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100

MICetalk

Meetings • Incentives • Conferences • Events

Volume VII Issue 3 March 2016 60 pages
A DDP Publication

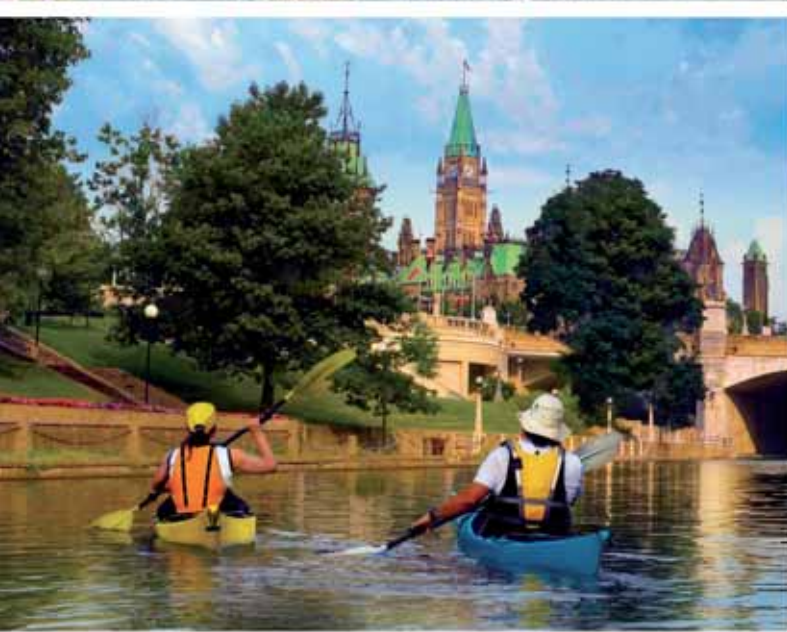
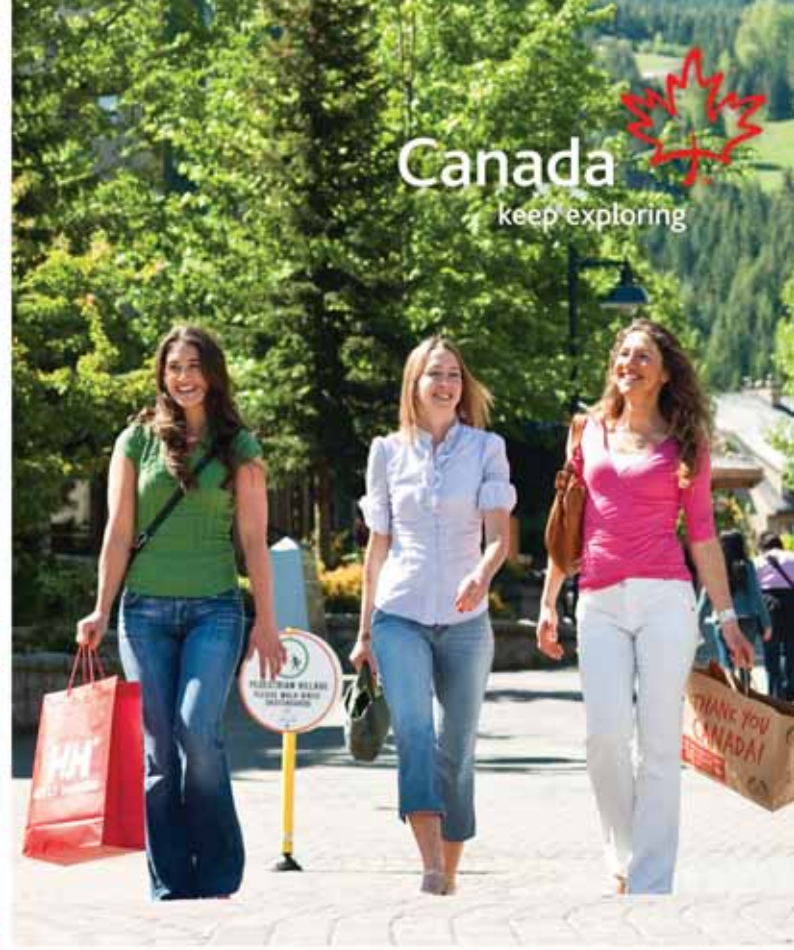
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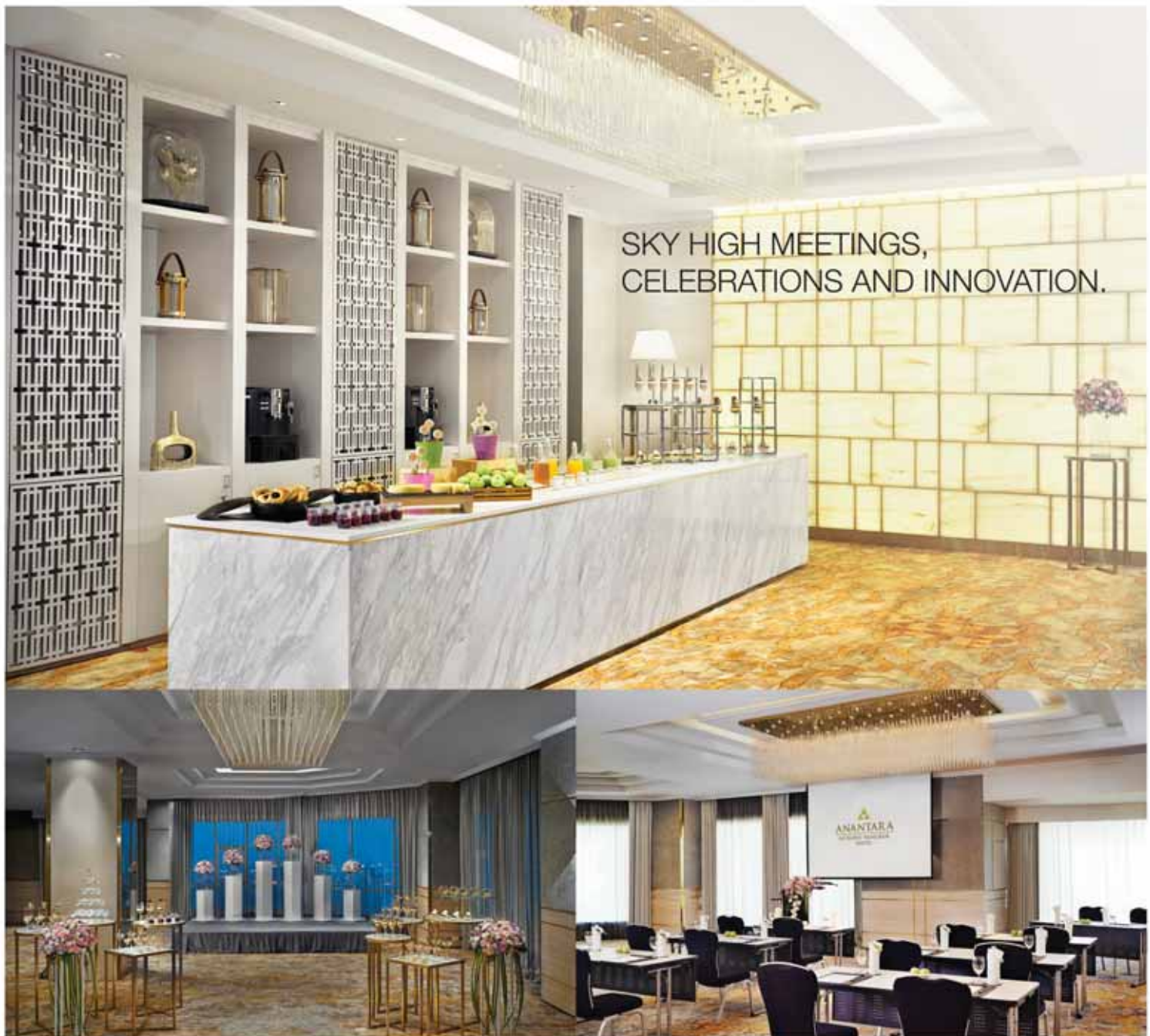


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editorial



EDITOR-IN-CHIEF
Deepa Sethi

Dear Reader,

Over the last couple of years the MICE sector has changed dramatically. Projections for the MICE industry are looking extremely bright as the world economy picks up. Once again there is a demand for events for product presentations and attracting new clients. New destinations are being promoted by various countries to attract large MICE groups through event organisers, looking for specialised services and different experiences. Read what countries like France, Poland, Thailand, The Philippines and the cities of Istanbul and Berlin have to offer.

Companies have got used to tighter budgets but it's now more about value for money than cheap services which means luxury hotels and resorts are also acceptable. In fact, large outdoor meeting spaces are becoming popular, as are living room type of spaces for smaller meetings or a bar, a campfire, even a spa.

Technology is becoming a major part of the MICE industry, whether it is apps, social media pages or audio visual tech tools. Even the check-in and check-out processes that used to take hours is done online with hotels going in for apps that provide you these facilities and many more for an absolutely smooth process. Foreign exchange can also be bought at the most competitive rates through an app.

Read about all this and more in this issue of **MICETalk**. Look out for the best meeting packages and have them customised to your requirements. Check out which countries are offering the best deals and experiences and which are the best international events to attend.

Get smart! Get the best for your next event!

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MICETalk
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MICETalk is printed, published, edited and owned by SanJeet, printed at Cirrus Graphics Pvt. Ltd., B-62/14, Phase – II, Naraina Industrial Area, New Delhi-110028 and published at 72, Todarmal Road, New Delhi-110001

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contents

MARCH 2016

14



20



29



highlights...

8 FACTS
News from the world of MICE

14 LEAD STORY
Planning your events

20 COUNTRY
The French Connection

24 CITY
Incredible Istanbul

29 EXHIBITION
ITB Berlin is 50



30



34



32



36



46

30 HOTEL
Crowne Plaza Ahmedabad City Centre

32 GENERAL MANAGER
Jai Kishan, Novotel Kolkata Hotel & Residences

34 AVIATION
Book Charters Online

36 INTERNATIONAL
MICE in The Philippines

46 NTO
Thailand Convention and Exhibition Bureau

Regular

51 ETIQUETTE
Shital Kakkar Mehra on global Indian

52 GUEST COLUMN
Jennifer Nagy on marketing lessons to keep in 2016



Cover Photo:
Messe Berlin

FACTS

Obama and Merkel to open Hannover Messe

■ In recognition of Hannover Messe 2016's USA partnership, President Barack Obama will open the event, alongside German chancellor Angela Merkel, being held from 26-29 April. This focusses on 'industrial digitalisation' with German specialists from mechanical and electrical engineering and the electronics industry, as well as leading US and Asian software providers.



A much bigger Convention India Conclave by ICPB

■ Chander Mansharamani, MD, Alpcore Network Travel & Conferences Management Company and Vice Chairman, India



Convention Promotion Bureau (ICPB) says that the Convention India Conclave 2016, the flagship programme of ICPB, will be on a bigger scale, preferably outside Delhi with more international organisations like ICCA and IMEX participating in the event.

New convention centre at Dwarka

■ The Department of Industrial Policy & Promotion (DIPP) has plans to construct a convention and exhibition centre near IGI Airport in Dwarka, on around 90 hectares of DDA land, with an estimated cost of ₹40,000 crore. Apart from the convention and exhibition centres, the facility will have 3,500 hotel rooms, an entertainment arena to host a music concert, air freight complex and more.

Conventions on the rise in Berlin

■ Last year, 11.4 million participants came to conferences, congresses and incentives in the German capital. This represents a growth of four per cent. The number of events grew by three per cent to about 135,000 in the same time period. These are the results of the latest

convention statistics 2015* from the Berlin Convention Office of visitBerlin. 2.3 million participants came from abroad, meaning one in five participants at events in the city came from outside Germany. The most important foreign region was Europe. Berlin is especially in

demand as a location for events related to sciences and medicine: each 12 per cent of the meetings and conventions can be assigned to the industries Medicine, Science and Research and IT, Electronic and Communications, followed by Politics and Public Institutions with 11 per cent.



Successful 10th anniversary for Kuala Lumpur Convention Centre

■ The Kuala Lumpur Convention Centre's 10th anniversary year (2015) turned out to be a banner one for international high-profile events. High scale events included the Global Food Safety Conference 2015; 18th Human Genome Meeting 2015; 26th and 27th ASEAN Summits and Related Summits and the 128th International Olympic Committee Session, to name a few. These contributed to the centre's 2015 total of 1,230 events which attracted close to 1.8 million delegates. Since the opening to 31 December 2015, the centre has hosted 11,199 events, welcomed close to 19.4 million delegates and contributed over RM6.1 billion in economic impact to the Malaysian economy.



Indonesia Convention Exhibition partners with UFI

■ Aage Hansen, President Director, Indonesia Convention Exhibition (ICE) said, "ICE is the largest convention and exhibition centre in Indonesia which has shown a positive growth impact on the region. We believe that the partnership with international association UFI will be the catalyst to ensure our positioning as an industry leader and continue with our brand awareness drive. With the industry both growing and changing rapidly we need to pro-actively identify key platforms to showcase our unique venue and product offering."

Copenhagen is the most punctual meetings destination

■ Among the world's meetings destinations, Copenhagen is the most punctual according to the Air Travel Intelligence Company OAG's report, Punctuality League 2015, which monitors the performance of airlines and airports. In the same report, Copenhagen Airport also topped the punctuality list of the 20 best medium airports in the world. That pushed Copenhagen to the top of OAG's 'Top Global Meetings and Convention Cities' category, ahead of Berlin and Vienna, who came in second and third on the listings. According to ICCA, Copenhagen is the world's 13th most popular destination for international congresses.



Grass Roots Meetings & Events showcases Hilton Bankside

■ Grass Roots Meetings & Events showcased the new Hilton Bankside to more than 40 corporates from the finance, energy and professional service sectors including Newsquest Specialist Media and DAC Beachcroft. David Taylor, Managing Director, Grass Roots Meetings & Events, says, "Our close ties to the supply side of the market allow us to organise these exclusive events on a global scale ensuring our clients continually benefit from our knowledge and expertise."

434 brands from 29 countries at Digital India

■ The 24th Convergence India 2016 expo saw leading names from the ICT industry hold discussions on building blocks that are integral to the success of the Digital India mission, namely: mobile broadband, broadcasting, digital wallets, big data and cloud, and IoT. The opening session for the day began with 'Digital India-Technologies and Applications for Citizen Services including Rural Broadband.' The exhibition attracted 434 leading brands from 29 countries including Australia, Canada, China, Japan, Norway, Singapore, South Korea, UAE, UK, USA, to name a few showcasing the latest technology trends from the global ICT industry.



FACTS

Minor Hotel Group launches Oaks Neemrana

■ Minor Hotel Group with a portfolio of 136 hotels and resorts in 22 countries across Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean, has announced the first Oaks property in India with the development of Oaks Neemrana, in partnership with India-based NSP Associates. Oaks Neemrana is under development in the centre of the town and is scheduled to open in 2017. Facilities at the 116 unit Oaks Neemrana will include an all-day dining restaurant with sky garden, a lobby café and lounge area, a pool bar, meeting space of 160sqm with capacity to accommodate up to 80 people, plus a gym and a kids' play area.



Personalised Meeting Rooms at Hyatt Regency Delhi

■ Hyatt Regency Delhi launched personalised private space The Living Rooms at The Mansion. The concept of The Living Rooms was designed around creating contemporary spaces that have a residential feel. A series of multifunctional spaces on offer cater to creative meetings during corporate hours. These new spaces lend themselves well to MICE events as they provide multiple options for plenary as well as break away rooms.

Benefits multiply with incentives: Chris Roebuck at MICE Arabia Congress 2016



■ Chris Roebuck, Visiting Professor, Cass Business School, London to hold a session on 'Getting the best from your team: Leadership lessons to consider' at the fourth annual MICE Arabia Congress 2016. It highlights how to leverage individual's own experience and motivation as a powerful tool to get the most from the team, focusing on the effect of motivational rewards like incentive trips and the significance of events. Roebuck maintains that organisations and teams are increasingly recognising that even in cost conscious time, incentive trips, corporate events and professional conferences add value to the company as the benefits multiply what is being delivered inside the organisation.



Bird Group unveils B-Privè

■ Bird Group has unveiled B-Privè—the loyalty programme. B-Privè members have access to over 50 uniquely crafted privileges that range from dining, spa and business centre at Dusit Devarana New Delhi, DusitD2 and The Royal Park Hotel, London.



Pride opens first upscale hotel in Delhi

■ The Pride Group of Hotels launched their first upscale hotel, the Pride Plaza Hotel in Delhi with elegant spread of 385 rooms, out of which at present 288 rooms are operational. The hotel offers five state-of-the-art banquet halls, eclectic dining venues, an outdoor swimming pool, fitness centre, and ORA spa.



Germania to commence flights to Lapland

■ Direct flight connections to Lapland will reach a totally new level in winter 2017 when Germania commences flights from Berlin to Rovaniemi and from Düsseldorf to Kittilä. Finnish airport operator Finavia welcomes the newcomer to Finavia airports and promises to give 100 per cent effort to help make these new routes a success. New route connections in Lapland are the outcome of fruitful cooperation between Finavia, Visit Finland and the travel operators of the Kittilä and Rovaniemi regions. Finavia has invested heavily in tourism in Lapland in recent years. Finavia has invested a total of EUR 35 million in Lapland's airports in 2014–2016.



Shandong Airlines connects Delhi to three Chinese cities

■ Shandong Airlines is now operating four flights per week from New Delhi to Kunming, Jinan and Qingdao in China.

Kigali Convention Centre: East Africa's new service hub

■ The Kigali Convention Centre, Rwanda, will open in June 2016 to host the 27th African Union Summit. Eng. Didier Sugashya, Executive Chairperson, Ultimate Concepts Limited (UCL) said the Centre is poised to be a service hub in the East African Community.



Sarawak played host to one international conference every week of 2015

■ Malaysia stepped-up in global recognition through a series of 52 internationally-acclaimed conferences, which were hosted in the Land of the Hornbills. The conferences witnessed attendance of 15,830 delegates, amounting to direct delegate expenditure (DDE) of RM31.336 million. They also comprise a majority of the 59 conferences won by Sarawak Convention Bureau (SCB).



FACTS

Barcelona Convention Bureau: New website

Barcelona Convention Bureau's new website www.barcelonaconventionbureau.com is aimed at the professional market: agencies, companies and associations which want to organise an event in Barcelona. The site has two main parts: 'Why Barcelona' brings together images and characteristics of the city. 'Plan your meeting' lists the complete supply of professionals who can help organise events.



Impact reveals 'mega projects'

In partnership with Sanderson Group, an Australian thematic design and construction company behind the success of Disney Seas in Tokyo and Universal Studios Singapore, Impact theme park is expected to be completed by late 2017 or early 2018. Another exciting large-scale investment project is Marina, which caters services to yachtsmen looking to lease out a space for mooring a boat when it is not in use.



Jet Airways: Now, Lengpui Airport to Delhi

Lengpui, which serves the state capital Aizawl, is only linked to Kolkata, Imphal and Guwahati. But Jet is now planning to extend its Delhi-Guwahati service to Aizawl, with total flight duration of approximately four hours, including the stop in Guwahati in both directions.



Hilton Worldwide has a MICE sales team

Hilton Worldwide, company with a portfolio of 12 brands including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton, Hilton Garden Inn and Hampton by Hilton, announced the formation of an integrated region-level Leisure and MICE Sales team in India. The 10-member team is led by Mani Ravi, Director of Sales, Leisure & MICE Sales - India, Hilton Worldwide. The team is deployed across Delhi-NCR, Mumbai, Ahmedabad and Chennai, and covers Bangalore and Kochi as well.





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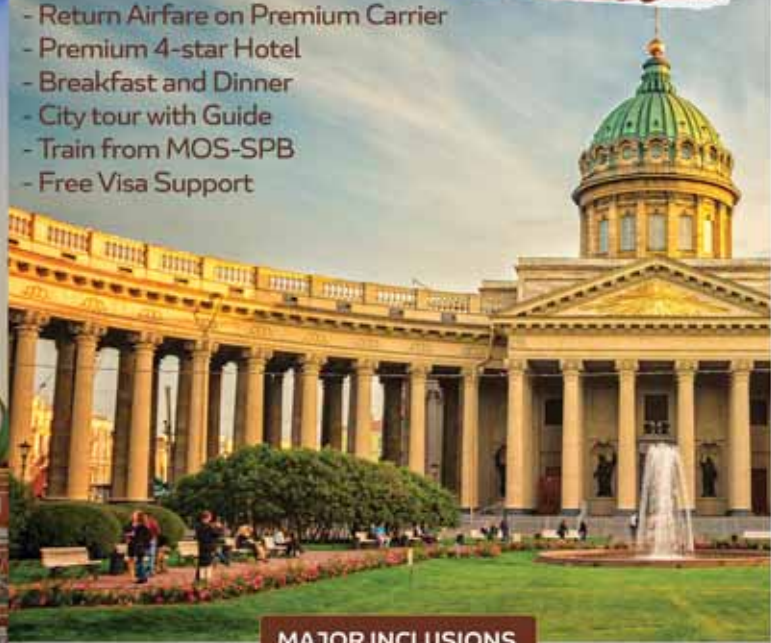


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Vaishali Dar

Event planning is huge business. It includes planning and executing every detail of a meeting, conference or event including budgeting, selection of venues, acquiring permits, planning food, coordinating transportation and

accommodation, developing a theme, arranging entertainment activities, managing risk and developing contingency plans. So here is what makes these events a success from those who make it happen. Excerpts:



Rajeev Jain
Director
Rashmi Entertainment

Planning: Event managers bring in a professional approach to event planning. The budget and timeline are clients' prerogatives. Proper risk assessment is done from the planning stage. Right from taking weather into consideration to deciding on the venue accordingly to having backup manpower everything is considered before planning an event. Contingencies are planned vis-a-vis vendors, safety of equipments and insuring the event. Social events have increased the reach of event

managers in terms of creativity and idea execution. Social events are not too much constrained by budgets so their magnitude is also higher.

Market an event: In a professional event, marketing is a client prerogative. If the client wants us to market the event then a mix of branding activities, advertisements, hoardings and social digital marketing activities are used to market the event.

Challenges: Taxation, hassled licensing procedure, long payment cycles, lack of trained manpower, inability to demonstrate ROI on the event cost are a few challenges.



Sanjeev Pasricha
CEO & Managing Director
C S Direkt Events and Exhibitions

Planning: A good event planner always understands the essence of the event and converts thought into reality. Execution of the event within the cost specified and still managing a healthy bottom line is constituted as the right budget. Making sure that the event is planned in such a manner that there is adequate time for making last minute changes without the challenges of approvals, sourcing of material, vendor shortlisting is all about managing timelines. The internal deadline has to be always

before the deadline of the end user. Always plan for the worst and that anything and everything can go wrong, if that is done, nothing will go wrong.

Market an event: Done mostly through word of mouth publicity or through subtle social media campaigns.

Issues: Cooperation from industry partners and governing bodies is required, which at time is lacking. There have been instances when service providers back out, permissions do not come on time, equipment is faulty but a good event company foresees and overcomes these.



Amit Saroj
Director
Attitude Events

Planning: Event planning is like an imaginary thread that holds all elements of the event together. In the absence of this thread, a strong and experienced team may fall apart, leading to an unpleasant experience for attendees. The budgets vary on the requirements of various events. To give an idea, a standard event like a 300 people, two day conference can cost from ` 25 lakh to ` 1.5 crore.

There is an old famous saying, 'Failing to prepare is preparing to fail', it applies to all

plans. Reviews are important, back-ups for equipment, vehicles, people, consumables are incorporated in contingency plans.

Market an event: Social media is an important aspect. The target data is the first step which is used for campaigns to promote the events.

Challenges: Awareness of the customer about using a PCO effectively is a prime concern. Hence educating a customer about selecting the right partner is an important challenge. As most of the times, the lowest price is considered, and event managers perform an assistant's role instead of leading projects.

“ To give an idea on the range, a standard event like a 300 people, two day conference can cost from ` 25 lakh to ` 1.5 crore based on the elements involved in organising it ”



Gary Khan
CEO
Hyderabad Convention Visitors Bureau

Planning: We have some of the best service marketers in the Bureau—the Professional Conference Organiser (PCOs). They are MCI India, CIM Global, K W Conferences, Thomas Cook India and two more to join. Budget and timelines are tailored to the needs and requirements of the clients. The Government of Telangana has a pro-active approach towards providing 'golden nuggets' to the organisers by sponsoring activities during the congress. HCVB is on the membership spree by inducting members into the Bureau. We are also in talks with CII (Confederation of Indian Industry) for having HCVB included into their voluminous portfolio. Increase

in Fam tours for prominent MICE writers abroad to visit the City of Pearls is also kept on our drawing boards.

Market an event: HCVB extends support in designing promotional campaigns, creative marketing materials like teasers, postcards, promotional CDs, brochures, pamphlets and email-blasts. We have been involved on social media also.

Challenges: The deficiency is in understanding that this industry is not merely business-driven but people-driven. The e-visa process for some countries comes as an impediment making the process tedious for delegates coming from different parts of the world. There is a lack of experienced professionals with special skills to cope with/administer projects.

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Naveen Rizvi
Executive Director
ICE- Integrated Conference & Event Management

Planning: Event planners are aware about the areas where high risk is involved and do proper quality and security check. There are two primary markets for event planning services: corporate and social. There is no use booking venues or preparing plans until it is determined whether the event is financially viable and fits into the client's

financial consideration. The timelines cannot be generic as the same depend upon the event size, scale and magnitude. The contingency plans made differ from event to event, depending upon the profile, size and the kind of event being handled. We keep backup equipment ready such as extra screens/mikes in case the ones being use conk off or more quantity is required due to increase in number of guests. In cases where F&B is involved, the catering partner is instructed to take provision of extra food in case there is huge turnaround at the event than expected. Extra quantity is ordered for all the printed collaterals and merchandising gifts/souvenirs as a backup plan.

Social market: Fan pages or hashtags are used to build awareness for an event, promote ticket sales, and initiate communication and interaction with audiences. Using social networks to listen to consumers and attendees prior to and during the event fosters anticipation and enhances the user experience in turn developing relationship with the event or brand.

Issues: The challenges faced by the event industry are the regulatory bottlenecks, taxes, limited infrastructure, lack of trained manpower, inadequate supply chain and obtaining sponsorships.



“Execution of the event within the cost specified and still managing a healthy bottom line is constituted as the right budget”



Sanjay Soni
Chief Knowledge Director
Incredible Design

Planning: A structured and systematic way of executing a particular job. It may be compared to planning at any level which may be as basic as planning a school curriculum, or financial planning or planning a war or planning a surgery by a doctor. Target marketing for event planning is very broad. At the macro level, it assists in creating projects, defining objectives, and partnering the client to achieve the objectives. It also delivers in generating financial resources. Each event is unique in its inception, conception and execution. This is what effects the budgets and timelines. Though the budget heads that one refers to in any event are always 'typical' the scales do differ. Contingencies are kept to ensure resource in immediate

response in case of an emergency. The expected emergencies may range from unforeseen circumstances which can lead to the cancellation or postponement of the event, such as natural disasters, law and order situation, sudden shift in objectives to name a few.

Issues: The biggest challenge is the lack of knowledge. This springs from the lack of training. Most of the event managers across all three listed above are the ones who have trained on the job, and haven't had a formal training in this field. In the Indian education stream this is still a business practice but not a profession emerging out of formal structured education training. Thus the practicing professionals display only the response system which is reactive and not pro-active. This also results in total lack of knowledge of safety standards and thus their implementation.

Incredible India



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Exhibition and B2B:
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HIGHLIGHTS

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

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The FRENCH CONNECTION

Famous for fashion, perfumes and cuisine, France also offers exotic historic business venues such as chateaux, abbeys

Targeted interaction with travel companies focusing on MICE, one-on-one interactions through sales visits and trainings have helped spread awareness about France's assets for business. Atout France has also encouraged specialised travel agents to visit the annual workshop to meet and interact with the French partners who are interested in receiving Indian groups.

Indian travel delegations have also attended the annual MICE buyer-seller meet—France Meeting Hub that takes place in France and showcases France as a MICE destination. To reach out to a wider audience, Atout France has also participated in several MICE showcases in India enabling interaction with travel agents and sometimes corporates. "Our global communication campaign launched this year, 'Be Inspired, Be in France' shall be the mainstay of all our communication undertaken in this domain," says Sheetal Munshaw, Director, Atout France in India.

ALWAYS BUSINESS

"To understand and gauge industry feedback on evolving MICE trends and France's positioning as a MICE venue, we conducted a MICE panel comprising key representatives from the travel industry and our airline partner Air France. The



Cédric Helsly

exchange took place over a champagne breakfast in the presence of the Honorable Consul General M. Yves Perrin of the French Consulate of Mumbai. A delegation of 10 travel agents also attended our annual global showcase-France Meeting Hub that is dedicated to MICE. Organised in Strasbourg this year, this event provided a perfect platform for buyers from all over the world to interact with French suppliers keen to receive corporate groups for events and incentives,” says Munshaw.

CONVENTION FACILITIES

France has a selection of 120 convention centres including 95 congress halls with an accommodation capacity of 147,000. There are around 2,000 venues with a minimum capacity of 200 people and 15 congress halls with a total capacity of more than 4,000 people. Around 80 exhibition centres include three venues of more than 100,000 sqm—Paris Expo, Villepinte and Euroexpo. France’s repertoire of exclusive historic venues include châteaux, museums and abbeys for hosting meetings, incentives, gala evenings and other events.

GOVERNMENT OFFERINGS

The network of tourism boards present in each region and city provide help and assistance and

AWESOME PARIS

According to the Anholt-GFK CBISM Index, Paris has pushed London off the top spot to win back the number one place as the highest rated city in 2015, out of a total of 50 cities.

sourcing contacts for MICE movements. Their support is extremely valuable in the organisation of events and incentives. As of now there are no special incentives or discounts for organising events. That has to be individually negotiated with the DMCs or suppliers.

MICE MARKET FROM INDIA

Currently the ratio of MICE travellers to France stands at 30:70. “In the last few years, France’s popularity as a preferred destination for incentive and corporate movements is gaining momentum. The effective implementation of visa procedures for group applications has given a positive impetus to our efforts of showcasing France’s assets in this domain. We are optimistic that in the near future, the business will augment our 4,00,000 Indian arrivals recorded in 2014. France will soon welcome an Indian incentive

“

Indian travel delegations have attended the annual MICE buyer-seller meet, France Meeting Hub, that takes place in France and showcases France as a MICE destination

”



Léonard de Serres



Patrice Thibault



Passe-Muraille

Maurice Subervie

Franck Charel





Cédric Helsly



Cédric Helsly



“
France will soon
welcome an
Indian incentive
movement of
2,200 people,
slated to arrive
in Paris in
December 2016
which will help
boost our figures”

Sheetal Munshaw
Director
Atout France in India



Jean Francois Tripelon-Jarry



M. Raynaud

movement of 2,200 passengers slated to arrive in Paris in December 2016 which will help boost our figures for the year,” adds Munshaw.

VIEWS AND CUISINE

The country is home to 33 sites designated as UNESCO world heritage monuments, 40,000 castles, abbeys, manors, churches and 8,000 museums, all of which serve as ideal hosting options for corporate events. France's gastronomy which enjoys global repute forms an integral part of its *art de vivre*. 'The Gastronomic Meal of the French' has the honour of being added to the UNESCO Intangible Heritage of Humanity list since November 2010. France offers its visiting corporates innovative culinary expertise and a selection of 609 Michelin-starred restaurants, more than 470 wines with a label of quality and more than 10,000 wine cellars for visits and wine tasting.

Indian corporates can also avail of the services of Indian caterers present in Paris, Nice and other cities to address the needs of incentive groups. Event professionals are committed towards minimising the impact of events on the environment and facilitating social connections.

SAFETY

To enhance safety, the Government of France

maintains a threat rating system known locally as 'Vigipirate'. Under this plan, during times of heightened security, the government augments police with armed forces and increases visibility at airports, train and metro stations and other locations such as schools, major tourist attractions and other government institutions.

ACCOMMODATION

A hotel inventory of more than 612,000 rooms ensures accommodation options for every budget. More than 13,000 hotels in France have adopted the international classification system designed to attract the international market.

AFTER-HOURS ACTIVITIES

Corporates can choose from backstage visits of iconic monuments in Paris such as the Opera Garnier, Louvre and the Eiffel Tower to name a few. A choice of exciting activities such as hot-air ballooning over majestic châteaux, wine appreciation courses, culinary classes with a French chef, treasure hunts, rallies on vehicles such as Harley Davidson, luxury vintage cars and limousines enhance the experience.

In addition, groups can also experience activities such as paragliding, river-rafting, parasailing, trekking and hunting besides a host of other adventure activities in many regions and cities.

“

*ACE of MICE
will showcase
many new
technologies,
trend topics,
famous speakers
and have
surprise events
for MICE
professionals*

”





Incredible STANBUL

A metropolis with a rich history of 8,500 years, Istanbul is an exciting blend of cosmopolitan life and modern infrastructure, making it a good place for MICE

Istanbul is a natural gateway for two continents, Europe and Asia, divided by one of the world's busiest waterways—the Bosphorus Strait. Istanbul is an ideal MICE destination with its vibrancy, modernity, swathe of new infrastructure, heritage and enviable geographical position. It offers unique and exciting venues and a historical meeting place for the East and the West with a mix of cultures and ideas. The city's 51 universities and five techno-parks make it a hub of

learning, inspiration and innovation, perfectly in line with the philosophy of MICE.

With its seven convention and three exhibition centres the city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 corporate and leisure visitors alike. Combined with Istanbul's historic venues, palaces, museums, bazaars, hamams, cisterns and more, it offers meeting planners a variety of remarkable options to

create truly outstanding events. Istanbul is also one of the world's top food destinations with eateries offering fabulous quality traditional fare, haute cuisine and fusion, many in such sumptuous locations as being perched on the Bosphorus with views across the historic peninsula and beyond.

CONVENTION CENTRE

Istanbul can host every type of event, from bespoke incentives to meetings for up to 30,000 for corporate and





MEDICAL CONGRESSES CHOOSE ISTANBUL

Istanbul's medical infrastructure, including 233 hospitals with 32K bed capacity and as being home to 17 faculty of medicine in its 53 universities makes Istanbul a unique meeting point for medical congresses. Istanbul University and Marmara University are the most important universities in this field. The city hosted around 130 international congresses with 75,864 delegates in 2014 (ICCA) and over 20 per cent of the congresses were medical. By the end of November 2015, the city welcomed over 40,000 delegates and almost 45 per cent of the delegates were part of medical congresses.

Ozgul Ozkan Yavuz, General Manager, Istanbul CVB, says, "We are expecting higher numbers in 2016. Istanbul has confirmed 47 international congresses for 2016 and the figures shows that 40 per cent of the delegates will be part of medical congresses. We hosted Association for the Study of the Liver –APASL Meeting with 4,000 delegates, European Group for Blood and Marrow Transplantation –EBMT with again 4,000 delegates. For the upcoming years, we are excited to be hosting the European Society of Cardiology with approximately 2,000 delegates, WFNS World Congress of Neurosurgery with 8, 000 delegates and World Congress of Pediatric Cardiology and Cardiac Surgery–WPCCS with over 3,000 delegates. As Istanbul CVB, we are aiming to have stronger collaborations with local medical associations and strengthen our position by hosting even more medical congresses in our city."

“

Istanbul is among the world's Top 10 Congress Destinations since 2010 and has hosted 130 international congresses in 2014. There were 118 international congresses in 2015

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leisure visitors alike with seven purpose-built convention centres and three exhibition centres which are all Istanbul CVB members spread out in the city—CNR EXPO, Grand Cevahir Hotel & Convention Center, Halic Congress Center, Istanbul Congress Center, Istanbul Expo Center, Istanbul Lutfi Kirdar ICEC and WOW Hotels and Convention Centre.

ACE OF MICE

Turkey's congress, meeting and event industry exhibition 'ACE of MICE Exhibition' will host MICE professionals and the entire event sector for the third time from March 16-18, 2016 at Istanbul Congress Centre and Istanbul Lutfi Kirdar-ICEC. Congress and event sector's leader organisation 'ACE of MICE Exhibition' is being organised since 2014 and gathers all national and international MICE professionals under the same roof.

ACE of MICE Exhibition gathers MICE professionals from all around the world under the same roof and in 2015 the exhibition hosted 11,687 visitors and 269 attendees from 25 countries. The exhibition hosts 656 hosted buyers from Turkey, North and Latin America, Europe, Africa and Asia in total. Many new technologies, trend topics of the sector, famous speakers and surprise events will be provided to the MICE professionals. It is the most

extensive B2B event of Turkey and will gather Turkey's and world's important MICE industry companies with corporate companies, MICE professionals, associations and national and international hosted buyers. 'Women of MICE' panel will host women of corporate companies, MICE sector and business life. The panel will focus on women's perspective to the sector, problems they have, solutions of them and event success stories.

The 'Speakers' Corner' will be set up within the exhibition area which will host more than 15,000 visitors for three days. The corner will host various valuable expert local and international speakers. Sessions on social media, neuromarketing, hybrid meetings, green meetings, mobile event solutions, event technologies and more.

All of the local and international hosted buyers, attendee companies, speakers and press members are invited to the Network Party. The party will host many special shows and performance during the night and promises to be unforgettable.

Within the Future of Exhibition Sector, Exhibition and Stand Designers' Association Workshop and Summit, there will be a workshop with the attendance of architecture,

BE A PART OF INDIA'S
POTENTIAL AS 'ONE STOP'
DESTINATION FOR MEETINGS,
CONVENTIONS & EVENTS

INDIA FOR

MICE

INTERNATIONAL CONCLAVE

CONFERENCE
BUYER/SELLER MEET
EXPO

MAKE IN INDIA
MEET IN INDIA

MAR 31 &
APR 01 2016
HITEX
HYDERABAD

MAKE IN INDIA. MEET IN INDIA.

To showcase India's true potential as a preferred MICE destination, the Govt. of Telangana in collaboration with Global National Industry bodies are organizing INDIA FOR MICE Conclave 2016.

For the very first time, the board meeting of the world's largest association of MICE Industry: International Association of Exhibitions and Events (IAEE), headquartered at Dallas, USA is scheduled concurrently with INDIA FOR MICE Conclave 2016.

Objectives of INDIA FOR MICE

- Promote the inbound MICE potential of India
- In-depth segment wise review and synergize capabilities
- Address specific challenges faced in inbound MICE Business
- Road map for growth of MEET IN INDIA

The power packed conference program includes :

- Meet in India : Opportunities and FDI in MICE
- Riding the high tide : How to capitalize the positive global outlook on India (Reference to MICE)
- Synergizing : Business MICE and Leisure Tourism
- Developing and promoting world class MICE infrastructure and services (including skill development)

THE CONCLAVE

This would be a business gathering of leading MICE industry leaders across the world with senior decision makers from both regional and central government quarters who would grace the 2-day Conclave amid over 500 industry players from all over India.

For delegates, sponsorship and participation enquiries, kindly contact:

Mr. B. Rajender Kumar Director – FTAPCCI M: +91 80085 79626 E: raj@fapcci.in

Mr. Sambit K Mund Head – Events & Fairs, HITEX M: +91 958 122 5959 E: sm@hitex.co.in

Host State:



Organized by:



Supported by:



Premier Media Partner:





interior architecture and industrial design students. Within the summit, three different sessions will be organised with the attendance of valuable speakers. The topics of the sessions are; Future of the Exhibition Sector; Description of Temporary Structures (Stands) in Exhibition, Congress and Event Area; Determining the Criteria of Temporary Structure (Stand) Builder Companies. The programme will host many wonderful speakers and will focus on the exhibition sector during the day.

“
The number of conferences in Istanbul increased by 280 per cent in the last decade
”
 Özgül Özkan Yavuz
 General Manager
 Istanbul CVB

The workshop and the interactive interviews during University Students Meet MICE Sector will gather Tourism and Marketing Communication students and academicians from 15 best universities of Turkey and sector professionals. The program will gather various academicians, event professionals and students and will be on March 18th, the third day of the exhibition.

CONNECTING TO INDIA

Istanbul is home to well known companies offering a huge variety of options and alternatives to hold well planned events for Indian groups. Turkey's e-visa system offers an easy way to travel to the country. Indian groups/individuals can obtain their e-visa with just a few clicks. Turkish Airlines connects Istanbul with India. Turkish Airlines has direct flights

ACCOMMODATION

Istanbul, with unique Turkish hospitality, is both numerous (at 99,000 plus beds) and diverse with a selection across the spectrum including more than 193 five-star and four-star hotels.

to Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.

AMONG THE TOP

Istanbul is the world's Top 10 Congress destinations since 2010 and hosted 130 international congresses in 2014. “We had 118 international congresses in 2015. The number of conferences in Istanbul increased by 280 per cent in the last decade. Our goal for 2023 is to make Istanbul among the top five in the world. We welcomed a record number of 11.8 million international visitors in 2014,” says Özgül Özkan Yavuz, General Manager, Istanbul CVB.

“Istanbul is one of the most popular destinations for Indian wedding planners and corporate events. Not all cities in the world are blessed with a unique venue selection from the 4th century as well as sanctuaries from all three major religions and that you can enjoy your events in two continents,” adds Yavuz.



ITB Berlin IS 50

Exotic music, rhythms and dances mark 50 years of the famed travel trade show, besides the usual business events and knowledge sharing discussions



ITB Berlin is celebrating its 50th anniversary. Being held from 9-13 March 2016, the fair's organisers expect around 10,000 exhibitors and organisations from more than 180 countries in the 26 halls on the Berlin Exhibition Grounds. Maldives is the partner country.

Marking its 50th year, musicians, singers and dancers from around the world will perform modern and traditional works. This show is being organised by ITB Berlin in cooperation with the International Delphic Council, a global cultural organisation. Maldives is organising the opening event on the eve of ITB Berlin. Global stars will be performing live at the grand finale of ITB Berlin. Arndis Halla, the 'Voice of the Icelandic Wind' and an internationally renowned singer, will take the audience on a trip to the sounds of the North, to a mythical world of elves and trolls and on a musical tour of Iceland's ancient sagas, which she brings to life in her albums.

PARTNER NATION

Maldives is aiming to showcase its 'Visit Maldives Year' which will run through 2016 and is aimed at increasing visitor arrivals to 1.5 million. This event will showcase the country's cultural and historical aspects, with Maldivian Boduberu dances and cuisine. The island nation first exhibited at ITB Berlin in 1984 and will occupy a large 583m² display area.

"Bookings are stable compared to 2015, underlining ITB Berlin's role as the world's leading travel trade show despite the difficult economic situation on the world market, the refugee crisis and terror attacks. This year's ITB Berlin will unite supply and demand from around the world again and send out an important message for the future. The high level of demand from emerging destinations such as Asia and the Arab countries and the growth of popular markets such as Travel Technology are proof of how dynamic the global travel industry is. At the same time, up-to-the-minute and forward-

looking themes at the ITB Berlin Convention, where leading experts will be taking part in the debate, emphasise ITB Berlin's reputation as the travel industry's driving force," said David Ruetz, Head, ITB Berlin.

The grand finale of ITB Berlin will be taking place on 13 March in the Palais am Funkturm.

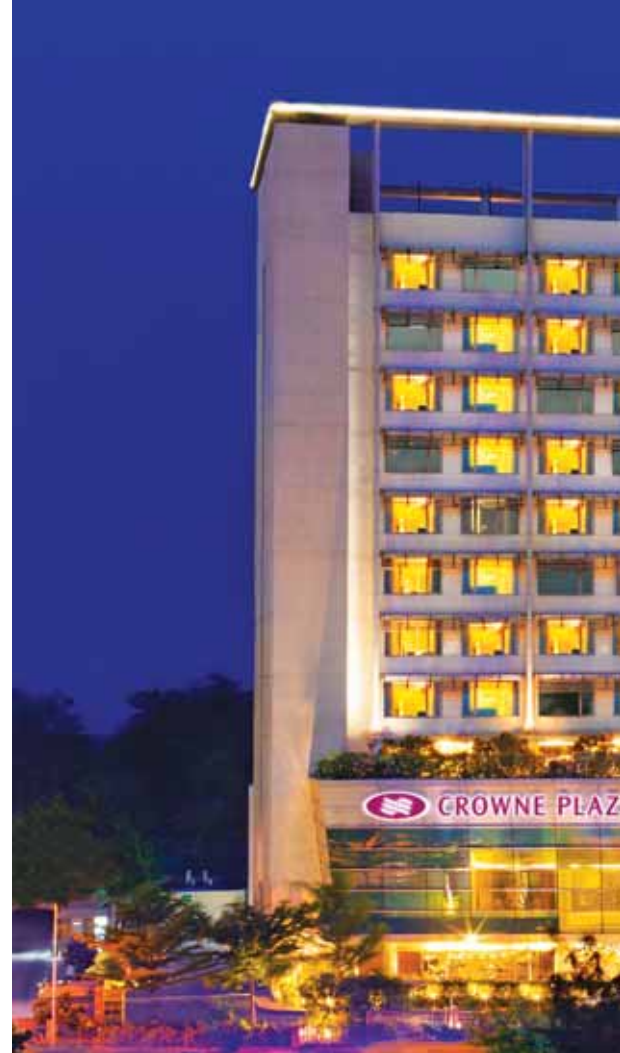
“ The high demand from emerging destinations such as Asia and the Arab countries and the growth of popular markets such as Travel Technology are proof of how dynamic the global travel industry is **”**

Innovative BUSINESS solutions

Winner of the Best Business Hotel in India Travel Awards West 2015, Crowne Plaza Ahmedabad City Centre makes for an apt MICE venue, says **Mayuresh Deodhar**, Director of Sales & Marketing, Crowne Plaza Ahmedabad City Centre



Mayuresh Deodhar
Director of Sales & Marketing,
Crowne Plaza Ahmedabad
City Centre



FACILITIES

Crowne Plaza Ahmedabad has a large pillarless ballroom of 5,400 sqft with a clear ceiling height of 15 ft along with a pre-function area of 2240 sqft and an outdoor terrace garden of 3,000 sqft. Apart from the above, the hotel offers five meeting rooms with a total area of 3000 sqft ideal for small to medium conferences and events. Dedicated Crowne Meetings Director acts as a single point of contact for the event.

INVENTORY

Approximately 500 plus rooms added into the inventory since 2014-15 in the upscale segment in Ahmedabad. In spite of the new inventory being added, the

market recorded a growth of 4.8 per cent in occupancy.

ACCESSIBILITY

Ideally located in the new commercial hub on the Sarkhej Gandhinagar highway, the hotel is easily accessible to the airport and other industrial areas.

CLIENTS

The hotel caters mainly to corporate, leisure travellers, corporate MICE groups and large weddings and social events.

TRENDS

The key features most MICE organisers look for in hotels are flexibility,

personalised and friendly service and value. There is a demand for hotels offering greater availability and better space formats to host larger groups. Another trend is the fact that hotels have diversified into more theme-oriented packages increasing the possibilities of variety and choices. Conferencing spaces are now created with business conventions in mind rather than a social gathering or weddings. Most patrons prefer an outdoor seating arrangement or ballrooms and meeting spaces with natural light as companies feel it helps in more participation. We have seen a trend in some of our sister hotels where they have organised meetings with a floor seating on the terrace, by the pool, or



“

The hotel has a large pillarless ballroom of 5,400 sqft with a clear ceiling height of 15 ft along with a pre-function area of 2240 sqft and an outdoor terrace garden of 3,000 sqft

”



even in a lounge. This helps hotels to offer a variety of opportunities to help clients stay active all through the meeting by incorporating activities such as games, group-walks or stretching at breaks—activities which encourage people to get up and move. Another interesting trend that we see especially in our market is that the lead time of receiving MICE queries is becoming shorter and shorter and sometimes large events are also confirmed within a week’s lead time.

EVOLVING INDUSTRY

The art of organising meetings is fast evolving to meet with the dynamic changes of the business landscape today. Thus, adapting to the changing needs

of the MICE industry has become a must for hotels. The MICE segment is a major revenue generator for the industry and the government can certainly accelerate the growth by developing better infrastructure in terms of road connectivity, airports. The government in recent times has made forward looking amendments such as liberalised visas required for conferences and meetings. Effectively, visas for conferences organised by public institutions, public sector undertakings, central educational institutions, Reserve Bank of India, UN and affiliated organisations can be approved by Indian missions and posts, and do not have to be referred to the Ministry of Home Affairs, Government

of India for security clearance. The move is expected to give a much required boost to MICE Tourism. India has struggled so far, lacking infrastructure for meetings and conferences. The decision will definitely reap benefits.

COMPETITORS

In terms of MICE there are presently two or three hotels that can accommodate large MICE events like the Hyatt Regency and the Courtyard Marriott.

POST EVENT ACTIVITIES

The hotel has innovative solutions such as theme-based breaks, and post event session like popular lifestyle consultants and health experts with tips.



JOYOUS MEETINGS

Winner of Best General Manager, Novotel Kolkata Hotel & Residences, India Travel Awards East 2015, **Jai Kishan** shares how business is easily done in the City of Joy



Jai Kishan

Offering a plethora of venue options with good technological support, Novotel Kolkata is an apt MICE choice for business travellers coming to the city. The bouquet of venues includes meeting rooms, banquet halls, open air options and more. The hotel has modern rooms, suites and serviced apartments with a range of entertainment options, shopping and dining choices within and near the hotel.

CONVENIENTLY ACCESSIBLE

Novotel Kolkata is conveniently located on the main road connecting the airport to the IT sector. The hotel is positioned on the main arterial road which is dotted with Eco-Tourism Park, the new Financial Centre, two major

cultural centres, IT parks, shopping malls, multiplexes and residential complexes.

OVER SUPPLY OF ROOMS

Kolkata and the Eastern part of the country have a lot of untapped potential which is only beginning to unfurl. Given the current state of development and particularly in the Smart City of New Town, the market will prosper.

POST CONFERENCE ACTIVITIES

Guests can begin their day at the 24-hour fitness centre which is manned round the clock. The hotel has a multi-service spa and salon with steam and sauna. Guests can dine at leisure across the hotel's five dining outlets or choose to order room service.



Stud!o, the new addition to the hotel's bouquet of dining options, is a speciality Pan-Asian outlet which features live music in the evenings. The hotel organises customised tours in and outside the city for those who wish to see the main and offbeat tourist spots of Kolkata and its surroundings.

The hotel has a team of professionals and empanelled event managers who are allocated as per the event and clients' suitability and budgets. The AV team, banquet operations support and custom-made menus are organised by the hotel.

The hotel is located next to a tennis court situated in the adjoining Axis mall, a water-themed park (Aquatica), an eco-park situated on a 480-acre plot comprising a 9-hole golf course, wetlands, grasslands, urban forest, butterfly garden and more. Cultural centres in the area are Rabindra Tirtha and Nazrul Tirtha. There is a fine-arts museum Arts Acre, 20K running track, open grounds for children, elders, joggers and senior citizens. The adjoining shopping mall has a multiplex in its premises.

HOSPITALITY TRENDS

Guests are now well-travelled and come back with the highest expectation in terms standards of professionalism. Cutting edge technology,

smaller meals and energetic meeting schedules involving gym-time, interactive video-conferencing and live TV are some trends that have swiftly climbed the popularity charts. Anticipating guest needs and delivering beyond guest expectations has now become the norm. Quick conversion ratios, shorter lead time, sky-high expectations, value for money and innovative solutions, instant gratification, real time connectivity, social cohesiveness and solutions with positive environmental impact are the latest in terms of trends.

CLOSE COMPETITORS

Novotel Kolkata has a rooftop banquet of 12,000sqft and several other options. The property offers technologically advanced features for business meetings with drop down screens, AV staff, empanelled event managers, customised menu and a dedicated team for sales and operations.

GOVERNMENT HELP

This is needed in terms of enhancing infrastructure, increasing connectivity and making the entire city a Wi-Fi zone. The government can also work to move the state from 3G to 4G in terms of telecom and data connectivity. The state has already surged in this regard by developing New Town as a Smart City. It is incredible to see the change in this area in a short span of three years.

“

MICE industry in India is not as recognised as it should be. We are, however, on the right track and should get higher visibility in the next few years if the planning and implementation is focused right. India has a huge potential to make its mark as the best MICE venue in the world

”



Rajeev Wadhwa
Chairman and CEO
Baron Aviation



BOOK charters online



A new online marketplace for private charters by Baron Aviation allows corporates to book a private jet with as much ease and in as much time as a regular commercial airline ticket online.

Hazel Jain



GLOBAL JET CARD FOR CORPORATES

Three-year old Baron Aviation is considered to be the first Indian virtual operator that purchased surplus aircraft inventory from charter operators. It offers its corporate clients a global jet card called Baron Eagle, which offers a complete air travel solution to corporates and high-end individuals. The card offers membership in three categories: Baron platinum, gold and silver. The 'by invitation only' membership programme will offer corporates all the benefits of owning a large fleet of aircraft depending on their requirement, at a fraction of the ownership cost and allows its members to fly private to most international destinations. Jet cards are prepaid cards where a set amount is deposited against a specified number of flying hours based on various aircraft requirements.

"With this card, we aim to redefine ownership of a private aircraft. It provides an ideal choice for customers to avail all the benefits of owning an aircraft at a fraction of ownership cost. We have invested heavily in designing world class processes and are investing heavily in training to ensure strict execution of deliverables which will set a new standard in the industry. We plan to acquire over 500 members in the next three years with its customer focus on corporate, celebrities and ultra HNIs and expects to fly over 25,000 hours by 2016-17," Wadhwa said.

Mumbai-based Baron Aviation has launched an online platform called BookMyCharters to book private jets and helicopters that integrates about 12 operators currently who have listed 40 aircraft. This allows corporates to offer a new service to their clients. **Rajeev Wadhwa**, Chairman and CEO, Baron Aviation, said that it will reach out to segments like celebrities, politicians, corporate, HNIs and inbound traffic through various channels including tour operators and tie-ups with hotels. "This new initiative will bring aircraft owners and users on to a single platform. We have dedicated dashboards of aircraft owners and operators, making us the only platform to have this. BookMyCharters has a live feed about availability with instant quotes, not estimates. The portal is mobile-friendly and there is no charge for registration."

He added that the company's vision is to corporatise the general aviation industry in India by aggregating aircraft inventory and consolidating customer demand. "We want to professionalise this market and improve the quality of aviation services to match with the global standards. This product is a user-friendly and quick tool to book a private jet that automates several manual processes and crunches multiple variables through our

advanced algorithms to reduce the entire process of searching and quoting an aircraft in as much time and ease as it takes to book an airline ticket online," he said.

BookMyCharters expects to grow the existing market by 30 per cent, bringing in new customers especially from non-metro cities and inbound traffic that can book and pay online. "The total charter market currently stands at `1,800 crore and expected to grow to `5,000 crore by 2020. While we already have 12 operators with 40 aircrafts right now, we will be bringing onboard five more operators with 10 aircrafts in total. We will have pan-India presence and are operational in all seven hubs," he said. The company also plans to reach out to mature markets like America and Europe and emerging markets like Africa in the coming years, either directly or by engaging partnerships with local players.

The Baron fleet comprises single and twin engine helicopters, cost effective and efficient turboprops as well as mid-size and large executive jets. With the launch of its online platform—BookMyCharters, the company will integrate offline strength with an online innovation and revolutionise the air charter industry.



“*The Baron fleet comprises single and twin engine helicopters, cost effective and efficient turboprops as well as mid-size and large executive jets*”



EXPERIENCE MICE The Philippines way

A lush 6.5 hectare property Henann Resort Alona Beach, Bohol makes for a unique MICE experience, says **Dr Henry O. Chusuey**, Chairman, Henann Group of Resorts

Anupriya Bishnoi from The Philippines



Dr. Henry O. Chusuey

What is the story behind Henann Resort Alona Beach, Bohol?

It all started with one man's simple idea of building his own resort in the island paradise of Boracay where his family and friends could enjoy a hassle-free vacation. Seventeen years since Boracay Regency's inception, Henann Group of Resorts has re-branded Boracay Garden and Regency Lagoon as Henann Garden and Lagoon respectively in the hope of unifying the Henann brand across the Philippines and making it stronger than ever. In May 2015, the group opened the biggest resort in the province of Bohol and this is situated in Panglao Island, making it the first venture out of Boracay and the biggest yet. Currently, the group is still

expanding in Boracay with Henann Prime Beach Resort in Station 1 which is planned to be opened in the first quarter of 2016 and two more beachfront properties scheduled to open in 2017. This beach resort is a 6.5 hectare property with 400 world-class rooms with balconies for higher floors and outdoor terrace settings for rooms located on the ground floor. Also, the resort has 12 exclusive villas with their own private plunge pool. The resort also has the longest beachfront on Alona Beach. Our main aim is to focus on Filipino hospitality. We use indigenous materials, so that people who come from other countries get a local taste while being in the hotel. The mantra of Henann is—affordable luxury accommodation.



What kind of MICE facilities does the hotel offer?

We have guests who not only want to experience resort getaways but also hold seminars and such events. Also, our convention centre has 16 break-up rooms. The wonderfully designed, state-of-the-art, three-storey convention centre features 2,160sqm of floor area combined, priding itself on accommodating over 1,000

guests, making it the largest in the province of Bohol. It can also accommodate smaller groups for seminars or meetings for which our break-out rooms may be used. With the 400 world-class rooms, it is truly an ideal venue for all types of events ranging from the corporate to the social.

How do you manage outdoor activities?

We have a banquet and events team which is in-charge of these activities. The F&B team works with them. We provide team building activities, games for both corporate and leisure and we are also considering putting up wall climbing activities, volleyball and then other beach games. This will be materialised soon.

How conveniently is the hotel located?

Right now the Tagbilaran Airport is the closest one. It's just a 30 minutes drive from our hotel. It's close from the airport. But the good news is the government will be developing an international airport in Panglao. Once it's built, it will be really convenient for the guests.

How long will this project take?

Actually this project has been a proposal for years now. But the work has finally started. So I guess five years from now the airport at Panglao should be operational.

“
The well designed, state-of-the-art, three-storey convention centre features 2,160sqm of floor area combined, priding itself on accommodating over 1,000 guests, making it the largest in the province of Bohol
”

IN THE POLISH **MICE** market

Meet The Bidder is a business event during which international suppliers meet Polish buyers to do business in the Polish MICE market. **Katarzyna Kałuza**, Business Development Director, Travel Bidder speaks to **MICETalk** about this gateway



Katarzyna Kałuza
*Business Development Director
Travel Bidder*

KEY FOCUS

Meet The Bidder is a MICE sales events held regularly in Warsaw, Poland, where we try to make the best of the contacts and relationships and act together to make our industry stronger. Our events are designed to bring together business partners and unite the international industry with our local market.

UNIQUE EXPERIENCE

Our clients are experts looking for creative ideas to be realised in different corners of the world. Creativity is the key to success, when it comes to the incentive market. DMCs should introduce the 'wow effect' to their programmes. Meetings with suppliers who know what it means to work creatively are still an uncommon experience,

since most DMCs offer standard sightseeing with a guide.

REVOLUTIONISE MEETINGS

We started a couple of years ago, when not many people saw the potential of the Polish MICE market. We met international suppliers and made them aware of our existence and our booming market. Now our workshops are bigger events, promoting not only companies but the destinations—cities, regions and countries. One of my favourite revolutionary ideas was the MICE Bingo game, designed to generate as many meetings during the event as possible. We also organised the first Convention Bureaux Summit in Poland which had the World Café formula for the morning industry discussion.



SESSIONS OFFERED TO BUYERS AND SELLERS

We organise one-to-one meetings between suppliers and buyers, special presentations that are destination-specific or an open discussion session in interesting formulas (for example, the World Café formula) to encourage the participants to share their views, ideas and exchange experiences.

FUTURE OF THE MEETINGS INDUSTRY

The success of the meeting industry is strongly intertwined with the development of technology. We have developed a tool ourselves which is the MICE Catalogue, available for free at our *travel-bidder.com* platform. However, all these tools and technology are just support and backup tools, because in this industry, face-to-face contact is most important and the whole reason why our industry even exists. Therefore, the technology and products it produces should and, in my opinion, will have only one aim—to bring people closer together in a quicker, easier and advanced way.

ABOUT THE EXHIBITORS

We have organised 12 editions of Meet The Bidder and we have promoted over 140 destinations. Our exhibitors are mostly DMCs, hotels, hotel chains, representation companies and convention bureaux. They search for opportunities to cooperate with the growing incentive market in Poland. Our market is not big, yet it's stable and developing. The suppliers are unique, as they pay attention to the needs of our market and are eager to learn how it works. Their offers are not 'mass' production offers—they adjust it to the needs of the demanding Polish client. These are the exhibitors whom we cherish the most.

PROMOTING THROUGH TECHNOLOGY

Technology gives us the possibility to search for the place, venue and company that will be appropriate for our organisation. It also gives us the possibility to communicate our needs and requirements. We are up-to-date with the newest trends, develop our own offer and place ourselves ahead of those who ignore the opportunity the technology gives us and stay outdated.

What is more, from our perspective—as the organiser of one-to-one meetings between the buyers and suppliers—technology will surely make it possible to gather all the information about the buyers and suppliers, making it possible to suggest and effectively match the buyers with the most appropriate suppliers for them.

MEET THE BIDDER 2016

- **15 March:** 14th Edition, Warsaw, Poland
- **14 April:** 15th Edition, Warsaw, Poland
- **23 June:** 2nd Convention Bureaux Summit, Warsaw, Poland
- **23 November:** Grand Edition, Warsaw, Poland



The success of the meeting industry is intertwined with the development of technology. We have developed a tool, MICE Catalogue, available for free at our travel-bidder.com platform. However, face-to-face contact is most important



ONLINE TOOL

Travel-Bidder.com is a free-of-charge tool that can support the everyday work of a professional MICE planner. It is a repository of information for planners. They can find company profiles, sample group programmes and contacts. "What we try to do in the online world, we also develop in reality and that is why we regularly organise our Meet The Bidder MICE sales events, giving the suppliers the opportunity to meet the buyers face-to-face and enhance their promotion."

QUICK FOREX for last minute travel



Abdul Hadi Shaikh
CEO
fxkart.com

A new portal offering quick and easy foreign exchange allows business travellers to buy currency at the last minute and at the best market rates

Hazel Jain

Now business travellers, who often struggle to get good rates at the last minute, have to worry about one less thing-forex rates. *fxkart.com* is an online aggregator of foreign exchange dealers that connects corporates to moneychangers in their cities. **Abdul Hadi Shaikh**, CEO, *fxkart.com*, says the focus is on inbound as well as outbound business travellers. "We enable the exchange of forex in a transparent and quick way. It is an essential service and it needs to be smooth and hassle-free. We have developed a mobile application for moneychangers and a mobile-enabled portal for our corporate partners."

Launched in April 2015, *fxkart.com* is a UAE-based Free Zone Company with its R&D centre in Bengaluru. According to Shaikh, it has already enabled 2,500-plus transactions till date. "Companies can buy forex for their employees online when they

book an international business trip and have it delivered to their offices at the best price available anywhere in the city. The portal shows all the available rates and the location of that moneychanger. The best rate

TIE-UP WITH WALL STREET FINANCE

fxkart.com, an online aggregator of RBI-licensed money changers, announced that it has tied up with Wall Street Finance Ltd, as a part of its ongoing initiative to provide haggle free and hassle free services pan-India to its customers for exchange of foreign currency. As per the tie-up, Wall Street Finance will join the list of money changers on the *fxkart.com* platform for buying and selling of foreign currency.



An app too

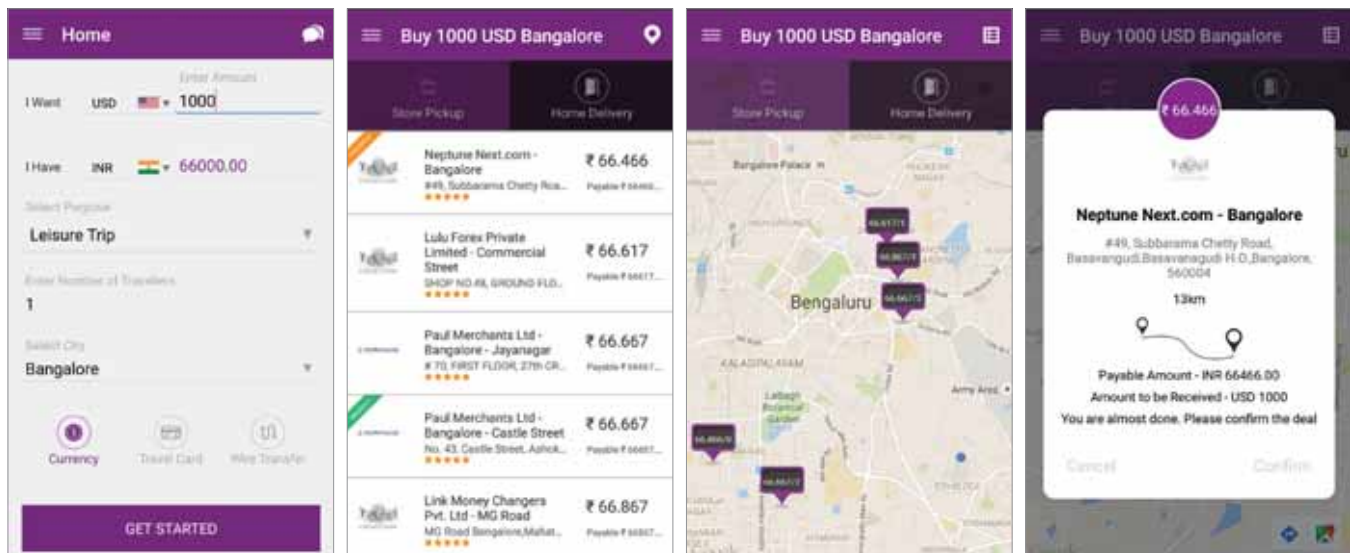
fxkart.com has also launched a forex booking mobile app for exchange of foreign currency and is available on the iOS and Play store. "The app is also an answer to all customer queries about foreign exchange through a personalised chat option. The app is geo-located, where users can enter the city or the locality from where they want to collect the foreign exchange, and automatically the screen would display the RBI licensed money changers in and around the locality along with the best rate," says Abdul Hadi Shaikh, CEO, *fxkart.com*. "Users will then have to select the best offer and based on customer requirement they can either collect it from the store or have it home delivered."

International business travellers have an option

to book it even before they travel into India and can get the deal once they land at the airport. In the next update, customers will have an option to upload their documents, thus making a hassle-free transaction.

The app also allows travellers to compare rates at transit destinations too and if the rate is better they can easily book a deal and order it at the airport or at their hotel too. For example, if someone is going to Spain via New Delhi from Aurangabad and have found a better rate in New Delhi, the customer can always place an order and get it in New Delhi.

The app lets users filter RBI licensed money changers by the best rates and by the distance too.



emerges in real time and companies can get a cheaper option online as against their regular moneychanger," he adds.

Explaining the process, Shaikh says that once the deal is booked, its call centre co-ordinates between the company and the moneychanger, and helps close the deal. The transaction can be made in 10 minutes and the currency can be obtained within one hour. It's also geo-located so the company's travel desk will know where the moneychanger is located. It does not require any registration fee.

Shaikh adds, "Corporates have responded well so far. Bengaluru is doing excellent and so are Mumbai and Delhi. Hyderabad and Ahmedabad have been the surprise elements that are doing very well. We have some big as well as mid-size

corporates who do regular transactions on our platform. Negotiations are on to tie up with bigger MNCs as well. Our portal is as per regulation with verified and licensed moneychangers across the spectrum—from mom-and-pop stores to big brands. We also verify them on the RBI website and collect the license copies and verify them by our legal consultant."

The moneychangers feed in their rates and contact details online that the corporates can check. Shaikh says that they are currently present in more than 50 cities with about 100 moneychangers located in 550 plus locations across India including metros, tier II and III cities. "Our conversion rates are very high and we have a special log-in for corporate and partners. *fxkart.com* has been created only for them."

“Companies can buy forex for their employees online when they book an international business trip and have it delivered to their offices at the best price available anywhere in the city”

FOR A SMOOTH FLOW

Single Window

SOLUTION

Relaxed event licensing norms and one window for all clearances in Delhi and Mumbai have begun to yield a win-win situation for the events and experiential marketing industry. Industry experts share how worthy this move is

Vaishali Dar



“

The government has recognised the importance of a healthy event and entertainment industry for the cultural growth of these cities and this will yield good revenue as well

”



Guldeep Singh Sahni
President, OTOAI &
Managing Director
Weldon Tours & Travels

With the state governments in Delhi and Mumbai becoming aware of the difficulties and problems faced by events and entertainment industry in getting clearances and with the assurance that they

will set up a single window clearance system, it is a welcome move and step that will bring events and shows of international standards to the two metros. It will also attract international companies to hold events. We also expect the fear of last minute cancellations due to police clearances will be taken care of.



Syed A Asim
Executive Director
Bonton Holidays

With ever increasing understanding, industry has seen massive growth in events since past few years. Not many leading TMCs have ventured in this area, creating a separate business line, resulting in formation of many companies focusing exclusively on events. Pre-empting the change years back, Bonton had aggressively been building MICE capabilities, and have created happy moments for many of our esteemed clients. Single window for sure is a major step ahead, with far reaching benefits

for all parties concerned. Single window licensing process will bring in benefits in terms of effectiveness and value. Empanelment with a government body helps in creating a pool of companies with capabilities of deliverance. This will bring in greater transparency, cost effectiveness and equal opportunities for companies, bringing direct benefit for clients also. It will also take care of red tapism, stringent licensing process and corruption. This empanelment will make events an organised line of business for Delhi and Mumbai in the longer run and may also attract substantial inbound event business.



Rashmi Pisal
Associate Director MICE &
Leisure Travel
Harvey India Tours & Travels

Holding large scale events in big cities like Mumbai and Delhi was a big hassle before as the taxation policies for these events had a tedious and a lengthy process. Hence, corporates always preferred doing their events in smaller cities. But now the governments of these cities have joined hands and done a collaboration with Event and Entertainment Management Associations (EEMA) to solve and resolve these issues, a lot of these problems have been rectified by streamlining the licensing process, by

starting the 'single window licensing process.'

By taking this initiative the government and EEMA has yielded positive result in the event industry. It is a win-win situation for the companies and travel agents handling events. The government has indeed recognised the importance of a healthy event and entertainment industry for the cultural growth of these cities and which will surely yield a good amount of revenue as well. Now both the cities will also experience increase international live stage performances and events. I am hoping that the event business flourishes in future.



Amit Aggarwal
Managing Partner
Wish Bone India

This is definitely a positive step towards making both the cities, Delhi and Mumbai, an attractive destination for events. This will provide structured and time bound process to obtain approval from nodal agency-avoiding last minute stress and uncertainties which usually deters most of the large event companies undertaking quality events in cities.



S D Nandakumar
Business Head B2B &
E-Commerce
Tour Operating, Kuoni India

We welcome the stand taken by EEMA and are delighted to know that the government is supporting them. This is a good initiative that will be beneficial for both the public and private partners. Since all the licensing and permissions will fall under one roof, organising an event will be a hassle-free activity.



ibtm arabia 2016

MICE grows in the Gulf

ibtm arabia kicked off with the Abu Dhabi Convention Bureau showcasing the Emirate's depth, breadth and diversity of business event products and services

“

ibtm arabia provided 100 per cent new Hosted Buyers and saw an increase in the total number of exhibitors

”

The international MICE industry gathered in Abu Dhabi to celebrate the 10th anniversary of ibtm arabia (formerly GIBTM). Representing buyers and sellers of MICE products from more than 40 countries, some 3,000 appointments took place alongside networking parties, an opening forum, knowledge forum, lunches and dinners with 250 participants staying together for the duration at Jumeirah at Etihad Towers creating the Arabian region's annual MICE community gathering.

Despite a late start, the rapid expansion of infrastructure, commerce and tourism

in the UAE has outpaced every other destination in the world. This year saw a lot of new exhibitors wanting to be part of the unique meeting pod event. Matching each supplier's business objectives with the right professional meeting planner resulting in a broad spectrum of Hosted Buyers from every sector of the industry. "ibtm arabia really does provide the perfect setting for business connections. From Discovery Day providing an icebreaker to meet other attendees whilst exploring Abu Dhabi together, to two days of back-to-back business meetings to further those connections and create new ones, to the numerous networking events



and the incredible hospitality of the 5-star Jumeirah at Etihad Towers”, commented Shinu Pillai, Exhibition Manager, ibtm arabia.

The Hosted Buyer community also showed their support for the event. “I wouldn’t expect anything less from Reed Exhibitions, this has been the best chance to network in the Middle East, and it has provided a combination of business opportunities as well—I have signed four deals!” added Gavril Misios from 7 of 9 Services Cyprus.

Esther Romero of Andalucia Tourist Board said of the Hosted Buyer community, “We have met good

buyers who are looking for DMC’s and Convention Bureaus in Andalucia. It has been very interesting and a great show.”

ibtm arabia this year provided 100 per cent new Hosted Buyers and saw an increase in the total number of exhibitors attending—the event is considered the leading international event of its kind in the region.

Malik Shishtawi, Marketing Manager of Doha Exhibition and Convention Center added that as a first time exhibitor they liked the “new closed format which helped us utilise our time in the best way”. He also said that the whole event was a “great networking opportunity and

a good way to create awareness about our new venue”.

“ibtm arabia is one of the most important shows in the Middle East, we have signed contracts with some big companies,” said exhibitor Hill MICE, Saudi Arabia, one of the top events organising companies.

First time exhibitor Mohsen Hafez of Golden Tours Egypt said, “It’s been an opportunity and exposure for getting new business and letting other companies and potential clients know about our services. We have had some positive appointments.” ibtm arabia 2017 will take place from 7-9 February.

‘Thailand Extra Exhibition’ for India

Highlighting Thailand as the key exhibition platform of ASEAN and a gateway to the Greater Mekong Sub-region (GMS), the Thailand Convention and Exhibition Bureau (TCEB) aims at securing a greater share of the Indian exhibition market

This year TCEB will tap the Indian market with the Sub-City Penetration Strategy by expanding marketing programme to second-tier cities such as Hyderabad, and other cities in Gujarat and Punjab to build more awareness on the rising opportunities offered by Thailand’s exhibition industry. This is addition to key metro markets of Delhi, Mumbai and Bengaluru.

In 2015, Thailand hosted 103 international trade

exhibitions, including many trade fairs focussed on industries ranging from food, to agriculture, automotive, healthcare, infrastructure and more. Jaruwan Suwannasat, Director of Exhibitions and Events, TCEB says, “India is developing as one of Thailand’s most important exhibition markets and has always been among our top 10 exhibitions source countries.” Adding to this, Nitin Sachdeva, Marketing Manager, India Representative Office, TCEB, informs that they are working on a three-pronged strategy for growth. “We are engaging

“

TCEB launched the government support scheme ‘Connect Businesses’ aimed at offering benefits to Indian businesses

”

TRADE GROWS

The two-way trade between India and Thailand in 2014 totalled US\$8.65 bn with about US\$5.62 bn in Thai exports to India and US\$3.04 bn in Indian exports to Thailand. India was Thailand’s 15th largest trading partner and Thailand ranks as India’s fourth largest trading partner in ASEAN

with corporate clients who are the end decision makers through networking events such as these,” he shares. “We are also organising educational and training seminars in Tier I and II cities here to spread awareness about Thailand’s MICE potential. Road shows are also in the pipeline to allow the private sector to engage with Indian tourism professionals.”

“With the Thailand Extra Exhibition Programme, we hope the number will grow another 15 percent in the next year, and will draw the interest of business parties in India,” said Jaruwan.

TCEB also launched the government support scheme ‘Connect Businesses’ which is aimed at offering extra benefits to Indian businesses. Connect Businesses is TCEB’s exclusive promotion for matchmaking at exhibitions in Thailand, and offers US\$100 for each trade visitor achieving three business-matching meetings during their visit.



TCEB New connections

Showcasing the Thai exhibitions industry: Thailand Convention and Exhibition Bureau



Cruising through

Among the largest sellers of cruises in India and preferred sales agents for Star cruises and NCL, Ark Travels is a complete travel solution company, says **Anju Tandon**, CEO, Ark Travels



Anju Tandon
CEO
Ark Travels

USP

We are an end-to-end provider with an eye for detail and innovation. A complete travel solution company with IATA accredited, an experienced visa division as well as package division to take care of land arrangements. We have done weddings on board the ship, we have done Bollywood nights on the cruise. We are now introducing a new concept of entertainment cruises for which we have chartered two sailing of SuperStar Gemini ex SIN for August 10 and 14, 2016.

AN ENTERTAINMENT CRUISE

We have chartered two sailings, 10 August and 14 August 2016 for SuperStar Gemini Ex SIN and these sailings will add on more fun, entertainment and food in addition to the normal inclusions on board Star Cruises. The sailing for 10 August 2016 is a normal two nights cruise to Port Klang on Wednesday and 14 August 2016 is a three nights sailing to Penang and Port Klang. There will be Bollywood/Tollywood celebrities on board to perform and entertain the guests. A carnival on board has been planned with party games and pool games all day long. All night Dhamal with War of the DJs on an open deck, guests can party till the wee hours of the morning. It will be an ideal place for people to celebrate the long weekend or special occasions with family and friends. No party is complete without mouth-watering food, keeping that in mind, Star Cruise is organising special food festivals on board serving different

popular cuisines of India. We are educating our trade partners and are looking for a tremendous support from them as it is one of the first-of-its kind with loads of fun and games.

WHAT'S NEW

Events as a segment have seen a substantial growth. It is no longer just weddings, it can be engagement party, bachelor party for boys and girls, special occasions such as birthdays and anniversaries. People are celebrating a lot of occasions and giving this segment a boost.

TOP DESTINATIONS IN 2016

I think the way US\$ is currently at 1`70, it will be again South East Asian destinations which will stay in focus. Flight frequency, ease of the visa (Schengen being Biomatrix may become a problem for groups) are mostly the deciding factor for large MICE groups.

CHALLENGES

The cost of the flights and the devaluation of the Indian rupee can prove to be a big challenge for the MICE industry. Another concern is some of our travel colleagues are offering credit, which is not a healthy practice as we have to pay our suppliers prior to the group's arrival. Keeping a margin which allows one to sustain is becoming more and more difficult. One needs to sustain margins so that one can add value to the trip and offer the best to the customer.

DESTINATIONS IN 2016

Bali is becoming popular with MICE and free visa on arrival has given it a big boost. Oman and Seychelles are also gaining popularity due to frequency of flights and novelty of the destination. Dubai, Thailand and SIN remain all time favourites due to frequency of flights and accessibility.

CRUISES ARE GROWING

Did you know that cruise tourism has grown approximately by 14% last year?

the business travel magazine

MICETalk

Boost your brand visibility
with India's leading
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1

Highest Readership:

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

2

Renowned Brand Name:

The best known travel magazine among Indian corporates and Travel industry

3

Offline & Online Presence:

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

4

Global Reach:

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

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

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With 80 per cent Chinese buyers and around 20 per cent international buyers ratio, IT&CM China's strength lies in reaching international and domestic exhibitors. Excerpts from some exhibitors on their participation



Chinese MICE MARKET GROWS

The Chinese outbound market is one of the fastest growing tourism and MICE markets in the world. "We are in our early stages of promoting Berlin as a leading worldwide MICE destination to the China market, thus it is imperative to gather market knowledge, keep track with market trends and meet partners from the Chinese industry face-to-face. IT&CM China has proven to be a good platform in achieving these goals last year, so we are looking forward to be in Shanghai again in 2016," shared Ralf Ostendorf, Director Market Management, Berlin Tourismus & Kongress GmbH.

Zulkefli Hj. Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau (MyCEB) concurred, "MyCEB has supported IT&CM China because it provides Malaysia with an opportunity to reach out to the Chinese buyers. Our participation in the 2016 show enables us to tap into the China, Taiwan and Hong Kong market."

MEET Taiwan has pledged its support for the show, with a 30 per cent increase in their pavilion. Lily Su, Director added, "The increase in popularity of Taiwan's MICE environment resulted in a surge of industry partners interested in participating at IT&CM China. To entice more MICE visitors to Taiwan, several local governments will be providing various incentives for international buyers, and MEET Taiwan will also kick

ABOUT IT&CM CHINA 2016

IT&CM China 2016 will be held from 6-8 April 2016 at Shanghai Exhibition & Convention Centre of International Sourcing. This is the 10th edition of the international MICE event that seeks to 'Promote China to the World and the World to China'. The 2016 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.



off its latest awards programmes at the 2016 show."

Bobby Ong, Vice President, Sales & Marketing, Accor Hospitality commented on their fifth year participation, "Our past participation has constantly reaped results. As we continue to grow our Accor brand, IT&CM China is the platform where we are able to build brand exposure for our new hotels."

"This is our third year of participating at IT&CM China, which has constantly proved its substance in delivering

both quality buyers and exhibitors. Our annual participation has helped strengthened our relationships with the buyers, and also raised HNA brand awareness. IT&CM China is an excellent publicity platform that supports our fast growing hospitality brands," said Xiao Xi, Brand Media Manager.

"This exhibition, IT&CM China, is a key trade platform for Minor Hotel Group. it is the place to showcase our six hotel brands located in major MICE destinations," said Tommy Lai, Area Director of Sales & Marketing, China of Minor Hotel Group.

GLOBAL INDIAN

Conversations, that is right conversations, can make or break business meetings

In the words of Peter Drucker, “The most important thing in communication is to hear what isn’t being said.” Did you know that in the first 15 seconds of face-to-face conversations, our words count for only seven per cent of our impact, our vocal quality counts for 35 per cent and our appearance counts for the rest, that is 58 per cent? However, after the initial 15 seconds, what we say becomes all important. Talking is the basic context in which business across the globe is conducted.

Following are a few guidelines that will help you converse with your business counterparts from different parts of the world:

- **Loudness of the voices:** Listen to the loudness of the voices around you and if necessary, readjust your volume to match the others. At times it is cultural, for instance Asians and Americans speak louder than Europeans.
- **Interrupting:** Interrupting and finishing other people’s sentences projects rudeness and impatience, resulting in loss of information and potential business relationships. When speaking, refrain from asking, “Do you understand me?” several people in the audience will nod a polite ‘yes’, even if they didn’t understand a word.
- **Non verbal communication:** Try to keep still, too many body movements can be distracting, taking away from the ability of your audience to concentrate on your words.
- **Cultural quotient:** Prepare in advance about your host country or the homeland of your visitor. Reading local publications and visiting websites is a proactive tool to achieve this.
- **Incredible India:** Be prepared to discuss the culture of our country and take the trouble to project it in positive light. Talk about our rich heritage, various historical periods, diverse performing arts, sports and cuisine. By intelligently answering questions about your country, you appear knowledgeable and sincere.
- **Displaying hospitality:** Although a confident demeanour is an asset but the most important aspect of your behaviour is the display of respect and humility. When the respect for your counterpart’s culture is visibly honest and sincere, minor etiquette ‘faux pas’ are easily overlooked. The best way to show respect to others is to learn their rules of etiquette and in doing so, learn what displaying respect means to them. This takes a little effort initially but the effect is rewarding returns.



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

“In the first 15 seconds of face-to-face conversations, our words count for seven per cent of our impact, vocal quality counts for 35 per cent and appearance counts for the rest 58 per cent”





STRATEGY



MARKETING



Jennifer Nagy
President
JLNPR Inc.



ANALYTICS



MISSION

Marketing Lessons FROM 2015 TO KEEP IN 2016

Content marketing is one of the ways to keep a customer engaged and getting it printed in the right places across different platforms is equally important

Many companies are now working on finalising their marketing plans for 2016. For some, it will just be a continuation of the same 2015 strategy, slightly updated to suit the expected market and demand changes in this year. Others will have scrapped the old and ushered in the New Year with a brand new marketing strategy. But no matter which way your company is planning to move forward,

there are lessons that you must take from 2015 to ensure that your strategies are effective at accomplishing your 2016 development goals.

Content marketing is king:

By now, you've probably heard many people extol the virtues of content marketing over and over again. Many of you will have chosen not to implement a content marketing strategy yet but,

let me tell you, it will be an operational imperative in 2016. Here's why—content marketing is the creation and distribution of 'educational, engaging content (that is articles, blog posts) with the purpose of driving action (in this case, either enquiring about or purchasing a company's product or service)'. As well as raising awareness about a company and its products or services, content marketing is highly

valuable for building credibility in potential customers' minds.

Content marketing is not a direct sales tactic:

One of the biggest mistakes that a marketer can make in 2016 is using content marketing as a medium for the distribution of sales messages. If that is the strategy that your team chooses to implement, I can guarantee that your content marketing strategy will never help you to accomplish the branding and credibility boosting goals that it was designed to do. Both branding and credibility are integral in helping to shorten your sales cycle (with potential customers).

For start-ups, PR is more effective than advertising:

There are many reasons that PR is the most effective marketing tactic for start-up companies. First, PR is much more cost-effective than other more traditional marketing/advertising tactics and the results that can be achieved (if executed properly), greatly exceed the ROI that can be earned from advertising. Second, the inherent nature of a start-up (it's something new and different) creates a story angle that will be more attractive to media, and therefore, you are more likely to secure coverage. Third, articles written about your company by a journalist (an independent third-party expert) gives your company more credibility in the mind of potential customers. The same message delivered by an advertising spokesperson will be ignored by many potential customers, as most consumers know that the ethical standards for messaging are less strict in advertising than they are in journalism. Finally, PR (like content marketing) helps a company to establish itself as an expert in an industry, which—when combined with the credibility and trust factor offered by editorial coverage—helps to shorten the sales cycle when approaching potential new customers.

Public Relations is a marketing tactic that is better left to the experts:

While it is very possible for companies to handle their PR outreach internally, with no help from freelancers or PR agencies, it will often surprise marketers how much time and effort PR can be. Between the copywriting, building and maintaining a media list, researching story angles and journalists' past

articles, sending pitch emails out and ongoing correspondence with media, it really is a full time job.

It is a more effective use of a company executive's time to focus on the overall sales strategy planning and execution, rather than PR. I recommend that start-ups outsource PR efforts to a reliable agency or freelancer, who can secure more coverage for your company (because of their numerous media contacts), at an affordable rate.

Social media is important for all companies, no matter the industry in which they do business: Many companies assume that if they

to accomplish your specific needs.

In general, B2C companies should use the social media sites that consumers use most frequently, such as Instagram, Facebook, Twitter, Snapchat, Vine and Pinterest. B2B companies should use social media sites that have a strong business presence, such as Twitter and LinkedIn. If a B2B company is selling a highly visual product, they can also use Facebook and Instagram to connect with potential customers.

Press releases are no longer the most effective way of securing editorial coverage from journalists:

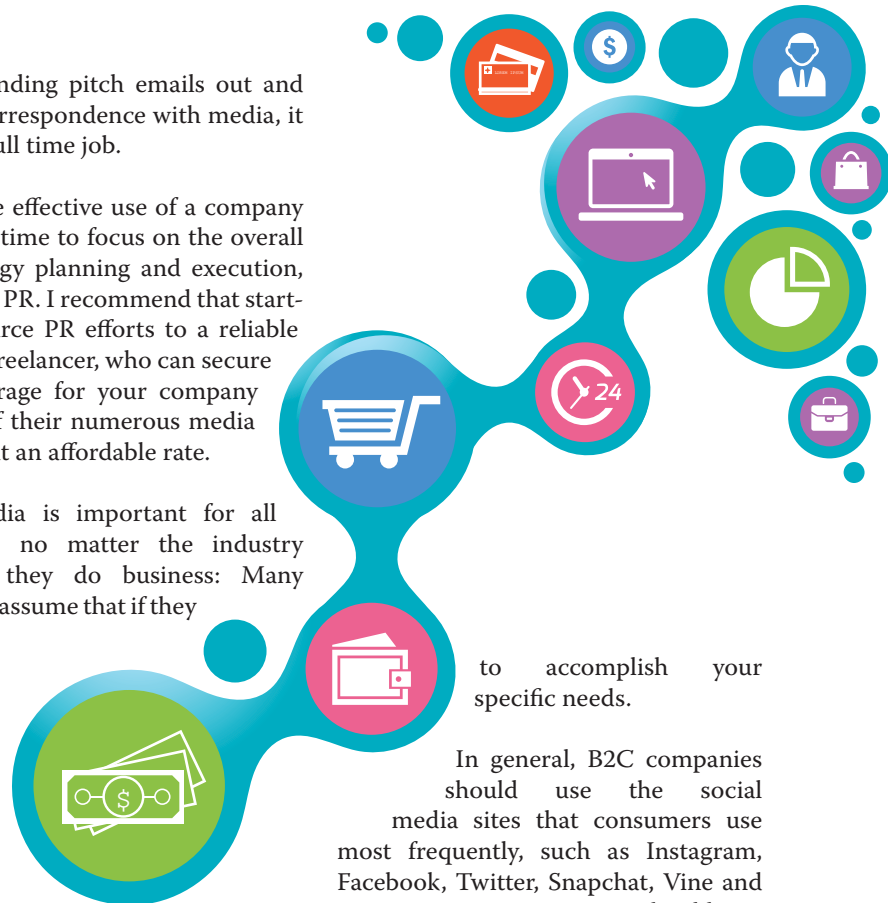
Many people exclusively associate public relations with press releases. Back in the day, the press release was a more effective way of securing coverage but today that is no longer the case. Journalists receive hundreds of press releases every day by email, making it impossible to actually read every one that passes their desk. As such, journalists tend to scan the message subjects, headlines and perhaps the first few lines of the press release to see if it's something that they would be interested in covering. If those few words don't convince them, then your press release is lost in the shuffle, never to be read again. Sounds futile right?

The biggest issue with the press release is that it only tells the reader the news. Rather than just stating the facts, the most effective media pitches tell the journalist a story. Here's an example—Let's assume that you are a technology provider that offers online marketing

Just as your company has a complete marketing strategy to target new customers in various stages of the sales cycle, you should also be implementing a strategy specifically tailored to pre-existing customers

are not selling directly to consumers (B2C), there would be no reason to do outreach via social media. This would be a mistake because, like PR and content marketing, social media helps a company to deliver its key messages to its target audience—no matter who they might be.

Of course, B2C companies should use different social media channels than B2B companies, as the audiences that they are trying to reach and actions that they are trying to stimulate are different. Keep in mind that the best social media sites for each company are completely dependent on the company's product/service, goals and target audience so before launching a new social media strategy, it is always best to speak to an experienced social media marketer to identify what would be most useful





solutions to hotels and you've just launched a brand new product. Your press release could simply state that you are launching the great new product but it will, most likely, be ignored. A more effective way to pitch your new product to media is to write a short paragraph (or two) about why this new product is important:

- What makes it revolutionary?
- How will it help hotel marketers?
- What are the key benefits?
- Will this product have an effect on the industry as a whole?

By showing the journalist the news angle behind the product launch, it makes it easy for them to see and agree that this is big news that needs to be shared. Make it easy for journalists to do their job; give them the story on a silver platter. Don't hide it in a complicated and inefficient press release.

PR and content marketing are not substitutes for an effective sales strategy:

This one is pretty self-explanatory. Although PR and content marketing bring 'huge' benefits to a company—a



Establishing your company as an expert in the mind of a potential customer is important, but (in most cases) it won't be enough to get them to sign on the dotted line



measurable increase in visibility/awareness and a boost in credibility—they are not direct sales tactics.

Establishing your company as an expert in the mind of a potential customer is important, but (in most cases) it won't be enough to get them to sign on the dotted line. Your sales team needs to be there to follow up on the warm lead (generated through your PR and content marketing campaigns) and close the deal.

Once you've written great content, don't file it away: Good content doesn't have to be a one-off. Once you've used a piece (whether it is a blog post, marketing copy, newsletter or an article), smart marketers will repurpose the content to increase the ROI obtained from the work. In general, repurposing content can accomplish two outcomes: change the format of the content or the audience that the content is intended for (or it can be both). For example, you could take a blog post that received a great deal of interest and repurpose/expand it to make a full-length whitepaper that examines the subject in greater detail. To change its audience, you can take a piece that was originally written to target potential hotel clients and amend it to suit a different target audience, like restaurants or bars.

Demonstrate your expertise:

Customers are always more receptive to making a purchase from a person and company that they know and trust. When a potential client already trusts that you are an expert, they are more likely to respond positively to a sales pitch—even one that results from a cold call. In short, establishing your company (and spokesperson) as an expert in your industry will make it faster and easier to convert a potential customer, shortening your sales cycle and increasing your conversion rates.

Market to existing customers:

It is a proven fact that it is easier and more cost-effective to make a sale to a pre-existing client, rather than a brand new customer. Even though many marketers are aware of this fact, many don't develop an appropriate sales strategy for this lucrative market. Just as your company has a complete marketing strategy to target new customers in various stages of the sales cycle, you should also be implementing a strategy specifically tailored to pre-existing customers. Both the messaging and the marketing collateral should be specific to this audience. For example, you could make reference to the fact that they are already customers and thank them for their loyalty. This is the perfect opportunity to repurpose your existing content to suit this new audience!

You can visit www.jlnpr.com or contact Jennifer at jenn@jlnpr.com



APRIL 2016



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SITT
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**ARABIAN
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Dubai

MAY 2016



WORLD TRAVEL FAIR
Shanghai Exhibition Center,
Shanghai, China

JUNE 2016



**EVENTO
BUSINESS
SHOW**
Centro de
Convencoes,
Reboucas, Sao
Paulo, Brazil



BITE
Beijing, China



Visa Requirements



France

- ✓ **Passport:** Original Passport with validity of minimum six months and minimum two blank pages for visa stamping.
a) Copy of passport first and last page b) Copies of valid/ expired US, UK and previous Schengen Visa
Please Note:
a) Passports issued beyond 10 years will not be accepted by the Embassy b) Handwritten passports will not be accepted. c) Passports with manual observation will be accepted provided that applicant must submit the copies of the pages on which the observation have been made.
- ✓ **Schengen Visa Application Form :** One visa application form back to back duly filled and signed on column 37 and 38. The following form also need to be duly filled, signed and submitted along with the application
a) Visa Insurance Undertaking b) Declaration Form (applicable if travel is less than 15 Calendar days from the date of submission).
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 colored photographs with glossy finish, 70%-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 of all applicants. The letter should be duly signed by the authorized signatory & taking the guarantee of all applicants that they will return back to India before the expiry of visa issued to them. b) Covering letter from applicants individually on company's letter head.
c) A brief company profile.
Please Note:
a) The letter should be addressed to The Visa Officer, Embassy of France, New Delhi. b) Passport dispatch detail has to be mentioned on the covering letter as the VFS will courier the document to applicant's address.
- ✓ **Invitation Letter:** In case of Business Purpose, an Invitation from France along with naming list and passport no of all applicants.
- ✓ **Financials:**
a) Company's updated bank statement for last 6 months till date mentioning the Bank's name, Bank's Telephone Number clearly. b) Company's ITR for last three years.
c) Company's Registration Certificate
- ✓ **Proof of Occupation:**
Student
a) An NOC from school on letter head with travel dates. Parents ID proof and student's Id card copy. The letter should have phone number and address of school
In case of Minor
b) NOC by parents.
Self Employed
a) Company Registration Certificate / Certificate of Incorporation b) Company's & Personal Bank Statement for last 6 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 slips for last three 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 for all Schengen countries to be visited and a letter from the travel agent along with the naming list & 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 in France.
- ✓ **Airline Reservation:** Air Ticket and day to day itinerary with proper dates mentioned on it.
- ✓ **Travel Insurance:** Original and copy of Medical travel Insurance for the stay duration amounting to 30,000 Euros Insurance should have the validity for at least 10-15 days more after the return to India. **Please Note:**
a) Insurance to be done by the Authorized Insurance Companies for the Schengen States. b) Insurance should match with travel dates.
- ✓ **New Procedure for Schengen Visa Applications :** With immediate effect, 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 5 years the biometric data will be copied from the previous visa application included in the VIS.
- ✓ **Jurisdiction:** Indian nationals can apply their applications in any of the visa application centres in India irrespective of the jurisdiction.



Turkey

✓ **Passport:**

Original Passport with the validity of minimum six months from the date of return and minimum two blank pages for visa stamping.

Please Note:

- a) Attach all old passports (if any).
- b) Handwritten passports will not be accepted.
- c) Passports issued beyond 20 years will not be accepted by the Embassy/Consulate

✓ **Turkey Visa Application Form:**

Visa application form has to be filled online and documents has to be uploaded online through the following link <https://www.konsolosluk.gov.tr> Post filling the form and uploading documents the printout of the same has to be taken and shall be submitted at the Embassy/Consulate along with the other required documents on the schedule appointment date. Form must be duly signed by the applicant.

✓ **Photo Specification:**

Two recent passport size photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border
(Size: 50mm x 50mm).

Please Note:

Photograph should not be more than 3 months old, scanned/stapled and should not be used in any of the previous visas.

✓ **Covering Letter:**

- a) Covering letter from corporate with naming list & passport details of all applicants. The letter should be duly signed by the authorized signatory and addressed to – The Visa Officer, Embassy of the Republic of Turkey, New Delhi.
- b) Covering Letter from applicant on business letter head 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 Republic of Turkey, New Delhi.

✓ **Letter from Tour Operator:**

A letter from the tour operator on letter head with naming list & passport details of all applicants.

✓ **Financials:**

Corporate:

- a) Company's registration certificate
- b) Bank statements for last six months with stamp and signature
- c) ITR for last three years

Individual Applicant:

a) Copy of Personal Bank statement for last six months with stamp and signature

b) Personal ITR for last three years.

c) If Self Employed: Company's Registration certificate/ Original Memorandum of article association of the Company with proprietor's name / Copy of Import Export License attested by Notary Public.

d) If Employed: Salary slips for last three months along with original NOC from company.

✓ **Accommodation Proof:**

Hotel booking along with a letter on hotel's letter head with naming list and passport numbers of all the applicants.

✓ **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.

✓ **Insurance:**

Travel insurance of each applicant covering duration of stay.

Please Note:

- a) If a minor is accompanied, a NOC signed by the parents is required.
- b) Embassy may ask for additional documents.
- c) Applications will be applied as per the jurisdiction.



Source: Udaan

movements



Priyanath Behera

CEO
Swosti Group of Hotels
Odisha

Priyanath Behera, after years of service with the Swosti Group as General Manager, has now taken over as Vice President-cum-Chief Financial Officer at Swosti Group (Hotel Division). Behera says that the future of Swosti Group is looking bright and promising with upgrading of an array of facilities and expansion plans. Swosti Group is coming up with a World Class Luxury Resort at Chilika Lake, district Ganjam, Odisha which is scheduled to open in end 2016.



Sandeep Raghav

Complex Account Director –
Business Development
Starwood Hotels & Resorts,
Maldives

Starwood Hotels & Resorts, Maldives Sandeep Raghav, has been appointed as Complex Account Director for Sheraton Full Moon Resort and W Retreat & Spa, Maldives. In his current role, he would develop the luxury market for both Maldives resorts from India. Raghav brings with him almost 14 years of experience in the hospitality Industry with various hotel brands like Intercontinental, Radisson, Jumeirah Group, Accor and Frasers hospitality, Singapore. His new responsibility will also include planning and strategy to increase business through corporate and travel agents from India.



Amelia Roziman

General Manager
Marketing and Sales
Sarawak Convention Bureau

The unequalled determination from pioneering the establishment of Sarawak Convention Bureau (SCB) in 2006 and her innate capabilities that derive from her ethnic identity as a Bidayuh have been synergistic to Amelia Roziman's appointment as the General Manager of Marketing and Sales of Sarawak for SCB. Rising in tandem with the first convention bureau in Malaysia, she was previously the Global Marketing and Communications Director that has contributed to winning nine international and two national awards for creative marketing campaigns.



Rashi Honrao Gakkan

Learning & Development Manager
Four Points By Sheraton, Navi
Mumbai, Vashi

Gakkan has been appointed as the Learning & Development Manager of Four Points by Sheraton Navi Mumbai, Vashi. With around six years of experience in the hospitality industry, Gakkan has worked with renowned brands like the Marriott, Accor, Hilton and Starwood. She has been part of two landmark pre-opening teams, namely the Westin Mumbai Garden City and the Sofitel Mumbai BKC. With a Masters in Organizational Psychology, Gakkan is an epitome of passion and zeal for learning and has carved a niche for herself in the industry. She has championed campus recruitments.



Balasubramanian R

Revenue Manager
Crowne Plaza Bengaluru
Electronics City

Balasubramanian R has been appointed as a Revenue Manager at Crowne Plaza, Bengaluru Electronics City. He is known for his analytical skills, setting strategic directions, determining pricing and exploring new distribution opportunities. Prior to this, he has also handled revenue responsibilities across renowned hotel brands from the hospitality industry such as The Chancery Group of Hotels, Hyatt and ITC. In his current position, he is responsible for both strategic and tactical initiatives related to revenue maximisation, developing and monitoring pricing.



Babita Kanwar

Hotel Manager, Renaissance
Mumbai Convention Centre Hotel
& Lakeside Chalet, Mumbai -
Marriott Executive Apartments

With an experience of 14 years in the hospitality industry, Babita Kanwar has been re-appointed as the Hotel Manager at Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet, Mumbai-Marriott Executive Apartments. In her new role, Kanwar will be responsible for all the key operational areas. She joined Marriott India in October 2001 as part of the preopening team at the JW Marriott Mumbai Juhu; where she spent six years and worked across various operation verticals, gradually moving into Sales & Marketing in 2005. In 2006, she moved to Goa Marriott Resort & Spa as the Director of Sales and Marketing.



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of indoor
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area

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