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editorial



EDITOR-IN-CHIEF
Deepa Sethi

Dear Reader,

With the budget round the corner, the tourism industry is waiting for a higher allocation to help boost marketing efforts to attract tourists and business travellers alike. Visa on arrival by itself cannot grow the tourism sector beyond a point. Preconceived notions like deficiency in safety, security, hygiene, cleanliness and lack of infrastructure must be eliminated through persuasive marketing campaigns. Private players and state governments have spent huge amounts to build the right infrastructure for large MICE events, they now need the support of the central government. Tourism is based on individual perceptions and plays a strong role in determining the choice of destination. India needs to be marketed in new countries in their own languages for niche products like MICE, Wellness, Weddings and more.

Planning of budgets is important for companies wanting to hold their events in India. To encourage inbound MICE tourism, we should have accredited agents who can upload exact information about each aspect of a MICE event. This needs to be transparent and business like, without any hidden numbers. It's the right time for India to cash in on this niche business. We even have a new team at India Convention Promotion Bureau (ICPB) with plans to turn this sector around.

We spoke to Sanjeev C. Gauns Dessai, Director, Department of Tourism Government of Goa, about their improving tourist situation in the start of 2016 and were pleasantly surprised to find him very positive about MICE helping make Goa a 365-day destination. Farooq Shah, Secretary Tourism, Jammu & Kashmir is as gung ho about the situation in Kashmir, the infrastructure for conferences and how this sector can help grow tourism to J&K.

Many international destinations covered, like Ras Al Khaimah, Prague, Switzerland, among others.

Happy reading!

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MICEtalk
Meetings • Incentives • Conferences • Events

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Sanjay Kapoor, October 12th

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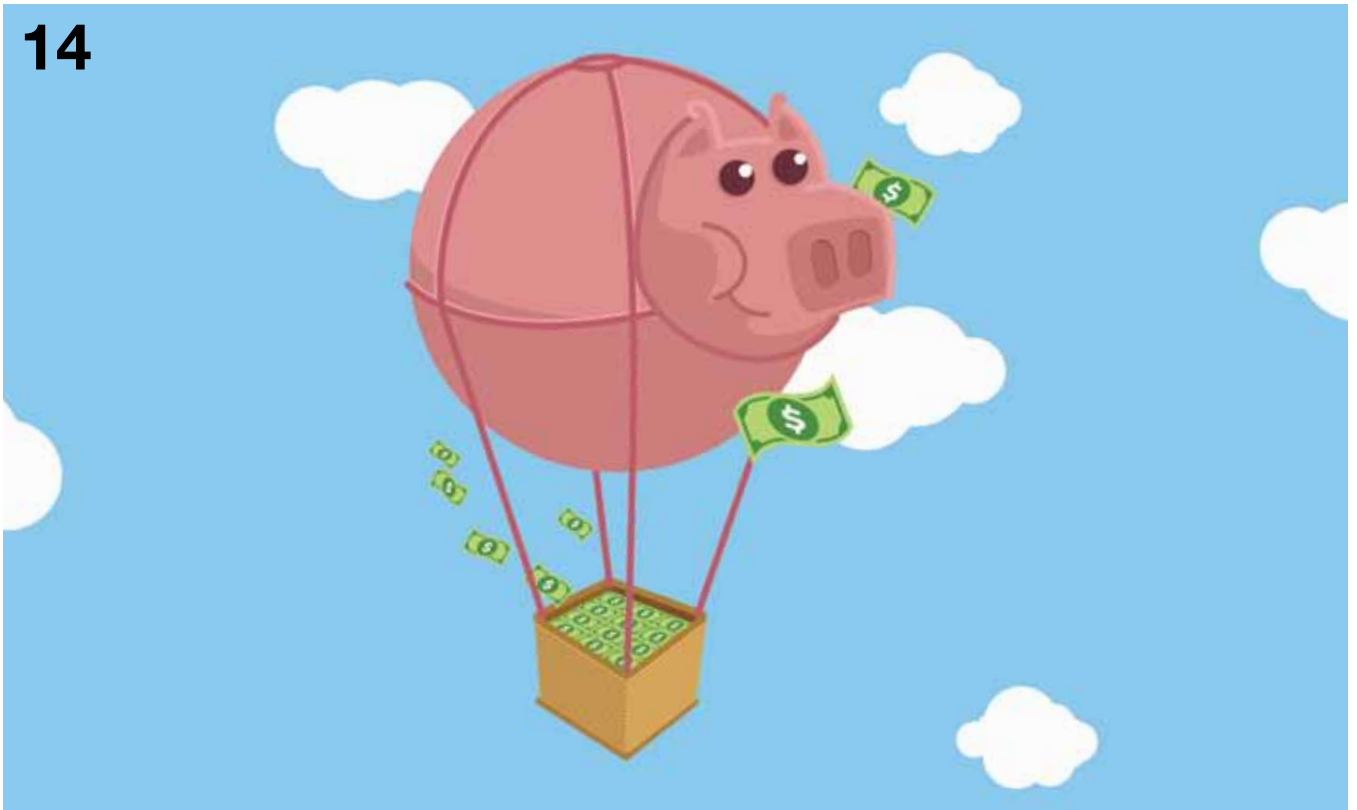
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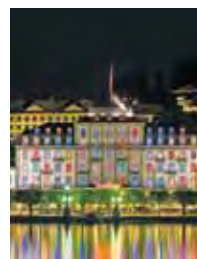
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Cover Photo:
Hotel Schweizerhof, Luzern

FACTS

10th India Digital Summit

Internet and Mobile Association of India (IAMAI) is hosting its annual flagship event—10th India Digital Summit on 9-10 February 2016 at The Lalit Hotel, New Delhi. The theme for this year is 'Stand-Up, Start-Up.' Being one of the largest annual gatherings of the Digital Ecosystem in the country, the 10th India Digital Summit will play host to senior and mid-level executives from a plethora of sectors. The focus on key-issues faced by the startup ecosystem in India and would also provide a platform, to digital start ups in India, to connect with peers, mentors, angels, specialists and other stakeholders of the ecosystem. The summit would also bring an opportunity for participants to listen the views of representatives from government and nodal agencies, decision and policy makers, e-Commerce industry, digital technology players, online travel industry and publishers, mobile industry and digital agencies, start-up and innovators and investors.



India for MICE International Conclave 2016



Slated for March 31-April 1, 2016 at HITEX, Hyderabad, India for MICE aims to promote India as a potential MICE destination to the world. The Federation of Telangana and Andhra Pradesh Chamber of Commerce and Industry (FTAPCCI) and Hyderabad International Trade and Expositions Ltd (HITEX), under the aegis of Department of Tourism, Government of Telangana, are organising this international conclave. The international conference will centre around the topics such as Opportunities and FDI in MICE, How to Capitalise the Positive Global Outlook on India, Blending Business, MICE and Leisure Tourism and much more.

TCEB to host UFI Open Seminar in Asia 2016

TCEB has won the bid to host 'UFI Open Seminar in Asia 2016' which will take place in Chiang Mai from 25-26 February 2016. This event will showcase the capabilities of local exhibition professionals and to underline Chiang Mai as a gateway to GMS market. This is in sync with the government's policy, the National Strategy and Development Plan, to boost the services sector.

The Meetings Show increases group coordinators by 27%

New group coordinators at The Meetings Show 2016 include leading companies such as Steinberger Hotels, ExCel London and Park Plaza. They join more than 40 returning coordinators including HelmsBriscoe, Dubai Business Events, London & Partners, Lime Venue Portfolio and Inntel as well as ACC Liverpool, ABPCO, Hilton Hotels & Resorts and Shocklogic, who are focused on recruiting association buyers. The Meetings Show is an event for the UK inbound and outbound meetings industry, organised by Centaur Live (a division of Centaur Media Plc) and taking place 14-16 June 2016 at Olympia, London.





Finavia and Capital Airports Holding Company establish sister airport relationship

■ Finnish airport operator Finavia and Capital Airports Holding Company (CAH), the largest airport operator in China, signed a MoU on the Establishment of A Sister Airport Relationship in Beijing in January 2016. The MOU establishes extensive collaboration between Finavia Corporation and CAH, the first action being a sister airport agreement between Helsinki Airport and the biggest airport in Asia, Beijing Capital International Airport. Finavia is the first European airport operator to conclude such agreement with CAH.



Thomas Cook India implements TravPax 5 solution

■ The new TravPax 5 solution will provide connections to wholesalers globally, GDS, low-cost carriers and others channels, allowing Thomas Cook India to provide the best available rates to clients and subsidiaries, either as a standalone product or via dynamic packaging. Amit Madhan, COO, IT & e-services, Thomas Cook India, said, "This partnership will empower our offline franchise and call centre teams with access to inventory across services including flights, hotels and packages."

Reducing fraudulent payment transactions



■ Geneva—The International Air Transport Association (IATA) announced it is expanding its activities to prevent payment fraud in the air travel industry. Payment fraud costs the industry an estimated \$858 million annually, approximately \$639 million of which is borne by airlines and the remainder by other participants in the travel value chain, including travel agents. "Our

partnership with Ypsilon Net AG brings a modern fraud prevention solution that meets the needs of both airlines and travel agents to reduce fraud and increase the confidence in generating new sales via all available distribution channels," said Aleks Popovich, IATA's Senior Vice President Financial and Distribution Services. By accessing information available in global distribution systems, IATA Argus is able to detect suspect transactions from as early as the booking request stage, and flag them or even cancel them as appropriate.



Vistara launches #TheOnederful year campaign

■ Celebrating one year of operations, Vistara has launched #TheOnederful year campaign which invites all to join hands in creating history with India's biggest TweetCard at Terminal 3 of the Indira Gandhi International Airport.

Air Costa: Launching routes in India

■ Air Costa, which commenced flights in 2013, has received a 'no objection certificate' from India's Ministry of Civil Aviation, enabling it to launch routes across India. And the carrier's Deputy CEO, Vivek Choudhary, said, "We shall be adding an E190 to our fleet." Currently Air Costa operates 32 daily flights between nine cities: its hubs of Vijayawada and Chennai, plus Tirupati, Visakhapatnam, Ahmedabad, Bengaluru, Jaipur, Coimbatore and Hyderabad.



FACTS

Anantara open in Sri Lanka

■ In a secluded beachfront location along Sri Lanka's southern coast, Anantara Peace Haven Tangalle Resort welcomed its first guests on 1 December 2015. This is a luxury resort with Sri Lankan design, set amidst a 21-acre coconut plantation that opens onto a golden sweep of beach and the warm clear waters of the Indian Ocean. It has 152 guest rooms and villas of indigenous luxury boast hand-woven custom-made Sri Lankan furnishings and contemporary amenities, al fresco spaces to relax with stunning ocean views, interconnecting options for families and friends, and accommodation for differently-abled guests.



St. Regis Hotels & Resorts in Macau

■ St. Regis Hotels & Resorts has announced the debut of The St. Regis Macao, Cotai Central in Macau, which is a UNESCO World Heritage Site with more than 450 years of history and cultural exchange between China and Europe. Owned by Venetian Orient Limited, an affiliate of Sands China Ltd, the 400-room hotel offers signature butler service, exceptional culinary venues and grand design.

MICE Brazil Congress, June 1-2

■ MICE Brazil Congress, from June 1-2, 2016 will bring the main specialists in the sector from Brazil and abroad at Centro de Convenções, Rebouças, Sao Paulo in Brazil. It will help in promoting experience exchange along with hosting a debate about the market and integrating the events industry, incentives, congresses and trade shows. It runs parallel to the 14th edition of EBS Trade Show—Evento Business Show, an exhibition of destinations, venues and events suppliers for corporate, incentive, congresses and expos. The event will take place in the Centro de Convenções Rebouças, in São Paulo, Brazil.



Jumeirah Group's new mobile platform



■ The new upgrade by Jumeirah Group offers a 'three-step booking flow' which can load in under three seconds on 3G connections. It also supports multiple customer journeys making it even easier for guests to make a variety of bookings in the same visit. The mobile website implements the same three-step booking flow that is found on the desktop site. This provides a fast checkout experience, maximises booking conversion and mitigates abandoned cart journeys.



MICE Arabia Congress 2016 at Palazzo Versace

According to the information given by Dubai-based QnA International, the 4th annual MICE Arabia Congress will be held from 1-2 March 2016 at the magnificent Palazzo Versace, Dubai. Located along the shores of the Dubai Creek, in the Culture Village area, the Palazzo Versace is the second foray, for the high fashion brand House of Versace, into luxury hotels. The MICE Arabia Congress attracts suppliers from all over the world to meet senior level executives from the GCC who are the decision-makers for MICE and luxury travel activities.



1,000 exhibitors at ATF 2016

The Department of Tourism (DOT), Philippines hosted ASEAN Tourism Forum (ATF) 2016 from 18-25 January 2016. With the theme, 'One Community for Sustainability', the 35th edition of this forum launched the new ASEAN Tourism Strategic Plan (ATSP) 2016 – 2020 with focus on development and growth of the region's tourism. Around 1,000 exhibitors connected with 457 buyers from around the world.

40,355 Indian travellers visited Vienna in 2015

Vienna, among the world's most captivating and enchanting cities, drew a record number of 40,355 Indians last year, accounting for 89,628 overnight stays. While the number of Indians visiting Vienna increased by 49.5 per cent over last year, the number of overnight stays grew by 38.7 per cent, according to the Vienna Tourist Board. Vienna continued to attract more people with tourist arrivals and crossed the 6.6 million mark, representing an increase of 6.1 per cent. The former capital of the Habsburg Empire is prepared to welcome Indian travellers in much larger numbers in 2016. According to the data, the growth in Indian visitors to Vienna was among the highest after the Arabic countries and Taiwan. During 2015 overnight stays crossed the 14 million mark for the first time, representing a healthy 5.9 per cent increase over the previous year.



635.8% growth in tourists' arrival to India

According to the statistics provided by the India Convention Promotion Bureau, a total of 1,03,617 tourists arrived in India on e-tourist visa in December 2015 as compared to 14,083 during the month of December 2014, registering a growth of 635.8 per cent. UK continues to occupy top slot followed by USA and the Russian Federation amongst the countries availing e-tourist visa facility. e-tourist visa facility is presently available for citizens of 113 countries arriving at 16 airports in India.

Taj Santacruz, Mumbai open

Taj Hotels Resorts and Palaces has opened its luxury hotel Taj Santacruz, Mumbai. Located close to the domestic and international airports and just minutes away from the city's new shopping, business and dining hubs, Taj Santacruz is apt for fly-in fly-out meetings, conferences and events, as well as travellers looking for a central place to stay in Mumbai. The hotel offers indoor and outdoor locations for business conferences and private functions.



FACTS



Lane End Conference Centre completes £200,000 refurbishment

■ A £200,000 refurbishment of Lane End Conference Centre's The Pavilion has been completed. Located at High Wycombe, Buckinghamshire, United Kingdom, the refurbishment has been part of £2.2million investment plan. Other areas of development include structural improvements to all meeting and training rooms as well as the creation of The Cedar Club, a brand new leisure space.



Brähler Convention in Frankfurt am Main

■ Specialist for event technology, Brähler Convention is present in the heart of the exhibition and event metropolis Frankfurt am Main with a new branch office. Director Convention National, Holger Lange says, "We have invested in new technology and manpower ensuring they are available to our customers in the middle of Germany even faster from now on." In addition to Frankfurt, the company holds branch offices in Koenigswinter, Hamburg, Berlin, Dresden, Munich and Stuttgart. Furthermore Brähler Convention is represented in more than 80 countries worldwide.



Visit the Philippines Again 2016

■ Following the success of the Visit the Philippines Year (VPY) 2015 campaign, the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) have launched another exciting campaign that will not only attract more foreign visitors to the country but will also make them want to visit the country all over again with Visit the Philippines Again (VPA) 2016. Offering more fun that keeps foreign travellers coming back for more, returning visitors will also be given exclusive travel deals and special incentives. They can avail of special discounts on flights, hotel accommodations and tour packages after simply presenting proof of previous visits. Many top-notch events will also make the stay in the country productive, including the Asian Tourism Forum 2016 and Routes Asia 2016 for jetsetters and business people. Madrid Fusion Manila 2016 for foodies, 2016 Ironman 70, the Asia-Pacific Championship for the sports and outdoor enthusiast, and the MTV Music Evolution 2016 for music and concert lovers, just to name a few.

40% surge in Indian arrivals to the Philippines

■ Philippines has recorded a growth of 40.54 per cent in visitor arrivals from India in October 2015. The Department of Tourism (DOT), Philippines, has confirmed that there were 6,590 visitor arrivals in October 2015 against 4,689 in October 2014. During January-October 2015, 61,155 Indian tourists travelled to the Philippines, recording an increase of 24.13 per cent. The Indian market



continues to be an important contributor of international visitors to the Philippines. India has jumped up to the 12th position for tourist arrivals in the Philippines in September 2015 and is consistently maintaining the position in the top 12 markets.



Up to 2% increase in UK visa fees

■ The UK Visas and Immigration office has informed that there will be changes in visa and immigration application fees over the next four years. Danielle Humphries, Entry Clearance Manager, UK Visas and Immigration (UKVI), informed that for 2016-17, UK Visas linked most closely to economic growth and prosperity, such as visitor, work and study visas will be restricted to an increase of two per cent. During the same period, fees for all sponsorship categories will be held at the current rates. There will be up to 25 per cent increase for settlement and nationality fees. There will be up to 33 per cent increase for optional premium services offered by the Home Office such as the super priority and priority visa services. The proposed maximum fee for entry clearance as a visitor for a period of six months or less is £95, as against the current maximum of £85. "Already 95 per cent of visit visa applications are decided within 15 working days and we are extending the range of premium services," added Humphries.



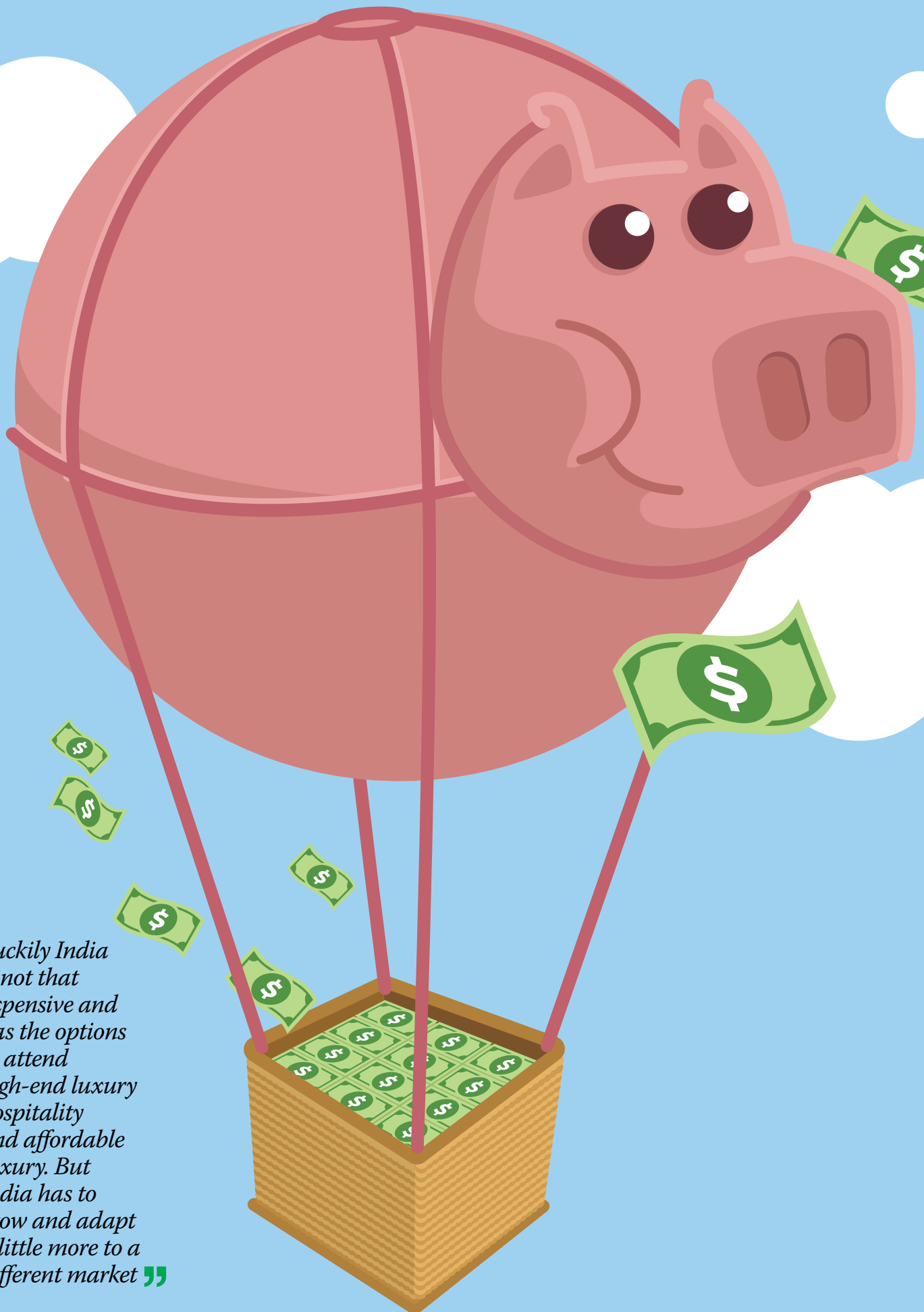
Now, sell packages on Goa Tourism web portal

■ Goa Tourism Development Corporation (GTDC) website will be made into an online booking portal to allow tour operators and tourists to sell and book packages to Goa at discounted rates. Private tour operators will be provided a login ID which will allow them to load their packages into the system and sell them based on commission rates, built into the portal. Goa Tourism is expecting at least 400,000 tourists to visit the state over three days during Goa Carnival from February 6-9, 2016.

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“*Luckily India is not that expensive and has the options to attend high-end luxury hospitality and affordable luxury. But India has to grow and adapt a little more to a different market*”

EYE ON BUDGETS

Correct pricing is the key to successful events and good profits. Some experts talk about the budget for events such as weddings or dealer conferences

Vaishali Dar

Budgeting for an event isn't easy. The costs includes the price of venues, catering, entertainment, besides other things. So there is always a scramble to save or minimise contingency pay-outs among other things. To make a profitable and successful event, careful and calculated planning is a must. Getting the budget right could make it a stress-free event, say experts. Talking about the budgets needed for making a successful event, some experts also share which destinations are good and why. Excerpts:



Kiran Mansharamani
Business Development Manager
Warq Events, Barcelona

Demand for incentives

Being an Indo-Spanish DMC, we focus on Spain and Portugal for the Indian travellers. Two years back we were doing just one or two big incentives (which involve more than 100 people) but now its one per month. With typical incentives for three-four nights in one city, all Indian meals, the organisers are more demanding and asking for new things, combining tier II cities, trying local meals, new activities like scuba diving, go karting. October and November is a good time to plan your budget and incentive travel.

For the agents

We try and promote a lot of packages to agents and get deals from them on the basis of the requirements from the corporates. This time we have come up with a unique package of clubbing Ibiza with Barcelona. We provide out-of-the-box activities like experiencing the culture instead of going for local lunch prepare your local lunch and do a show

of cooking paella in Spain, driving local jeeps to a winery.

Top destinations

Dubai, Singapore, Eastern Europe (Prague, Budapest), Malaysia and Spain. In India, a one week stay is needed to cover the golden triangle of Delhi-Agra-Jaipur. Not all corporates have the budget to visit all the states. Luckily India is not that expensive and there are options between luxury hospitality and affordable stays. But India has to grow and adapt a little more to a different market.

Budget

The main factor for deciding a destination for the India market is whether the destination is happening or not, as Indians are interested in photo-ops and shopping. The cost is equally important as the destination has to be value for money. In the beginning we used to get queries for typical incentives for three to four nights in one city, with all Indian meals. There has been a change in the trend though. The corporates have moved from the very average kind of thinking to looking for new experiences.



Guldeep Singh Sahni

President, Outbound Tour Operators Association Of India (OTOAI) & Managing Director Weldon Tours & Travels Pvt Ltd

Budget for events

The budget can be anywhere between ₹50 lakh to ₹2 crore depending upon the number of people travelling and the requirement of the group. This is when the requirement is basic and there are 70-100 pax with only hotel stay, air tickets, all meals, transfers and requirements of the purpose like conference facilities. But when the event has larger numbers and includes upscale hotels and spa, the cost goes up depending upon the inputs.

Good destination

Mostly destinations with conference facilities if the event is a conference. Short haul destinations generally take more numbers, but we have seen long haul destinations picking up the numbers due to value-adds provided by them.

Maximum budget choice

We organised an incentive tour for a commodities merchant to France, Austria and Czech Republic and their budget was ₹2,25,000 per person with 25 pax. Although the group opted for 4-star properties, they went for a luxurious resort in the last two days. Most of the sightseeing was included along with 60 per cent of the meals. The group chose the meals at certain places.

“The budget can be anywhere between ₹50 lakh to ₹2 crore depending upon the number of people travelling and the requirement of the group, when there is a basic requirement”



Charu Makin

Director Delmos Aviation India

Best budget

Russia offers a huge variety from the most economical to the most extravagant. Visit Russia has launched packages around ₹60,000 per person for dealer conferences, inclusive of airfare. On the other end, we also cater to an elite segment where packages could be upto ₹1.5 lakh per person and will include tickets to the ballet at the Bolshoi. Niche services would have higher costs. We are probably the only DMC which offers complete solutions.

Good destination

For the first time traveller, we suggest Moscow and St Petersburg for their rich

culture, heritage and museums and for an overall experience of the Russian heritage. For the seasoned traveller options vary from the world's largest water reservoir, Baikal in Siberia, the Golden Ring and the natural beauty of Kamchatka.

Destination travel

This depends on the number of travellers and the client's expectations. We have a basic package covering the major sightseeing. It could include team building activities at the Kremlin, treasure hunts, adventure hikes in forests, dog sledging in winters, gala dinners at the most exotic places with varied forms of entertainment, fireworks, the possibilities are endless. On an average, MICE groups are budgeted between ₹75,000 to ₹1 lakh, all inclusive for six nights and about ₹55,000 for three nights.

Incredible India



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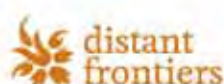
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Budgets for dealer conferences

The budget depends on the number of people travelling and to which country for an average stay of three nights/four days. For instance, 80-100 passengers going to Thailand or Dubai may fit into a budget of ₹50 lakh in a 4-star property inclusive of air ticket, visa, transfers, meals, accommodation and major sightseeing. With an increase in number of travellers, the budget can go up to ₹1 crore. For incentive travel to Europe for approximately 120-130 travellers, for a six to seven days multicity tour (two-three), it can be done within a budget of ₹2 crore with 4-, 5-star category with Indian meals.

Good destination

For a budget of ₹50 lakh, it would be three nights/four days for Dubai or Phuket, Thailand

with 80-100 passengers. These are good destinations as they have good connectivity. Logistically, there are many airlines to reach this destination from all over India, Indian food is available (which is a requirement for any dealer incentive and MICE conference). Logistically, for big numbers Thailand, UAE, Malaysia and Singapore can handle any numbers from India. If the budget is higher, then Europe and after that USA and Canada.

Best travel option

Recently, we did an incentive dealers conference in Moscow for 400 plus people from India. The total budget was approximately ₹3.5 crore with three nights/four days stay at a branded 4-star property. This was done at all major hubs from India like Kolkata, Mumbai, Hyderabad, Chennai, Ahmedabad on Emirates Airlines and Qatar Airways. And from Delhi it was on Air India and Aeroflot also. All requirements were met in a well planned budget.



“Short haul destinations generally take more numbers, but long haul destinations are also picking up numbers due to the value-adds provided by them”



Naveen Rizvi
Executive Director, Pacific World India

Budgets for dealer conferences

For corporate clients, when deciding upon a budget, it is the destination, profile, number of people and also the goal of what they would like to achieve with that group of dealers that are important factors in the decision.

Good destination

Jaipur is a popular destination. It has a rich and old royal legacy, a vibrant cultural history and many tourist attractions of

historical interest. The city is also well known as an upcoming MICE destination for conferences, meetings and exhibitions.

Incentive destination

An incentive travel group by the name Harvard Business School Reunion Group/OPM 36 Reunion Group was organised in February 2014. The hotels chosen were The Imperial, New Delhi (for two nights) and Rambagh Palace, Jaipur (for two nights). And the overall budget for this incentive travel was US\$3,000 per person for four nights/five days. The budget entirely depends on client's preferences.



6-8 April 2016

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"In addition to gaining valuable tools
at the forums, I also met vendors I
may use."

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Buyer Shi Lipin
General Manager of Hohhot Jingyue Travel Service, China

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Buyer Joyson Chen
General Manager of Hunan Tianyuan International
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SWITZE



ENCOURAGING



RLAND



MICE GROUPS

Switzerland is one of the favourite MICE destinations in Europe with a long tradition of meetings and incentive travel

Gunjan Sabikhi from Switzerland

Switzerland has a long tradition of hosting meetings and incentive travel. The Switzerland Convention & Incentive Bureau (SCIB) has local offices in most overseas markets. At SCIB, companies, associations and MICE agencies can find all the support they need for their events to be

a success. SCIB has launched an Online Meeting Planner to enable MICE agencies to plan perfect meetings in Switzerland. Simple and fast, it is a free platform for all users. The Online Meeting Planner helps to create professional proposals for events, finding right venues, choosing hotels, transfers



The 10 large congress centres in contrasting regions reflect the cultural variety



Aishvarya Guhagarkar
Director MICE
Switzerland Convention &
Incentive Bureau

“The Indian MICE outbound market has a huge potential. Switzerland has witnessed steady growth over the years and we are expecting a healthy growth for 2016 too”

INCENTIVES FOR LARGE GROUPS

MICE groups are welcomed with chocolates or a discount voucher booklet but the terms are:

- Five overnights in a 5-star hotel
- Minimum one-day conference facility to be part of the programme
- Mono Swiss programme

If a MICE group is travelling to Switzerland, solely for a conference/congress, then SCIB will offer a folklore evening, welcome letters to all delegates attending the conference/congress.

and matching social programmes throughout the country. With a few clicks one can create a proposal that can be saved or shared with the clients. In fact, the share of meetings/MICE segment (without individual business travel, cultural and sports events and exhibitions that are open to the public), is 19 per cent of total Swiss overnights in hotels.

CONVENTION FACILITIES

MICE is important to Switzerland. Even though it is a small country, Switzerland has 10 large and important congress centres in different and richly contrasting regions—a reflection of the tremendous cultural and scenic variety that multilingual Switzerland has to offer. The 10 congress centres are located in Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, Montreux and Zurich.

The 10 congress centres have formed an association: Swiss Convention Centres

(SCC) which helps in hosting large events, from 500 to 4,000 participants. They all have a net exhibition area of at least 1,000sqm, with sufficient hotel accommodation, plus competitive accessibility.

While each of the 10 congress centres place emphasis on individuality and flexibility, they are all committed to quality and share that typical ‘Swiss’ quality, for example in their use of the latest conference technology. All the centres take environmental responsibilities seriously.

POPULAR CONGRESS CENTRES

Montreux: Located at Lake Geneva and close to many hotels, the Montreux Music & Convention Centre (2m2c) offers a set of multipurpose spaces equipped with the latest technology. Its 18,000 m2 of floor area is suitable for events accommodating from 100 to 3,000 people, rooms predominantly face the lake and the Alps beyond. The Stravinski Auditorium is well known for its acoustics as well as its aesthetics.

Zurich: Switzerland’s biggest city has repeatedly topped international rankings of the world’s leading cities. The Kongresshaus has a long tradition of providing a first-class service and infrastructure. With around 4,800 m2 of exhibition space and 12 rooms plus foyers, it can accommodate up to 3,000 people, offering the appropriate setting for conferences, trade fairs and events of all kinds. The delightful lakeside location of the Kongresshaus offers spectacular views of the Alps. It is also in close proximity to the famous Bahnhofstrasse and the city centre.

Geneva: Every year, the International Conference Centre Geneva (CICG) hosts gatherings of international importance: medical congresses,

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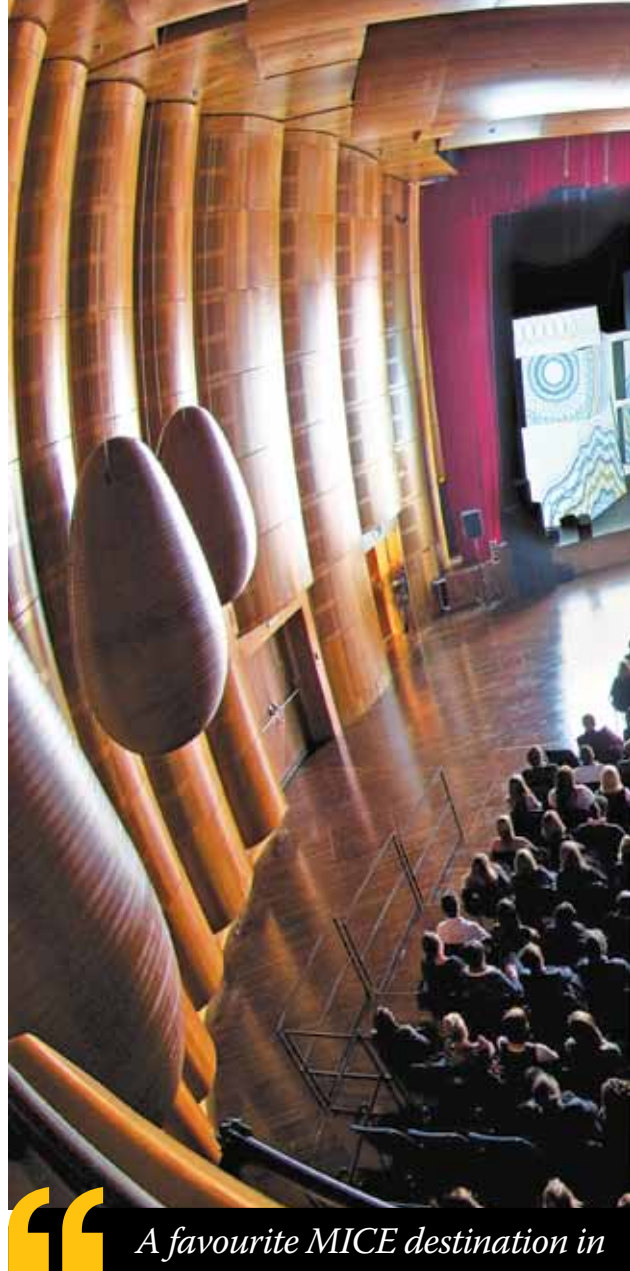
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A favourite MICE destination in

as well as other public and private events that have sealed the reputation of CIGC as a leading conference centre. The venue housing up to 2,200 can be converted into four smaller rooms accommodating between 120 and 1,000 people. Comfortable sofas, large tables, state-of-the-art equipment, translation cubicles in the main hall and new presentation technology are among the CIGC's many attractions.

UNIQUE MICE VENUES

Jucker Farm: Unique events, the Swiss way, can be held here. Around 30 minutes drive from Zurich, it has locally produced food, farm Olympics and more.

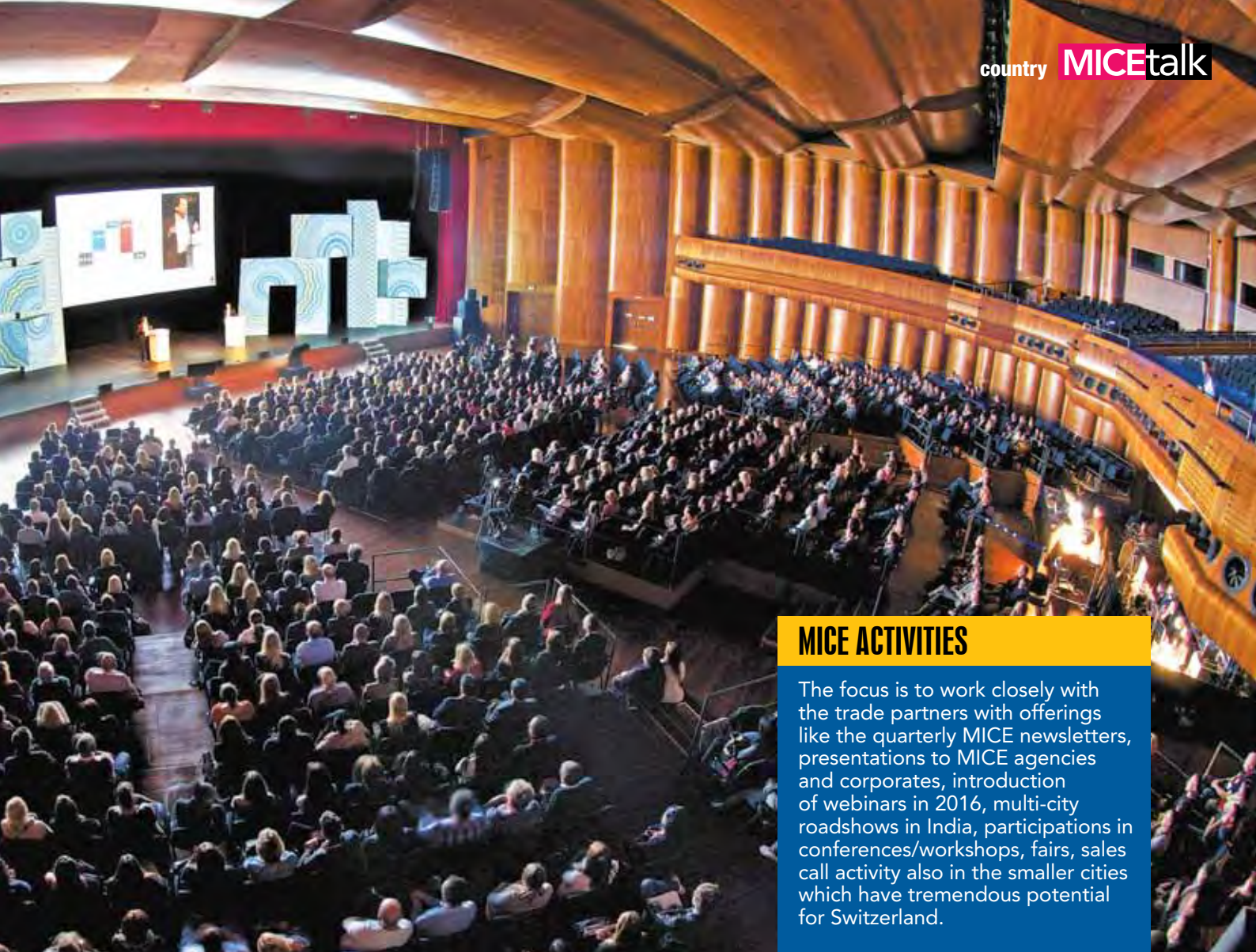
Castelgrande Bellinzona: In the southern part of Switzerland (Italian speaking area), this UNESCO heritage castle can organise medieval theme evenings with dinner.

Aura: Unique location in the heart of Zurich with a ground breaking 360 degree projection on the wall. It is great for presentations.

Pilatus: A mountain in Lucerne with a

AT A GLANCE

- MICE groups get more by choosing Switzerland, the short transfer time between the airport and the meeting venues saves the client time and money.
- Breakfast included in most hotels.
- Switzerland has the lowest VAT rates in Europe--just 8 per cent. Foreign companies can reclaim value-added tax paid in Switzerland, providing that they are not themselves liable for taxation in Switzerland.
- Public transportation (local) is generally included in room rate.
- Multilingual country with outstanding infrastructure and service.
- And just for Indian MICE groups—a choice of Indian restaurants and Indian catering.



MICE ACTIVITIES

The focus is to work closely with the trade partners with offerings like the quarterly MICE newsletters, presentations to MICE agencies and corporates, introduction of webinars in 2016, multi-city roadshows in India, participations in conferences/workshops, fairs, sales call activity also in the smaller cities which have tremendous potential for Switzerland.

Europe, Switzerland is home to unique venues for MICE and many interesting activities after work

renovated hotel which has great seminar rooms for meetings and gala dinners.

Offene Kirche Elisabethen: A church in Basel which is the city by the Rhine river and it is open to all kind of events.

Kursaal Interlaken: Historical congress venue in the centre of Interlaken opposite a lush green park and offering a view of Jungfrau. Also ideal for weddings.

SPECIAL ACTIVITIES

Victorinox World: The fascinating past of the Victorinox Swiss Army Knife is the focus of the Swiss Knife Valley Visitor Center in Brunnen. An interactive presentation gives the history of knives and the milestones of Victorinox's past while themed exhibitions present a range of special exhibits. By appointment, one can learn to make a pocket knife under expert guidance.

Kambly Experience: In the visitor centre, guests discover the secrets of the art of making biscuits, get to learn about the origin of the company with a history of tradition

going back over 100 years and have the opportunity to taste more than 100 different types of biscuits. A workshop, 'Creative Baking', is held for groups.

Brewery visit: The tour of 'Brauquöll Appenzell' is an education. It enables visitors to learn how Appenzell beer and Sântis Malt are created from fresh spring water. Groups can arrange for an Appenzell beer tasting after the audio tour in the historic 'Gnoss-Stöbli' ('Tasting Parlour').

Flag Throwing: Learn the tradition of flag throwing with typical Swiss music entertainment. Groups are introduced to the basics of this art by flag-waving experts. They create their own choreography for the team. Accordions, Alphorns and yodeling provide the musical accompaniment.

Vineyards: Enjoy a day in the Valais vineyards and learn how to harvest grapes. Groups can witness the grape harvest and understand what it means to pick grapes on a steep mountain slope. The programme includes grape picking in the vineyards, an aperitif and a Raclette party.

PRAQUE

WHERE

Cited as one of the most beautiful cities in Europe, the City of a Hundred Spires offers ample avenues for meetings and conventions

BUSINESSES



IS PLEASURE

The capital of the Czech Republic, Prague is among the most beautiful cities in Europe. Known as the City of a Hundred Spires, it is on the banks of the Vltava River.

Prague Convention Bureau: It acts as an intermediary between client and the local service providers. Here clients come in contact with Prague's leading conference centres and other venues, hotels, professional conference organisers (PCOs) and destination management companies (DMCs). It acts as a local liaison assisting in communication with local government authorities, media and other industry leaders. Organisers are provided

with technical assistance when selecting space for the event: public institutions, details on Prague's infrastructure, accommodations and social venues.

Site inspections are arranged according to the client's requirements and provided with promotional tools and advertising materials on demand. These range from a professional meeting planners guide to brochures on Prague, city maps, photos and videos.

Prague Congress Centre: The largest congress centre in Prague, the Prague Congress Centre located in the inner city, just a few





LARGE EVENTS HELD

- International Forum for the Military Training, Education and Simulation Sectors, ITEC, 3000 pax
- 22nd European Congress on Obesity (ECO), 1800 pax
- 3rd Congress of European ORL-HNS, 2500 pax
- XXVI General Assembly of the International Union of Geodesy and Geophysics, 5000 pax

minutes from the city centre, can accommodate up to 9,300 delegates. This venue has more than 70 meeting rooms including bigger as well as smaller ones. The largest room can accommodate up to 2764 pax. The technical equipment corresponds with the latest AV requirements. F&B is provided by one of the top catering companies in Prague.

Forum Karlín: Forum Karlín is a new modern multifunctional event hall situated in Prague, Karlín. It features excellent acoustics, a load-bearing ceiling, a wooden floor, galleries, a cloakroom for guests and number of sanitary facilities and an easy access to all floors, numerous changing rooms and catering background. It goes without saying that there is a sufficient electricity input, data network and powerful air conditioning. The event hall also offers basic AV technique, inventory and other technical equipment for events.



Žofín Palace: Žofín Palace has been a leading centre of cultural and social life in Prague since 1837. A list of all the events arranged through Agentura NKL Žofín s.r.o. here since 1994 would be a very long one indeed, which testifies to the palace's continuing importance. In it, you would find concerts by some of the world's greatest stars, assemblies of statesmen and diplomats,

“

Prague is prepared to meet the demands of the highest end of the meetings industry

”



A memorable experience

Lenka Jarošová, Executive Director, Prague Convention Bureau talks about the varied experiences on offer

Prague, the capital of the Czech Republic, is a very attractive city that lives through its residents as well as its visitors. Every year Prague is reaching higher in building better infrastructure, providing better services and welcoming more guests who want to experience the unforgettable feel that only Prague can offer. Its genius loci is breathing through the historical, UNESCO recognised heritage, rich in architecture and intensive in cultural life, spiced up by the new feel of a modern city booming with business in various fields and contemporary lifestyle.

Respecting and highlighting the tradition along with keeping up the pace with the competition, Prague is a fast growing dynamic city. It offers experiences that are appreciated by leisure visitors as well as meeting organisers and the delegates.

The development of the meeting industry in Prague is significant and every year the city is strengthening its position on the international scale, hosting prestigious events, becoming recognised as one of the leading cities in Europe aiming to become one of the very best in the world.

“

In recent years, there has been an increase in the number of inquiries from the Indian market. Majority of those requests are for smaller corporate and incentive groups, but from time to time there are also the bigger ones

”

international congresses and conferences, presentations given by leading companies, conferences of industrialists, bankers and traders, prestigious balls and other events.

Prague Airport Congress Hall: Prague Airport offers a congress hall located between Terminal 1 and Terminal 2 in the airport public premises. The hall can be divided into three equal conference rooms with the possibility to use the terrace in front of the congress hall.

ACCOMMODATION

There are a number of large conference hotels with their own conference facilities such as Hilton Prague, Clarion Congress Hotel Prague or Diplomat Hotel Prague. The smaller hotels such as boutique or designed hotels which are popular can be used as the additional accommodation to the larger events to meet the demands of the delegates.

In total, Prague can accommodate more than 90,000 people in more than 40,000 rooms. It is not only the hotels that are suitable for hosting the conferences and events. Prague has a number of unique venues such as historical palaces and modern galleries where the conferences and events can take place.

CONFERENCE HOTELS

- Clarion Congress Hotel Prague
- Corinthia Hotel Prague
- Diplomat Hotel
- Hilton Prague
- Prague Marriott Hotel

ATTRACTIONS

A green and walkable city, Prague offers a wide range of attractions within a small area. Museums, restaurants, historical monuments, relaxation and entertainment—all are within arm's reach. There is a wide range of accommodation possibilities in Prague that everyone can choose what suits him or her best.

MICE AGENTS

The accommodation offering, especially 4-star and 5-star hotels, increased considerably and the public transportation system has been modernised and widely extended to make the city and its meeting venues easily accessible to visitors. Prague is now home to many international innovative technology and science institutions, attracting experts and scholars from all over the world. In tandem with these infrastructure changes, Prague Convention Bureau has developed its services significantly, including an extensive programme of incentive support





granted by the city and complimentary or discounted public transport for congress delegates. In short, Prague is completely prepared to meet the demands of the very highest end of the meetings industry.

Prague's professional conference organisers (PCOs) and destination management companies (DMCs) provide comprehensive services from corporate meetings for 15 people to full-scale events with up to 10,000 participants.

AFTER WORK HOURS

Among the incentive activities, the following are popular:

- **Art Nouveau Tour**

The end of the 19th and beginning of the 20th century brought new architectural styles, so one can compare examples of Prague Art Nouveau with other styles of the period, see unique Art Nouveau gems, such as the Municipal House and its decoration, the Alfons Mucha Museum, the Industrial Palace, the Grand Hotel Europa and others.

- **Mozart Tour**

This reveals why Prague's citizens

REACHING PRAGUE

It can take less than 30 minutes to get to the city centre from the airport. Thanks to the city's public transportation system, everything can be reached within a few minutes.

welcomed Mozart so warmly and why his music continues to win Czech hearts today also.

- **Beer Tour**

The Prague Brewery Tour visits the best brewpubs in the city, including the most historic, to taste the beer brewed on the premises and to soak up the long tradition of brewing in the Golden City.

- **Old-Timer Car Rally**

Sightseeing tours in the footsteps of Bohemian kings using different vehicles

- **Trabants, old-fashioned Skoda cars, vintage cars and others.**

- **Social Events on a Boat**

The Vltava River is a perfect place

from which to admire the beauty of Prague. One can choose from different cruises, combined with lunch or dinner and even music. Prague Venice boat trips reveal Prague's main sights from the perspective of a fisherman on the Vltava River 100 years ago.

RECENT EVENTS

The 16th European Federation of National Associations of Orthopaedics and Traumatology (EFORT) was held in May 2015 and attended by more than 7,000 delegates.

In October 2015, more than 2,500 delegates came to attend the 11th Congress of the European Society of Gynecology.

The Herbalife Extravaganza will return to Prague after two years in 2016. Last time in Prague, it was attended by more than 16,000 participants.

Prague will be a host city of the XXIIIrd Congress of International Society for Photogrammetry and Remote Sensing (ISPRS) in 2016 as well. The number of delegates is currently estimated to be 4000 pax.



Farooq A. Shah
*Secretary Tourism
Jammu and Kashmir and Managing Director
JKTDC*

J&K MICE ON THE CARDS

Farooq A. Shah, Secretary Tourism, Jammu and Kashmir and Managing Director, JKTDC, invites corporates for business meetings in the state



What is the state tourism's agenda for 2016?

Our state has the strength to be one of the best destinations in the world and we will ensure that tourists get the best of facilities. Be it pilgrims, golfing, heritage, shopping, cuisine or destinations, we are looking to improve our infrastructure in the next two to three years and be the best destination as far as infrastructure is concerned. Our main focus will be on the development of entertainment parks, light and sound shows, air safaris, river and lake cruises. We also plan to focus on new products like eco-tourism and rural tourism. The local resorts have tied up with five-star chains to improve high-end tourism in the valley. Hopefully, 2016 should be a good year for us as we want to promote adventure tourism, golfing, pilgrim tourism in J&K and Ladakh. We aim to

such spaces, we invite large corporates to hold their conferences every year.

What are the issues and challenges in MICE industry?

We would like to emphasise on skilled manpower where guides and drivers can be well trained to enhance tourism culture. We are also going to introduce programmes in colleges with special faculty to train manpower and manage skill-based enterprises in the state.

Are there any special packages or deals for travel agents that the state offers?

We have announced a number of packages for travel agents from the Jammu and Kashmir Tourism Corporation (JKTDC) to book properties. For high-end customers, we can customise packages as per their requirement and give the most affordable packages in the country.

What is the state government doing to promote tourism?

We plan to publicise our convention centres in a big way as MICE is an important sector for the state. We also support Fam trips. A helicopter service at ₹10,000 to the resorts of Pahalgam and Gulmarg from Srinagar Airport gives you the thrill of a helicopter ride over destinations like Pahalgam, Sonamarg and Gulmarg. Such services will also promote heli-skiing, adventure tourism, golfing, and incentive and conference tourism. State-of-the-art venues like Pahalgam Club, Sher-i-Kashmir International Conference Centre (SKICC), and five-star chains like Starwood, Hyatt, ITC and Radisson eying the valley will help in boosting tourism. We are also in talks with corporate houses and travel agents to organise their conferences in the



Photographs by Faisal. H Bhat

receive a good number of tourists in the coming season.

What are the strategies to market the state in the international market?

Every year we see about two crore people travel outbound, but our domestic market is quite huge. We want people to visit the state and we are keen to tap the domestic market first.

Tell us about the state's convention facilities and centres.

The Pahalgam Club is a complete destination, constructed at a cost of Rs 24 crore, and can accommodate about 270 people. It has a banquet hall with an auditorium, multi-cuisine restaurant, a coffee shop, a four-lane bowling alley, swimming pools, separate gym for ladies and gents, a beauty salon, a library cum reading room and 21 luxury suites. With

“ Every year we see about two crore people travel outbound, but our domestic market is quite huge and we are keen to tap the domestic market first **”**

Tell us about the important tourism circuits in Jammu and Kashmir.

There are a number of circuits starting from Jammu, Vaishno Devi, Patnitop, Bhadarwah, Kashmir, Pahalgam, Sonamarg, Srinagar, Kokernag, Verinag, Aharbal and Kargil, Pangong and Nubra in Ladakh. The government is also working on developing products such as orchard tourism, education with a special emphasis on IT and skill development and food technology as these sectors can be promoted outside the state and in turn promote the tourism circuits.

state. We are creating waiting lounges at the gondola stations and post-event activities in the city. We need to change the perception and focus on domestic market. We want to create J&K as no off-season destination of the country.

What are the provisions for safety of tourists in the state?

We are keen on planning a complete safety policy which is an important aspect for all our investors. Safety measures with the provision of dedicated security personnel and life-guards at major tourist destinations are very important.

Drawing in **GLOBAL CORPORATES**

Sanjeev C. Gauns Dessai, Director,
Department of Tourism, Government of
Goa, talks about promoting Goa as a
365-day destination



Sanjeev C. Gauns Dessai
Director
Department of Tourism
Government of Goa

“
*Projects such as
marinas, luxury
resorts for high-
end weddings
and luxury
yachts are some
of the attractions
for 2016*
”

Hazel Jain

What products is Goa Tourism promoting in 2016?

Goa is promoting MICE in a big way including our banqueting facilities and convention centres that will draw foreign tourists and global corporate houses to it. Projects such as marinas, luxury resorts for high-end weddings and luxury yachts are some of the attractions for 2016. Other areas of interest like heritage, wedding and honeymoon tourism; festivals, fashion and film tourism are some of the aspects we want to underline. We are also aggressively promoting eco-tourism, including av tourism, adventure tourism, hinterland tourism, wellness and medical tourism as well as sports tourism. In the months to come we will also be adding new tourism initiatives like ropeways, horse-riding, bungee jumping, segway tours, paragliding and so on.

What is Goa Tourism's focus for 2016?

Safety and security will always be our top priority. I will oversee the department's role in the maintenance of the state's beach cleanliness, beach safety and tourist policing. Goa Tourism is adding new activities, events and policies. All this will go a long way in increasing the tourist footfalls to the state. Our focus this year will also be to promote the e-Tourist Visa facility available for international tourists and our new products, especially niche tourism products.

Can you share some inbound statistics for Goa for 2015?

While data is still being compiled and analysed, for the first half of 2015 (January-June) we saw an overall increase in footfalls by 51 per cent.



There was an eight per cent increase in foreign tourist arrivals as against the corresponding period for 2014. We received a total of 21.81 lakh tourists in the first six months of 2015 as against 14.37 lakh tourists in the same period in 2014. Of this, 2.54 lakh foreign tourists visited Goa between January to June 2015 as against 2.51 lakh in 2014.

How many international tourists are you expecting this year?

As the year has just commenced, it is difficult to comment on the exact figures for 2015. However, Goa received approximately 4.5 lakh tourists in 2014 and we are expecting an eight to 10 per cent growth in international arrivals for 2015-16. Foreign tourists are availing the e-Tourist Visa facility in a big way and more than 50,000 tourists have already availed of it at the Goa airport at Dabolim. In addition to foreign tourists arriving through charters and cruise liners, there is a big increase in foreign FITs. Our new initiatives are also targeting high-end foreign and special interest tourists.

Which countries is Goa keen on tapping?

GTDC is tapping countries like Russia, UK, Germany, France, the Middle East and South East Asia.

ICPB gets a new governing board

India Convention Promotion Bureau (ICPB) is a management oriented organisation that has been promoting and establishing India as a preferred MICE destination. The Chairman of ICPB is the Joint Secretary, Tourism, Government of India, currently **Suman Billa** is the Chairman of ICPB. In the newly elected board are: **Chander Mansharamani** Managing Director, Alpcord Network Travel & Conferences Management Company as Vice-Chairman. **Amaresh Tiwari**, Managing Director, A T & Seasons Vacations Travel is the new Honorary Secretary of ICPB. The election for the governing board of ICPB happens every alternate year, and this year it was held under the supervision of **D. Venkatesan**, Assistant Director General (TT) as Returning Officer. The rest of the members in various categories are as follows:

ACTIVE CATEGORY

Hotels: Saurabh Bhargava, GM Sales

(North), Taj Hotels Resorts & Palaces

Airlines: No valid nominations were received

Travel Agents: Gunjan Suri from

Thomas Cook India and Naveen Chibber, GM, Orient Express

Tour Operators: Ajay Vinayak, CEO,

Palomino Hospitality and Vineet Batra,

Head of MICE, Eastbound Tours & Travels and Managing Partner & Director-CHIME

Congress/Convention Centres: Sudeep Sarcar, VP, India Exposition Mart Limited (IEM)

Professional Congress/Convention Organisers: Amit Saroj, Director, Attitude Events

Professional Exhibition Organisers: Sanjay Soni, Chief Knowledge Director, Incredible Design

Allied Category: Avinash Browne, Director, Sun Business Machines Pvt. Ltd. and Ripudaman Singh Chauhan, GM, Translink Express

WHAT'S IN THE PIPELINE



Suman Billa

"We have a good team in place. The idea is to increase the number of members from 100 to 500 and broaden the base and really take ICPB to a leadership position for MICE and convention to play the role that it is envisaged to do."

Suman Billa, Joint Secretary, Ministry of Tourism & Chairman - ICPB

"We are working on the calendar of events, mainly there will be road

shows across India, training programmes, greater participation of ICPB in major international trade shows. We will be holding the Convention India

Conclave, the flagship programme of ICPB, on a bigger scale, preferably outside Delhi with more international organisations like ICCA and IMEX participating in the event. The other priority area will be the membership drive. The vision is to open ICPB Chapters in major state capitals. Market research study is another important segment. Unless we know the size of the MICE industry and the economic impact, the stakeholders cannot plan their priorities for creating additional infrastructure and work on promotional activities. The vision is mainly to take MICE policy recommendations to the Ministry of Tourism which we will deliberate with the members and then forward it to the ministry."

Chander Mansharamani, MD, Alpcord Network Travel & Conferences Management Company & Vice Chairman - ICPB



Chander Mansharamani

PATA India's new office bearers

SanJeet, Director, DDP Group; **Jatinder S. Taneja**, Chairman, Travel Spirit International and **Vikram Madhok**, MD, A&K India, are the new office bearers of PATA India Chapter. **Vinod Zutshi**, Secretary, Ministry of Tourism, Government of India, automatically assumes the position of the Chairman, PATA India Chapter.

Runeep Sangha, Executive Director, PATA India Chapter, revealed that they had received many nominations, but the new office-bearers of the executive committee for 2016-17 have



Vinod Zutshi
Chairman
PATA India Chapter



SanJeet
Vice Chairman
PATA India Chapter



Jatinder S. Taneja
Honorary Secretary
PATA India Chapter



Vikram Madhok
Honorary Treasurer
PATA India Chapter



Runeep Sangha
Executive Director
PATA India Chapter

been selected unanimously. On the plans ahead, Sangha said, "PATA India Chapter has a busy year ahead and will

be focussing on education, training and organising trade seminars, including PATA Travel Mart in 2016."



MEETINGS MUGHAL STYLE

Awarded the Best Luxury Wedding and MICE Resort 2015 (North and East) at the India Travel Awards, Hotel Clarks Shiraz offers varied venues for MICE activities.

Mahipal Singh, Senior Vice President, Hotel Clarks Shiraz, Agra talks about the facilities



Mahipal Singh
Senior Vice President
Hotel Clarks Shiraz
Agra

FACILITIES GALORE

Clarks Shiraz has banqueting and conferencing amenities which have been upgraded to latest AV technology with a wi-fi-enabled projector and a large hall having thematic interiors. The flexibility to accommodate a variety of dietary, cultural and regional needs of the traveller is the USP. The hotel is located a mere 1 km from the famous Taj Mahal and the Agra Golf course is just a short walk. The pillarless Shehnaz Hall, spread over 5,256 sqft overlooking the green lawns of 15,000 sqft with water bodies, provides an ideal setting for any major event. Akbar Hall, having 2,940 sqft area, attached to a lush green lawn of 8,400 sqft area and Mariyam Hall, having 2,184 sqft area add to the existing larger conferencing facilities. Taj-facing rooms, a rooftop sunset lounge for private parties,

poolside barbeque, and a newly built Checker's Buffet restaurant having a capacity of 140 pax.

MICE ACTIVITIES

The hotel offers an open lawn for groups, games and activities in the Leisure Club that includes air hockey, pool table, table tennis, play station, volleyball, theme-based gala dinner with live DJ musical nights, cultural programmes, outdoor events at Taj Khema, at Bharatpur Bird Sanctuary, outdoor excursion to Kitam Bird Sanctuary, at the Fatehpur Sikri, Taj Mahal, night viewing of Taj Mahal and Fort besides the Light and Sound Show at the 'Kalakriti'.

GREEN INITIATIVES

A low flow water control features in the guest

“

The traditional 'board room style' space is being replaced by an innovative approach where outdoor spaces and cosy nooks for limited gatherings are being requested

”





rooms/public area, landscaping fitted with sprinklers, treated water provided from STP, energy efficient LED lights in function halls/outlets/public areas, rain water harvesting pits in the premises, treated fresh air system for all guest rooms, towel and linen re-use in guest rooms (depend on guest request), proper TPM of cooling, heating and lighting system for better output, allocation of rooms according to occupancy to save HLP, power savers in rooms, insulation of hot water and chilled water system for better efficiency, hot water calorifier, TPM for preventing scaling for better efficiency, auto-sensors wash basins and urinals in the public area rest room, heat pumps in place of diesel boilers for water heating, kitchen hoods TPM, disposal of old batteries and training the staff on Environmental Policy Standard.

INNOVATIONS IN BUSINESS

The growing demand for meetings has resulted in hotels giving preference to larger meetings for corporates in Agra. The traditional 'Board Room style' space is being replaced by an innovative approach where huge outdoor meeting spaces or smaller cosy nooks for limited gatherings and different kinds of seating are being requested. Training workshop

ACCESSIBILITY

It is easily accessible from Yamuna Expressway and National Highway. The hotel is just 3 km from Agra Cantonment Railway Station and 7 km from the airport.

budgets are being revamped to ensure the best-trained sales and management personnel for survival in the competitive global economy.

HOSPITALITY TRENDS

Recuperating after the recession, the MICE industry is springing back, stronger than ever. The demand for meetings is on the rise and though companies are not splurging, luxury venues are not being ruled out either. Some emerging trends are return to luxury, meeting size is growing, meeting space is changing, new age technology, the meeting package is back and team building activities are making a comeback.

GOVERNMENT HELP

The tourism industry, which includes the government and private players, needs to manipulate destinations as

experiences and not sightseeing points alone, encourage activities for children, culinary tours and interactivity for the tourist with the culture of the place. Build great roads and access points and offer packaged train travel, easy bus connections and safe car hire services with knowledgeable personnel. The tourism ministry can pursue aggressive online and other marketing strategies to promote India as a must-visit location. India is currently in a position where it can be a cash cow by selling customised experiences, luxury spa sessions, rare animal sanctuaries and religious pilgrimage tours. Indian tourism could focus on how it has something to offer for everyone with all budgets.

MICE IN INDIA

The MICE industry in India is fragmented, with less specialisation than some other MICE destinations, which is characteristic of any growing market before operators begin focusing on particular meetings industry elements such as incentives or conferences. We are seeing tier II cities developing quickly, attracting MICE business from major cities such as Mumbai and Delhi. This is further fuelled by the opening of new hotels with MICE facilities.

As one of the oldest five star hotels in the country, Clarks Shiraz is known for its legacy of warm Indian hospitality. Guests can experience long table group banquets at the Mughal room, hi-tea or sundowner in the Sunset Lounge overlooking the Taj Mahal and Agra Fort, an AV at Arjumand hall or in-house dining at 'Checker's'. The gymnasium at the garden level, recreation centre and spa enriches the holiday experience.



Cool Conferences in **RAS AL KHAIMAH**

Just 45 minutes from the busy metropolis of Dubai, Ras Al Khaimah offers a different experience from the neighbouring emirates. **Haitham Mattar**, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority talks about doing business there.

Vaishali Dar



BUSINESS VISITORS

With sunshine the year through and 62km of white sandy beaches, Ras Al Khaimah has enjoyed a steady stream of visitors from within the region and beyond in recent years. Business tourism is an area of increasing focus and currently represents 5-10 per cent of all visitors. Ras Al Khaimah Tourism Development Authority's 'Vision for 2018' is to attract one million visitors by the end of 2018.





Haitham Mattar
Chief Executive Officer
Ras Al Khaimah Tourism
Development Authority



What kind of activities is Ras Al Khaimah planning to boost MICE?

Ras Al Khaimah is focusing on and developing MICE tourism. We have developed the first semi-permanent summit function space at the convention centre at the Al-Marjan Island which hosts about 1,000-1,500 people depending on the setting. Our focus is to attract not only weddings but also key events, incentives and meetings into the region. With an inventory of 5,000 rooms



FACTS

- The average spend of tourists including the room night costs is \$200.
- Most of the tourists come into the emirate for luxury travel and stay at the Banyan Tree or Waldorf Astoria.
- Most of the Indian visitors were related to Indian weddings so the average spend is higher, around \$300.
- Ras Al Khaimah offers a helicopter tour for half-an-hour and the price is \$100.



in the destination and whilst we have the inventory, the capacity is available with 65 per cent occupancy year around. So MICE is going to be a key strategy to diversify our segmentation. Ras Al Khaimah also boasts of a large portfolio of world-class hotel offerings, including international brand names, such as Waldorf Astoria, Banyan Tree, Rotana and Hilton.

Tell us about MICE incentives.

We have already hosted two to three key

events in 2015. One of them was ITT Conference 2015 which had 400 of the key leading figures from the United Kingdom's travel industry. That was an incentive for four days in Ras Al Khaimah. We also hosted the World Tourism Day with 300 people. We are now working on a number of incentives and weddings for 2016.

Tell us about the cruise activity at Ras Al Khaimah.

We are now in discussions with one of our key partners Dnata, part of the Emirates group, to develop cruise tourism. We are also going to partner together in building a cruise terminal at Beach Club, one of our ports that is easily accessible to cruise ships. This should start by the last quarter of 2016.

Which DMCs and PCOs are organising events?

We are in touch with a lot of DMCs locally and some of them handle Indian weddings and events. A lot of meeting planners come from Europe and UK seem to be more active for meetings planners.

Is the government offering some special incentives for MICE groups?

We do have special incentives, from hosting gala dinners or rooms for key speakers or traction visits or tours working together with the airlines, ensuring that they get premium discounts.

What kind of convention facilities are there in Ras Al Khaimah?

We have one convention space in Al Hamra which hosts about 500 people. We have also built Ras Al Khaimah Convention Centre on Al-Marjan Island nicely located on the sea. This has both indoor and outdoor facility. With regards to post event activities, we had organised the World Tourism Day and some of the post event activities involved cultural heritage activities showcasing artifacts, local food, kids activities like bubble shows, bouncing castles, acrobat shows, open door cinema with family movies and on that weekend we attracted 7,000 people.

What do you offer to MICE agents?

We come in as a destination and give government support. We work closely with airlines and hotels. For example, for the ITT Conference we worked with Emirates Airlines and Royal Brunei. the Royal Brunei provided all delegates with appealing and compelling discounts and hotels had offered complimentary rooms and gala dinner.

PHILIPPINES

Attracting large groups



Glen Agustin
Chief Tourism Operations Officer
Market Development Group
Department of Tourism
Philippines

Glen Agustin, Chief Tourism Operations Officer, Market Development Group, Department of Tourism, Philippines, on what pulls corporates to the country



Anupriya Bishnoi

How has the tourism scenario changed over the last three years?

For the last three years we have been running a new campaign—‘It’s more fun in the Philippines’. It has a huge following and a lot of impact on the travel industry. This campaign is different from our older campaigns in a way that people of the Philippines will relate to it better. In the last three years, the foreign tourist arrivals to the Philippines have moved up. However, there has been a slow slump because of the natural disaster and calamities, but we are picking up now.

As far as India is concerned there have been challenges too, like that of visa and lack of direct



Anupriya Bishnoi

flights. But there have been some developments, which have secured the regular inflow of tourists from India to the Philippines. For example, while Philippines Airlines discontinued direct flights, there has been more frequency from other air carriers via some Asian countries. India has overtaken Germany in terms of tourist arrivals to the Philippines. It is now listed at number 12, while Germany is listed at number 13.

Which new destinations are you promoting?

Davao City, on the southern Philippine island of Mindanao, has been identified as a luxury destination. However, it’s a little farther from



Photo Courtesy: Hennen Resort, Alona Beach, Bohol



Anupriya Bishnoi



Anupriya Bishnoi

Manila. It takes two hours via plane to get there. Now, we are trying to work with Singapore Airlines and SilkAir to fly out of India into Singapore and directly into Davao. For this, we will be partnering with Cebu Pacific. We are continuing to push for Palawan, but now we will be promoting other islands of Palawan like Coron, where it's more about adventure and island hopping. Bohol will also be treated as a luxury destination with its new luxury resorts.

What are the new initiatives to promote tourism, especially MICE?

Right now we are focussing on how to drive more families and weddings into the country.

This is the new segment we are looking at now. The country has some interesting MICE venues. We recently organised a fam trip for the Indian wedding planners and showcased wedding destinations and venues like Boracay, Cebu and Bohol where they got to experience the nuances of how weddings can be organised at various hotels and venues.

We are aggressively promoting MICE. The success of the Indian arrivals to the Philippines can also be attributed to MICE movements. DOT India has been successful in attracting a large number of corporates. In 2015, we had about 500 group arrivals into the country.

“

We are aggressively promoting MICE. In fact, the success of the Indian arrivals to the Philippines can also be attributed to MICE movements. DOT India has been successful in attracting large numbers of corporate to the Philippines. Earlier this year we had about 500 group arrivals into the country

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On the sidelines of the first ever UNIGLOBE Chairman's Circle conference held in India, **U Gary Charlwood**, Board Chairman & CEO, Uniglobe Travel and **Ritika Modi**, Regional President, Uniglobe Travel talked about the trends in business travel



BRINGING travel consultancy TO THE FOREFRONT

Kanchan Nath

GLOBAL BUSINESS TRAVEL TRENDS

Talking about the changing trends in business travel, Charlwood said, "Technology is at the foot of all this. Business travellers can research the multiple avenues of how they conduct their travel. There was a time during last five years, when the corporation made the decision, but now the individuals want to have the flexibility of making their own decisions, which is a problem for the corporation from the cost perspective. So, the travel agent has to make sure that they blend these opportunities to the satisfaction of the individual and the corporation and technology facilitates that."

MILLENNIALS

Talking about the millennials, he said that they are tech-friendly, independent

and are inclined to want to research everything themselves. The plethora of information available, at the end of the day is probably confusing for them. However, you cannot tell them what to do, you have to coach them on what to do. That's a trend that anyone in business today can go with, since that is the mindset of the millennial. The text-savvy millennial, who grew up from the age of five texting.

SALES WORTH \$5 BILLION

On the company's plans, he said, "We right now have 600 plus locations in six continents in 60 countries around the globe. Today we are doing \$5 billion sales, over the next five years we hope to see that modestly increase to \$7.5 billion. We have different regions in different parts of the world; we actually plan to change that format slightly and

plan to have four divisions around the world over the course of the next five years. We already have one and it's EMA, Europe, Middle East and Africa that's headquartered in London. We will have Uniglobe North America. Currently we have separate regions in Canada and the USA but I plan to blend them. We will then have Uniglobe South America and Uniglobe South Asia."

He concluded with a note about the importance of the Indian market, "The forecast is that India in the next 10 years will have 350 million people that belong to the middle class which is almost more than the population of the USA. India has an enormous future, India is going to become a powerhouse in a much quicker time than people imagine. China has a descending population, India has an ascending population."



“

The downturn is the time when they can go and talk to customers at that point of time and show them how better we could help manage their travel spend

”

Ritika Modi
Regional President
Uniglobe Travel

“

We have different regions across the world. We plan to change that format and have four divisions around the world over the course of the next five years

”

U Gary Charlwood
Board Chairman & CEO
Uniglobe Travel

BRINGING EXPERTISE

The demand for expertise in any field is growing and the trend seems consistent with business travel as well. Ritika Modi, Regional President, Uniglobe Travel said, “Business travel in India is changing. Corporates are not looking at just order takers but more at consulting and expertise. And they want people to analyse and guide them better. So travel consultants have to be better prepared and move away from being order takers.”

UNIGLOBE GROWTH STORY

Currently Uniglobe are 40 plus agency owners with more than 55 locations in South Asia. Modi added, “I believe in the next five years we will be doubling that number. The gross annual turnover of all these agencies is currently more than ₹3,000 crore and I believe that number will be more than double in the next five years.” She adds, “The Uniglobe franchising system is about providing the agency a structure. We have a business format that we help an agency implement in their businesses which allows them then to put a structure into their company. We provide them the entire business format, we consult with them. We help them make their business

plan, their budgeting, depending on the audience they are catering to and integrating the system to help them grow.”

ADOPTING TECHNOLOGIES

A corporate which is dealing with an existing travel company requires technology to understand how the money is being spent. Corporates look for internal approving systems. There is so much information out there on the net and the customer needs to be able to be guided. So travel is changing because there is a lot more information available and technology is very important. There are new technologies being implemented, but which would really suit “you and agencies are then made capable of guiding their corporate accounts a little better”.

GROWTH AND MORE

She added, “As a group, we have grown by more than 16-20 per cent in the international market. In the domestic, we have grown by about 10 per cent in terms of the volume of business that we have done. And it may have not been because of the same generic business but because of the corporate accounts we have added. When it’s the downturn

we look at the opportunities we can get out of that and I believe that it’s the downturn is the time when they can go and talk to the customers to show them how we could help manage their travel spend better.”

RUPEE FLUCTUATION

With reference to the fluctuating value of the rupee, she said, “If I look at the Global Business Travel Association (GBTA) study, I see that the total travel market for India is \$25 billion. So there are many growing corporations. I believe there have been a certain number of corporations which are looking to travel, they may have downsized for example in the class (they may have been travelling first but now may be travelling business). There has been a bit of restraint and cost cutting in terms of the number of trips that they would make. But that also means that we have to pick up more corporate accounts on the other side. So we have seen that the Uniglobe system is growing in terms of number and volumes that we are producing currently, but there have been a certain number of agencies, actually attrition is there which is normal. But many corporations have reduced their travel spend.”

WHEN BUSINESSES CONNECT AT **ibtm arabia**

Shinu Pillai, Exhibition Manager, ibtm arabia speaks about what decision-makers can expect when they meet at this fair in Abu Dhabi from 9-11 February 2016



Shinu Pillai
Exhibition Manager
ibtm arabia

What is the focus of ibtm arabia and what are the new themes for the Knowledge Forum?

I would say the focus is to provide all attendees with a cost effective and easily managed industry event that sets new standards in our sector as it did when it took place earlier in 2015. The success was proven with 95 per cent of exhibitors and hosted buyers saying they were satisfied with the event and the business they did.

Like its sister ibtm america, ibtm arabia has created a true industry community, where participants stay in the same hotel and attend the same activities, from meetings to drinks and dinner. We have organised a Discovery Day also, inviting all attendees to explore Abu Dhabi. This is followed by the Knowledge Forum and a Welcome Networking Reception.

The format of 'meeting pods' is also simple and time-efficient: there is no stand, building or freight shipping, exhibitors just supply a graphic to illustrate their product and to brand their pod, then they are ready for business. As it is

a preference-led event, exhibitors and hosted buyers are mutually matched so that everyone has the appointments they want.

Our education content has been fully tailored to the audiences' needs, ensuring that it is relevant to exhibitors and buyers alike.

So the ibtm arabia 2016 Knowledge Forum which will once again be part of Discovery Day, has a great keynote speaker lined up. Carol Talbot, a world-class motivational speaker, sets out to empower people and help them think differently about their approach to work. Her objective is to support people towards creating and delivering a vision for themselves, which will ultimately accelerate them towards succeeding in this industry.

Carol will highlight the difference between those who attract success and those that don't. She will also share some of her top leadership tactics, which will provide attendees with useful tips around how to influence people.

Is there anything unique about the exhibitors this year?

The key to ibtm arabia for an exhibitor is the quality of business and that means we focus on pre-qualifying hosted buyers who have proven purchasing power and business to place. We know that those confirmed to attend in 2016 are looking for suppliers that include hotels, conference, meeting venues and DMC services. Just some of the names already attending as suppliers include Fairmont, Raffles & Swissotel Hotels & Resorts, Alpha Destination Management, Attikos Ilios S.A., Europe Hotel LLC, Golden Tours, Hill MICE Saudi Arabia and Mövenpick Hotels & Resorts.

Returning as a result of the success at ibtm arabia this year are Arsenal Football Club, Etihad

objective is to create a memorable experience and a strong community in addition to the valuable pre-scheduled appointments and that has been key to the success for everyone involved.

How big is the space, facilities of the venue and any more details you would like to share?

This year ibtm arabia will take place at the exclusive 5-star Jumeirah at Etihad Towers. Will it be exactly the same? Probably not, as we have a different shape to the space we are using. However, what we can say is that it will have the same format, luxury setting, bespoke pods and central hub used for culture capsule sessions. We can also guarantee the same high quality of standards, service and delivery. Jumeirah at Etihad Towers encompasses all the elements

“
We have witnessed a high demand for meetings industry buyers from India looking to attend the 2016 event
”



Airways, Matrix Audio Visual & Entertainment, Melia Hotels International, Rotana Hotel Management Corporation PJSC, Rovos Rail Tours (Pty) Ltd, San Francisco Travel Association, Thailand Convention & Exhibition Bureau (TCEB) and United Nations Conference Centre–UNECA to name a few.

Have you seen a growth in buyers and sellers over the last year?

The industry in the region is growing and certainly Dubai 2020 is having an impact on international buyers looking to place business. Will that have an effect on ibtm arabia—it is difficult to say because this new style event is about creating a community, providing a one-to-one ratio of buyers to suppliers and to mutually matching the appointments which mean both buyer and seller have to be compatible. ibtm events are not about the size of an event, it is about making that event 100 per cent valuable to all attendees. To that end, we expect to see a similar number of buyers and suppliers attending the event to those who attended in 2015. Our

associated with being a state of the art venue.

How has the participation been from India? Is there any special focus on Indian market?

Indeed we have witnessed a high demand for meetings industry buyers from India looking to attend the 2016 event. Sonal Sachdev, Tata Capital Financial Services Ltd, Senior Manager – Procurement, India who will attend ibtm arabia 2016 as a hosted buyer has confirmed this: “Tata Capital Ltd is a fast growing company that has huge requirements for Conferences and Incentive trips. We are keen to explore new locations and are looking at destinations like UAE and Cairo. ibtm arabia will facilitate our exposure to these locations and also provide us with a chance to meet the key players who can help us with our requirements. The event will allow us to add more value to our conferences as we will be able to offer new destinations and can attract more investors.” On Indian suppliers attending, we can also confirm the same level of participation as last year and the full endorsement of Ministry of Tourism, Government of India.

MEETING INTERNATIONAL STANDARDS

India Expo Centre & Mart

Rakesh Kumar, Chairman, India Exposition Mart Ltd. & Executive Director, Export Promotion Council for Handicrafts talks about the state-of-the-art exhibition cum convention facility



Rakesh Kumar
Chairman, IEML
& Executive Director
EPC for Handicrafts

An initiative of the Government of India, Greater Noida Industrial Development Authority and the exporting community, the India Expo Centre & Mart was constructed to fill the gap of infrastructural requirement of international standard exhibitions, conventions and seminars in India. Talking about the exhibitions held and MICE industry, Rakesh Kumar, Chairman, India Exposition Mart Ltd. and Executive Director, Export Promotion Council for Handicrafts says, “The year 2015 saw a lot of growth in MICE, but the most visible growth was witnessed in the capacity addition. The coming year shall see an increase in mergers and acquisitions, skill development and events on ‘Make in India.’”

MICE MARKET IN INDIA

There is a significant scope of growth in the industry both in the number and size of the events held particularly in major cities and more



in upcoming Tier II cities. “This would benefit and expand the MICE industry. We are expecting that the Indian economy shall gain significantly from the ‘Make in India’ and ‘Start up India’ initiatives taken by the Government of India. Such policy initiatives shall propel the manufacturing and service sector in a big way. Also several reforms were put in place by the government in 2015 to further support, nurture and sustain economic growth in the domestic and international market,” elucidates Kumar.

ISSUES AND CHALLENGES

Intellectual Property and cyber security are among the main challenges. “There is high degree of ignorance and unawareness with cyber crime in the exhibition industry domain. Free Wi-Fi at public spots makes your account and transactions most susceptible to risks of hacking. In an interview, Rajiv Pratap Rudy, Union Minister of State Skill Development and Entrepreneurship (Independent Charge) & Parliamentary Affairs, Government of India had mentioned that even in China which has a population of about four billion now, 46 per cent of the work force is skilled. By skilled, I mean employed,” adds Kumar.

Going by the figures, United States has a 58 per cent skilled workforce, Germany has about 70 per cent, UK has about 68 per cent, Japan 80 per cent and Korea has 96 per cent. “However, as far as India is concerned in terms of skilled manpower, the percentage of skilled workers stands at only a dismal four and half per cent of the world’s

“
As the
Government
is proactive in
boosting MICE
tourism it is
opening doors
for more events.
We offer local
hospitalities
and detailed site
inspection”



skilled force. Even the Prime Minister feels that though 12 years of secondary education may be very important, it is 12 weeks of training that will make one employable.”

SUPPORT

“Any MICE operator who wants to partner with India Expo Centre & Mart or any other entity providing MICE services at the venue is fully supported by us through all kinds of facilitations. We organise fam trips and participations in various shows so that our MICE partners can become effective stakeholders. We work very closely with conference and event organisers who play an important role in finalising destination of the event of their clients. We also promote our centre through them” explains Kumar.

TREND IN INDIA

The last year, 2015, saw a lot of growth in MICE as a whole but the most visible growth was witnessed in the capacity addition. The coming year shall see an increase in mergers and acquisitions, skill development and events on ‘Make in India’. IEML shall have the role of offering its platform for networking, knowledge sharing and promotion of India as a MICE destination. “We believe that next generation conference and event organisers are already here in India. They need to have more integrated technology at affordable rates. Such conference and event organisers need to be one step ahead of the needs of their clients. We provide an integrated venue with such state-of-the-art technology as required by the conference organisers,” says Kumar.

EVENTS

2015

- 63rd Indian Foundry Congress, Global Refining and Petroleum Congress, 9th Renewable Energy India Congress

2016

- 22nd IFFS World Congress 2016
- Auto Expo (5-9 February)

2017

- World Organic Congress

2020

- IGCC 2020

GREEN STANDARDS FOLLOWED

- STP (Sewage Treatment Plant) for treatment of water/sludge
- Environmental checks/monitoring weekly/monthly as per norms of UPPCB/MoEF
- Stack testing
- Ambient air quality
- Discharge of water
- Solar lights—currently 40 in garden/open area. Additional lights are being installed
- Vermi composting
- Plantation of trees
- Use of sensor-based water taps
- Green belt and maintenance
- Adequate parking spaces
- Rainwater harvesting



Sugato Sen
Dy. Director General
SIAM

“
Auto Expo-the
Motor Show
2016 will be
more exciting
than the one in
2014. Focus will
be on safety and
new technology
vehicles,
specially hybrid
and electric.
There will be a
Super car and
a Super bike
drive-through,
specialised
pavilions for
Bollywood and
vintage cars”



AFTER WORK HOURS

IEML provides different activities after work hours such as food festivals, shopping festivals, artisan's demonstration, dances of India and kids section. We also have a lounge bar for networking and to put activities together.

CONVENTION FACILITIES

- 14 exhibition halls (eight halls of 3,456sqm each and six halls 6,250sqm each) under one roof in 1,77,500 m of area.
- Rooms for parallel session with 29 sound-proof acoustic halls at any given point of time.
- Plenary hall accommodates 3,000 to 25,000 pax theatre style

- Parking facility for approx 5,000 cars and 200 coaches at no additional cost.
- Centralised Wi-Fi/PA System, entire facility with web uplinking facility of 1,000 mbps
- Has 2,181 rooms in three to five-star category and 3,000 rooms in the budget category
- Multiple locations for branding are available
- Security: Entire facility under one roof with CCTV coverage
- Has an open lawn of 25,000sqm with helipad
- Dedicated entry for VVIP, delegates, exhibitors and trucks is available



CONVENTION FACILITY

Plenary cum Banquet Hall: 799.28 m² (8603.44 sqft) can accommodate 1100 pax seating expandable to 1100 – 1500 pax

The Banquet cum Auditorium Hall is centrally air-conditioned with

- Carpeted flooring
- Pillarless and has a height of 5.2 m
- The hall has sound-proof foldable partition
- Pre-Function area cum open area with capacity of 300 persons
- The venue can also cater to corporate functions, gala dinners, events, meetings and conferences



- Three state-of-the-art restaurants and inbuilt food court for participants, visitors and delegates

AUTO EXPO AT IEML

The 13th edition of the Auto Expo, jointly organised by ACMA, CII, and SIAM and accredited by OICA is being held from 4-7 February 2016-Components Show at Pragati Maidan and 5-9 February 2016-The Motor Show at India Expo Centre & Mart, Greater Noida.

AUTO EXPO-THE MOTOR SHOW 2016

The gross indoor exhibition space at the forthcoming show has increased to 73,000 sqm from the previous edition's 69,000 sqm. The venue has witnessed enormous construction in the form of six large halls with an additional carpet area

of 37,240 sqm complete with air conditioning and adequate power supply cabling. The venue previously had only eight permanent halls measuring 27,648 sqm and as a result in the 2014 edition the remaining display was curated in temporary hangers measuring 32,400 sqm.

There will be food plazas with branded food stalls. Many new products and launches will take place at this expo.

Describing it as a 'unique and special show', Chandrajit Banerjee, Director General CII, said, "The Auto Expo has seen a tenfold growth from 152 exhibitors to 1,580 exhibitors in 2016 which is phenomenal over a period of 30 years. The show has been growing." The Auto Expo 2016 will witness the unveiling of 80 new vehicles.



EXPERIENCE THE NEW LAUNCHPAD BTS 2016



Sam Cande

Sam Cande, Group Commercial Director, Business Travel Show, talks about the conference which 7,500 industry professionals are expected to attend

“

Launchpad provides a platform for start-ups with innovative travel products and services”

KEY FOCUS

The Business Travel Show is an event for buyers, bookers and managers of corporate travel. More than 7,500 industry professionals attend to source from 250 exhibitors; learn from the 60 plus high end conference sessions and network with peers from all over Europe.

NEW THEMES

There is a brand new feature on the show

floor this year—Launchpad—which provides a platform for start-ups with innovative travel products and services. At the conference, there will be a greater focus on issues such as data, distribution and the sharing economy.

EXHIBITORS AT THE SHOW

More than 250 world-leading business travel suppliers exhibit at the event each year. This year, new exhibitors include



American Airlines, Belmond, The Nadler, Avis, Eurostar, Hertz, HRG and India's Jet Airways.

GROWTH IN BUYERS, SELLERS AND VISITORS

Yes. Visitor numbers by 15 per cent this year to 7,424 compared to 6,459 in 2014, which in itself was a 10 per cent rise year-on-year; 252 exhibitors were at the show in 2015, an increase of 10 per cent on last year.

TECHNOLOGY AT THE SHOW

Technology is extremely important. We are thinking 'mobile first' in terms of our marketing. We have incorporated social registration and there is a shift to a larger digital spends from traditional marketing methods. We don't use an

WHERE AND WHEN

The Business Travel Show and Travel Technology Europe, 24-25 February 2016, Olympia Grand Exhibition Centre, London, UK

app because visitors prefer to use the show guide.

INDIA PARTICIPATION

There are always a few people attending from India but the main focus for the event is currently on Europe.

EVOLVED OVER THE YEARS

The Business Travel Show has been

around for 22 years and has evolved with the industry and the demands of its buyers. What has never changed is its commitment to provide the ultimate event for European buyers to source, learn and network.

GROWTH IN ONLINE BOOKINGS

Visitor pre-registration grew 10 per cent in 2015 due to the introduction of social registration and peer invitations. Registering socially is having a huge impact on visitor conversion.

ABOUT THE VENUE

The show is 8,800sqm of floor space and Olympia Grand is a beautiful Victoria building with gable windows (it used to be a train station) but with all modern facilities for visitors and exhibitors.

Incredible India

Travel & Hospitality Tech Conclave 2016

India's First Dedicated Event on Travel & Hospitality Technology

March 17-18, 2016, FICCI, New Delhi

Startup Knockdown –

Pitching contest by Travel startups

B2B Networking sessions

For Registration and B2B meetings please contact:
Anirban Chatterjee, Deputy Director - Tourism, FICCI
T: +91 11 2348 7459 | M: +91 98735 78778
E: anirban.chatterjee@ficci.com

Please visit www.ficci-thtc.com for more details

Experts Panel discussion on –

- The Future of Travel & Hospitality- What Technology Offers
- Technology and the new corporate traveller - A Debate
- Impact of Travel Market Places
- Smart Hotels – A panel discussion on How Today's Hotel Operations must Change to Cater to Tomorrow's Travelers
- Using Content and Social Media for Travel & Hospitality Business
- Staying competitive in a digital world
- Tomorrows Hotel Room
- The Omni Channel Payment Ecosystem
- Raising Capital for the Next Gen Startups
- The Changing Search Landscape
- The Future of Aviation in India and many more...

Interactive Knowledge Forum on

Distribution

Revenue Management

Innovation

Data analytics

Marketing

Automation

Knowledge Partner

Associate Partner

Consulting Partner

Premier Media Partner

Media Partners

Marketing Partner



*Darren Edwards is the founder of Invisage Creative Services in Australia. With more than 22 years of experience in the meetings and events industry, Darren continues to explore and develop creative design and innovative technology products for the benefit of the global event industry
Contact: info@invisage.net*

Gamification: WHAT'S THE BUZZ?

Gamification was the event industry buzzword in 2014 but some understanding is needed on proper implementation





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Gaming doesn't seem to come up nearly as much anymore when talking with potential or current customers. I assume that is due to the industry's general consensus and overall experience of low engagement with Gamification. But, proper education has helped to guide the industry on when to or not to utilise Gamification and how to properly implement the correct format for it to be successful so that it's not just a buzzword.

Gamification is a broad term. It can be implemented in several different types and formats from scavenger hunts to leader boards while utilising QR codes, photos, iBeacon technology, pedometers and check-in codes to name a few.

When investigating whether Gamification is right for your event app and how you are going to implement this feature, you have to think about why you have an app in the first place. There is one main reason besides networking, revenue generation and cutting print costs amongst other reasons. That is to deliver event content in a digital format to the palm of your attendee's hand.

A saying we like to use in the event industry is 'Content is King' and without a good feature set built around a sufficient amount of content, your app will never deliver at its highest usage

potential. Apps that suffer from low usage are typically due to lack of and/or insufficient content and marketing. When implemented properly, Gamification can be a great supplement to increase app usage but should not be used as a band aid to entice app usage for lack of useful features and content. App usage games where you receive points for posting to social media, sharing a photo or rating sessions to top the leader board are the focus of some apps where feature rich content takes a back seat. While this type of game can inflate your usage numbers, you have to wonder if it's because users want to earn points or because you have content that they really want to engage with? Unfortunately, this type of game can also be counter productive to app usage at the same time but more on that for another day.

Once you have a feature rich app, with sufficient content, and proper marketing in place, you have to think about the goal behind the Gamification. Some of the most common goals include increased:

- App usage
- Revenue generation
- Floor traffic
- Networking

After that you have to think about the proper target to achieve that goal. A common mistake that we see often is creating a game that does not include

the largest demographic of participants possible. Games involving social media are an example of this because not every user actively utilises every social media platform to be able to participate. Also, if you have exhibitors, don't forget about them as they make up a large amount of your attendance base.

Now that your goals and target audience are determined you will need to choose a format and type of Gamification that aligns your goals to provide the best ROI. This is where you need an experienced app developer where experience and support excels.

They will review your goals to match the type and format of Gamification that fits best with a proper implementation plan to successfully meet those goals. Successful implementation of Gamification provides value for the Attendees, Exhibitors and the Event Organizer. Of course, they should also provide robust metrics and stats in order to showcase your Gamification ROI.

If you are interested in event mobile apps and Gamification, it is best to start the conversation early by contacting your app development partner. One developer who I know excels in this field is Core-apps, based in the US. Give them a call or shoot me an email and I will put you in touch with someone who can assist.



DEVELOP A Successful Workplace Team

When there is the right synergy in the organisation, it reflects on the productivity and in the work culture



Shivani Misri Sadhoo
Founder, Saarthi
Counselling Services

The first organisational challenge a manager faces is to develop and maintain a successful workplace team. It's not easy to manage human beings, be it in the family, a relationship or in an organisation. There are many factors that determine a person's nature, productivity, emotional tendencies and communication.

All those factors that structure human nature and behaviour on a day-to-day or hour-by-hour basis can be categorised under two primary influencers—Time and Space. By 'time' it means factors that change in the course of a person's lifetime such as age, hormones, menstruation, health, hours spent awake after last meal, hours devoted for rest and sleep.

If you see closely, the 'time factor' directly influences a person's behaviour, mood and emotions on an hourly basis. By 'Space'

it means all factors that physically influence the person, like the condition of the work place such as the size of the cubicle, chair, desk, computer and commutation distance from workplace.

Don't judge or perceive rather constantly evaluate

The human tendency is to build perceptions about people based on one or two actions, behaviour and reactions. No doubt! In today's competitive corporate environment where deadlines mean everything, no manager has the time and psychological energy to sit and think about their team members. But evaluate the time and efforts that you will save and goals you could achieve if you help your team member overcome his/her time and space constraints. If overcoming the time and space challenges is not possible, a manager should communicate that they do understand and respect their team member's problem.



Remember helping and supporting team members is always rewarding

Initially going deep in someone else's life and helping them is difficult but with constant effort one can inculcate this capability in themselves. The rewards, such as 'walking an extra mile' efforts are very high, not only can one start earning respect from their workplace team, there would be more team loyalty, more scope for creativity and the manager would require less fear to get things efficiently done by his/her team.

Be your team's role model

Remember, no one likes an idiot who just speaks and does not act right, so always be your team's role model for how to talk to others, doing hard work, being punctual and achieving goals.

Encourage team to recognise each other's strengths

It is essential that you encourage your team members to recognise each other's strengths.

For example, during morning briefings let each team member identify some business trait they appreciate about the person seated to their next. Someone might recognise a co-worker's willingness to work late while another team member might state that a teammate's organisational skills contribute to the group's efforts.

Never leave the opportunity to celebrate life's moments with your team

Celebrating employee's birthdays as well as other milestones in their lives helps promote positive team relationships. So never leave an opportunity to celebrate life moments with your team.

A counsellor, psychologist and Founder of Saarthi Counselling Services, Shivani Misri Sadhoo did her post-graduation in Counselling Psychology. She can be contacted at saarthiforlife@gmail.com

“
Never leave the
opportunity to
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your team
”



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

AUDIENCE ETIQUETTE

What to wear and how to talk when
in public domain

How often have we seen the person seated next to us in the movie theatre, speaking non-stop on his/her cell phone or one patron explaining in great detail to another the intricacies of the theatre performance or people arriving late and falling over us trying to get to their seat? With operas, orchestras, music concerts and Bollywood forming a growing part of urban entertainment in Indian cities, there is a need to understand our responsibilities as an audience.

● **Attire:** In operas and classical music performances, one gets to see the entire spectrum from tuxedos/gowns to jeans/sneakers. As a simple rule, for outdoor events/movies, 'dress down' and for events like opera, classical music performances and ballet, go formally attired.

● **Be on time:** Arrive early to spot your friends, family and of course your seat. Resist the urge to be seen and to network till the last minute. Be seated a few minutes before the start of the performance.

● **Tickets:** Keep them handy and retain stubs till the end of the performance. If you have invited friends who are running late, leave their tickets with the doorman.

● **Taking Your Seats:** Allow ushers to guide you. Facing the stage, move down the aisle to your seat, saying a polite 'excuse me; and 'thank you' to the patrons already seated. Sit on your own seat and not the one you wished for, disrupting proceedings when the person shows up. During the performance, if you need to step out, do not return to your seat till there is a break. If seated in the premium box in an opera, adjust your seats to make sure that everyone gets a good view.



● **Audience Behaviour:** No talking, rattling, slurping and eating crunchy snacks. Control the urge to cough, keeping cough drops handy. Get a seat near the aisle if you wish to exit several times. If you are allowed to take video footage/camera, do so unobtrusively in the aisles. Turn off cell phones. Share the arm rests. If accompanied by 'little patrons', brief them on the expected behaviour. At classical music performances, if the conductor raises his/her baton, stop clapping and resume clapping at the end of the piece. At the end of the performance, the conductor will bow and point to all the members of the orchestra – this is a good time to clap, maybe even a standing ovation.

● **Intermission:** Great time to refresh and network but find your way back to your seat a few minutes before the start of the show.

● **Exiting:** Exiting a few minutes before the end of the performance to reach the car park first, is upsetting for the performing artistes. Avoid stampedes and blocking the aisles by chatting about the concluded show.

“Exiting a few minutes before the end of the performance to reach the car park first, is upsetting for the performing artistes”



MARCH 2016



ITB
Germany, Berlin



MITT
Russia, Moscow



UITT
Ukraine, Kiev

APRIL 2016



IT&CM CHINA
Shanghai



SITT
Novosibirsk, Russia



AITF
Azarbaijan, Baku



**KAZAKHSTAN INTERNATIONAL
TOURISM FAIR**
Almaty, Kazakhstan



**TRAVEL TRADE
WORKSHOP-BEST
OF AUSTRALIA**
Coimbatore



**RENDEZ-VOUS
CANADA 2016**
Montreal , Québec



COTTM
China, Beijing



**ARABIAN
TRAVEL MART**
Dubai

Visa Requirements



Switzerland

✓ General information for organisers of the incentive tour

1. A presentation of the incentive tour at the embassy is compulsory and by appointment only.
2. Kindly send your request for the 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. Once the applications have been submitted as agreed at VFS, 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 for visa stamping.

- a) Copy of the first and last page of the Passport
- b) Copy of 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.
- d) Indian passports that contain a manual entry made after 1 April 2010 where the biographical data (including name place and date of birth and sex), first and last page of passport will not be accepted.

✓ Visa 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 as embassy/consulate can contact the applicant during visa processing.

✓ Photo Specification: Two recent passport size coloured photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (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.

✓ 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 which was submitted during the presentation with the embassy (name of the applicant highlighted).

✓ 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 plus 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.

Students above 16 years of age: Copy of Student College ID Card

Children travelling alone or not with both parents (under 18 years of age): authorisation letter signed by both parents and as a proof of the signatures a copy of their passports or PAN cards or driving licenses of both parents. 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.

✓ New Procedure for Schengen Visa Applications: Indian citizens travelling to Schengen countries for short-term (max 90 days in 180 days) will have to visit VFS visa application centre personally to provide biometric data (fingerprints and digital photograph). For subsequent applications within next five years the biometric data will be copied from the previous visa application included in the VIS.

✓ Visa fee: Adults: ₹ 4,300; Children between the ages of 6-12: ₹ 2,500; VFS Service Charge: ₹ 1,145



Czech Republic



Note:

- a) Prior Appointment is mandatory.
- b) The processing time minimum 15 working days.



Passport: Original Passport with validity of minimum three months (from the date of return) and minimum two blank pages (back to back) for visa stamping.

Please Note:

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



Schengen Visa Application Form: One visa application form back to back, duly filled and signed on column 37 and 38.

Please Note: Applicant mobile number should be mentioned in visa form as embassy/consulate can contact the applicant at any point of time during visa processing.



Photo Specification: Two recent passport size coloured photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (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.



Covering letter:

a) Covering letter from company with naming list, passport details and relation with the company of all applicants. The letter should be duly signed by the authorised signatory and taking the guarantee of all applicants that they will return to India on completion of the tour.

b) Covering Letter from applicant on business letter head (if self employed) or on plain paper (if employed) mentioning name, designation, passport number, purpose and duration of visit in brief. The letter should be duly signed by the applicant and addressed to—The Visa Officer, Embassy of the Czech Republic, New Delhi. Applicant's current address should also be mentioned on Covering Letter where applicant wants passport to be delivered.

c) A letter from the tour operator with naming list and passport details of all the applicants.

d) Company's (corporate) brief profile.

Please Note: The letter should be addressed to The Visa Officer, Embassy of the Czech Republic, New Delhi.



Financials

- a) Company's updated bank statements for last 6 months till date mentioning the Bank's name, Bank's Telephone Number clearly OR Company's Bank Certificate.
- b) Company's ITR for last three years.
- c) Company's Registration Certificate or Memorandum.



Proof of Occupation Student

a) An NOC from school on letter head with travel dates. Parent's signature id proof and student's ID card copy. The letter should have phone number and address of school.

In case of Minor

- b) An NOC by parents.

Self Employed

- a) Company Registration Certificate/Certificate of Incorporation
- b) Company's and Personal Bank Statement for last six months till date with bank seal and signature.
- d) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm)
- e) Company's and Personal ITR for last three years.
- f) Dealership proof for all if dealers.



Employed

- a) Salary slip for last six months.
- b) NOC from Employer on letterhead with travel dates.
- c) Personal bank statements for last six months till date with bank seal and signature.
- d) Personal ITR for last three years.



Proof of Accommodation

Hotel confirmation on the letter head of the hotel with the naming list for all the applicants (Copy)



Travel Insurance

Original and copy of medical travel insurance for the stay duration amounting to 30,000 Euros.

Please Note:

- a) Insurance to be done by the Authorized Insurance Companies for the Schengen States.
- b) Insurance should match with travel dates.



Airline Reservation:

A letter from the airline showing the group booking and group PNR with the names of all applicant and day to day travel itinerary with proper dates mentioned on it.



Visa Fee: ₹ 4, 400

Child (Age 6-12): ₹ 2, 600

VFS: ₹ 1,025

movements



Sunil Gupta
CEO

WelcomHeritage Hotels

Sunil Gupta has been appointed as the Chief Executive Officer (CEO) of WelcomHeritage Hotels. He brings along an experience of 30 years in the hospitality industry and was associated with ITC Hotels since 1995. Gupta succeeds D Kavarana as the CEO. Gupta has served at various positions at ITC Hotels in his career lasting two decades. Prior to his latest appointment, Gupta has been General Manager at ITC Rajputana, Jaipur, for seven years. WelcomHeritage is a joint venture between ITC Ltd and Jodhana Heritage of Gajsingh II of Jodhpur.



Mahipal Singh

Senior Vice President
Clarks Shiraz
Agra

Mahipal Singh has joined Clarks Shiraz, Agra as a Senior Vice President replacing D Bhowmik. His multicultural and cosmopolitan experience includes career stints as a General Manager in eight locations, both in leisure and business hotels across the country. He holds a Master's Degree in Business Administration in Marketing from Institute of Management Development Research Pune. Singh had garnered experience in handling key hotels in unique locations with a requirement to launch hotels and strengthen processes in existing hotels.



James Wyndham
General Manager

Emirates One&Only Wolgan Valley

Wyndham is responsible for the operation of Emirates One&Only Wolgan Valley where he will lead the continued innovation of extraordinary guest experiences that celebrate The Blue Mountains. Wyndham joined Emirates One&Only Wolgan Valley as Resort Manager following his transfer from Atlantis, The Palm, the flagship entertainment destination resort of Kerzner International. At Atlantis, Wyndham held the position of Vice President, Guest Relations of the iconic resort for four years.



Amit Kumar

General Manager
Hilton Chennai

From steering the property, without operational glitches, through the rain battered Chennai to a renewed F&B vision to ensuring enriched and conducive work environments, Amit Kumar seems to have taken to the wheel with clear-cut futuristic goals. With a brand new year ahead of us, the young GM seems to be set to take service and operational efficiencies to newer heights with over 17 years of work experience under his belt.



Vishal Kumar
Director of Sales
Holiday Inn
Amritsar

Vishal Kumar has been appointed as Director of Sales for Holiday Inn Amritsar. Kumar brings with him almost 15 years of experience in the hospitality and aviation industries. In his current role he will take care of sales and marketing. His experience ranges from corporate to travel trade and online business. His new role will include planning and strategising the marketing plans for the hotel and directing sales and marketing efforts towards achieving the operational goals of the hotel.



Erum Khan

Manager Marketing
Fraser Suites
Delhi

Erum Khan has been promoted as the Manager Marketing, Fraser Suites, New Delhi. She has been a marketing specialist with 12 years of experience with leading companies. Apart from marketing, she is skilled at events management, PR and office administration. Khan holds a Master's degree in English Literature from Kanpur University. Awarded 35 appreciation letters, medals and trophies in various fields, she is a responsible and dedicated team player with the ability to learn new skills quickly, build strong work relationships and a proven ability to find solutions to problems quickly.

"A theme for M.I.C.E."

A short, comfortable and scenic drive across Yamuna Expressway from Delhi, **Clarks Shiraz** is the only thematic venue, with a large inventory of 237 rooms and 15000 sq.ft. M.I.C.E. capacity opening onto 25,000 sq.ft. gardens.

After party, brunch, high teas or sundowners at Sunset Lounge overlooking the Taj Mahal & Agra fort, long table dinner at Mughal room, recreation center, outdoor catering at Taj Khema, excursion to Kitam bird sanctuary provide for enhanced M.I.C.E. experiences.

Being pristinely located within the safe, secure, well maintained, green and prestigious Cantonement area, adjoining the Agra Golf Course, lends a unique distinction to the setting, allowing views of open, vast lush greenery and dense trees all around, looking like the greenest part of India to many visitors.

Awarded Best Luxury Wedding & MICE Resort 2015 (North & East)

Awarded Game Changer 2015 (North & East)

Awarded Best Leisure Hotel 2015 (North & East)



HOTEL
 **Clarks Shiraz**
AGRA - INDIA

HOTEL CLARKS SHIRAZ

★★★★★

54, Taj Road, Agra 282 001, India

Phone: (+91 562) 2226121-32

E-mail: sales@hotelclarks.in, resv@hotelclarks.in



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Spreading Smiles & Happiness



Our service is more than 'extra-ordinary'. We serve you with out-of-the-box ideas. Our ideas will turn your imagination into reality. While treating you with this special service, we endeavor to maintain the thrill & excitement and make it a beyond ordinary experience for you.

Kesari MICE is a division of Kesari Tours. We are more than eager to serve a variety of ideas ready on our plate, just for you. Kesari MICE arranges Corporate 'Meetings, Incentives, Conferences and Exhibitions' specially designed with a focus to meet your requirements. Kesari MICE strives to make every moment of your business interactions 'special'.

- Corporate Incentive Tours
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- Educational & Industrial Tours for Students
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