 professionals from the

exhibition, retail and live event industry. The show has received confirmation of participation from all industry majors like Meroform India, RMB, Pavilions & Interiors, Deepali Design, Expro Events, Roder HTS, Losberger GmbH, Paras Art Studio, Shri Balaji, New Variety, City Neon, Namdhari, Daraji, Avens, Shilpi, Sanchi, Vashisth Agencies, Lucky International, to name a few.



Sukhjinder Singh
CEO, Infinity Expo &
Project Organiser
India Expo Shop

Sukhjinder Singh, CEO, Infinity Expo and Project Organiser for India Expo Shop, answers a few pertinent questions:

Please share the agenda for the expo.

The exhibition will focus on building a platform for the expo and retail design industry in India, allowing them to showcase their capabilities to the design services consumer in India. The event comes at an opportune moment when the marketing space in India is going through a transformation with an unprecedented focus on BTL activities which is driving higher standards at the point of interaction with the customers via better designs and production quality.

How do you plan to market this and take this forward for the future?

The event will be marketed to the target groups comprising, but not limited to exhibition organisers, events & BTL agencies, advertising agencies, corporates who avail retail design, event design and exhibition design services who either decide or facilitate decisions on design and fabrication of exhibition stalls, retail outlets. The reach out mechanism will entail a judicious blend of direct

marketing and will leverage digital marketing tools and social media to enhance the reach out. India Expo Shop in the coming years has the potential to become a regional event for the Asia market.

Anything that you would like to share regarding the Expo...

India Expo Shop comes at a time when the exhibition and retail markets are booming. The industry's focus on face to face marketing will necessitate not only the identification of new service partners but also new technologies. The BTL industry is about creating lasting experiences and impressions on customers. Technology, visual communications and new age materials will define the competitive edge in the coming years and the pace of innovation in these fields will provide ample growth opportunity for the show and the exhibit design industry. A co-located conference will help brainstorm on the future growth options and how to tap them in the best manner.

the business travel magazine

MICEtalk

Boost your brand visibility
with India's leading
business travel magazine

1

Highest Readership:

The leading business travel magazine in India with over 600,000 readers

2

Renowned Brand Name:

The best known travel magazine among Indian corporates and Travel industry

3

Offline & Online Presence:

Apart from a print run of 34,500 copies, the magazine also commands a massive online readership base

4

Global Reach:

MICEtalk has a global readership, through circulation at numerous international trade shows

Our esteemed clientele comprises of over 14,000 reputed brands which have been featured till date, including top management & MICE decision makers

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Traditional settings enhance business

“

A new trend being noticed is that the companies want their team to experience spa therapies. They are choosing 20 minutes for different types of treatments to rejuvenate the employees”

Winner of Best Luxury Wedding & MICE Resort in North India at India Travel Awards 2015, **Ratan Taldar**, Managing Director, Ramada Udaipur Resort & Spa, elucidates on the corporate, conference facilities and wedding offers

USP OF THE RESORT

The USP of the resort is its architecture. The architecture of Ramada Udaipur Resort & Spa is contextual primarily to the Mewar region and specifically to the traditional building language seen in the hilly outskirts of the city. The courtyards, the verandas and the terraces are the external spatial elements, integrating well with the guest facility spaces. Maximum utilisation of traditional materials and latest technologies complemented with contemporary lifestyle is present in this luxurious resort. Additionally, this approach generates employment for the traditional craftsmen and contributes significantly to the continuity

of the craftsmanship skills of the region. The guests can celebrate different ceremonies in different venues. We have two conference halls, pool-side venue, roof-top, a big lawn and five smaller lawns for various functions.

CORPORATE BENEFITS

Complimentary wi-fi in rooms as well as public areas, business centre, state-of the art audio and visual facilities in the two conference halls are a big attraction for our corporate travellers.

ACCESSIBILITY & CLIENTS

The location is one big advantage of Ramada Udaipur. Generally, resorts are situated far

Ease of TRAVEL



VENUES

Two conference halls, pool-side, roof-top, a big lawn and five smaller lawns



BENEFITS

Complimentary wi-fi, audio and visual facilities



AIRPORT

Maharana Pratap international Airport is an international airport



from the city but that is not the case with Ramada Udaipur as it is very much accessible to all the tourist attractions of Udaipur as well as airport and railway station. Our clients include international and domestic travellers coming for both leisure and business. We are also a hot wedding destination and have successfully hosted many high-profile weddings in the beautiful city of lakes.

HOSPITALITY TRENDS

These days a new trend is being noticed that the companies want their team to experience spa therapies. They are choosing 20 minutes for different types of treatments to rejuvenate their employees. After experiencing the spa therapies and steam, sauna at Ramada Udaipur's Spa, the employee is completely relaxed and ready to get back to work with new enthusiasm and vigour.

AFTER WORK ACTIVITIES

There are many activities a guest can engage in after their conferences/work hours. Ramada Udaipur Resort & Spa proudly boasts of a spa with stunning views of the city, temperature controlled swimming pool, jacuzzis, well equipped fitness-centre and many indoor and outdoor activities such as Rajasthani Dance Show every evening, in-house magician, carom-board, chess, table-tennis, foosball table, cycling, aqua-sports, badminton court, yoga and swimming sessions, Rajasthani cooking classes as well as making exotic cocktails and mocktails. These activities at Ramada Udaipur Resort & Spa have enhanced

the experience as they engage, rejuvenate and relax the senses. Apart from these activities, the hotel can make arrangements for sightseeing of the city as well. Udaipur is a famous tourist destination and guests really enjoy its natural beauty, lakes, fountains and grand forts and palaces. Also, many team building activities such as kite flying, archery, culinary competitions can be organised.

GROWING MICE INDUSTRY

MICE industry is growing at a tremendous pace. Five to six years ago, conference halls were the last thing on a hotelier's list of priorities. But now the scenario has changed completely. Conference/banquet halls have started becoming the USP of new upcoming hotels. Size of different conference halls is being discussed at the planning stage itself. Unlike in the past, huge importance is being given to conference facilities and a substantial amount of investment is allotted to develop best possible conference facilities. Fortunately, the government is very keen to help this industry and is coming out to formulate new tourism policies to make things easy for hoteliers. The top level of government is on the right track but the problem lies in the lower level of the system where files just don't move. Government should take note of this and start implementing time-bound policies.

For more information, contact
rm@ramadaudaipur.com





Success in Abu Dhabi



Shinu Pillai
Exhibition Manager
ibtm arabia

Shinu Pillai, Exhibition Manager, ibtm arabia on what makes it a popular exhibition in the gulf

At ibtm arabia all of our Hosted Buyers are handpicked, personally invited and verified against a strict qualification criteria which requires that they are senior level decision makers with business to place and a proven budget for inbound or outbound from the region. And 100 per cent of Hosted Buyers were new this year. Our Hosted Buyer recruitment teams placed emphasis on finding undiscovered buyers and targeting emerging markets. The show saw a 61 per cent increase in the number of corporate buyers.

Hosted Buyers attended from Europe, the Middle East, Australia, Asia, South America and the USA. These included Coca Cola, Peugeot Citroen, Abbott, Cognizant, Provident Global Capital Group, Kuoni MICE & Special Groups. The system identified mutually matched preferences (where both exhibitors and Hosted Buyers selected one another) to generate a diary of up to 30 appointments.

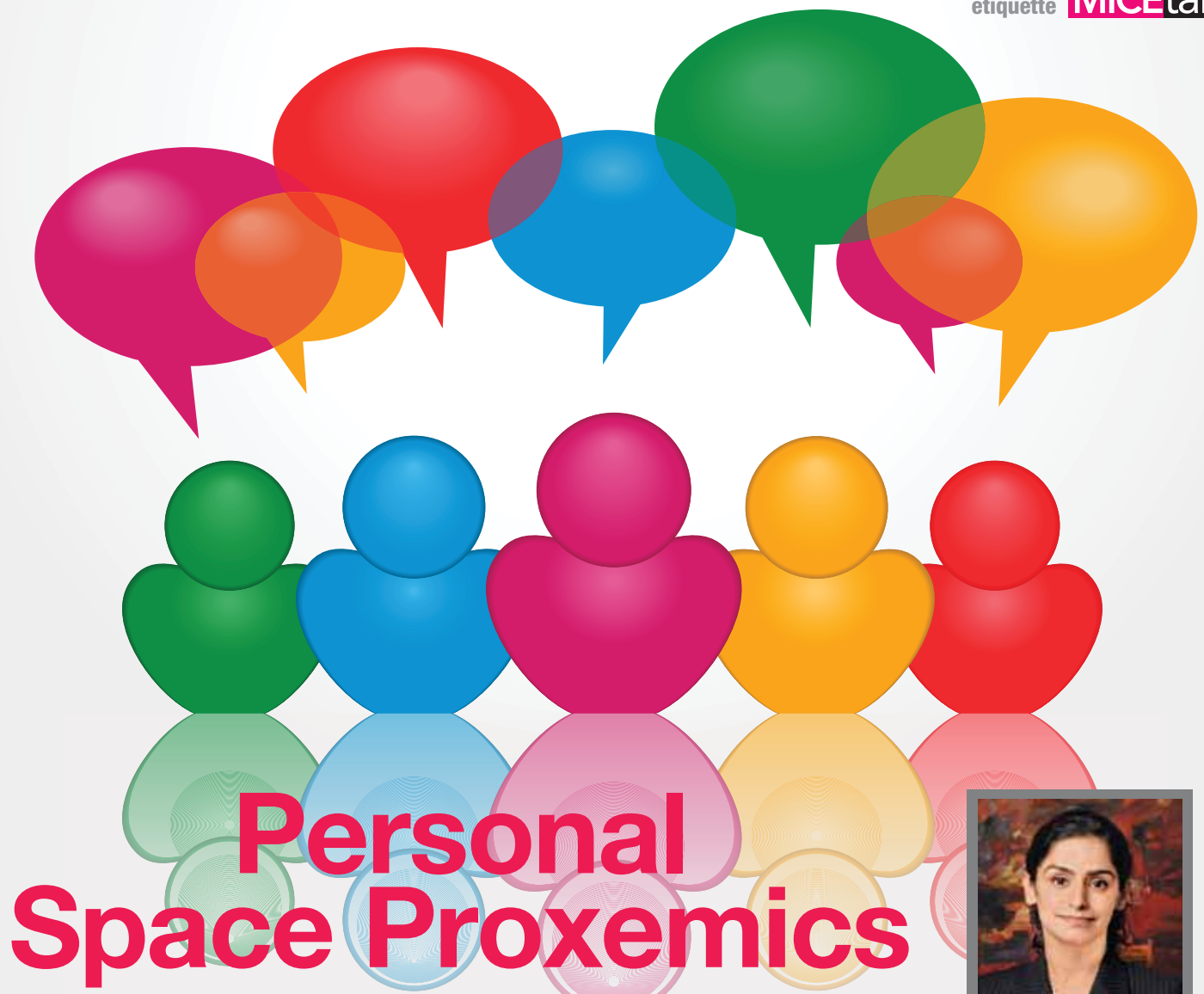
HELD ON

ibtm arabia was held in Abu Dhabi from 9-11 February 2016

ibtm arabia 2016 opened with a global line-up of exhibitors representing the MICE sector, including Golden Tours (Egypt), United Nations Conference Centre – UNECA (Ethiopia), TourGreece SA (Greece), Anabas Travel (Japan), Hungarian Tourism Ltd (Hungary), L'Amphitrite Palace Morocco (Morocco), Oman Convention & Exhibition Centre (Oman), Saint Petersburg Convention Bureau (Russian Federation), Hill MICE Saudi Arabia (Saudi Arabia), Singapore Tourism Board (Singapore), National Tourism Organisation of Serbia (Serbia), Rovos Rail Tours (South Africa), Melia Hotels International (Spain), Thailand Convention & Exhibition Bureau (TCEB) (Thailand), Abu Dhabi Tourism & Culture Authority (UAE), Rotana Hotel Management PJSC (UAE), Etihad Airways (UAE), Alpha Destination Management (UAE), Arsenal Football Club (UK), San Francisco Travel Association (USA), and Hard Rock International (USA).

Dr. Rob Davidson, Managing Director, MICE Knowledge presented the ibtm world Trends Report at ibtm world at the end of last year and reported that despite the widespread uncertainty in the economic market environment, the general situation is one of overall global growth.

“
Our Hosted Buyer recruitment teams placed emphasis on finding undiscovered buyers and targeting emerging markets
”



Personal Space Proxemics

Spaces are very important as they carry a distinct essence of interaction and proximity

Have you felt angry when your chair in the meeting was 'taken' by a colleague or when your boss 'enters' your cubicle without knocking? Human beings are territorial and like to stake claim on their space which gives them a sense of control. Personal space or proxemics, a form of non-verbal communication, is the space surrounding each person.

● **Zones:** Broadly, the four distinct zones are: Intimate (0-2ft.), Personal (2-4 ft), Social (4-12ft.) and Public (more than 12 ft.). When strangers enter the wrong zone, we feel uncomfortable. For example in an airplane/elevator, this space gets compromised and we deal with it by 'dehumanising' (making no eye contact and acting busy) those around us. Loud cell phone conversations and the airplane passenger seated in front of you who slams the seatback on your face, just as you are bending to pick up your laptop, all are trespassing this space.

● **Business Relationships:** Generally, business relationships start in the Social Zone, but as the relationship develops and trust is formed, they move to the Personal Zone.

● **Business Seating:** In competitive situations, people sit across the table, monitoring each other. When working independently, they sit across but never directly opposite, as this provides adequate isolation and privacy. In a group, the leader always sits at head of the table, as this position brings with it a sense of power.

● **Cross-Cultural Variance:** Personal zones vary across cultures, professions, personal preferences and affluence (more affluent persons demand more personal space). Also, those living in densely populated environments (India) tend to have smaller space requirements. Generally, low-context cultures (North American, Northern Europeans) prefer interacting in the Social Zone for business but High-Context Cultures (Mediterranean, Arab, Latin) favour the Personal Zone.

People value their personal space and business leaders use this space to 'read' the non-verbal messages. The trick lies in being sensitive to and respecting the space of others, leading to working relationships filled with trust.



Shital Kakkar Mehra
Practitioner of Corporate
Etiquette and International
Protocol in India

“The four distinct zones are: Intimate (0-2 ft), Personal (2-4 ft), Social (4-12ft) and Public (more than 12 ft)”



Shivani Misri Sadhoo
Founder, Saarthi
Counselling Services

Holidays over, back to work

As the hours to go to office come closer after a break, the mind says no. Here are some ways to keep it all under check

“Try relaxing for a day such as going to a theatre show, an amusement park or visit the mall”

We take months to plan our vacation and make it a memorable experience. And we spend so much time searching for the best locales, best hotels, best air rates and so on. And then the day arrives and we are sailing on the waves of expectations. We are ready to experience some of the best days of our life.

And there are vacation preparations to keep in mind also. We know that we want to wake up late, so there should not be any wake-up time. This truly makes the holiday enjoyable. One can lie around on the beach or swim the day through, eat, drink and be merry.

But all things have an end, so the vacation time also comes to an end. It's the day to return home. But worst, then is the morning to go to office. Now erupt some strange symptoms. Many suffer from fatigue, lack of energy, depression, anger, catch

a cold or come down with fever. But this affects them for just a few hours, until one finds an excuse to miss going to work. So here are some tips to get ready for work in a short time:

- Try to keep a gap of a day or two between the return home and the day of joining office.
- Take care of your health. It would be best to take vitamins and iron supplements once home to regain your strength.
- Try not to start any new challenging project at least for three to four days after joining office. Start with projects that you really love to work on. This will keep you happy and motivated.
- Try relaxing for a day such as going for a theatre show, an amusement park or a visit to the mall. It will certainly cheer you up!





MAY 2016



WORLD TRAVEL FAIR
Shanghai Exhibition Center, Shanghai, China



INTERNATIONAL LUXURY TRAVEL
Shanghai, China



ASIAN INTERNATIONAL TRADE & TOURISM
Dhaka

JUNE 2016



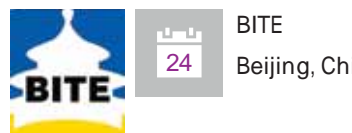
EVENTO BUSINESS SHOW
Centro de Convenções, Rebouças, Sao Paulo, Brazil



CONNECTIONS LUXURY
Phuket Thailand



WORLD TRAVEL FAIR
Seoul, Korea



BITE
Beijing, China



JULY 2016



USA IBTM AMERICA
Chicago



INTERNATIONAL TRAVEL EXPO
Hong Kong



TRAVEL INDUSTRY EXHIBITION
Sydney, Australia

Visa Requirements



Switzerland

✓ General Information

1. A presentation of the Incentive Tour at the Embassy is compulsory and by appointment only.
2. Appointment by email to ndh.visa@eda.admin.ch indicating: the name of the tour operator, the sponsoring company, the number of travellers and the travel dates.
3. The presentation of the incentive tour should take place a minimum of one month before the travel date.
4. Visa processing time for groups is 15 working days.

✓ Passport: Original Passport with validity of minimum three months (from the date of return) and minimum two blank pages.

- a) Copy of the first and last page of the passport and valid visas (if any)

Please Note:

- a) Passports issued beyond 10 years will not be accepted by the Embassy
- b) Attach all your old passports (if any)
- c) Handwritten Passports will not be accepted.

✓ Application Form: One visa application form duly filled and signed on column 37 and main column.

Please Note:

Applicant mobile number should be mentioned in visa form.

✓ Photo: Two recent passport size coloured photographs, matt or semi matt finish, 60%-80% face coverage, white background and without border (Size: 35mm x 45mm)

✓ Covering letter: The letter should be addressed to 'The Visa Officer, Embassy of Switzerland, New Delhi'

- a) Of the company who is sponsoring the trip (signed by the Managing Director/Regional Director) stating the reason for the incentive tour, proof of reaching goal.

- b) If the applicant is accompanied by family, please state the names and the relationship in the covering letter.

- c) If the applicant is not the owner of the business himself (proprietor/managing director of the company), a covering letter of his employer regarding his participation in the tour.

Final list of all applicants with their passport numbers

✓ Travel Insurance: Original Medical Insurance for the stay duration amounting to 30,000 Euros. The insurance has to cover the entire stay in Schengen territory.

Please Note:

Insurance has to be done by the Authorised Insurance Companies.

✓ Financials: Proof of relationship to the sponsoring company like bank account statement (should state a money transfer between the company and the sponsoring company) or invoice + proof of the ownership like Business registration certificate/Partnership Deed.

✓ Airline Reservation: Ticket Itinerary

✓ Proof of Accommodation: Hotel confirmation for the entire period of stay in Schengen area and a letter from the tour organiser along with the naming list and passport number of all applicants and mentioning that they are doing hotel, ticket, insurance for all the passengers.

Please Note:

Hotel should match the ticket dates and maximum stay should be Switzerland.

Any additional documents as requested by the Embassy at the time of presentation.

Please Note:

- a) Visas for UK and U.S.A to be obtained first in case the applicant visits any of these countries before Switzerland/Schengen Countries.

- b) If you have been refused a visa by an Embassy or High Commission in the last five years: Written explanation about reason for trip and refusal.

✓ Visa Fee

Adults: ` 4,300

Children between the ages of 6-12: ` 2,500

VFS Service Charge: ` 1,290



Sri Lanka



Macao

✓ Sri Lanka ETA:

An intended traveller visiting Sri Lanka for a short stay, must obtain ETA (Electronic Travel Authorisation) prior their travel to Sri Lanka. ETA holders will be issued a 30 day Short Visit visa at the port of entry in Sri Lanka. Below are the requirements for Sri Lanka ETA.

✓ Passport:

Clear scanned copy of first, last and observation page of passport and the validity of passport should be minimum six months beyond the stay period in Sri Lanka

✓ Photo Specification:

Two recent passport size photographs with matt or semi matt finish, 60%-80% face coverage, white background without border and signed behind the photo by the applicant (Size: 35mm x 45mm)

Please Note:

Photograph should not be more than three months old, scanned/stapled and should not be used in any of the previous visas.

✓ Airline Reservation:

Ticket Itinerary

✓ Accommodation Proof:

Hotel booking

✓ Fee:

USD 20/applicant

✓ Indian citizens do not need a visa to visit Macao. Visa exemption or visa-free access applies to India. You are allowed to stay up to 30 days. Passports must be valid for at least six months on the date of entry. There is no charge for entry into Macao for the Indian passport and the traveller gets 30 days in Macao on a single entry. As long as you exit within 30 days, you can enter Macao as many times as possible.

✓ Applicants must carry the following documents.

1. Passport with a minimum validity of six months on the date of entry
2. Passport size photographs (2)
3. Confirm return air ticket
4. Confirm hotel booking



Source: Udaan

movements



Nalin Mandiratta
General Manager, Crowne
Plaza Today, Gurgaon

Nalin Mandiratta has been appointed as General Manager, Crowne Plaza Today, Gurgaon. He was previously General Manager of the Soaltee Crowne Plaza Kathmandu. With over 24 years of industry experience, hospitality veteran Mandiratta has been associated with well known hotel brands like Hilton, Marriott and Carlson. He is a progressive thinker and believes in 'Management by Objectives and Motivation'.



Aparna C Basumallik
Business Head-India
Europamundo Vacations

Aparna C Basumallik has taken over as Country Head of Europamundo Vacations. Basumallik rose to becoming the CEO of Club7 holidays and left the company after 28 years. She was instrumental in setting up offices all over India. She has introduced in Club7 several niche and exotic products. She has personally travelled to the seven continents (including the Antarctic and the Arctic). She was recipient of the Entrepreneur of The Year 2015 award by DDP group.



Dhananjay Kumar
General Manager
The Suryaa New Delhi

Popularly known as DJ, he has been associated with brands such as Radisson Blu Hotel (Chennai), Hilton (Chennai), Technopak Advisors Private Limited (Gurgaon), The Claridges Hotel (New Delhi), Shangri-La (New Delhi), Oberoi Hotels and Resorts, The Park Royal (New Delhi), DLF Hospitality (Gurgaon) and Hyatt International. DJ's last stint at The Suryaa was as a Resident Manager for a year in 2012. He specialises in hotel operations, revenue management, performance enhancement, best practices implementation and more.



Tushar Mehta
Marketing Manager
Le Meridien

Tushar Mehta joins Le Meridien New Delhi (Starwood Hotels and Resorts) as a Marketing Manager taking care of Brand Marketing, Food and Beverage Marketing, Digital and Social Media. Mehta is a MBA in Marketing and Training from IMT Ghaziabad and BSc (Hotel Management) from The National Council for Hotel Management and Catering Technology. He has worked with premiere brands like HVS, DLF and IHHR Hospitality (Ista Hotels & Anandas in The Himalayas).



Lutz Mueller
General Manager, Anantara
Bophut Koh Samui Resort,
Koh Samui

Having spent 22 years with Marriott International in Germany, India, Thailand and China, Lutz Mueller joins Anantara from his most recent position as General Manager at Wanda Vista Resort Xishuangbanna in southern China. Mueller started his career in 1991 with Marriott International in Germany where he gained valuable experience in Finance and Rooms Operations within Marriott properties in the cities of Frankfurt and Hamburg. In 2000 he joined the Marriott International Lodging team for a year as a Project Manager on their 'At Your Service' programme. Mueller was promoted to Director of Rooms and continued to work in this role for both Marriott and Renaissance Hotels in Mumbai, Bangkok, Shanghai and Tianjin, before becoming Resident Manager at the Renaissance Wuhan Hotel in China in 2006.

Form IV

Statement about ownership and other particulars about newspaper MICETalk to be published in the first issue every year after the last day of February

1. Place of publication : 72 Todarmal Road, New Delhi - 110001
2. Periodicity of its publication : Monthly
3. Printer's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
4. Publisher's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
5. Editor's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital : SanJeet, 72, Todarmal Road, New Delhi - 110001

I, SanJeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date : 01/03/2016

Sd/-
SanJeet
Signature of the Publisher

ANNOUNCING THE LAUNCH OF ANA'S 787 DREAMLINER ex MUMBAI eff. 27th MARCH 2016!

FLY MUMBAI - TOKYO
NON - STOP DAILY



ANA now introduces
FULLY FLAT BED
in Business Class
with 46 Staggered Seats
on Mumbai - Tokyo
with B787



Travel in comfort with our ANA Business Staggered, starts 27 March 2016. Our ANA Business Staggered features advanced reclining seats that enable you to lie fully flat for maximum sleep comfort. You will be spoilt for choice with our in-flight meals, entertainment and work facilities. Fly with ANA for a tranquil and fuss-free experience.

B787 - Mumbai: Business - 46 seats, Premium Economy - 21 seats, Economy-102 seats

Mumbai	NH830	Narita	NH829	Mumbai
20:20		07:50 ¹ / 11:20		17:45
[27 Mar 2016 to 31 May 2016]				

B787 Inaugural Fares BOM-TYO/OSA/NGO/FUK/TYO-BOM

Valid for	Business Class Fare	Booking Class	Economy Class Fare	Booking Class	Ticketing Restriction	Travel Validity
Passenger	INR 84000 + taxes	P	INR 25000 + taxes	L	Now extended to 30 Apr'16	01 Apr'16 - 31 Dec'16

ANA also operates flights from Delhi to Tokyo

Delhi	NH828	Narita	NH827	Delhi
01:25		13:00 / 17:55		00:10

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