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Sincere regards,

Sanjay Nagi

Managing Director

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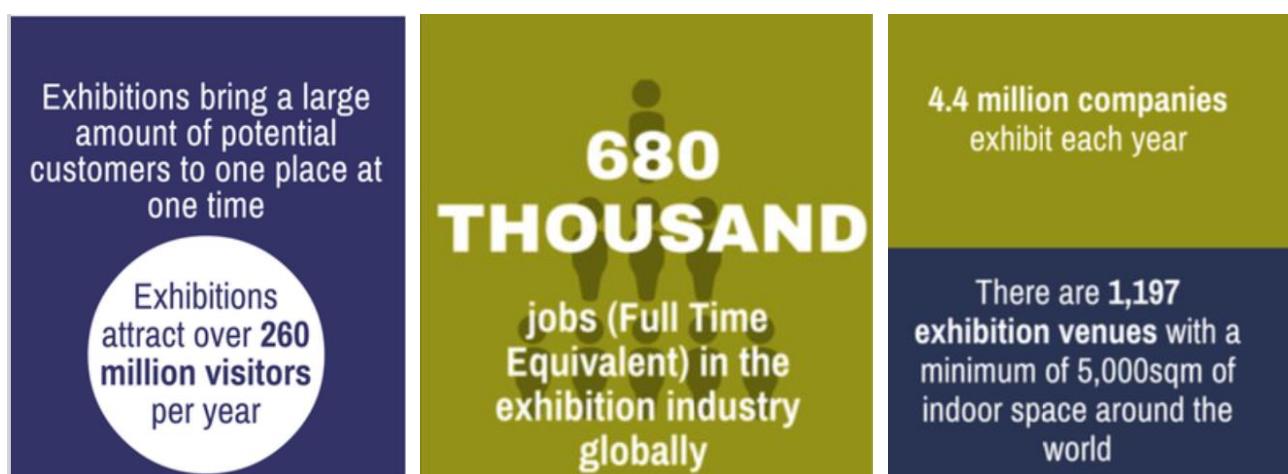
Chapter-1

Global Exhibition Industry

Market Size and Forecast- Revenue & Net Space Rented

- I. The global exhibition market growth is driven by improving global economic conditions, growth in emerging markets and high-quality marketing achieved from B2B exhibitions. Emerging nations are expected to report stronger revenue growth in their respective exhibitions market in comparison to its mature counterparts. High growth emerging markets like Brazil, Russia, China, Hong Kong, India, etc. are expected to report high revenue growth.
- II. Globally, there are approximately 32,000 exhibitions each year, featuring 4.5 million exhibiting companies and attracting over 303 million visitors.
- III. In 2018-19, the total number of venues with a minimum of 5,000 sqm of gross indoor exhibition space around the world was 1,217 and the gross exhibition space available is 34.7 million sqm. Additional venue space has become available in almost all regions of the world and substantial venue investments and upgrades have taken place to increase venue capacities.
- IV. Exhibitors and visitors combined spend around €116 billion (\$137 billion US) every year on exhibitions, making exhibitions a significant global industry. 3.2 million total jobs are directly and indirectly supported by exhibitions.
- V. The total output in business sales including direct, indirect and induced output is €275 billion (\$325 billion \$).

Industry Overview



Various Exhibitions associations across the world



Global



Southern Africa



United Kingdom



Central & South America



Mexico



Indonesia



Australia



India



Macau



US



Thailand



Brazil

Economic Impact of global exhibitions

Direct impacts of exhibitions in FY 2018-19

- I. Number of exhibitions, visitors & exhibitors: Approximately 32,000 exhibitions directly involved 303 million visitors and nearly five million exhibitors across more than 180 countries.
- II. Direct spending (business sales): Exhibitions generated more than €115.9 (\$136.9) billion of direct spending by visitors, exhibitors and additional exhibitions-related expenditures.
- III. Direct GDP (gross domestic product) and employment: Exhibitions supported 1.3 million direct jobs globally and generated €68.7 (\$81.1) billion of direct GDP
- IV. Based on approximately 4.5 million exhibitors worldwide and €115.9 (\$136.9) billion of direct spending, exhibitions generated nearly €25,600 (\$30,200) in direct spending per exhibitor on a global basis
- V. Based on its €68.7 (\$81.1) billion direct GDP impact, the exhibitions sector would rank as the 72nd largest economy globally.

Total impact of global exhibitions

- I. After accounting for indirect and induced impacts, exhibitions supported a total global economic impact in 2018 of:
 - a) €275.1 (\$325.0) billion of output (business sales)
 - b) 3.2 million jobs
 - c) €167.2 (\$197.5) billion of GDP (representing contribution to global gross domestic product)
- II. Based on a total economic impact of €275.1 (\$325.0) billion and a global total of 34.68 million sqm of capacity (as reported in the UFI World Map of Exhibition Venues 2017), total output per sqm of capacity amounted to approximately €7,900 (\$9,400) in 2018.
- III. Global exhibitions directly generated more output (business sales) than many large global sectors, including machine tools and medical & surgical equipment.
- IV. The €167.2 (\$197.5) billion of total GDP supported by the global exhibitions sector would rank the sector as the 56th largest economy globally, larger than the economies of countries such as Hungary, Kuwait, Sri Lanka, and Ecuador.

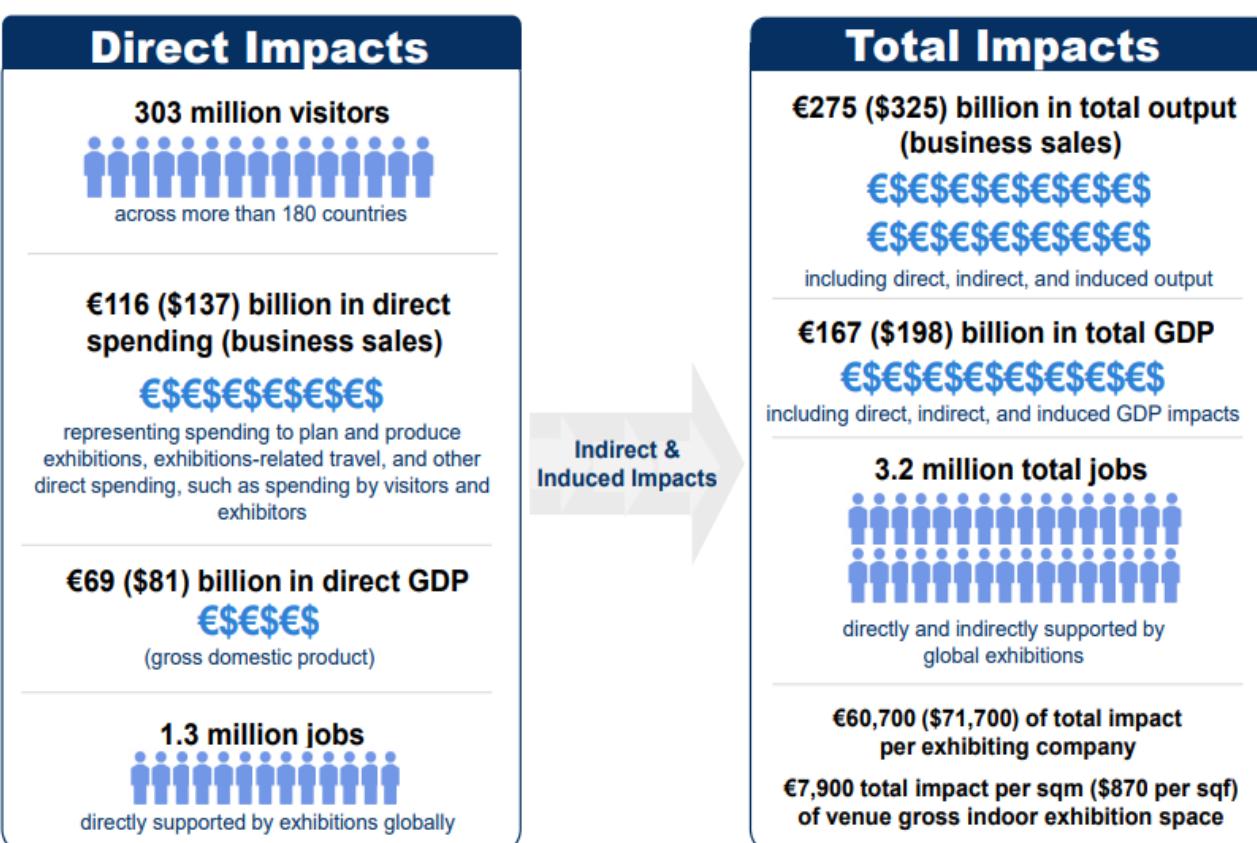
Exhibition sector global economics impacts

(Amounts in billions of euros and billions of USD, except jobs)

	2018 (Euro & Jobs)	2018 (USD & Jobs)
Direct exhibitions sector impact		
Output (exhibitions direct spending)	€ 115,9	\$136,9
Employment	1,314,000	1,314,000
GDP	€ 68,7	\$81,1
Total exhibitions sector impact		
Output	€ 275,1	\$325,0
Employment	3,240,000	3,240,000
GDP	€ 167,2	\$197,5

Source: Global Economic Impact of Exhibitions, 2019 edition by UFI & Oxford Economics

Overview of exhibitions volume and direct spending

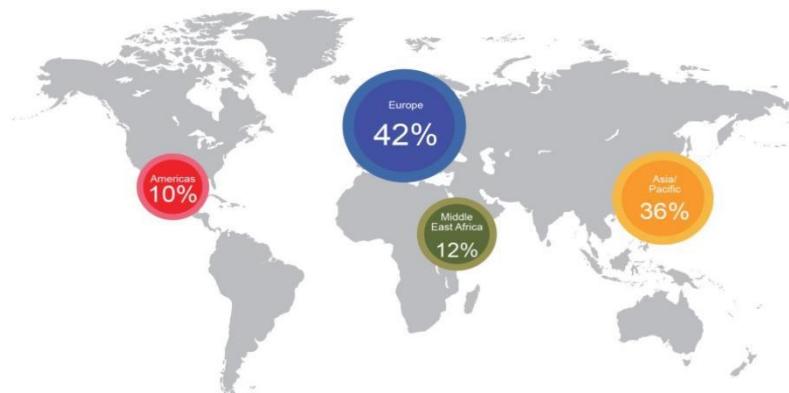


Source: Global Economic Impact of Exhibitions, 2019 edition by UFI & Oxford Economics

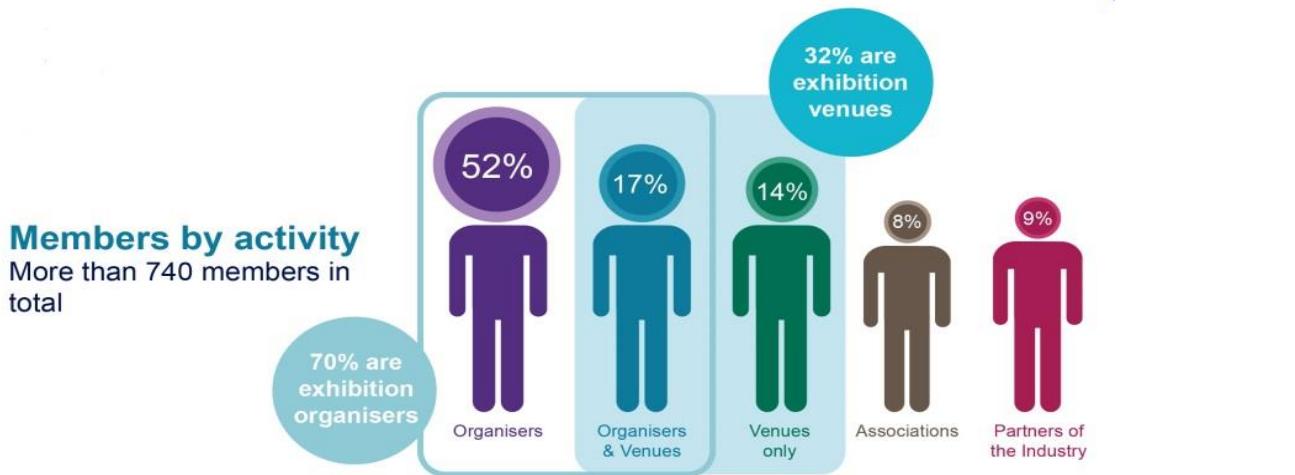
Market by Geography

In 2018, approximately 32,000 exhibitions sold nearly 138 million net square meters (1.5 billion square feet) across more than 180 countries.

- a) Exhibitions generated nearly €116.0 (\$136.9) billions of direct spending, by visitors, exhibitors and additional exhibitions-related expenditure. North America and Europe ranked first and second in direct spending, representing 44% and 34% of total global direct spending in 2018, respectively.
- b) Exhibitions welcomed nearly 303 million visitors and 4.5 million exhibitors in 2018.
- c) Europe ranked first in terms of total visitors with 112.0 million visitors and 1.3 million exhibitors.
- d) North America followed with 91.2 million visitors and 1.6 million exhibitors.



Source: Global Exhibition Industry Report presented at Indian Exhibition Industry Association (IEIA) by UFI



Source: Global Exhibition Industry Report presented at Indian Exhibition Industry Association (IEIA) by UFI

Summary of exhibitions activity in FY 2018-19

	Space sold (net sq.mtr, millions)	Direct spending		Share of total	
		Euros (Billion)	USD (Billion)	Direct Spending	Space sold
Global Total	137.5	115.9	136.9	100.0%	100.0%
Asia Pacific	33.8	22.4	26.4	19.3	24.6

Share of Total

	Visitors (ooo's)	Exhibitors (ooo's)	Visitors	Exhibitors
Global total	302950	4534	100.0%	100.0%
Asia Pacific	81500	1210	26.9%	26.7%

Source: Global Economic Impact of Exhibitions, 2019 edition by UFI & Oxford Economics

North America Accounts to Hold Significant Growth

- North America accounts to hold significant growth in the market owing to factors including the rise in the number of international and domestic trade visitors. The region accounts for the highest direct spending on the exhibition activities and represents the largest exhibitors. According to UFI global,

North America had the highest number of exhibitors (1.6 million) and second-highest visitors (91.2 million) in 2019. Further, the United States B2B trade-show market, worth USD 13.7 billion in 2016, is forecasted to grow to USD 16.8 billion by 2021. This significantly holds the market value in the forecast period.

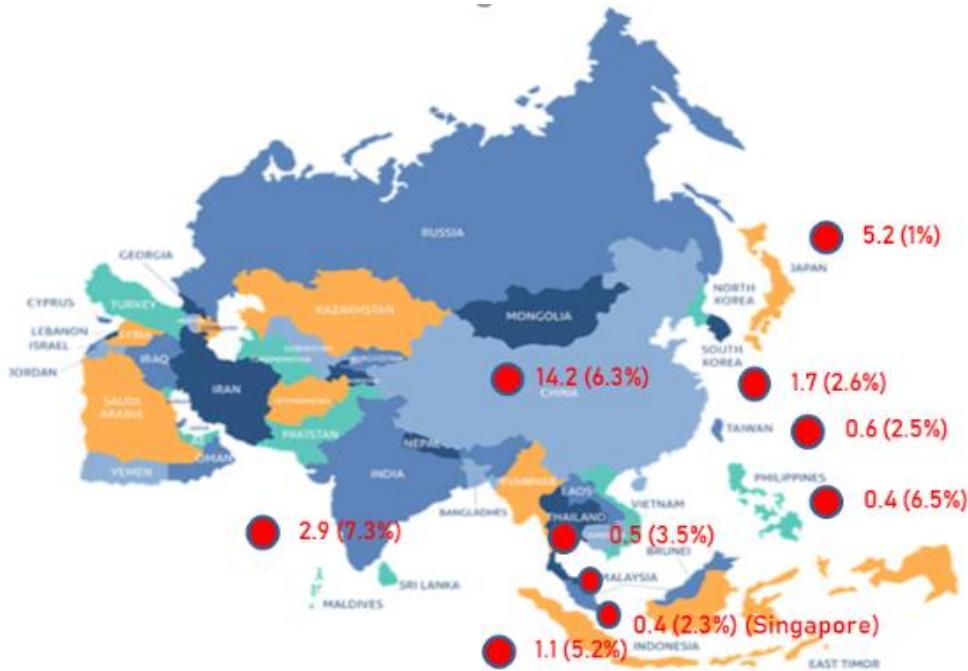
- II. There are currently over 10,000 trade shows held every year in the United States, where 1,282 are approx international exhibitions. Also, the highest number of events and exhibitions are held in New York. Further, the total economic output of Chicago in GMP totaled USD703.9B in 2018, making Chicago equivalent to the 20th largest economy in the world, just surpassing the total economic output of Switzerland through its 1066 Exhibitions in Chicago and expected that in 2020 the economic output would further increase (Chicago government).
- III. In 2019, IAAPA Expo 2019 was the largest international trade show for the amusements and attractions industry. The trade show was held for 1,000 exhibitors, spread over 570,000 net square feet of exhibition space featuring an array of professional development opportunities led by an industry leader with more than 1.16 billion people, and generated approx USD 52 billion in revenue.
- IV. Further, the IoT Tech Expo conference series is continually evolving to meet the IoT ecosystem's demands. Bringing together content from hundreds of industry leaders, top-level sponsors, and innovative exhibitors showcase the latest use of IoT technology. The event will bring together 9000+ attendees from 70+ countries to explore the entire enterprise technology ecosystem across now, a co-located event covering IoT, Blockchain, AI & Big data, Cyber Security & Cloud, and the newest addition, 5G, to be held in November 2020, organized by TechEx.
- V. However, the impact of COVID-19 is affecting market growth currently. The Seafood Expo North America was postponed on 3 March 2020, from its original dates of 15 to 17 March due to health concerns and travel complications caused by the global COVID-19 coronavirus pandemic. Further, the two-day event is rescheduled in September 2020, as announced by the organizer Diversified Communications. This is impacting the current revenue generation and further concern for the upcoming events.

Exhibition Industry in Asia

- I. Asia is one of the world's largest potential market for a very wide variety of products and services. The total GDP of the Asian countries combined is at T \$ 31.6 and is growing at a rate of 5.1%. Total

economic impact of exhibitions in Asia is B \$ 66.8. The exhibition industry in Asia has been growing at a steady pace

- II. There are 1.2 Mn exhibiting companies in the Asian region and total gross space available is 33.8 Mn Sqm. Total number of visitors visiting the exhibitions across the region of Asia is 81.5 Mn. The top three countries in Asia as per the economy are China, Japan and India



Source: Global Exhibition Industry Report presented at Indian Exhibition Industry Association (IEIA) by UFI

Market by Exhibition Type & End Users

- I. North America is the largest market for B2B exhibitions in the global event and exhibition market. Significant growth in the US economy, the subsequent rise in the GDP, corporate profits, and domestic travels are contributing to the growth.
 - II. The APAC B2B exhibition market share is significantly different now than before. The demand for exhibitions and events is currently enormous. This is generating outstanding results for businesses and helping grow businesses in multiple geographies.
 - III. The revenue contribution of the entrance fees segment was over \$30 billion in 2019. A higher number of

companies across the globe are participating in the events annually. Thus, the revenue generation from exhibitor fees is increasing. Online and offline advertisements carried out by vendors on behalf of exhibitors generate leads and provide a high turnaround of audiences in exhibitions.

- IV. B2C exhibitions in fashion, consumer goods, technology products, toys, garments, and smart gadgets, and others witness a high traffic volume of attendees. Higher traffic and footfalls, the greater is revenue generation from tickets or public admission charges. Thus, the increasing number of B2C and mixed exhibition industry growth will propel the revenue growth of the entrance segment.
- V. The consumer goods sector is growing at a rapid pace and is not showing signs of slowing down anytime soon. It includes a diverse array of varied industries. Consumer technology in specific are large businesses in the tradeshow market, taking up a major chunk of the revenues. This sector offers exciting opportunities for innovations
- VI. From non-traditional booths that allow customers to live the product to using data to better target consumers, these shows witness the latest technology due to the diversity and flexibility of products and solutions exhibited. However, the segment is expected to observe retail disruptions, restructuring, and advancing technologies, which will spur the segment growth. Several events have been canceled due to the widespread eruption of the coronavirus across the world.

Growth drivers

- a) The Event & Exhibition Market is expected to register a CAGR of 3.9% during the forecast period from 2021 to 2026. With technology constantly evolving at a staggering pace, incorporating advanced technologies in the events and exhibition industry has taken the customer experience to a significant level. Artificial Intelligence and Virtual Reality are also holding great potential in engaging the customers at an immersive level. Another notable event technology is Beacon technology. It is also anticipated that 565 million beacons will be transported yearly by 2021.
- b) The adoption of geo-cloning for exhibition organizers is driving the market. With less of the risk of a brand-new launch and an existing brand reputation to use as a launchpad and a statement of intent, geo-clones have proven to be a valuable tactic. With Dubai World Trade Centre exhibitions contributing to

USD 3.28 billion in Dubai's economy alone, the UAE industry's willingness to embrace fresh concepts drives the market. Organizers and exhibitors are exploring the world of 'geo-cloning' to reach out to audiences both regionally and globally. In this regard, exhibitors produce successful exhibits and events outside of their local markets, hoping to increase brand awareness and sales. Further, Reed Exhibitions, a division of RELX, successfully implements geo-cloning to brands such as EuroBLECH, RAILTEX, PSE Europe, etc., which overall contributes to the market growth.

- c) Currently, exhibition booths are not just limited to engaging invitees simply by sights and sounds. The five senses, which include sight, sound, touch, taste, and smell, are continuously worked upon by the exhibitors to appeal to them. A distinctive lighting design, interactive displays, touch-panel interfaces, soothing background music, and gamification help amplify the visitors' sensory abilities to meet the main objective, i.e., to connect the brand with the target audience. Companies engaging in consumer technology are accounting for a significant chunk of the revenues, primarily by offering opportunities for innovations. In 2020, 175,000 tech enthusiasts from around 160 countries went to Las Vegas for the CES 2020.
- d) Further, Reed Exhibitions is gearing up to launch EnduranceCon, a two-day endurance sports festival in June 2020 at Long Beach Convention Center in California. The event is expected to attract approximately 150 exhibitors and 8,500 attendees and will be presented in collaboration with Spartan, known as the world's largest obstacle course race and endurance brand. Furthermore, there is an increase in the number of advertising methods that are highly consumer-centric, dynamic, and engaging. With millions of consumers being restricted within their homes' confines, their usage of the social media platforms increased. In the wake of this trend, various organizations resort to their online platforms, mainly to generate awareness, drive traffic, promote upcoming virtual events, and enhance viewer participation.
- e) However, the impact of COVID-19 drastically affected the event & exhibition market. According to IEIA (Indian Exhibitions Industry Association), the Indian exhibition industry's size is Rs 23,800 crore, with more than 550 events conducted annually in the organized sector. India's exhibition sector has lost an estimated sum of Rs 3,570 crore owing to the lockdown imposed across the country. Further, from 50 to 80 percent of B2B exhibitions held in the United States from March 1 to May 15 have been canceled or are expected to be canceled, according to estimates from the Center for Exhibition Industry Research. The trade group estimates the cancellations conservatively add up to about a USD 14 billion loss to the

economy and a USD 2.3 billion loss in revenue for show organizers.

Market retarders

- I. The strong impact the COVID-19 pandemic has had on the global exhibition industry in 2020, the situation is gradually improving, and there is a strong belief that the sector, primarily driven by physical exhibitions and business events, will bounce back quickly.
- II. In terms of operations, the proportion of companies globally expecting “no activity” for the last quarter of 2021 has fallen from 53%, in January, to less than 10%, while the proportion of companies with “normal activity” has increased from 12%, to close to 50%.
- III. While several markets reportedly reopened in June 2021, the majority of companies in all regions expect both local and national exhibitions to open again in the coming 12 months, and international exhibitions to reopen in the first half of 2022.
- IV. 48% of companies have benefitted from some level of public financial support; for the majority of these, this represented less than 10% of their overall 2019 costs.
- V. 57% of companies have had to reduce their workforce; over half of these have made reductions of more than 25%.
- VI. 10% of companies state they will have to permanently close if there is no business for the next six months.

Global Exhibitions impact ranking

The global exhibitions sector directly generated more output (business sales) than many large global sectors, including machinetoools and medical & surgical equipment.

The €167.2 (\$197.5) billion of total GDP supported by exhibitions globally would rank the sector as the 56th largest economy globally, larger than the economies of countries such as Hungary, Kuwait, Sri Lanka, and Ecuador. The table on the following page compares the global exhibitions sector's total GDP impact to the GDP of countries around the world.

Amounts in billions of Euros 2018

Rank	Country	GDP	Rank	Country	GDP	Rank	Country	GDP
1	United States	€ 19,391	31	Nigeria	€ 356	60	Sudan	€ 119
2	China	€ 12,243	32	Israel	€ 351	61	Ukraine	€ 112
3	Japan	€ 4,874	33	South Africa	€ 349	62	Morocco	€ 108
4	Germany	€ 3,691	34	Hong Kong, China	€ 342	63	Ecuador	€ 103
5	France	€ 2,587	35	Ireland	€ 334	64	Slovak Republic	€ 96
6	United Kingdom	€ 2,536	36	Denmark	€ 325	65	Cuba	€ 94
7	India	€ 2,521	37	Singapore	€ 324	66	Sri Lanka	€ 85
8	Brazil	€ 2,055	38	Malaysia	€ 314	67	Kenya	€ 77
9	Italy	€ 1,942	39	Philippines	€ 314	68	Guatemala	€ 76
10	Canada	€ 1,652	40	Colombia	€ 309	69	Dominican Republic	€ 76
11	Russia	€ 1,578	41	Pakistan	€ 303	70	Ethiopia	€ 76
12	South Korea	€ 1,530	42	Chile	€ 277	71	Oman	€ 70
13	Australia	€ 1,379	43	Finland	€ 252	72	Myanmar	€ 66
14	Spain	€ 1,321	44	Bangladesh	€ 245	73	Luxembourg	€ 63
15	Mexico	€ 1,152	45	Vietnam	€ 221	74	Panama	€ 62
16	Indonesia	€ 1,016	46	Portugal	€ 218	75	Uruguay	€ 59
17	Turkey	€ 851	47	Czech Republic	€ 217	76	Belarus	€ 58
18	Netherlands	€ 829	48	Peru	€ 215	77	Costa Rica	€ 58
19	Saudi Arabia	€ 684	49	Romania	€ 211	78	Bulgaria	€ 57
20	Switzerland	€ 679	50	Greece	€ 200	79	Croatia	€ 55
21	Argentina	€ 637	51	Egypt	€ 195	80	Tanzania	€ 52
22	Taiwan	€ 573	52	New Zealand	€ 184	81	Lebanon	€ 52
23	Sweden	€ 539	53	Iraq	€ 177	82	Macao, China	€ 50
24	Poland	€ 524	54	Algeria	€ 170	83	Libya	€ 50
25	Belgium	€ 494	55	Qatar	€ 168	84	Slovenia	€ 49
26	Thailand	€ 455	56	Kazakhstan	€ 152	85	Lithuania	€ 47
27	Iran, Islamic Rep.	€ 419	57	Hungary	€ 139	86	Ghana	€ 47
28	Austria	€ 418				87	Uzbekistan	€ 46
29	Norway	€ 397	58	Angola	€ 132	88	Serbia	€ 41
30	United Arab Emirates	€ 378	59	Kuwait	€ 120	89	Jordan	€ 41

Source: Global Economic Impact of Exhibitions, 2019 edition by UFI & Oxford Economics

SWOT Analysis

Strengths	Weaknesses
<p>Personal Contact between Exhibitors and Visitors Face-to-face communication - personal contact / mirror of markets - direct contact</p> <p>Fairs as “Meeting Point Of Businesses” Business platform - meeting point for business – the place the world meets - marketplace to observe real market trends - promotion of new commodities, ideas, technologies</p> <p>Personal Experience / Interactivity Participation is a personal experience, I lived that - use of 5 senses - interactivity and immediate feedback - the one and only “multi-sensoric-marketing-tool”</p> <p>Tradition And Position Tradition, network, solution provider, complex services – well established industry - will last forever</p> <p>Exhibition Industry- Potential and Know-How Huge business potentials - active position of exhibition industry leaders - very professional, detailed knowledge of markets.</p> <p>Innovation – New Trends - Globalization Powerful media - plurality, diversity – globalization – innovations - new business partners.</p>	<p>In & between Sector Competition Hard competition in terms of date of event and subject of event - too many events in the same sector - “inflation” of events (many similar events)</p> <p>Complexity / Labour Intensiveness Labour - intensiveness of exhibitions as compared with other marketing communication tools, hard work, labour intensive, can be complicated – preparation, implementation, follow – up</p> <p>Complexity – results are depending on cooperation of all market partners (exhibitors, visitors, organizers and a lot of service providers)</p> <p>Costs High cost for exhibitors and visitors - cost intensive organization – long lead times, advance expenditure – perception as an expensive tool, perceived to be expensive and time consuming, connected with travel costs as well - rising costs of participation in exhibitions cut off small and medium size enterprises from the exhibitions.</p> <p>Globalization Effects Because of concentration processes (shrinking number of players in many industries) fairs are sometimes not useful any longer – globalization - in times of globalization big players try to find “global marketing-channels”</p> <p>ROI Seemingly cost demanding (upfront) while return/result is later - little ROI measurement - complicated calculating methods of ROI.</p> <p>Discrepancies between Prices and Quality Prices, schedule, level of infrastructure, quality of service - high costs, low service.</p> <p>Other (Understanding - Promotion – Low Contact Frequency) Lack of understanding as to what our industry actually brings to Cities/ Countries -not that customer driven - low level of people's awareness how to exhibit and how to visit efficiently - funding for promotion of the industry - Contact on few days a year.</p>
Threats	Opportunities
<p>Need for Personal Communication Concentration on personal b-to-b-conversation (congress - fairs, events within fairs) -Growth of human demand/value of face-to-face contacts – we are human beings - increasing of importance of professional communities -</p>	<p>Competition (Other Marketing Tools) Competition of corporate events, in - house exhibitions and events, new activities initiated by exhibitors like show rooms, in house events – competition of other marketing tools and big shopping malls - competition from other forms of marketing and</p>

communication trends are turning from mass (classical) media to personal (direct) way of communication (direct marketing, fairs).

Specialization of Fairs

Specialization, co-operations, international partnerships – offer of “higher” knowledge - specialized trade fairs, provide more education for exhibitors, simplify the sequences of participation for exhibitors, more CRM.

Implementation of Different Forms of New Business Concepts / New Approach to Consumer

Innovation, new approach to customers, combination with new technologies - new business concepts, new topics - attention of new and younger generations- matchmaking - integration/use of New Technologies and other media in the trade fair industry - to see market overview, competition, own position and benchmarking - parallel events in fairs frame – smaller fairs but fairs with greater level of efficiency + fairs with events - interregional exhibitions that mirroring significance of national and regional economies.

Nature of Contemporary Economy

Quick changes in diversity of products and services all around the world - shorter products' life cycles, innovations in many sectors, reduction of life cycle of products - technology is creating new products, services, and new ways of doing business, all of this translates into more opportunities to launch new exhibitions.

Positive Macroeconomic Development

Positive macroeconomic development in many industries makes the marketing tool “exhibition” very attractive to many companies –the growth of the Chinese and Indian (among others) economies - opportunities especially in the well developed markets like USA, EU, large countries from Latin America – Mexico, Argentine and Brasil, also for almost all of the countries from South East Asia region - growth in Asia and Middle East.

Positive Globalization Effects

Globalization for SME - increase of small and medium size enterprises - globalization, regionalization, innovation, information technology, business tourism – globalization as a factor of market development - cross border cooperation.

Other (New & Better Services ,New Markets ,

Advertising Costs)

Raising awareness among corporations of the power of

communication – Internet and direct marketing.

New ICT and Media Solutions

Internet solutions, e-marketing, e-trade - increasing of new media - future interactive electronic means of communication.

Especially consumer goods – Internet will be more important than trade fairs in this sector

Security Problems

Security problems (9/11) - global threats like terrorism, diseases (like SARS)

Negative Globalization Effects

Globalization – decreasing number of B2B decision makers, as a factor of mergers and acquisitions (decrease in number of market players)

“ Particular Problems In Industry ”

Overcapacity of exhibition surface - decrease of labour force (time available) at organisers – increasing costs of the organizers and no way to increase stand- prices

Other

Global economic downturn – this marketing tool is very vulnerable during economic declines as marketing manager used to cut marketing expenses on fair first - marketing budgets, direct sales events.

exhibitions in the market place - new venues with good facilities in growth counties - roll out of fair concepts world wide - Increase of cost, decrease of efficiency of advertising; decrease of people's confidence to advertising and overloading by advertising - more personalization and more "human value" in product development - new markets

Impact of Covid-19

- I. UFI releases figures stated the impact of COVID-19 on the global exhibition economy in 2020
 - a) The global exhibition industry has contracted by 68%, compared to 2019
 - b) €200 billion (USD 224 billion) of total exhibition-related output not generated, with 2.4 million jobs affected
 - c) €330 billion (USD 370 billion) of business agreements between exhibition participants not generated
- II. The result is based on regional data provided by UFI, indicates that 2020 revenues represented only 23% of those from 2019 in Central and South America, rising to 24% in the Middle East and Africa, 27% in the Asia- Pacific region, 32% in Europe and 36% in North America.
- III. Exhibitions have a direct impact on numerous sectors in the regions where they take place – not just the exhibition industry (venues, organisers and service providers), but all related sectors, such as accommodation, restaurants and transport. Taking all of these sectors into account, it is estimated that a minimum of €200 billion (USD 224 billion) of total exhibition-related output was not generated in 2020, including €80 billion (USD 90 billion) in North America, €65 billion (USD 73 billion) in Europe and €46 billion (USD 52 billion) in the Asia-Pacific region. This equates to 2.4 million full-time jobs affected globally.
- IV. Exhibiting companies use face-to-face events to generate contacts that lead to business, either at or soon after the event, and the non-tenure of most exhibitions in 2020 has led to an estimated €330 billion (USD 370 billion) of business volume affected. While a small fraction of that loss may have been compensated for specific sectors, with the development of purely digital solutions, the net impact remains very high.

"COVID-19 has had a significant impact on the exhibition industry, as well as those sectors who benefit from face-to-face events. The impact has not just been felt by exhibitors, who showcase their products

and develop their sales, but also by those involved in ‘tourism-related’ activities. We all look forward to the lifting of current restrictions and the rebound of our economies, where exhibitions will play an important role,” says Kai Hattendorf, UFI Managing Director and CEO.

The World Health Organisation has declared the outbreak of the Novel Coronavirus a global pandemic on March 11, 2020. UFI is supporting the work of global, regional, and national institutions who deal with this outbreak.

Global Framework for Reopening Exhibitions and B2B Trade Events

Working with the global industry community, UFI has released a global framework that sets out how the industry will run events given the COVID19 conditions. The framework lists measures and advocacy messages for the dialogue with politicians and health authorities, and provides global industry guidance. Following are top pointers:

1. Reinforce personnel and personal safety – a. Perform risk analysis, b. Manage use of prevention materials (e.g. provide masks, disinfectant gel, disposable tissues)
2. Enable physical distancing – a. Introduce barriers and mark floor to indicate space regulations for all queues and public spaces (e.g. entrance halls, restaurants, catering outlets and toilets). Add physical transparent partition on counters (e.g. admission, registration and customer service), b. Allow spacious distance between booths and aisles for circulation, c. Manage conference-style layout for side events to allow physical distancing.
3. Increase health and safety measures – a. Enable access control and conduct health screening (e.g. unified temperature monitoring), b. Work with guidelines dealing with/denying entry to stakeholders who fail health screening test (e.g. set up isolation areas; inform the local disease control department), c. Manage cleaning, sanitation and disinfection regimes of commonly used areas, d. Provide sanitising and handwashing stations, e. Enable no-contact policy (e.g. avoid shaking hands and consider alternative greetings; encourage contactless payment; plan dedicated space for exhibitor and visitor to interact safely, f. Ventilated venues/exhibition halls and other facilities to have air conditioning and air-filtering processes, g. Adapt frequency of waste disposal, h. Enable exhibitors to have enhanced cleaning and disinfection regimes for booths, exhibits and promotional materials (e.g. suggest that publicity materials be electronic).
4. Implement crowd control – a. Attendee flow management (e.g. monitor access routes, queuing space

- and entrances; separate different areas of the event and control access), b. Adapt registration process and manage set-up to reduce contact onsite (e.g. encourage online registration wherever possible; print badges at home), c. Manage number of stakeholders on exhibition site (e.g. rationalise/simplify raw space/space-only stand designs and construction methods to reduce time required to build and dismantle; allow longer timeframe to set up and dismantle), d. Manage number of attendees on the exhibition site (e.g. limit number based on area in gross square metres of the venue/hall, as proposed by exhibition safety managers; assign tickets to designated time slots such as days and hours), e. Manage catering offer to allow physical distancing and encourage additional hygiene measures (e.g. distancing tables and limiting capacities inside restaurant areas; avoid buffet-style service stations; offer pre-packed food)
5. Encourage and enforce measures – a. Display measures and cleaning regimes accessible for everyone, b. Work in legal framework that clearly defines duties and responsibilities across all stakeholders involved, c. Establish and maintain direct communication with local Authorities, d. Set up medical service points (e.g. medical support, patient handling, treatment and clinical support, patient transport and treatment, clinical waste management), e. Manage training on epidemic prevention (e.g. master the skills of disinfectant use, cleaning public places and emergency disposal), f. Verify registration details on-site and, where appropriate, manage process to inform health authorities, g. Monitor new sources of information and establish processes to act accordingly, h. Manage procedure to address onsite concerns and answer questions from all attendees (e.g. hotline), i. Monitor real-time crowd movements and establish processes to act accordingly (e.g. use technology to track in-show attendees; wristbands; Mobile Apps heatmaps)

All Industry Specific Guidelines

WHAT	HOW	WHY
Crowd Density Guidelines (CDG)	Show organisers can allow for the Crowd Density Guidelines (CDG) in accordance with local, regulatory guidance . By controlling the density, appropriate physical distancing can occur.	Organisers ability to follow the Crowd Density Guidelines illustrates our commitment to prioritizing health and safety first while enabling successful interactions among our audiences.
Registration	Through an increased use of technology , show organisers provide means to minimise queuing and contact during the registration process. The use of QR codes or similar technologies can facilitate seamless and contactless access upon entry and exit. Additionally, digital credentials may eliminate physical badges and lanyards where appropriate and enable contact tracing.	Encouraging advanced, online registration provides an achievable means to minimise onsite contact at a number of touchpoints. That effort combined with the reduction of queues, allows visitors to enjoy a safe and enhanced experience where their time onsite is maximised for effectiveness.
Staggered Admission	Event formats can be divided into time slots across the days of their occurrence. Show organisers can extend show opening hours and provide the ability to facilitate visitors' attendance during a designated time slot in order to evenly spread the attendance in combination with encouraging meetings set in advance . Controls over the maximum number of visitors can also be set.	By staggering admission and longer show opening hours each audience can enjoy a safer and more seamless experience. Our exhibitors can enjoy full, productive days throughout the event. Our visitors can plan their time in advance and have the option to reduce their costs and travel if desired. Predictable and traceable audience patterns also gives us better insights into attendee flow, a key piece of feedback often expressed.

Verified Visitors	Show organisers can work to ensure verified visitors are present at organised industry gatherings. With opportunities to vet visitors through matchmaking, registration and exhibitor feedback, we hope to maximise all interactions with visitors while maintaining CDG guidelines.	Combined with staggered admission, verified visitors can maximise everyone's time at the event. With the opportunity to vet through a series of measures, exhibitors will be assured visitors present are there to conduct business and make purchasing decisions.
Floor Planning	Organisers can design floor plans with larger aisle widths and assign one-way traffic-flows for entrances and exits in order to achieve above the CDG.	A prescribed flow through event venues helps visitors and exhibitors to safely maintain CDG requirements. Entrances and exits can follow the same one way traffic to follow the logical flow. These traffic flows allow for proper spacing to be maintained and easily monitored, all of which contributes to our enhanced healthy and safety standards.
Visitor Transportation	All travel to and from the show can follow the CDG where required. Show organisers can work with vendors to provide options for visitor shuttles between venue, hotels, and transportation hubs to sit every other seat of every other row to maintain physical distancing. Organisers can request masks to be worn on shuttles.	In coordination with staggered admission, visitor transportation on-site can follow a predictable pattern which allows us to properly plan for transportation needs. By working with vendors to follow the CDG, visitors safely maintain CDG guidelines while shuttling between the venue, hotels, and transportation hubs.
WHAT	HOW	WHY
Set Up & Break Down	In cooperation with our venue partners, show organisers can provide enhanced guidelines to assist contractors in the set up and break down of events. Covering items such as exhibitor freight, personnel, shared equipment, and high touch point areas, these measures can be provided in detail to minimise risk where it would be beneficial.	From the first to last moment of our organised industry gatherings, organisers can partner with all stakeholders, especially our venue partners, to provide enhanced guidelines to contractors to prioritise health and safety. The set up and break down processes can be detailed for each control in place to provide a best practice guide.
Conference Rooms	With recommended density and seating arrangements for a variety of room sets, all conference and break room seating can follow local distancing guidance . Show organisers will provide hands-free technology where possible in addition to streaming sessions to virtual attendees to aid in the facilitation of sharing information.	A key element of our events, conference material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact. Connections can be made on and off site to facilitate continuous learning and interaction.
Eliminating Handshakes	Show organisers will recommend the elimination of handshakes at organised industry gatherings in accordance with global and local organisation and government guidance. This recommendation will be reinforced with on-site signage and announcements in addition to proposed, alternative methods of greetings.	By recommending the elimination of handshakes on-site, show organisers follow the guidance of global and local authorities. With alternative means of greetings offered, we hope to minimise the spread of germs as much as possible. On-site signage and announcements will reinforce the recommendation in effort to prioritise everyone's health and safety.

Source: UFI Health and Safety Position Paper - Promoting Health & Safety in the Global Exhibitions Industry, UFI

Food & Beverage	Show organisers can prohibit open or self-service buffets in favor of serviced buffets, food served pre-packaged or in closed containers . Where possible, food and beverage should be ordered in advance. Food preparation areas can also be inspected. Seating areas can be arranged to follow the CDG. Cashless and card payments should be promoted and cash may not need to be accepted as a form of payment.	Organisers' commitment to health and safety expands to food and beverage where every effort is being made to minimise risk. By eliminating buffets and open service options, a stricter control for food safety can be provided. Combined with seating arrangements following the CDG, food and beverage can be enjoyed at a higher level of service for our audiences.
Social Functions	All functions within organised industry gatherings can follow the CDG and show policies , such as distancing, hygiene and mask wearing, including social functions like meals, awards, and gatherings. Where possible, public addresses and speeches will be delivered virtually.	Organisers offer the capability to follow a more conservative approach than the guidance of global and country governments and organisations with our CDG. All social functions included at our events can follow the CDG standard while delivering as many components virtually as possible, further illustrating our commitment to prioritise health and safety first.
Monitoring & Control	Show organisers can appoint floor managers or COVID safety ambassadors to monitor that the appropriate All Secure Guidelines are in place and processes are followed. Where applicable, this resource will be responsible for ensuring the latest information and updates are shared with the appropriate teams and stakeholders.	With a specific resource identified and appointed for adherence to the All Secure Guidelines, we can establish accountability. By sharing information, updates and best practices within the industry, we can ensure the continued health and safety of our audiences.

Source: UFI Health and Safety Position Paper - Promoting Health & Safety in the Global Exhibitions Industry, UFI

WHAT	HOW	WHY
Venue Deep-Cleaning	We can require venues hosting organised industry events to provide a deep cleaning prior to move in and again before the event opens.	Working with our venue partners to provide deep cleaning both before move-in and the opening of the show floor can ensure a safer environment for our colleagues and visitors.
Cleaning Regime	Every partnering venue can offer a visible, enhanced cleaning regime . Cleaners are offered PPE with an increased focus on key touchpoints, including restrooms, food and beverage areas, and help points. Electrostatic cleaning methods could also be deployed, as can other, locally available methods.	Enhanced and visible cleaning regimes throughout the event and particularly in key areas can provide a visible representation of the industry's dedication to health and safety. Electrostatic cleaning methods are best in class technology used across industries and recommended by leading scientists for our events.
Stand Cleaning	Exhibitors can disinfect their respective booths and exhibits regularly throughout the event. At our events' discretion, the use of sampling and distributing physical, promotional materials is prohibited in favor of all materials being shared digitally .	With instructions and guidelines of how to regularly disinfect their booths and exhibits, our exhibitors can contribute to our full plan of micro and macro cleaning efforts. The elimination of physical materials in favor of sharing promotional items physically can also contribute to sustainability efforts in addition to minimising risk and contact between people.

Hand Sanitisers	<p>Hand sanitiser stations can be positioned at key locations throughout the event, including registration, entrances and exits, restrooms, food and beverage locations, conference rooms and any other key locations with regular use.</p>	In addition to washing your hands regularly, world and country health organisations recommend alcohol-based hand sanitisers to prevent the spread of infections and decrease the risk of getting sick. Independent show organisers are committed to make hand sanitiser stations readily available throughout our event spaces, particularly at key locations.
Waste Management	<p>The collection and removal of waste receptacles can be increased during events in order to minimise risk. Specific waste bins for mask disposal can also be provided and clearly identified, with a proposed schedule to regularly disinfect the waste receptacles themselves.</p>	Organisers can designate specific waste bins for mask disposal in addition to increasing the frequency of the collection and removal of waste. The waste receptacles themselves can also be regularly disinfected. These efforts follow recommendations and advice of world and country specific health organisations.
Conference & Seminar Rooms	<p>Shared equipment within conference rooms can be removed, including stationary and hand held microphones. All equipment, including audio and visual, can be disinfected between each use, and conference rooms should have an increased cleaning schedule throughout the day.</p>	A key element of our events, conference material will continue to be shared to push our industries forward with new knowledge, best practices, and approaches. Enabling the sharing of information in new seating arrangements and through digital channels can broaden the audience reach to expand the impact.

WHAT	HOW	WHY
Source: UFI Health and Safety Position Paper - Promoting Health & Safety in the Global Exhibitions Industry, UFI		
WHAT	HOW	WHY

Contact Tracing	Assisting local government authorities with track and trace efforts, show organisers can encourage participants to follow local protocols.	Encouraging participants to follow local protocols can make track and trace efforts more effective and help minimise the spread of the virus.
Infrared & Thermal Imaging Temperature Screening	Infrared thermal imaging temperature screening equipment can be available at the entrances to venues at organized industry gatherings. If any defined symptoms of COVID-19 are detected, including fever, people could immediately proceed to the quarantine bay where local, medical authorities will be stationed and begin the proper protocol. Any visitors or exhibitors who are unwell can be prohibited from entering the event.	Following the guidance of world and country agencies, infrared thermal imaging screening can be available at the entrance of all events. Fever is a common symptom of COVID-19, typically appearing 2 - 14 days after exposure. Thermal imaging screenings are able to determine surface skin temperature which is then used to estimate the temperature at a reference body site. These additional measures offered continue to display the commitment and top prioritisation of health and safety while enabling successful interactions among our audiences.
Facemasks	Approved facemasks may be required of every person visiting organised industry gatherings (during build, open and breakdown phases) depending on local guidelines. Exceptions can be made for participants where people consume food with additional CDG measures in place.	In accordance with world and country health organisations' guidance, organisers can require a facemask to be worn by each person entering the event space. The mask is intended to prevent the spread of all germs.

Isolation Area	Venue may offer a dedicated area to assist people who present symptoms of COVID-19 whilst attending events.	Working with local hospitals and medical authorities, organisers can share procedures and protocols to follow in advance of an event occurring. Within those plans, an area could be set up on site to properly address any person displaying symptoms of COVID-19.
Enhanced First Aid & Medical Support	Organisers' events can also offer an increased number of First Aid stations located throughout the event with enhanced medical support available. These efforts would be in coordination with local authorities and medical personnel.	First Aid stations offer enhanced support by local medical authorities and personnel. While at an event, signage will indicate where to go for expert medical attention in the event of any illness.

Source: UFI Health and Safety Position Paper - Promoting Health & Safety in the Global Exhibitions Industry, UFI

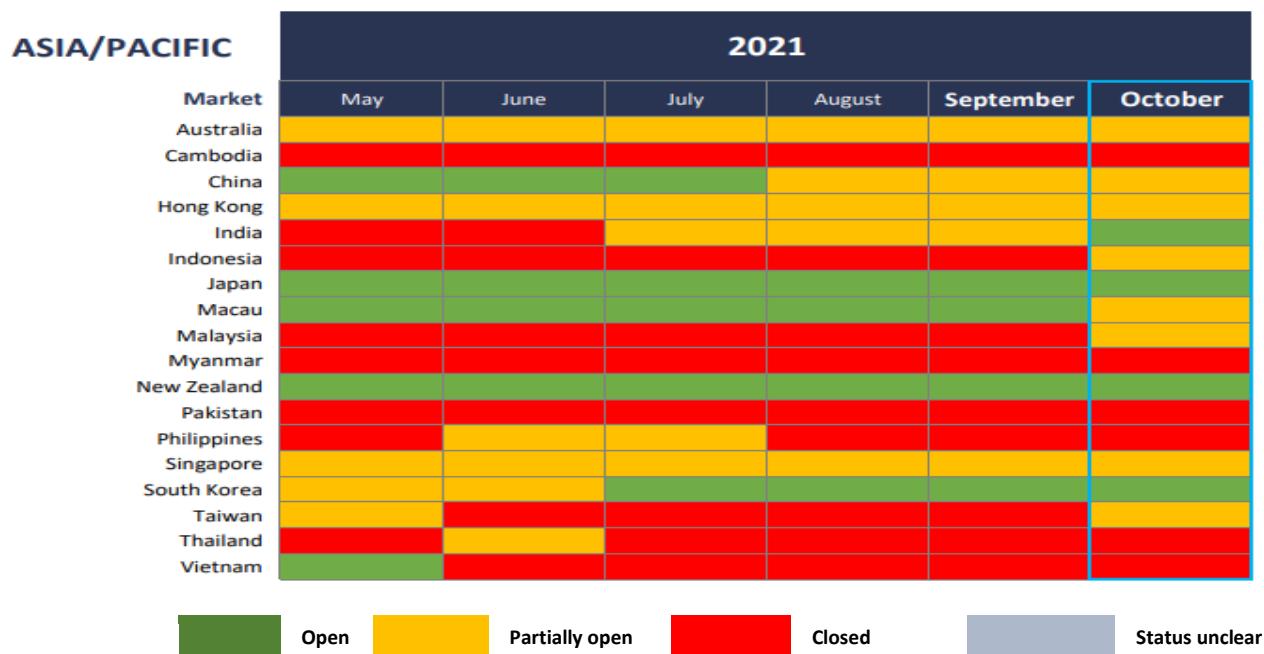
WHAT	HOW	WHY
Separation Screens	In areas of interaction, including Help Desks, food and beverage stations, security, etc., separation screens can be offered.	Events can also include separations screens in areas of interaction. This measure to physically separate and increase distance between people can contribute to the All Secure Guidelines and organisers' commitment to the health and safety of visitors and exhibitors.
Personal Protective Equipment (PPE)	All personnel, including cleaning, medical, food and beverage workers, etc., can be offered personal protective equipment , PPE, including masks and gloves.	All personnel on site at events can be offered personal protective equipment, PPE, to prevent exposure. An important element of event organisers' Protect & Detect Cornerstone, this effort can include a mask and pair of clean, non-sterile gloves.
Incident Response Plans	Incident Response Plans have been updated to include processes for possible COVID-19 incidents, both confirmed and suspected. In addition to a hygiene subject matter expert, Operations and event teams on-site will be specifically trained for an awareness of COVID-19 symptoms and the appropriate protocol to follow.	With a specific resource identified, trained, and measured for adherence to the All Secure Guidelines, accountability will be established. Incident Response Plans have been updated to include processes and protocol for possible COVID-19 incidents, both confirmed and suspected, and will be followed as needed.
Employee Screening	Show organisers encourage all its employees to undergo COVID-19 symptomatic screening in advance of each work day.	Screening employees at events can reduce exposure for all stakeholders, help prevent the spread of any virus and help to verify protective equipment is used effectively. This encouraged method displays the industry's commitment of heath and safety beginning with our own, internal teams.

Source: UFI Health and Safety Position Paper - Promoting Health & Safety in the Global Exhibitions Industry, UFI

Health Authority Engagement	With the local health authorities regularly engaged, organisers can issue a COVID specific risk assessment , including up to date epidemiological input, in advance of each event. This assessment can broadly communicate the assessed risk associated with organised industry gathering occurring.	Transparently communicating the results of the risk assessment helps us and or visitors feel confident with the event moving forward and shows our commitment to health and safety.
Rapid Testing	Rapid testing capabilities are becoming more widely available and show organisers will consider introducing evidence of recent negative test results from everyone prior to entry to show sites.	Requiring proof of a negative test will help reduce the number of asymptomatic participants attending show sites hence reducing the chance of spread of the virus.

Reopening of the Exhibition Industry

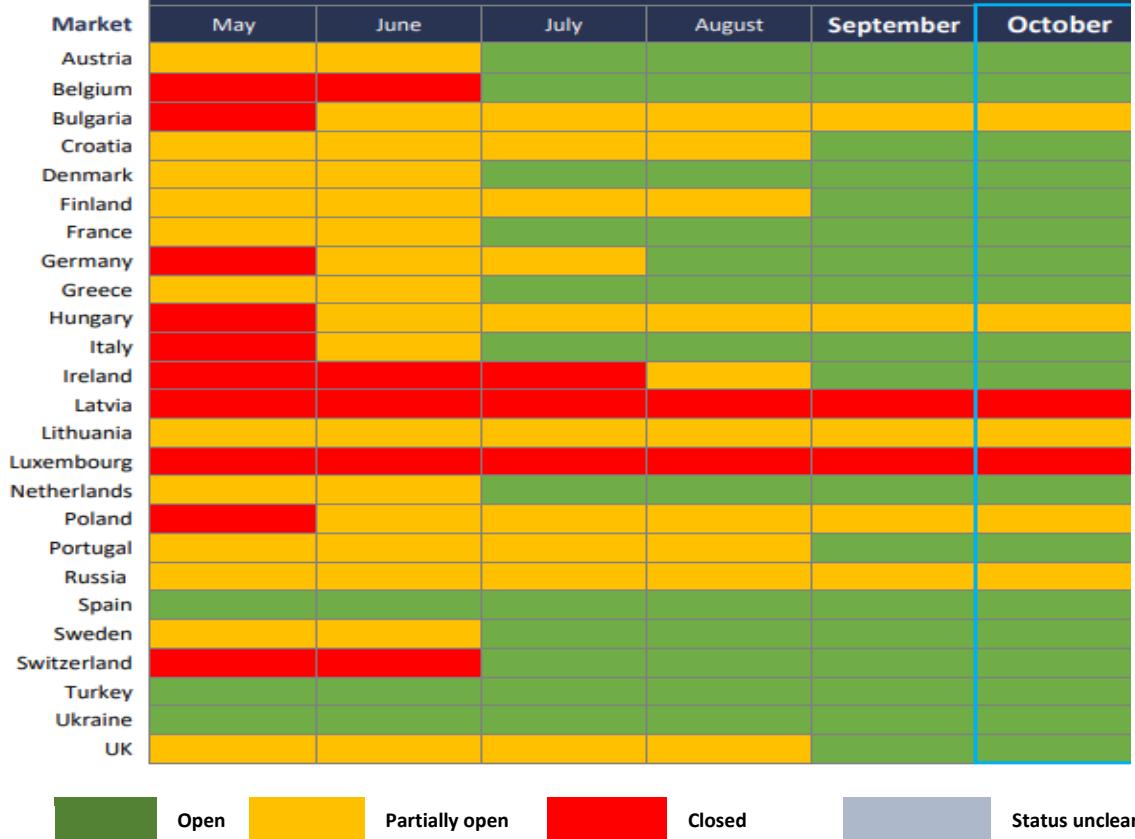
Exhibitions & events reopening by market, following the COVID-19 pandemic



Source: Global Framework for Reopening Exhibitions and B2B Trade Events, UFI

EUROPE

2021



Source: Global Framework for Reopening Exhibitions and B2B Trade Events, UFI

MEA

	2021					
Market	May	June	July	August	September	October
Algeria						
Bahrain						
Egypt						
Iraq						
Jordan						
Kuwait						
Lebanon						
Lybia						
Morocco						
Oman						
Qatar						
Rwanda						
Saudi Arabia						
South Africa						
Syria						
UAE						
Zambia						
Zimbabwe						

AMERICAS

	2021					
Market	May	June	July	August	September	October
Argentina						
Bolivia						
Brazil						
Canada						
Costa Rica						
Cuba						
Chile						
Colombia						
Ecuador						
El Salvador						
Guatemala						
Honduras						
Mexico						
Panama						
Peru						
Uruguay						
USA						

Source: Global Framework for Reopening Exhibitions and B2b Trade Events, UFI

Future Market Opportunities

- a) Today, trade shows are considered a traditional marketing strategy used by companies to showcase their latest products and network on a B2B level. The objective is to increase brand awareness and drive sales and to do so by gathering with similar industries in a common area so gaining great synergy from the volume of traffic attracted. These congregations facilitate the promotion of customer involvement, on-hands training on products, the launch of new products and an opportunity to probe customer sentiments.
- b) However, the industry was dealt a huge blow when in 2020 the Covid epidemic swept across the globe forcing almost all exhibitions to close their doors and leave the huge exhibitions halls empty. A behemoth of international industry was brought to a shuddering halt. The effects of the crash spread everywhere, and beyond the exhibiting companies themselves. For every exhibition cancelled an army of supporters fell with it: hoteliers, taxi drivers, exhibition staff, catering staff, public transport, airlines, printing companies and on and on. Cities across the world such as Dusseldorf, Barcelona, Lisbon, London, and many more felt the cost of an industry forced to become dormant.
- c) The exhibitions rushed to try and maintain some sort of momentum: to remain inert was not an option. Some exhibition organisers, such as the Websummit.com, overcame the obstacle by developing their own exhibition software. The Web Summit was able to cater for its 100,000 attendees online using this conference platform. In March 2021, Websummit.com made its conference software available for sale to other companies. Its first customer was the prestigious United Nations Development Program.
- d) One of the advantages of using virtual trade show technology is the amount of data it can capture. From the moment a client registers online the flow of intelligence begins. That data is then captured in a format that can be sliced and diced to lend itself to all kinds of business intelligence analysis. In the era of Big Data, this is a huge asset for any forward-thinking company. It is not always easy in a real-life conference setting to gather that level of intelligence. Yet, while trade fairs have been facing stiff competition from these digital marketing channels, they still are considered by many as one of the most profitable B2B media strategies available. Indicative of the resurgence of the real-time trade fairs is the announcement last week in Germany that the larger trade fairs there will resume. Germany hosts a vast number of international trade fairs

Company Profile- Global organizers

INFORMA PLC

- a) Informa operates at the heart of the Knowledge & Information Economy. It is one of the world's
- b) leading business intelligence, academic publishing, knowledge and events businesses.
- c) Serve customers in many different industries, from Life Sciences to Finance, Beauty, Education, Agriculture and TMT.
- d) Through its various products and services, it provide knowledge, intelligence, insight, analysis, connections and networking, all designed to create advantage for its customers.
- e) It organised around four Operating Divisions, each owning a portfolio of leading brands.
- f) Have a fifth Division, Global Support, which is the team behind the teams, providing functional services for the Operating Divisions such as Strategy & Planning, Talent, Shared Services, Technology, Finance, Communications and Legal
- g) More than 6500 colleagues in 50 nationalities & 20 countries
- h) Group Revenue: £1137m
- i) Group Adjusted Profit: £334m
- j) Dividend per Share: 19.3p
- k) Revenue by Geography: United Kingdom - 13%, North America – 37%, Cont. Europe – 21% & Rest of World – 29%
- l) Revenue by Type: Subscriptions – 41%, Copy Sales – 19%, Exhibitors – 17%, Attendees – 15%, Sponsorship – 6% & Advertising – 2%
- m) Employees by Region: United Kingdom - 42%, North America – 32%, Rest of World- 19% & Europe – 7%
- n) Listed on the London Stock Exchange with the ticker INF
- o) Sponsored Level 1 ADR programme (BNY Mellon) with the ticker IFJPY

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| REED
EXHIBITIONS
(RELX) | <ul style="list-style-type: none"> a) Reed Exhibitions, also known as RX is a subsidiary of RELX that organizes trade fairs and conventions. b) Headquarters: United Kingdom c) Founded: 1968 d) RX (formerly Reed Exhibitions) has its headquarters in London and has further offices in Paris, Vienna, Düsseldorf, Moscow, Norwalk (Connecticut), Mexico City, São Paulo, Abu Dhabi, Beijing, Shanghai, Tokyo, Singapore and Sydney. Reed Exhibitions has 3,700 employees worldwide and its portfolio of events serves 43 industry sectors. e) There are more than 400 events in the RX portfolioIn spite of the restrictions caused by Covid-19, RX ran 169 face-to-face events in 2020 f) In addition, RX ran 71 online digital events which helped its customers find new products or suppliers, learn about their industry and be inspired43 industry sectors are served in 22 countries across the globe g) In 2020 our digital events and products have been widely adopted and delivered value to our customers. 58 events offered proactive matchmaking to around 1.5m customers, across both face-to-face and digital events |
| MESSE
FRANKFURT
GMBH | <ul style="list-style-type: none"> a) Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. b) Messe Frankfurt (literally "Frankfurt Trade Fair") is the world's largest trade fair, congress and event organizer with its own exhibition grounds.[2] The organisation has 2,500 employees at some 30 locations, generating annual sales of around €661 million. Its services include renting exhibition grounds, trade fair construction and marketing, personnel and food services. c) Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). The Board of Management of Messe Frankfurt consists of Wolfgang Marzin (Chairman), Detlef Braun, and Uwe Behm. |

- d) Located at the heart of financial and business centre Frankfurt, the exhibition grounds are among the largest and most modern worldwide with 367,000 m² (3,950,000 sq ft) of hall area and more than 96,000 m² (1,030,000 sq ft) of free space at its disposal.
 - e) As well as excellent international transport connections by air, rail and road, the exhibition venue enjoys excellent public transport connections: The S-Bahn suburban train station "Messe" stops in the centre of the exhibition grounds, the U-Bahn underground train station and the Strassenbahn tram station are located directly at the City Entrance/Festhalle.
- CLARION EVENTS LTD**
- a) Headquartered in London, Clarion is a truly international business, with a portfolio of events and media brands across a range of vertical markets. We have employees based in offices worldwide who specialise in delivering first class marketing, networking and information solutions in high value sectors, both in mature and emerging geographies.
 - b) Organise both live and digital events every year, attracting buyers with spending and decision-making power who are looking for solutions and innovations to help move their businesses forward. Putting them in contact with the providers of these solutions, and with each other, is our overriding objective, always.
 - c) They are members of Association of Event Organisers Ltd (AEO), Business Disability Forum, SACEOS, SISO, The Social Mobility Foundation (SMF), UFI
- EMERALD EXPOSITIONS EVENTS**
- a) A leader in building dynamic market platforms that integrate live events and media into uniquely rich experiences, in business to build the business. Each year, Emerald connects over 1.9 million customers across 142 events and 16 media properties.
 - b) As true partners, strive to apply creativity, innovation, and knowledge that meet its customers' distinct requirements. Everything they do is grounded in data and insights, whether it's designing the most innovative shows, keeping up-to-date with emerging trends, or knowing the markets intimately.

- c) The industry they serve are – Design, Equipment, Retail, Safety & security & Technology
- KOELNMESSE GMBH**
- a) No. 3 trade fair venue in Germany and into the Top Ten worldwide
 - b) About 80 trade fairs, exhibitions, guest events, and special events every year in Cologne and in the key markets all over the world
 - c) 11 trade fair halls
 - d) Almost 400,000 m² exhibition space and outdoor area
 - e) 17,500 parking spaces
 - f) 2,000 conferences per year
 - g) Conference capacity for up to 19,500 participants
 - h) Around 54,500 exhibiting companies from 122 countries
 - i) Around 3 million visitors from 224 countries
 - j) Around 220,000 accredited journalists
 - k) More than 1 billion advertising and press contacts
 - l) Foreign representatives in more than 100 countries
 - m) More than 175 partner hotels
 - n) Around 94,000 hotel beds (in the Cologne region)
- TARSUS GROUP**
- a) Organise B2B events across the globe with particular focus on high-growth and transitioning markets, as reflected in our strong footprint in China, the Middle East and the Americas.
 - b) Since its formation in 1998, Tarsus has built a diverse portfolio of events and media that span a wide range of industries and geographies.
 - c) Operate globally, in numerous verticals including aviation, medical, labels, travel and housewares; own a number of flagship brands including Labelexpo, Connect and the Dubai Airshow.
 - d) 180+ B2B shows across 20 sectors in 19 countries. More than 1.1 Million visitors, & 30k Exhibitors
 - e) It's market approach is - Growth through partnership, targeted footprint, delivering value & results & thought-leading events & media

- | | |
|---------------------------|--|
| HYVE GROUP PLC. | <ul style="list-style-type: none"> a) Hyve Group plc, formerly ITE Group, is an international organiser of exhibitions and conferences. The Group organises over 130 trade exhibitions and conferences each year in 14 countries and employs over 1,200 staff in 17 offices worldwide. b) The company's vision is to provide the world's leading portfolio of content-driven, must-attend events delivering and outstanding experience and return on investment for its customers. It is listed on the London Stock Exchange. c) During COVID, it has evolved its offering online <ul style="list-style-type: none"> 1. Delivered approximately 100 webinars in FY20 attracting 2. more than 30,000 attendees 3. Wide range of formats including presentations, round tables, 4. product showcases and multi-day conferences 5. Most online offerings across the industry focus on learning and community engagement with limited monetization 6. Trialled one online trading and networking event, Shoptalk 7. Meetup, with third-party operator |
| MESSE MÜNCHEN GMBH | <ul style="list-style-type: none"> a) Messe München is one of the largest trade fair companies worldwide and facility operator of the Munich exhibition grounds, the ICM – Internationales Congress Center and the MOC Veranstaltungszentrum München. b) With a network of affiliated companies in Europe, Asia and South America and around 70 foreign representations, have a successful global presence. With a staff of around 1,100 employees, it organizes and holds international flagship trade shows and conventions, and hosts guest events, annual general meetings and corporate events including conferences and trainings in our various locations. c) Messe München was the first exhibition center in the world to be awarded the "Energy-Efficient Company" certificate by TÜV SÜD d) Messe München is a "Climate Partner Munich", an initiative that develops products and services for climate protection. |

- e) On International Tree Day 2016, it took a stand against the climate crisis with a major tree planting campaign on our exhibition grounds.
- f) Together with other initiators, it founded the S-Bahn Alliance East. The goal: to sustainably promote and implement a four-track extension of the suburban railways between Munich East - Markt Schwaben and the construction of a dedicated suburban train station at Messe München. The expansion furthers the consistent and environmentally friendly shift of traffic from road to rail.

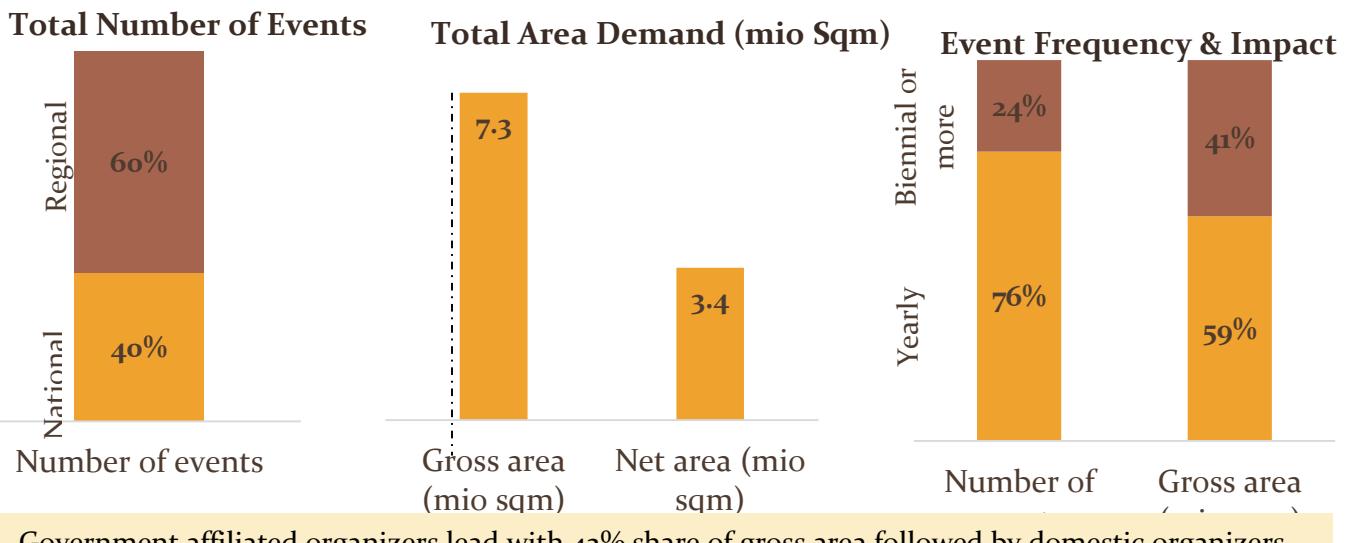
Chapter-2

Indian Exhibition

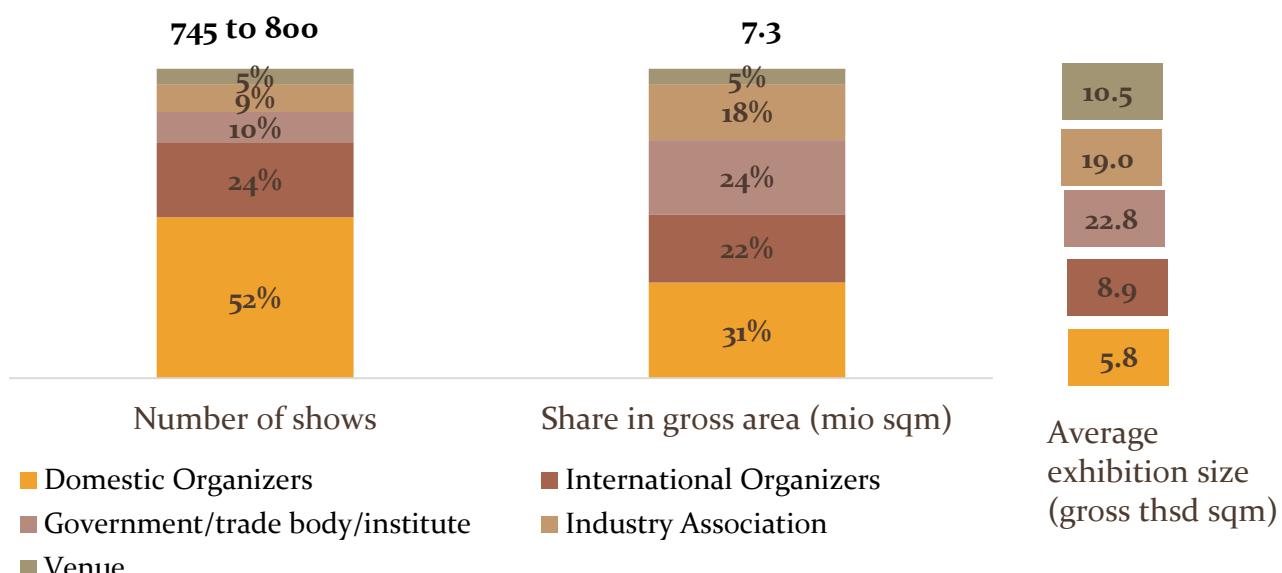
Industry-Demand Side

Market Size and Forecast- Revenue & Net Space Rented

- I. Indian Exhibition Industry size is about INR 33.4 Bn in FY 2018-19
- II. India is third largest trade fair market after China and Japan in Asia. India held 615 B2B & B2C exhibitions, by 195 organizers pre COVID
- III. In terms of gross exhibition area rented, it has increased from 4.7 to 5.1 (Mn sq.m.), registered a growth of 8.5%
- IV. Domestics market is highly fragmented with strong regional presence

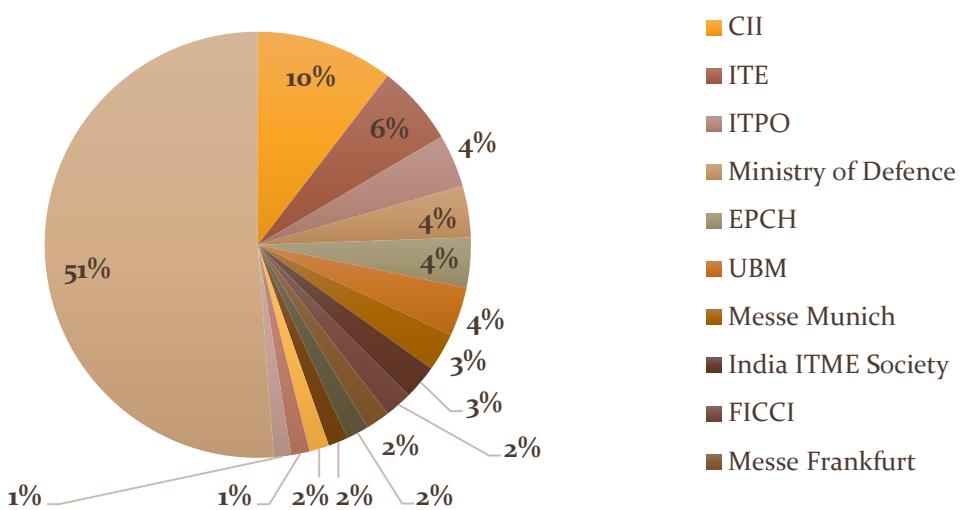


Organizer Segmentation – Total Exhibition Market



- I. Industry association, government institution and trade body have large show format and events linked with government initiatives
- II. Domestic organizers dominate industry with ~385 events (31% of gross demand)
- III. International organizers increasing market share through acquisition/ partnering with
- IV. domestic organizer

Organizer Segmentation – Total Exhibition Market

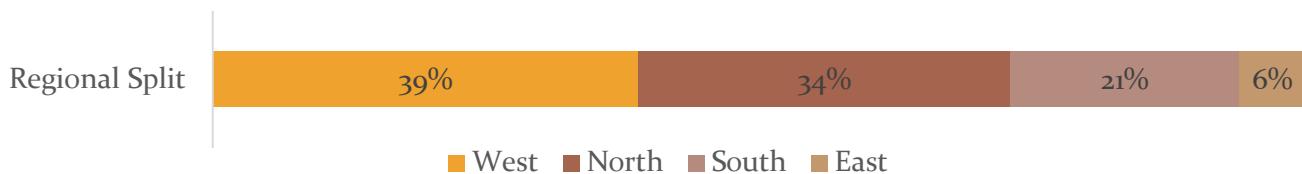


Source: Indian Exhibition Industry Association

- I. Industry associations/ International organizers
- II. dominate top-15 organizers with ~50% share of gross exhibition area; reflects highly fragmented industry and presence of micro players as well
- III. Total number of organizers: 220
- IV. Total gross area (mio sqm): 7.3
- V. 205 Other Organizers: (51.1%)

Market by Geography

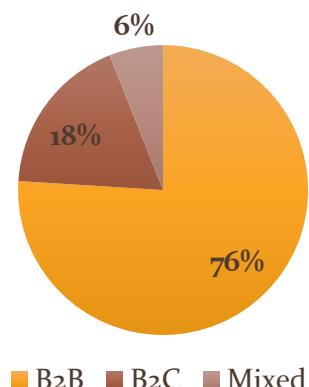
North and West of India are two key regions for Exhibitions in India. They contribute around 72% exhibition area of total space available in India. Followed by South (22.3%), East (5.7%), Central (0.5%)



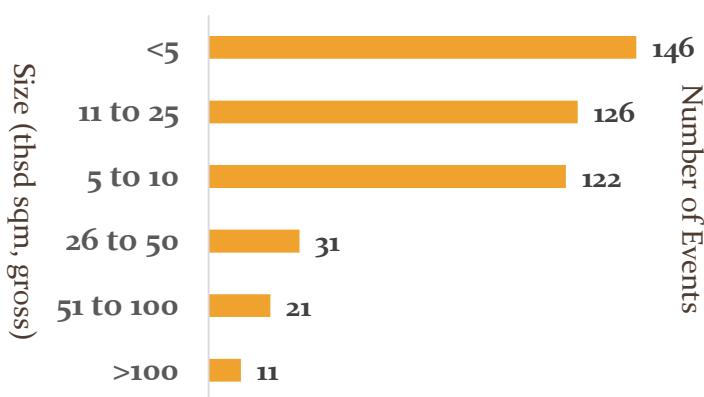
Market by Exhibition Type

- I. B2C shows have mere 6% share indicating “white spot” for introduction of high quality B2C shows
- II. Exhibitions in India are still very transactional where face to face interaction with customer is priority compared to display of production/innovation
- III. Large events in India are mainly in established sectors like construction, automotive, chemicals which are held by Industry associations

Type of Events
Total gross area: 7.3 mio sqm



Distribution by Size
(Gross Area sqm)

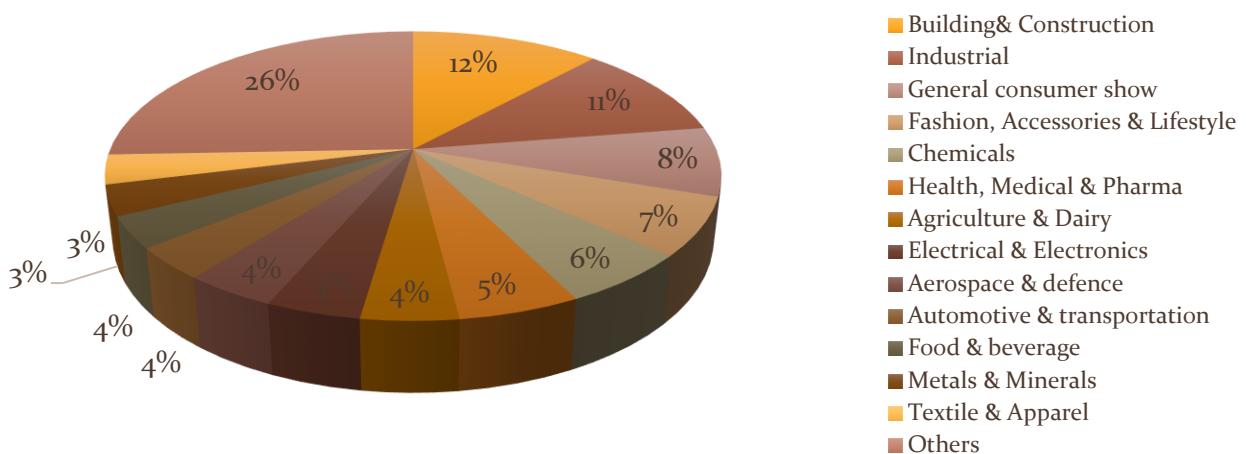


Source: Indian Exhibition Industry Association

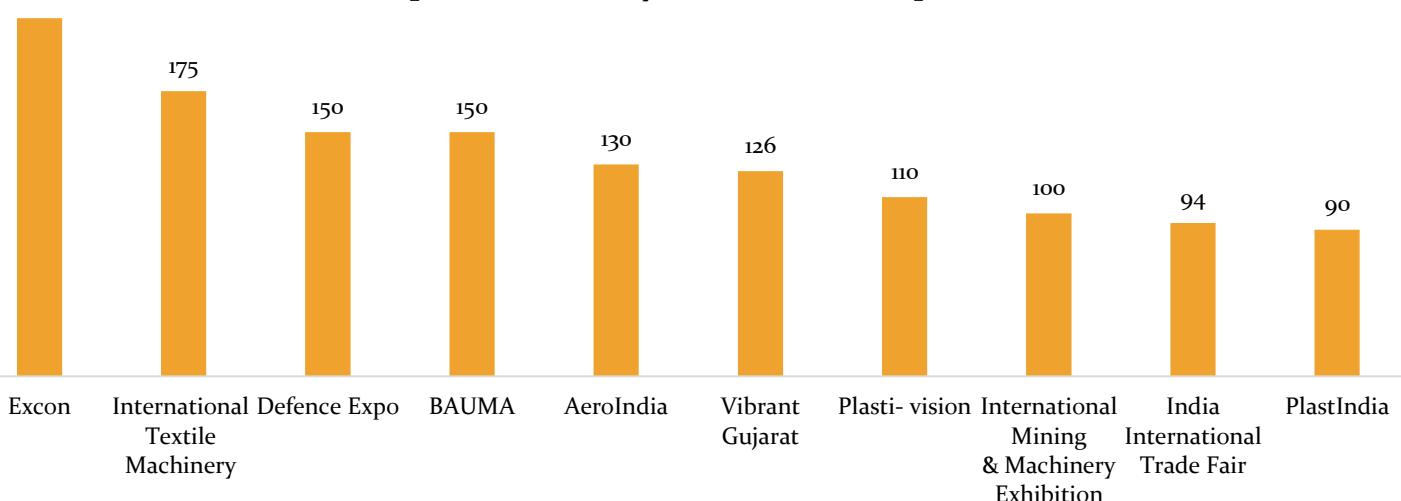
Market by end user segment

- a) Building and construction segment leads with 12% share of gross area followed by industrials and manufacturing; most of the industries still in nascent stage for exhibitions
- b) Building & Construction, Aerospace & Defence and Automotive have large scale events but limited presence of consumer shows

Industry Wise Share



Top 10 Exhibition by Gross Size (thsd sqm)



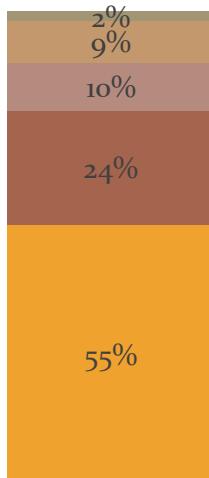
Source: Indian Exhibition Industry Association

Market by organizer segment

Of 220 organizers pan-India, domestic ones with regional focus dominate with 55% share followed by industry associations focused on large events.

Organizers Landscape – segmentation

- Exhibition Venue
- Government Institutions & Trade Body
- International Organizers
- Industry Association



KEY HIGHLIGHT

- Venue conducts **own events**
- Events with strong government push
- International events for Indian market
- Thematic/ sector focused events
- Comprising of regional and national level organisers

Total number of Organizers

Source: Indian Exhibition Industry Association

Growth drivers



~7% GDP growth expected over next 3 to 5 years



Central and state government efforts on promoting initiatives like Make in India through exhibitions



Events in emerging sectors and niche segments like renewables, specialty chemicals, food processing



Incremental capacity addition for venues almost equivalent to existing capacities



Amongst the world's Biggest Airport at Jewar- 15000 acres 70m pax terminal capacity by 2040. The airport would give impetus to the development of the infrastructure in the Greater Noida to develop it into a world class business hub. The infrastructural facilities planned to be developed include Logistics Hubs, Warehousing Hubs, Housing, Cargo complexes, Hotels, Aeropolis, Business districts/ centres, etc.

Market retarders

1) Inadequate Infrastructure

India's exhibition industry is one-twentieth the size of China's and one-twelfth of Germany. The shortage of space in well-connected cities like Mumbai and New Delhi and lack of connectivity to other cities like Noida, Bangalore, Hyderabad etc. has been observed.

2) Fragmented Industry

The Exhibition business is currently highly fragmented. Many small entities individually operate in this sector, with no single entity having sole control.

3) Lack of a Healthy Relationship among Stake Holders

There is a huge understanding gap between the stake holders of Exhibition industry. Vendors feel a lack of recognition as partners by the organizers. Organizers, on their part, have reported the irresponsible nature of vendors due to reliance only on task model of working.

4) Aversion to Competition

Many players in the industry live under a fear of competition. Such members are responsible for paving the way for the industry's potential growth by holding back on necessary information. Organizers, Venues and Service Providers should make convincing arguments for facilitating investment in the industry without being afraid of any kind of competition. A healthy competition will attract more potential customers.

5) Governmental Support

Indian government needs to learn from the role of government policy/ support in the growth story of Exhibition industry in countries like Germany and China. The role of this industry in promoting economic growth in a country needs to be emphasized upon.

6) Other Challenges

- Most of the exhibition organizers are by chance in business. Hence, they might have no formal education
- Lack of exhibition specific training and development programme
- Small and medium size companies (exhibitors) do not know how to maximize value from exhibition
- Low relationship building skills of organizers with their visitors
- Need for greener, more sustainable initiatives
- Getting the basic things right such as seating arrangements, Catering, Queuing time, parking,etc.

Impact of COVID-19 & Policy Scenario

The COVID-19 pandemic has disrupted the exhibition industry, with more than 95% of exhibitions scheduled for FY 2020 either being postponed or cancelled. FY22 is likely to be similarly affected.

- I. As a result, the number of exhibition days at such venue has drastically reduced, thereby reducing income levels, which will impact sustainability of this critical sector seriously. Moreover, expenditures on maintaining post COVID health and safety protocols is expected to go up significantly. Notwithstanding, exhibition venues must maintain the facilities, to be ready to host international exhibitions when they resume.
- II. The sector players face a serious threat of business continuity and survival owing to the fixed costs associated with maintaining the official set ups, human resources etc. The sector has already witnessed huge layoffs which would create a gap in terms of getting experienced & professional qualified human resources once the sector comes back to a ‘business as usual’ situation.
- III. Exhibition venues invest significant capital to construct and maintain the industrial exhibition infrastructure to international standards. Like other infrastructure projects, exhibition venues require significant capital infusion with low annual returns, high maintenance costs and long payback gestation periods. The benefits from exhibition infrastructure accrues to businesses which participate in exhibitions,

transact business, and generate enquiries for future orders, which in turn leads to a significant positive impact on the economy and trade of the nation.

Action demand from government of India:

- I. It is high time that exhibitions sector be realised as priority sector by the government. Inclusion under the champion sectors will help boost the exhibitions sector which has the potential to act as a catalyst to the overall growth of the country. The government of India through its progressive approach is recognising the contribution made by services industry and exhibitions sector is one such sector which boosts the travel, tourism, logistics and local business of the region where these are held while also supporting employment generation in the country.'
- II. Many developed and developing countries have given special status to the exhibitions sector by supportive policy formulation and investment in infrastructure for exhibitions. This sector also brings in huge forex reserves for the country and supports the government initiatives like Make in India etc. The government of India is currently emphasising the importance of service industry through its 'India Services' campaign. Various studies substantiate that with support and favourably policy of the Government the exhibitions sector in India can grow 4X (four times) its current size by 2025 and could enable business transaction of over Rs.10,00,000 crores (Ten lakh cores) though exhibitions and trade fairs. India's exhibition sector has lost an estimated Rs 3,570 crore due to the lockdown imposed across the country to curb the spread of the COVID-19 pandemic, say industry players.
- III. The Indian Exhibitions Industry Association (IEIA), the apex body of exhibiting and trade show industry in the country, said the sector has been hit hard due to the ongoing COVID-19 crisis and urged the government to immediately intervene and offer an economic support package for the industry to relieve some of the stress. The exhibition industry sector enables trade/business transaction of over Rs 3,00,000 crore, boosting and supporting the growth of various spectrum of industries while also being a colossal employment provider with nearly 1,20,000 people employed in this industry
- IV. IEIA has urged the government to create an "Exhibitions in India" economic stimulus support package and offer a ten per cent incentive to Indian exhibition management companies to organize shows in the country and help recover the losses incurred in these "critical times"

V. It also appealed for reduction of GST rate for all exhibition services from existing 18 per cent to 12 per cent with immediate effect, deferment of the GST and Income Tax for six to nine months, and subsidizing the venue rentals for government-owned venues, among others.

VI. Include in champion Sectors:

- ✓ Exhibition sector enables a business of over Rs.3 lakh crores annually and has the potential to scale up growth by 100%
- ✓ Inclusion in the list of ‘Champion Sectors’ will help in developing the exhibition sector and realize its true potential.

VII. Assist in developing exhibition infrastructure.

- ✓ Grants / viability gap funds for setting up exhibition infrastructure.
- ✓ Access to long term maturity loans
- ✓ Provide relief from obtaining numerous permissions from state governments/municipalities for organizing trade fairs.
- ✓ Exempt requirement of permissions while conducting shows at purpose-built venues (begin with at government/PPP promoted venues).
- ✓ Create budgets under all departments of governments to participate in trade fairs/exhibitions.

VIII. Champion marketing & branding:

- ✓ Give thrust to promoting India as potential destination for trade fairs and exhibitions (Countries like USA, China, UK, etc. have successfully leverage the potential of Trade Fairs in building their industry/economy)
- ✓ Support “EXHIBITIONS IN INDIA” campaign, both financially and through the promotional channels of Government.

IX. GST Rationalisation:

- ✓ Support for MSMEs : 80% entities participating in Exhibitions in India are MSMEs, who are burdened with 18% GST and are unable to avail in-put credit. Levy 5% GST on MSME units.
- ✓ Permit Venues to levy IGST (instead of CGST) on Event Organizers conducting events from other cities/states.

X. Tax incentives & subsidies:

- I. Subsidy on venue rentals: Many countries subsidise venue rentals, as governments gain manifold indirect revenue when trade fairs are conducted. Govt. to consider 50% subsidy on venue rentals for trade fairs.
- II. Investment Linked Deduction under Section 35AD of Income Tax Act for establishing new/additional purpose-built exhibition infrastructure.

Key emerging trends

Exhibition organizers are expecting improvement in services and infrastructure and are concentrating on specialized events with focus on quality of exhibitors and visitors

Carving out Specialized Event and Quality Upgrade

Shift in organizer focus from general event to specialized exhibition, in addition focus on service, quality of participants

Demand for Upgrade in Venue Infrastructure and Service

- Increasing emphasis by organizers on quality of venue and better services

Consolidation in Exhibition Organizers

- International organizers consolidating position through acquisition/partnering with domestic organizers

Internationalization

- Increasing international participation resulting in professionalism to the exhibition market

Association Emerging as Industry Platform

- Association to give a common platform to the entire industry for development of various aspects of the industry

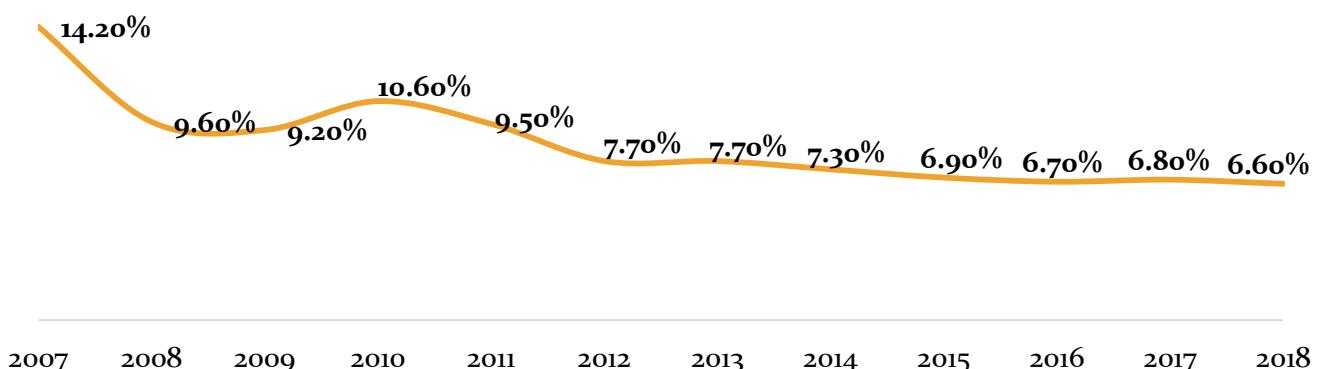
Technology

- Growing advancement in technology and digitalization to ensure growth of the industry

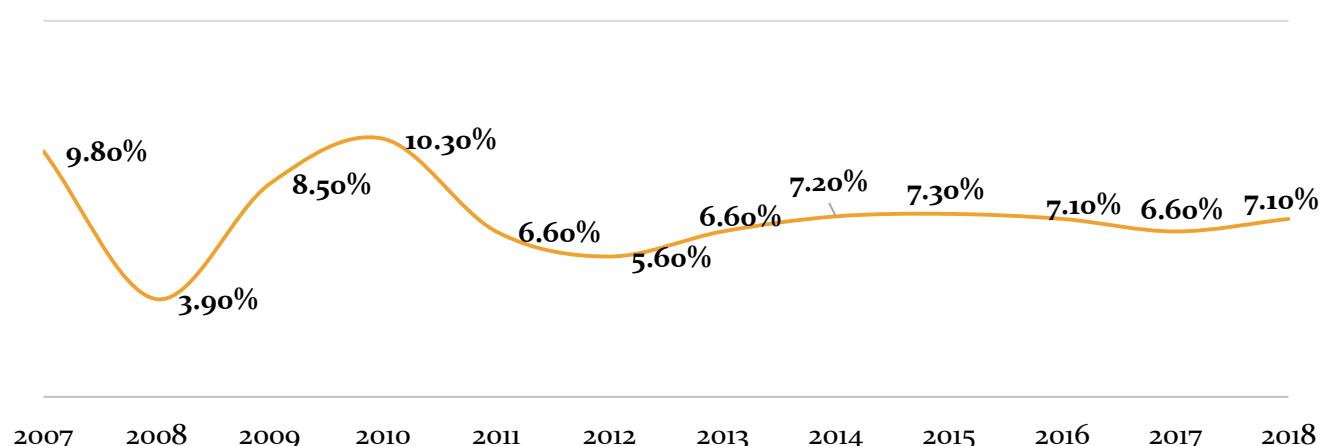
Future Market Opportunities

India is getting global recognition as one of the key markets. Indian economy is at about US\$2.7 trillion and is expected to grow to US\$ 5-6 trillion within next 10 years. GDP is predicted to grow constantly by 7-8% year on year. Inflation has fallen below 4% after consistently floating above 10% over several years. The World Bank has predicted India's potential to become the world's 3rd largest economy within the next 10 years. GDP growth in China, on the other hand, has declined and is expected to follow the same trend over the coming years.

GDP growth trend in China



GDP growth trend in India



1. Government of India (GoI) has also taken serious steps to attract investments and position India as an important destination for manufacturing under its 'Make in India' campaign. Recognition of the need to conduct exhibitions has increased. Large exhibitors' mind set are changing. They have started considering participation in exhibition as a long-term investment for any company. Return on Investment from exhibition is inestimable because there are many bonuses with respect, not only of generating more lead, but the whole experience of being there, networking, analyzing competitors, understanding market trend and providing the need of the project so that a company is seen as an extension of marketing the product
2. The budding Startups and advance technology business in India have also started actively participating in different exhibitions with high ambitions
3. Government is taking the lead in organizing global exhibition (for e.g. Make in India, GES etc.). Opening the doors of growth for the exhibition industry will prove beneficial not only to the domestic industry growth but also to nation at every step of the socio- economic ladder, generating employment along with boosting international ties. India must embrace exhibition industry with open arms
4. Large number of exhibitions were reported during last year in India. However, the average size of exhibitions remains small and the average size of exhibition is about 5,000 Sq.mt. With around 615 exhibitions in a year, very few were organized in others countries. Matching the world standards of exhibition continues to remain a challenge to success of Exhibition industry in India. However, Indian exhibition standard are increasingly aligning with the international standard, we need to focus more on key parameters like security, show arrangement, transportation arrangement, digitization etc
5. Success of show is measured not only from exhibitor's happiness, it also depends upon the satisfaction of other stake holders of the exhibition like visitors and other service providers etc. More partnership

approach should develop among stake holders. With the attention given to the presentation, parallel shift of focus to other side activities like B2B meeting, conference, seminar and other activities help to raise the level of exhibition

6. Increasing focus of organizers and number of events on niche segments like safety, luxury wear, warehousing etc, expansion and construction of new venues and organic growth are some of the factors driving the exhibition industry

Chapter-3

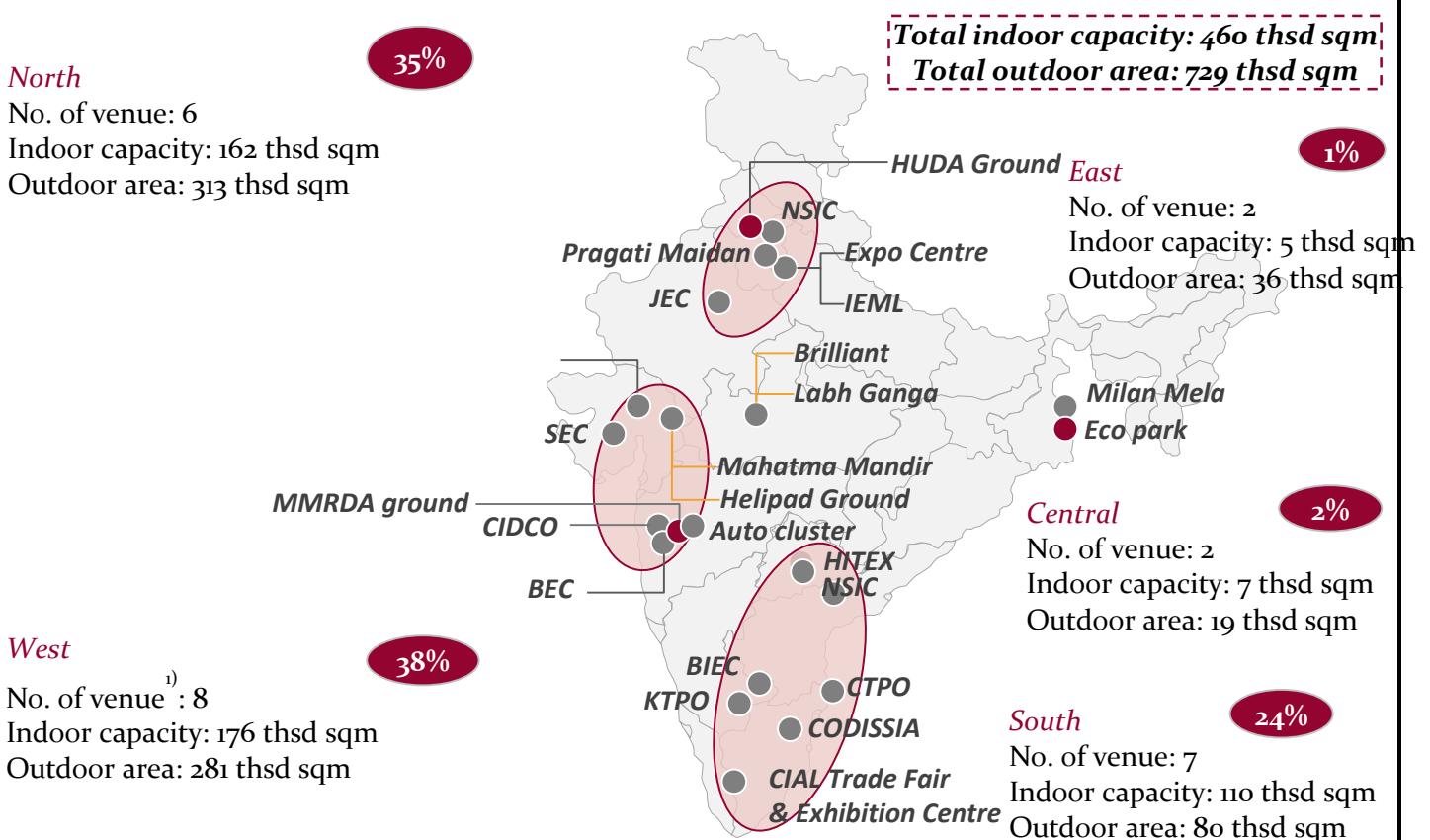
Indian Exhibition

Industry-Supply Side

Exhibition infrastructure in India

India has 22 major exhibition centers with indoor capacity of 460 thsd sqm with North and West regions have 73% share; there is still utilization of open grounds as venues for large shows.

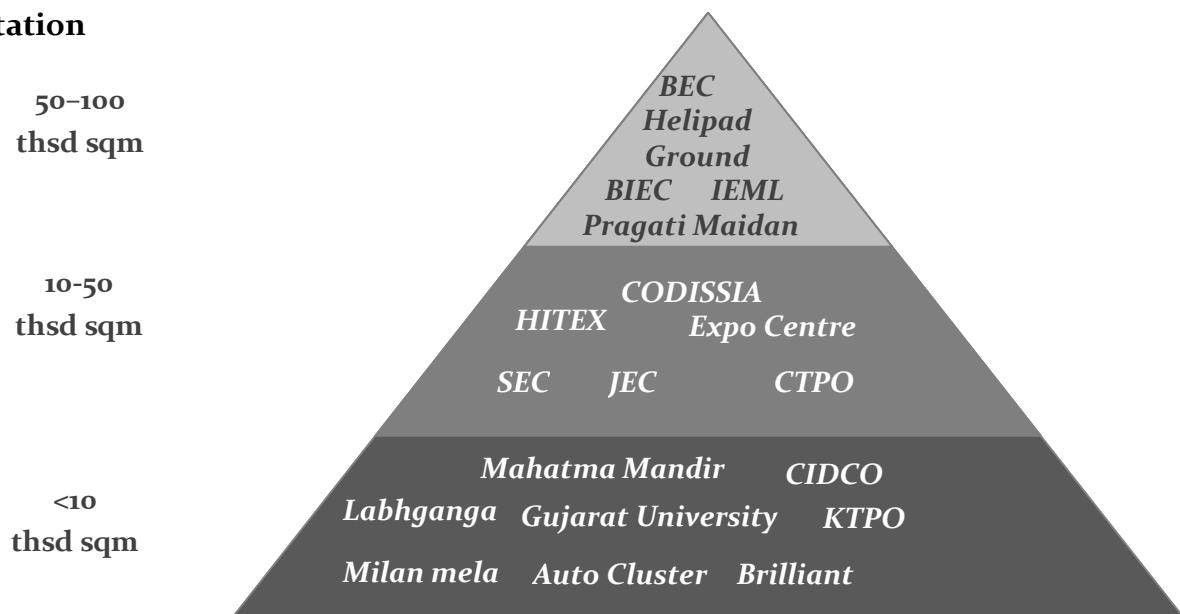
EXHIBITION SPACE AVAILABILITY



India lacks large exhibition venues with >100,000 sqm area - only 5 venues with over 50,000 sqm area with Helipad ground as largest venue with 75,000 sqm indoor area.

Source: Indian Exhibition Industry Association

Segmentation



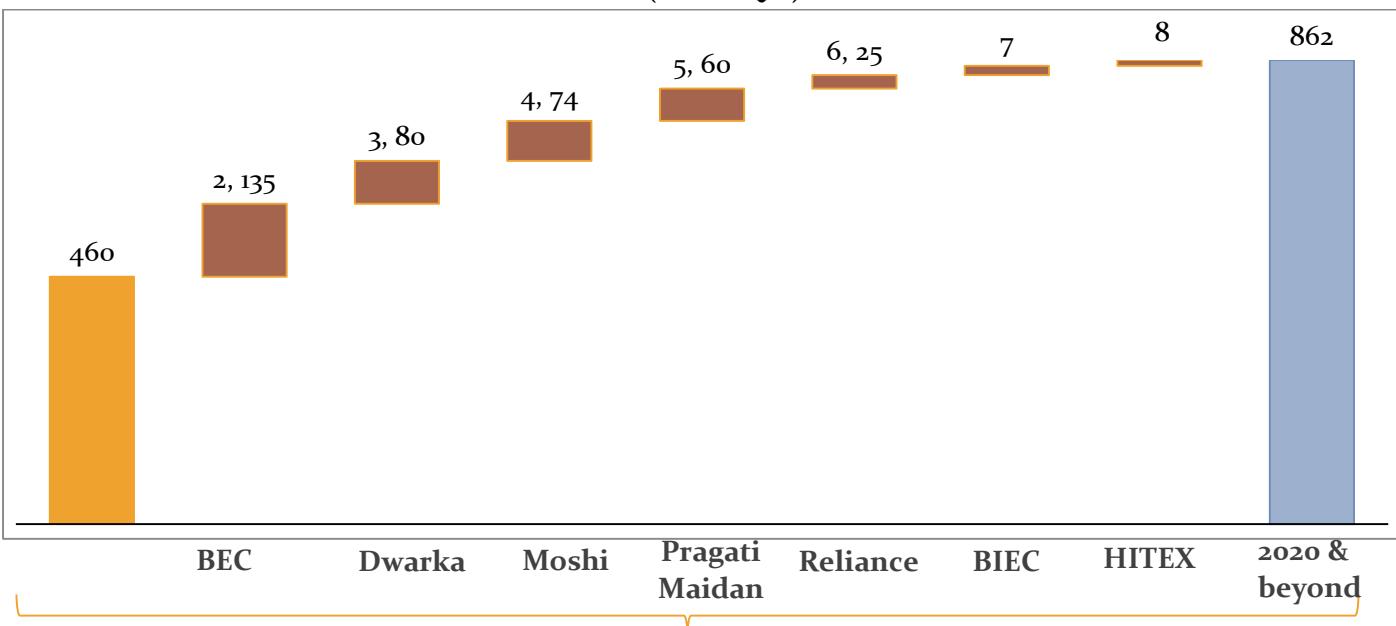
Source: Indian Exhibition Industry Association

Key characteristics

Expansion Plans- future projects

- I. 402 thsd sqm of new indoor capacity planned to be added in short to midterm - Pragati Maidan, Reliance Exhibition Center with highest probability to be operational. Pragati maidan redevelopment plan has been approved by government. Exhibition Space would get more than doubled to ~125 thsd sqm in 1st phases and further 86.3 thsd sqm in 2 Nd phase (by 2030)
- II. Dwarka exhibition cum convention Centre (new delhi) with indoor exhibition area of 250 thsd sqm, 60 thsd convention area and 3,500 hotel rooms planned. First hase estimated to have 80 thsd sqm indoor area and 60 thsd sqm convention area by 2020

EXHIBITION INDOOR CAPACITY DEVELOPMENT (THSD SQM)



Source: Indian Exhibition Industry Association

Announced expansion

Profiling of top players

1. ITPO- pragati maidan

India Trade Promotion Organisation(ITPO) , the premier trade promotion enterprise of the Ministry of Commerce & Industry, Government of India is committed to showcase excellence achieved by the country in diverse fields especially trade and commerce. Its mission is to promote, facilitate, encourage and coordinate various activities and programmes to enhance India's share of exports. ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade and commerce India Trade Promotion Organisation (ITPO), headquartered at Pragati Maidan, is the nodal agency of the Government of India under aegis of Ministry of Commerce and Industry (India) for promoting country's external trade. ITPO is a Mini-Ratna Category-1 Central Public Sector Enterprise (CPSE) with 100 percent shareholding of Government of India.

ITPO has been managing the Pragati Maidan exhibition complex in New Delhi, which is spread over an area of 150 acres and has established it as a renowned destination for holding exhibitions, conventions, seminars, business meets and other trade promotion activities. The existing infrastructure of Pragati Maidan includes more than 16 exhibitions halls of about 65,000 sq.m. out of which 40,000 sq.m. is air-conditioned space. It also consists of additional open space of 32,000 sq.m., a modern air-conditioned food plaza with seating capacity for 500 plus persons, open and covered auditoriums with a combined capacity for 5500 and 1000 persons respectively, lounge areas, business centre facilities, etc. The existing facilities are being used by Industry, various Ministries, Govt. Departments and State Governments to present their policies, initiatives and achievements by supporting/holding exhibitions, conventions and other trade related events.

Infrastructure

a. Exhibition Halls

HALL DETAILS	AREA IN SQ.MTRS.
Hall.No. 7	6067.08
Hall.No.7 Foyer A+B	1000
Hall.No. 8 & 9 + Foyer	1393.26
Hall.No. 10	Between-1764
Foyer Between Hall.No. 9 & 10	231
Hall.No. 11	5266.71
Foyer Between Hall.No. 10 & 11	463.78
Hall.No. 12	1681
Hall.No. 12A	4633
Hall.No. 12A - Foyer	400

b. Theatres & Auditorium

Conference Halls/Auditorium	
Conference Hall at Hall No. 7	
Seating capacity	250
Secretarial Rooms	Two
Auditorium in Pragati Maidan	
Seating capacity	100
Conference facility in Hall No. 8	
Seating capacity	190
Basement in Hall No. 18	850 sq. mtrs.
Protocol - Pragati Bhawan Capacity	100

Theatres	
Shakuntalam Theatre	
Seating capacity	306
Stage area	80 sq. mtrs.
Hamsadhwani Theatre (Open Air)	
Seating capacity	3500
Stage area	310 sq. mtrs.
al Chowk Theatre (Open Air)	
Seating capacity	1200
Stage area	275 sq. mtrs.
Shringar Theatre (Open Air)	
Seating capacity	900
Stage area	208 sq. mtrs.

c. Facilities and Services

1. Cargo, Material Handling & Freight Forwarding
2. Banks
3. Insurance Facilities
4. Post, Telex & Telefax Facilities
5. Wi-Fi Facility Available
6. Protocol Room
7. Guides & Interpreters
8. Information Booths
9. Trolleys
10. Hoarding Sites
11. Horticulture Facilities
12. General Security & Surveillance in the Fair Grounds
13. Business Information Centre
14. Library & Trade Information Centre
15. Media Centre
16. Central Control Room
17. Power & Water Supply
18. Fire Service Station
19. Parking Areas
20. Travel Agency for Air & Rail Booking
21. Storage & Warehouse
22. Restaurants & Snacks Joints

2. BEC (Mumbai, Goregaon)

The centre is ideally situated along the Western Express Highway in Goregaon, within 10 minutes from airports, walking distance to train stations and a 20 minute drive from the heart of the city . There are numerous hotels, entertainment activities, retail shopping & sightseeing spots in close proximity.

Infrastructure

a. Exhibition Halls

Halls	Size
Hall 1	19,143 sqm (The hall has a standard clearance height of 6.75m with 7 gates provide easy access and flow to guests and exhibitors)
Hall 2	7378 sqm. (Convenience takes priority here since an additional 2,600 sqm functions as a bay area that can be customised into a cafeteria or food court. There are 5 gates to this hall to allow caterers and organisers access for an easy set up.)
Hall 3	11,799 sqm (adheres to the standard clearance height of 6.75m. The 3 gates provide a streamlined flow of traffic for guests, organisers and exhibitors.)
Hall 4	10,800 sqm
Hall 5	4,664 sqm, it can support audiences over 5,000. The clear height is 6.88m and the 2 gates provide clear, organised entry and exit points.
The Grande	2,108 Sqm (This versatile space is well-suited for elegant events such as AGMs, weddings, corporate events and parties).

b. Facilities and Services

- a) Versatile Food & Beverage:
- b) Ample parking space – space for over 2,000 vehicles
- c) Watch towers & high-level professional security across the complex

- d) Transportation available to & from BEC
- e) 24*7 Internet
- f) Lush open spaces with over 1000 trees

3. HITEX

HITEX is an ideal venue for B2B exhibitions, B2C exhibitions and the combination of both. Vast indoor and outdoor event areas offer ample space to plan your exhibitions and trade fairs of all sizes.

Infrastructure

a. Indoor Event Area

The indoor event area has three expansive and highly customizable exhibition halls. These halls are column-free and have highest degree of optimization due to their seamless structure.

- a) Choice of theatre and cluster (roundtable) seating
- b) Classroom seating : 1200 pax (each hall)
- c) Theatre seating : 2000 pax (each hall)
- d) Cluster (roundtable) seating : 1000

b. Outdoor Event Area

- a) 30,000 sq. m. of paved display area
- b) 52,000 sq. m. of open grounds

c. Conference Facilities

- c) Roundtable Seating : 1000 pax
- d) Theatre seating : 2000 pax
- e) Theater cum roundtable seating : 1500 people (1000 theater seating + 500 roundtable seating)
- f) Underground wiring for power, water & internet facilities

- g) Floor Loading capacity of 50 KN/Sq. M
- h) Entry/Exit: 7 sets of glazed doors
- i) Unique lighting and ambience to enhance the event experience
- j) Epoxy coated flooring
- k) Centrally air-conditioned pillar-free Hall with adequate lighting

d. Meeting Rooms

MEETING ROOM 1.3

- **Seating Capacity :** 60 Pax
- **Seating Arrangement :** Classroom seating with table-and-chair sets to enable ease of taking notes.
- **Ideal for :** Seminars, Business Meetings.

MEETING ROOM 2.1

- **Seating Capacity :** 20 Pax
- **Seating Arrangement :** Round Table seating that ensures ease of communication
- **Ideal for :** Boardrooms Meetings, Business Discussions.

MEETING ROOM 3.1

- **Seating Capacity :** 200 Pax (can be converted to 100)
- **Seating Arrangement :** Flexible
- **Ideal for :** Conferences, Seminars, Business Meetings.

MEETING ROOM 4.1

- **Seating Capacity :** 200 Pax
- **Seating Arrangement :** Flexible
- **Ideal for :** Conferences, Seminars, Business Meetings.

Breakout Rooms

HITEX offers six meeting rooms With flexible layouts of space and comfortable seating, ideal for boardroom meetings, business meetings etc.

MEETING ROOM 1.1

- **Seating Capacity :** 10 Pax
- **Seating Arrangement :** Round Table seating that ensures ease of communication
- **Ideal for :** Boardrooms Meetings, Business Discussions.

MEETING ROOM 1.2

- **Seating Capacity :** 20 Pax
- **Seating Arrangement :** Round Table seating that ensures ease of communication
- **Ideal for :** Boardrooms Meetings, Business Discussions.

MEETING ROOM 1.3

- **Seating Capacity :** 60 Pax
- **Seating Arrangement :** Classroom seating with table-and-chair sets to enable ease of taking notes.
- **Ideal for :** Seminars, Business Meetings.

e. Facilities and Services

1. HITEX provides all guests Free WIFI Internet connection as a convenience to stay connected. It's free for the first 60 minutes, after which Internet connection can be utilized through paid services.

2. HITEX offers an open car parking area to accommodate around 3500+ cars. All parking facilities are within a short distance of the centre
3. VIP lounge - Luxurious, spacious and beautifully designed, the VIP lounge ensures a quiet spot of comfort for the organizers. A separate space is available to be used as media/press briefing
4. Organizer's office - A full service Organizer/Administrator Office is available in the HITEX to meet the needs of organizers and admin department. Internet connectivity and audio visual equipment are provided.
5. ATM - A convenience of 24/7 access to the ATMs inside the campus available for cash withdrawals & other transactions
6. Paramedic center - Inside the Trade Fair Office building of HITEX, we have a paramedic center with a duty doctor available who would render medical consultation.
7. Food court - HITEX will take care of all your catering needs for food court, as it has collaborated with M/s. Pinnacle Services for this very purpose.
8. Business center - A well equipped business center within the premises of HITEX, high quality space for business conferences, meetings and sessions, etc
9. Press room - For an easy communication with the Press, HITEX offers the organizers a dedicated Press Room, which has a seating capacity of 25.

4. BIEC, BLR

Bangalore International Exhibition Centre is India's Premier Exhibition and Conference Facility.

- a) This multipurpose 57 acres beautifully landscaped complex has five exhibition halls spread across 77,500 sqmts of covered column-less air-conditioned exhibition space (three exhibition halls

- b) A multi-facility conference centre spread over 5,600 sqm including 6 Conference Halls, a Helipad, an Amphitheater, VIP Lounge, Food Court of 7,500 sqm, a Machine Tool Training Centre, and large parking area. It also has an infrastructure to distribute 11 MW of power supply.

Infrastructure

a. Exhibition Complex

Exhibition Hall	Lower Level (sqmts)	Middle Level (sqmts)	High Level (sqmts)	Total (sqmts)
Hall 1	6638.4	-	3892.9	10531.3
Hall 2	6091.43	-	4480.43	10571.86
Hall 3	9800.68	5619.65	5679.49	21099.82
Hall 4	17625	-	-	17625
Hall 5	17625	-	-	17625
Total				77452.98

b. Conference centre halls

Halls	Area (Sq.mtrs)	(Theatre Style)	Classroom	Round table
Jacaranda	1368	1400	700	350
Gulmohar	679	700	350	300
Cassia	330	250	125	100
Parijatha	168	100	50	70
Hybiscus(Boardroom)	164	Capacity of 45 with fixed tables and chairs in board room style		
Bougainvillea	60	Media Room for a seating capacity of 20 with 6 tables and chairs		
Protocol Lounge	193	-	-	-
Lagoon	191	-	-	-
Amphi Theatre		250	-	-

c. Entrance plaza

Outdoor Area - 10000 Total Area (Sqmts)

d. Facilities and Services

- Three floors, catering to a large number of visitors:
- Ground floor hosts several fast food joints
- Seating capacity of 200-250 people

4. Spacious meeting facility
5. Extended outdoor facility to cater large number of visitor
6. Cargo, Material Handling & Freight Forwarding
7. ATM
8. Wi-Fi Facility Available
9. Protocol Room
10. Information Booths
11. Locker room
12. General Security & Surveillance in the Fair Grounds
13. Business Information Centre
14. Central Control Room
15. Power & Water Supply
16. Fire Service Station
17. Parking Areas

5. Codessia, Coimbatore

CODISSIA Trade Fair Complex is an industrial and exhibition venue in Coimbatore run by CODISSIA. The complex regularly hosts trade fairs and industrial exhibitions. CODISSIA has signed an agreement with the Government of Tamil Nadu during the Global Investors 2015 to establish two industrial parks in Coimbatore. The complex spanning across 1,60,000 sq. m of total ground area, has been designed to provide an ideal setting for trade events, international & national expositions, meetings, conventions, seminars, & special events. The facilities at the trade fair complex are to the international standards and being upgraded from time to time.

Facilities & Services	Hall A – 2500 sq.mts (50 m x 50m) – A/C Hall B – 5000 sq.mts. (100m x 50m) – A/C Hall C – 2500 sq.mts (50m x 50m) – A/C Hall D – 5000 sq.mts (100m x 50m) – A/C Hall E – 4000 sq.mts (100m x 40m) – A/C Hall E – 4000 sq.mts (100m x 40m) – A/C
Halls A, B & C	Exhibition Area – 10000 sq.mts. Roof Height – 10.65 mts at Hall B and 6 mts with false ceiling at Hall A & C
Hall D	Exhibition Area - 5000 sq.mts. Height – 9.0m Exhibitor Vehicle entrance – 4.6m width x 5 m height
Hall E	Exhibition Area - 4000 sq.mts. 6m with false ceiling
Exhibition Hall:	Total floor area of 18800 sq. mtrs., designed to host exhibitions, trade fairs conventions and special events. Versatile hall space and purpose built to cater variety of events and group gatherings.
Open Air Theater:	Well Landscaped open air theater of 2000 sqm (Approx) ideally suited for special events business parties, Individual celebrations etc.,
Seminar Hall :	Three air-conditioned Halls with seating capacity 100, 200 & 400 each to conduct seminars and group meetings.
Pantry and Restaurant service core:	Food & Beverages preparation and serving facility to over 5000 pax. in a day.
Service core:	To install and provide telecommunication service viz. Telephone & Internet Kiosk To hold the press-lounge and press-meet and medical checkups
Open ground space:	Of over 19000 sqm, ideally suited to hold large outdoor display and special meetings and outdoor food courts.

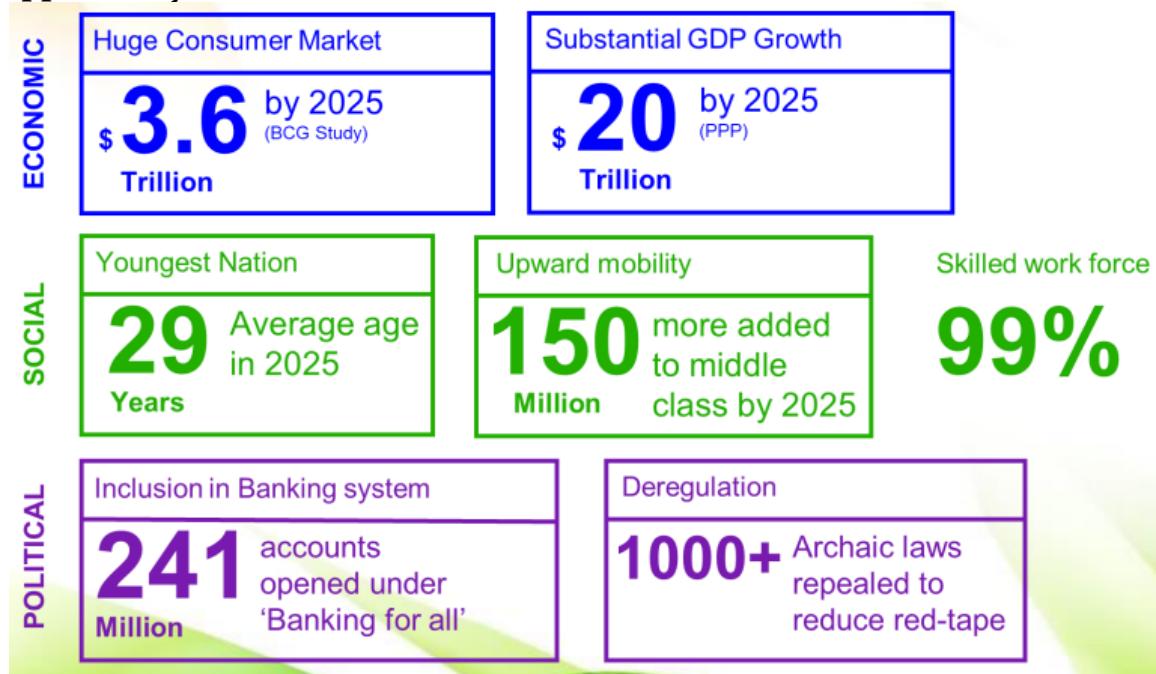
Industry attractiveness

India to remain the fastest growing major economy amidst heightened concerns over global trade war and oil price concerns.

Country/ Region	2018	2019	Growth % (Y/Y)
World	3.9	3.9	-
US	2.9	2.7	2.9
Europe	2.2	1.9	2.2
Japan	1.0	0.9	1.3
United Kingdom	1.4	1.5	1.3
China	6.6	6.4	6.7
India	7.3	7.5	8.2

Source: Indian Exhibition Industry Association

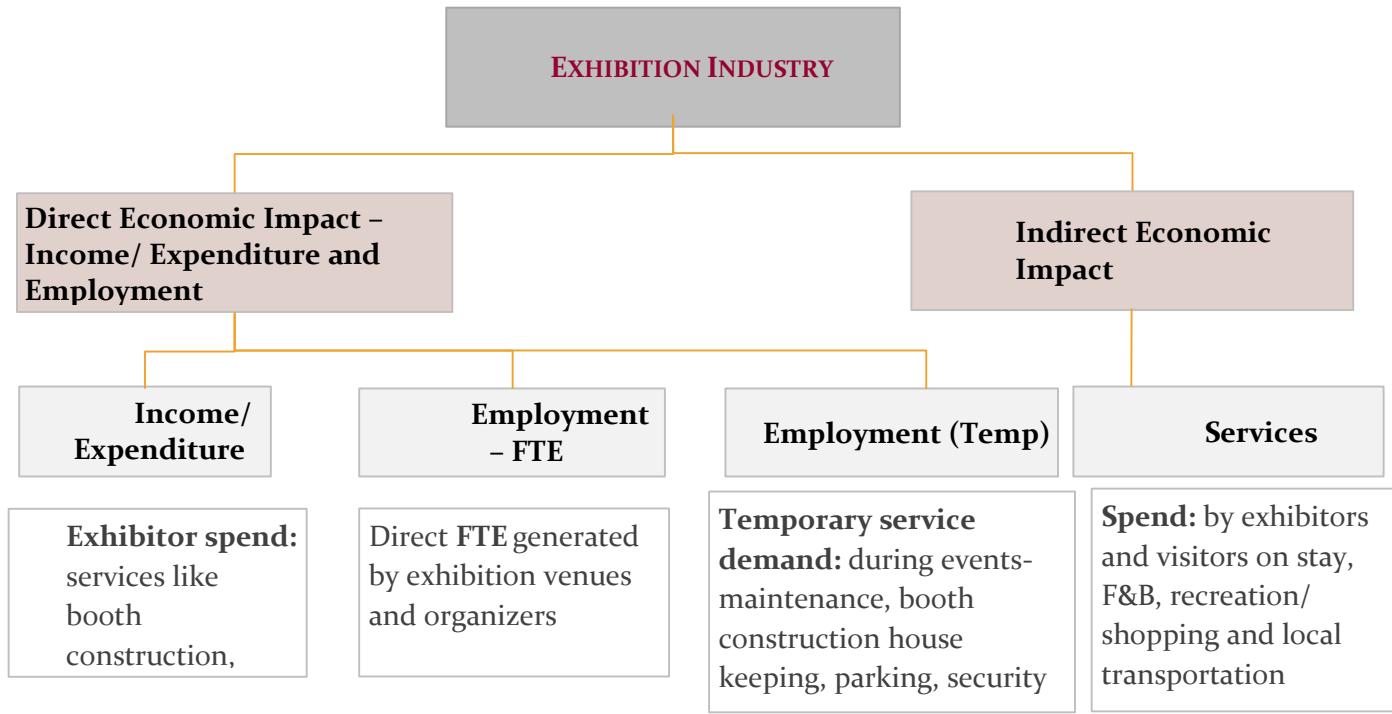
Opportunity:



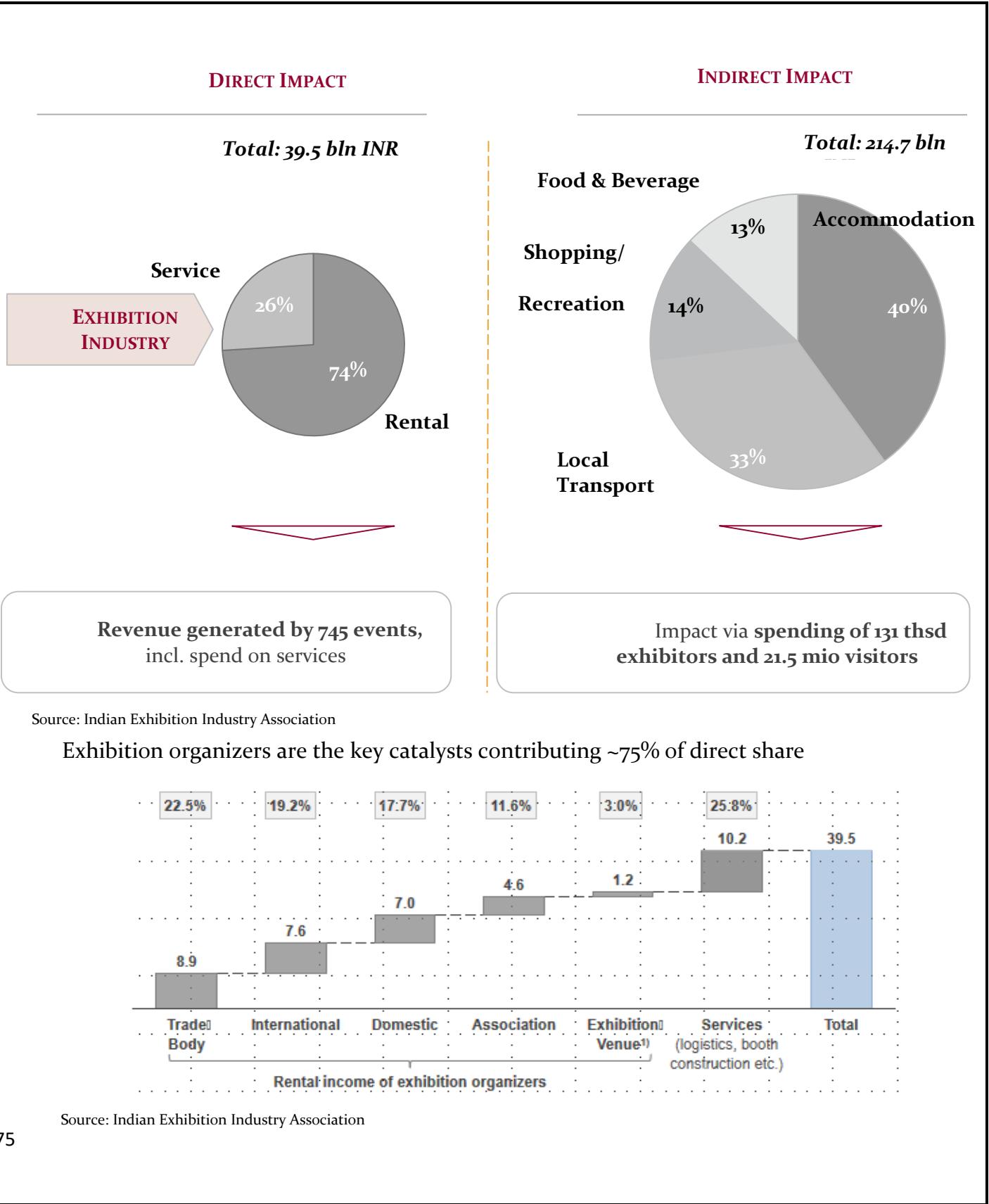
Source: Indian Exhibition Industry Association

Economic Impact Assessment

Economic impact of exhibition industry is twofold – direct impact via spending by exhibitors/ visitors and employment generation whereas the indirect impact comprises income/expenditure

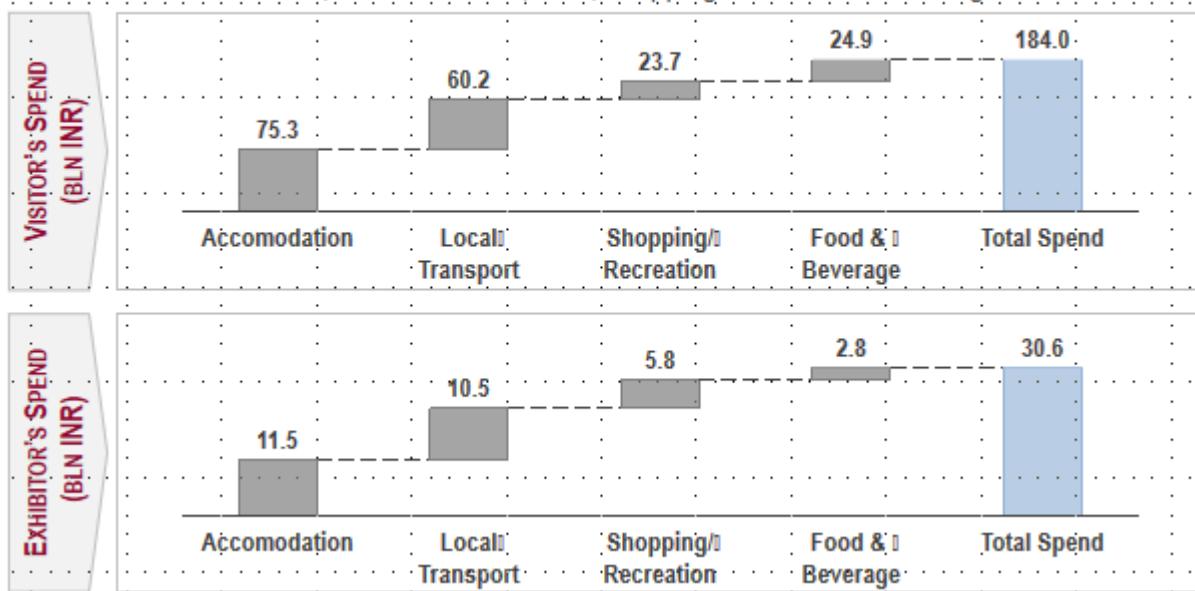


Exhibition industry contributed 254 bln INR to Indian economy; ~40 bln INR as direct impact via exhibitor spend whereas ~215 bln INR of indirect economic impact



INDIRECT IMPACT DEVELOPMENT (BLN INR)

~215 bln INR of indirect contribution to Indian economy via spending by visitors and exhibitors on accommodation, domestic travel, F&B, shopping/ entertainment during the events



Source: Indian Exhibition Industry Association

Employment Generation

118 thsd direct and indirect jobs generated by exhibition industry of which ~11 thsd jobs are full time employment and 107 thsd temporary employment throughout the year



Major Shows

EPCH

a) Export Promotion Council for Handicrafts (EPCH) was established under Companies Act in the year 1986-87 and is a non-profit organization, with an object to promote, support, protect, maintain and increase the export of handicrafts. It is an apex body of handicrafts exporters for promotion of exports of Handicrafts from country and projected India's image abroad as a reliable supplier of high quality of handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. The Council has created necessary infrastructure as well as marketing and information facilities, which are availed both by the members exporters and importers. The Council is engaged in promotion of handicrafts from India and project India's image abroad as a reliable supplier of high quality handicrafts.

b) Fair Organizer

IHGF Delhi Fair is organized twice every year in Spring and Autumn editions, by the Export Promotion Council for Handicrafts (EPCH), the apex organization representing handicraft manufacturers & exporters in India. EPCH is having very strong supplier network of manufacturer exporters of Home, Lifestyle, Fashion, Textiles and Furniture. Buyers may contact them for their requirements. EPCH facilitates its 10,000+ members to customize and offer unique styles and quality products to the global sourcing community.

Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian

handicrafts industry and international buyers, facilitating harmonious business. EPCH has its Headquarter in New Delhi, and regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati and Narsapur.

c) IHGF Delhi Fair Details

Single Marketplace for Home, Lifestyle, Fashion, Textiles & Furniture products from India. Connecting you with right people, at the right time. Your quest for exclusives ends at this ultimate sourcing destination Buyer's Free Registration Five power packed souring days Exhibits over 2000+ new products expressions and more than 300 design developments. Over 1500+ exhibitors. Our exhibitors are accredited and registered with Export Promotion Council for Handicrafts.

Segments and Display Lines

¹What makes this show distinguishing and inspirational is its wide-ranging collections presented by leading export houses as well as medium and small enterprises, enthusing buyers to replenish their merchandise and add new product lines for seasons ahead. 52nd IHGF Delhi Fair 2021 is an exemplary international exhibition with focus on product origins and inspirations that many buyers would find only in India. Its credibility lies in its remarkable track record of 51 successful shows.

- Furniture & Accessories
- Home Textiles & Furnishing
- Houseware & Home Utility
- Christmas And Festive Décor
- Carpets, Rugs & Floor Coverings
- Lawn & Garden Ornaments

¹ <https://ihgfdelhifair.in/Marketplace-at-a-glance.html>

	<ul style="list-style-type: none"> • Handmade Paper Products , Gift Wraps • Fashion Jewellery & Accessories • Spa & Wellness • Bags & Cases • Gifts And Decoratives • Lamps And Lighting • Bathroom Accessories • Candles, Incense & Potpourri • Ready Stock
SIAM	<ol style="list-style-type: none"> a. The Society of Indian Automobile Manufacturers (SIAM) is a not for profit apex national body representing all major vehicle and vehicular engine manufacturers in India. b. SIAM works closely with various stakeholders in the formulation of the policies, regulations and standards related to automobiles c. SIAM organizes the biennial Auto Expo - The Motor Show series of trade fairs in co-operation with Automotive Component d. SIAM Interacts with various international bodies. Represents industry in APEC Automotive Dialogue, WTO, UN ECE WP29, OICA e. SIAM works closely with counterpart associations like SMMT, VDA, JAMA, TAIA, CAAM, AFM, ANFIA, ACEA,ANFAVEA, KAMA, GAIKINDO, etc. f. The Auto Expo – The Motor Show 2020 was held at India Expo Centre & Mart Ltd, Greater Noida from 5th to 12th February 2020 had a record footfall of 608,526 g. Auto Expo culminated and witnessed over 352 product displays from 108 exhibitors. This included 8 Global Premiers, over 70 Launches & Unveils. At the Auto Expo 2020, 35 Electric Vehicles were launched

and 15 Concepts were showcased. There were many new brand launches that included Great Wall Motor, Olectra, Haima Automobile. The 2020 Motor show witnessed a record 6,08,526 footfalls marking the grand culmination of the Auto Show

- h. As many as 15 new concepts were showcased. More than 1900 media personnel from India and abroad covered the show extensively over the 8 days. Some of the important Conferences organized coinciding with Auto Expo included Styling & Design Conclave, Auto Trade Dialogue, 1st Automobile Finance Summit, 1st edition of GEMS (Global Electrification Mobility Summit) and the International Conference on 'Recycling and Circular Economy in Automotive sector'.
- i. During the year SIAM continued its engagement with the International Automotive Community by hosting the OICA General Assembly 2019 with participation of 20 automotive manufacturing nations and formalized its working relation with Korea Automobile Manufacturers Association (KAMA) by signing a Memorandum of Understanding. Indo German Joint Working Group, with participation of Industry Ministries from both sides, continued dialogues on future trends shaping Mobility space in India. SIAM also participated in the APEC Automotive Dialogue and IAA-India Day event during the Frankfurt Motor Show. SIAM was actively involved on resolving exports concerns especially with Sri Lanka and has conceptualized an Auto Forum for South Asia with participation of associations of the neighboring markets, such as Bangladesh, Nepal, Sri Lanka and Myanmar.

IEEMA	<p>a. ELECRAMA is organized by Indian Electrical & Electronics Manufacturers' Association (IEEMA), the apex industry association of electrical equipment, industrial electronics and allied equipment manufacturers in India. Founded in 1948, IEEMA is the first ISO certified industry association with 800+ member organisations encompassing the complete value chain in power generation, transmission and distribution equipment</p> <p>b. The flagship exhibition of IEEMA, is the world's largest stand alone exhibition on electrical equipment. A biennial exhibition, the immediate past edition was organised in January 2020. With over 1200 exhibitors, visitor footfalls exceeding 300,000, participation from 30+ countries and business enquiries over USD 8 billion, the 14th edition held in 2020 was the most successful one to date. Highlights are co-located events such as World Utility Summit; eTechnxt; Buildelec, Rail Urja and Buyer Sellers Meets (RBSM & DBSM)</p>
PMMAI	<p>a. PMMAI earned recognition as industry association of national status representing the interest of Plastics Machinery manufacturing sector of our country with the Department of Heavy Industries, Ministry of Commerce, Ministry of Finance & Revenue, Department of Chemicals & Petrochemicals</p> <p>b. PMMAI was started by about 13 members & now the organization has grown into 85 members. Conducted several interactive sessions with industry members and processors through Workshops and Seminars</p> <p>c. PMMAI is one of the founder members of Capital Goods Skill</p>

	<p>Council (CGSC) a program initiated by DHI and FICCI for developing Skilled manpower for our sector</p> <p>d. Represented to DHI and Tariff Commission to Ban/ Discourage import of Used Machinery by Plastics Processors. – Tariff Commission conducted detailed study and have sent their advice in line with our request to DCPC.</p>
ITME	<p>a. India ITME Society has been successfully serving the industry for 40 years now and hosts 3 Mega International Textile Technology events in India addressing different aspects of industry requirements and focusing on future technology.</p> <p>b. India ITME Society strives to create events where the focus is not in bringing in exhibitors and visitors under one roof but create conducive atmosphere, opportunity and facilitate customer connect and market access not only in domestic market but all across neighboring regions as well as globally. The India ITME event plays hosts to business VISITORS from more than 63 countries across globe.</p> <p>c. India ITME 2022 shall be held in India Exposition Mart Ltd, Noida. The total number of halls will be 15 with a total area of 2,35,000 sq. mtrs, making it the largest in this industry segment.</p>

	<p>d. This event is expected to host more than 1800 exhibitors in 22 Chapters and is expected to have over 1,50,000 visitors over the 6 days period.</p> <p>e. Participation from 91 countries and 22 Chapters, making it as a one stop platform for the engineering solutions and technical technology for textile industry, servicing the whole of Indian textile industry and building India brand.</p>
CPHI	<p>a. As the pharma industry looks increasingly towards India for high quality, low cost pharma solutions, CPhI & P-MEC India is the ideal event for companies wanting to pick up on the latest trends and innovations the market has to offer.</p> <p>b. CPhI India is a sister brand of CPhI Worldwide - the "must attend" event in the international pharmaceutical industry. CPhI India and its co-located event, P-MEC India, are the largest and most comprehensive pharmaceutical industry events in South Asia.</p> <p>c. Over recent weeks and months, we have been in constant discussions with key industry stakeholders, partners and the local government to stay abreast of the challenges and complexities in the face of disruption due to COVID-19. In this context, Informa Markets in India has taken the difficult but necessary decision to cancel the upcoming late edition of the CPhI & P-MEC India Expo 2020, scheduled for January 27-29, 2021 at the India Expo Centre, Greater Noida, Delhi-NCR. The 2021 edition will take place from 24-26 November 2021 at the same venue.</p>
REI (Renewable energy)	<p>a. The forthcoming 14th epic edition of REI Expo being held during 15 - 17 September 2021, is estimated to attract over 700+ Exhibitors,</p>

	<p>40,000+ trade visitors and esteemed policy-makers, decision-makers, influencers, technical experts and professionals.</p> <ul style="list-style-type: none"> b. REI provides the ultimate business solutions for the meetings and events industry, uniting an elite class of buyers from India and around the world. c. Exhibitors benefit from the opportunity to meet with a range of international and regional buyers who have the authority to place real business. Over the years, the show has established itself as the must-attend event for the Asia-Pacific region with more than 14,000+ industry visitors.
SATTE (Travel)	<ul style="list-style-type: none"> a. SATTE (South Asia's Travel & Tourism Exchange) offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs). SATTE is recognized as Asia's Leading travel and tourism exhibition to conduct business, share knowledge, exchange ideas in order to arrive at solution-driven innovations to accelerate the pace of the growth of the industry. SATTE is well-supported by the Ministry of Tourism, Government of India, National and International Tourism Boards, Indian and International travel and trade associations and organizations amongst others. b. Total Exhibitors 1200+, 35000 + Trade Visitors, 800 + VIPs & Delegates, 25000 Exhibit Area(SQM), 28 State Tourism Boards, 50 + Countries

Chapter 4

Government Support

1. Market Access Initiative (MAI) scheme

The Union ministry of commerce and industry has revised Market Access Initiative (MAI) scheme guidelines enhancing reimbursement of airfare for participation in international events from Rs. 70,000- Rs 1 lakh to Rs 75,000- Rs 1.25 lakh while reducing time limit for submission of claims by exporters for reimbursement of expenditure incurred on statutory compliances abroad under the scheme from 90 days to 45 days.

The ministry extended the scheme for a period of five years from April 1, 2021 to March 31, 2026.

The MAI scheme which has been implemented by the ministry from 2003 provides reimbursement of expenditure incurred by exporters on statutory compliance in the export market/nation.

The scheme also avails other benefits like marketing projects abroad, capacity building in specific nation/countries, support for statutory compliance, different studies related to market, export surveys, studies related to evolving WTO compatible strategy, project development and for the development of foreign trade facilitation web portal. All these benefits already provide considerable assistance to Indian exporters.

As per the revised scheme, maximum of three participations is allowed for a company in a particular trade fair/exhibition. In the case of exporters belonging to scheduled caste/scheduled tribe, women and the exporters having freight on board (FOB) value of exports of or less than Rs. 50 crores in a year, 5 participations in a particular event are allowed.

Further exporters are allowed to participate for a maximum of three MAI events in a year. In the case of exporters belonging to SC/ST/ women and the exporters having FOB value of exports of or less than Rs. 50 crores in the preceding year, 5 participations in a year are allowed, provided each one of these is in a different market e.g., Africa, Latin America and the Caribbean (LAC), WANA, ASEAN, etc.

Earlier exporters having FOB of or less than Rs. 30 crores in the preceding year were allowed to claim for reimbursement under the scheme.

The reimbursement of airfare for participation in approved international events has been revised in MAI scheme 2021. In MAI scheme 2018, an exporter was entitled to get maximum of Rs. 70,000 towards reimbursement of airfare for participation in international events. It was Rs. 1 lakh for Latin

America and the Caribbean region. As per the revised scheme, they will be entitled to get maximum of Rs. 75,000 towards reimbursement of airfare for participation in approved international events. It will be Rs. 1.25 for Africa and American continents.

Exporters who have completed 12 months of membership and is regularly filing returns with export promotion council are eligible to make claim for reimbursement under the scheme.

The revised MAI scheme allowed a regular officer of the company on senior managerial position along with regular director/partner/proprietor to get reimbursement of airfare for participation in international events. Earlier regular director/partner/proprietor of the company were allowed to get reimbursement of airfare.

The exporters are required to submit claim forms to Pharmexcil under the scheme within 45 days of return to India as against 90 days earlier.

There are no major revisions happened to the components of MAI claims for "reimbursement of expenditure incurred by exporters on statutory compliances" such as product registration charges, plant inspections, patent applications, bioequivalence studies quality certifications for natural products & bar coding on exports etc. In 2019 increased the ceiling amount to be reimbursed for the Indian exporters under MAI scheme from Rs. 50 lakh per annum to Rs. 2 crores.

The MAI 2021 scheme has given an enhanced focus on development & promotion of exports from MSME sector, development of districts as export hub for identified products & services, promotion of exports of traditional products & services like Aayush, Yoga, geographical indication products & tribal products, development & promotion of exports from North Eastern region, Jammu & Kashmir, Ladakh & hill regions, empowerment & promotion of export activities of people belonging to scheduled caste/scheduled tribe, women exporters, startups & export oriented entrepreneurs, self-employed and youth.

As per the MAI scheme 2021, in reverse buyer seller meets (RBSMs), not more than two buyers from a single company would be allowed for reimbursement of airfare and hotel expenses. Ideally the host would support one buyer per company/organization. Overseas buyers should not be related to Indian exporters registered with the EPC/Trade Body. (The proposals from RBSM shall distinctly indicate buyers funded with government support and those participating on their own). Funding for hosting

foreign buyers will be on lump sum basis, subject to ceiling prescribed per buyer and actual expenditure on hosting them, whichever is less.

The revised scheme focuses on development of a digital platform for B2B meetings. "A platform should be developed for B2B meetings. Entire data-base of Buyers and Exhibitors of an RBSM should be kept alive for at least a year after completion of the event. EPCs/Trade Bodies should also maintain database of foreign buyers and ensure that one buyer is not repeatedly supported for more than 3 occasions," it stated.

The government funding under the scheme will be a maximum of 65 per cent of the actual cost. However, the priority sectors will be eligible for enhanced assistance of 90 per cent of the actual cost under the scheme. Further, participation of exporters from North East Region, J&K, Ladakh and hill areas and the exporters belonging to SC/ST and women exporters would also be eligible for priority sector funding.

2. Procurement and Marketing Support Scheme (P&MS Scheme)

To ease the financial burden of Marketing on MSMEs, the Government initiated Procurement and Marketing Support Scheme (P&MS). Accordingly, the lack of information and utilities along with cluttered means of marketing, the sector further dwells into chaos. As a result, it requires a humongous effort to retain the prevailing markets and to explore new markets. Considering the significance of Marketing in the progression of the MSME sector.

Objective

The scheme aims at developing the marketability of services and products in the MSME sector. Promoting access initiatives and awareness about various marketing relevant topics. Creating awareness regarding e-marketing, GeM portal, GST and other related topics etc.

- i. Initiating new market prospects by creating market access via exhibitions and fairs.
- ii. Emphasizing the significance of the MSME sector (production, packaging, marketing, shipment, and export procedure) in the developing country.
- iii. Creating awareness regarding the advanced technologies and equipment
- iv. Highlighting the importance of the e- portals in the MSME sector
- v. Organize seminars to shed light upon the marketability and procurement of services and products.

Key Benefits

- Involvement of Individual MSEs in domestic Exhibition/ Trade Fair
- Developing capacity of MSMEs in Development of Marketing Haats/ Modern Packaging Technique.
- Organizing events like Domestic Trade Fair& Exhibition/ Awareness programs/ National & International Workshops & Seminars/ Vendor Development Programs.

Scheme Applicable for

- Participation of MSEs in domestic exhibitions and trade fairs across the country: Maximum Budgetary support upto Rs.1.5 Lakh max. for A class & Metro cities. Rs 1.0 Lakh max. for Class B cities / Hilly States/ J&K/ NER/ and for other cities Rs.0.80 Lakh max.
- Organizing participation in domestic trade fairs and exhibition by the Ministry/ Office of DC (MSME): Maximum Budgetary support for advt. & publicity and space rent for the event is as follows,
 - Regional: (State/District): Rs.30.00 Lakh max.
 - National: Rs.40.00 Lakh max.
 - International: As decided by Empowered Committee subject to approval of Dept. Of Expenditure.
- Developing capacity of MSMEs in modern packaging technique: Maximum Budgetary support of Rs.1.5 lakh max. for green packaging consultancy for MSME unit and Rs.1.0 lakh max. for ordinary packaging consultancy.
- Development of Marketing Haats. Maximum Budgetary support of Rs. 50 lakh max for Development of new MSME Haats, upper limit of GIA will not surpass.
- For Renovation/up-gradation of existing Marketing Haats, upper limit of GIA will not exceed Rs.20 Lakh max.
- Vendor Development Programmes: Maximum Budgetary Support of Rs. 1 Lakh max for State Level Vendor Development Programme (SLVDP), Rs. 10 lakh max for A class city National Level Vendor Development Programme (NLVDP) (One day) and Rs.7.0 lakh max. for other cities. (2-3 days).

- International/ Seminars/ National Workshops: Maximum Budgetary Support of Rs 5.0 lakh or actual whichever is less for National Seminar/Workshop and Rs 7.5 Lakh maximum or actual whichever is less for International Seminar/Workshop.
- Awareness Programs: Maximum Budgetary support of Rs. 70,000/ per program (One day).

Note: As mentioned in Scheme applicable for, the points below are divided in categories for more clarity.

A. Exhibition Participation in India

- **Space rent:** 80% of the total cost for the general category. However, special categories such as Sc/ST, women, NER, PH units will get 100% reimbursement. Nonetheless, the limit is Rs 30,000.
- **Exigence expenditure:** All units irrespective of a category will get 100% compensation. Nevertheless, the maximum compensation is Rs 15,000.
- **Maximum Support:** For events in metro cities maximum Rs 1.50 lacs or actual cost whichever is lesser. B Class city events maximum support of Rs 1 lac or actual cost whichever is lesser.
- Note that, each unit can attain **two events per year** under the scheme.
- Also, the applicant shall be eligible for **reimbursement** if requested, by claiming online in the prescribed format within a month of the event occurrence.

B. Organizing a trade meet by MSME Ministry, DC office or government organizations

- **Space charges:** Varying on regional, national, or international fairs the reimbursement will be Rs 15 lakh, 25 lakh or 40 lakhs respectively. Further, establishments participating will be offered 80% (General category) and 100% (Special category) subsidy.
- **Advertisement costs:** A maximum of Rs 25,000 will be provided in this case
- Also, if the **cost exceeds** that given amount, the sanction of the Empowered Committee is mandatory.

C. For MSMEs with Modern Packaging Practices

- 80% (General category) and 100% (Special category) subsidy for unit-based interventions for explicit packaging supplies. Cost budget for ordinary packing consultancy limits to Rs 1,00,000 and Rs 1,50,000 for green packaging consultancy inclusive of taxes.

D. Expansion of Marketing Haats

- This encompasses initial groundwork, upgradation, renovation of the unit. Following the estimate, an amount will be sanctioned that will limit to Rs 50 lakhs subject to 50% contribution by the unit. Moreover, this requires approval from the Competent officials. Further, the selection is by implementing an agency comprising a committee. Thus, will consist of director MSME-DI as the Chairman.

E. Vendor Development Program

- **Regional level vendor:** Rs 100,000 per event for one day or actual cost whatever is less.
- **National level vendor:** Maximum sanctioned amount for a class cities stands at Rs 10 Lacs or actual cost whatever is less. For other cities maximum amount is at Rs 7 lakhs or actual cost whatever is lesser per event.

F. Seminars and workshops (national and international)

- For National Seminars or workshops maximum assistance of 5 lakhs or actual cost per event. Assistance of 2.5 lakhs maximum or actual for additional charges such as airfare, accommodation, travel, etc., for seminars. However, the participants must exceed over 30 in number. In addition, assistance is valid for government or non-government reputed organizations that have at least 3 years of experience in organizing the workshop/seminar.

G. Awareness Programs

- For awareness programs maximum assistance of Rs 70,000 per day will be allocated. However, the participants must exceed over 30 in number.

3. Original Champion Service Sector scheme

Champion Services Sectors refers to the **12 identified sectors** where the Government wants to give focused attention for promoting their development, and realizing their potential. These include:

- i. Information Technology & Information Technology enabled Services (IT& ITeS),

- ii. Tourism and Hospitality Services,
- iii. Medical Value Travel,
- iv. Transport and Logistics Services,
- v. Accounting and Finance Services,
- vi. Audio Visual Services,
- vii. Legal Services,
- viii. Communication Services,
- ix. Construction and Related Engineering Services,
- x. Environmental Services,
- xi. Financial Services and
- xii. Education Services.

A dedicated fund of Rs. 5000 crores had been proposed to be established to support initiatives for sectoral Action Plans of the Champion Sectors.

Background

- The Group of Secretaries in their recommendations to the Prime Minister, had identified ten Champion Sectors, including seven (7) manufacturing related sectors and three (3) services sectors, for promoting their development and achieving their potential.
- It was subsequently decided that Department of Industrial Policy and Promotion (DIPP), the nodal department for 'Make in India', would spearhead the initiative for the Champion Sectors in manufacturing and Department of Commerce would coordinate the proposed initiative for the Champion Sectors in Services.
- Accordingly, Department of Commerce, with wide stakeholder consultation coordinated the preparation of draft initial sectoral reform plans for several services sectors and, subsequently the action plan.

Objective

- This initiative is expected to enhance the competitiveness of India's service sectors thereby creating more jobs in India, contributing to a higher GDP and export of services to global markets.

Targets

- The share of India's services sector in global services exports was 3.3% in 2015.
- Based on this initiative, a goal of 4.2% has been envisaged for 2022.
- The share of services in Gross Value Added (GVA) was about 53% for India in 2015-16 (61% including construction services).
- This initiative is expected to raise the share of services in GVA to 60% (67% including construction services) by the year 2022.

Champion Services Sector Scheme

- It is a Central Sector Scheme of Department of Commerce.
- The main objectives of Champion Services Sector Scheme are as follows:
 - i. Sectoral and cross cutting issues including domestic regulatory reforms, skill development, data protection regime etc.
 - ii. New initiatives to prevent India's service sector from losing its competitive position in the global market.
 - iii. Increased productivity and competitiveness of the Champion Service Sectors will enhance services gross value added contributed by domestic services sectors.
 - iv. It will boost India's service sector's exports.
 - v. Skill training and Employment creation.

- Under the Champion Services Sector Scheme (CSSS) a total amount of Rs.3369.75 Cr for 3-5 years (2019-20 to 2023-24) has been approved by the Expenditure Finance Committee based on the proposals submitted by the concerned Ministry/Department, details of which are at Annexure.
- As per the guidelines of the Scheme, there is a three-tier monitoring mechanism, namely
 - i. the concerned Ministry/Department,
 - ii. the Department of Commerce and
 - iii. the Committee of Secretaries chaired by the Cabinet Secretary

In order to give a boost to the **MICE tourism and attract more Events and Conventions** to the country, the Government of India has decided to extend the benefits to the meetings / conference organisers under **Champion Sector in Services Scheme (CSSS)**, administered by the Ministry of Tourism (MoT). For this purpose, a MICE fund has been set up under the CSSS. This move will surely boost MICE tourism in the country by encouraging the meetings / conference operators to bring more International Conferences / Meetings / Seminars etc. to India. It will also lead to increase in foreign tourist arrivals, employment and foreign exchange earnings for the country. As per the guidelines:

- The Conferences will require to have minimum of 500 participants and must comprise at least 20% foreign participants to be eligible for the incentive.
- The Financial Incentive would be extended to International Conference/ Convention organizers in the form of reimbursing 50% of GST on hotel rooms for International / Foreign participants / NRIs on actual basis subject to GST being paid to be not more than 18%.
- The incentive of the GST incurred on hotel stay up to a maximum charge of Rs. 8,000/- per day per room would be made for 1 (one) night/ first night only.
- The Incentive would be made available for a period of three years.
- Also, it would be mandatory for the event organizers to obtain a prior approval of the Ministry of Tourism for seeking the financial incentive under the scheme. It would be mandatory for all the applications to have a letter of No Objection Certificate (NOC) / Letter of Support of the ICPB/IATO/Organizations/Associations recognized by the Ministry of Tourism.

Ministry of Tourism has made India Convention Promotion Bureau (ICPB) as the nodal agency for steering and promoting the scheme who in turn would motivate Indian Travel Planners / Societies / Associations towards publicizing the scheme.

Amendments in the guidelines for promotion of MICE under Champion Services Sector Scheme (CSSS)

- The number of minimum participants has been reduced from 500 to 250 to be eligible for the incentives
- The incentives of the GST is now extended for 2 (two) nights in place of existing 1 (One) night.

4. Market Development Assistance Scheme for MSME

A Market Development Assistance Scheme is handled by the Ministry of Commerce to uplift and encourage exporters to approach and progress in foreign markets. The Market Development Assistance Scheme provides capital for competing in international fests, educational tours in foreign countries, trade representation and delegations, publicity of trade markets, etc.

Small Industries Development Bank of India (SIDBI) controls the scheme of directly assisting with funding activities associated with MSME products' marketing. For study tours, international fairs, direct assistance is provided under the Market Development scheme. MSME-MDA scheme was announced to increase the engagement of representatives of participating units.

Development Commissioner of MSME has proposed an existing plan for competing in **international exhibitions**, where Micro, Small, and Medium Enterprises businesses are motivated to showcase their innovations at fests and fairs in foreign countries. The Office of MSME also arranges for shipment and **exhibition space**, which is free of cost.

The rapidly changing economic structure of the world has given diverse opportunities and obstacles to the Micro, Small, and Medium Enterprises sector in India. Whereas on the one hand, several opportunities are opened for this sector to reinforce productivity and to explore for new overseas markets at the national and international level. And on the other hand, it has furnished a responsibility to upgrade its capability to compete in the market as other innovations are processed at an amazing speed are made available all over the markets in a short duration of time. Our MSMEs

don't have strategies, plans, tools to compete in the market, to develop their markets, which other competitors do, and this marketing is the weakest point where MSME faces hurdles.

Marketing, a decisive tool for business development, is important for the expansion and survival of micro, small & medium enterprises. Marketing and promotion is the most significant step for the success of any enterprise. Big enterprise companies have enough resources at their command to engage manpower required taking care of marketing and promotions of their product and services. MSME sector doesn't have these resources at their command and therefore requires institutional support for providing these inputs within the field of marketing.

Proposed Scheme

As announced on August 30, 2000, it was declared that Small Industries Development Org. will work under an MSME Market Development Assistance Scheme, an all-inclusive package for marketing and development of Micro, Small, and Medium Enterprises.

In the implementation and recognition of the MDA scheme, it was mentioned that Micro, Small, and Medium Enterprises has been uplifted and encouraged in promoting and establishing foreign markets.

Secondly, MSME-DO's involvement in international exhibitions, if paired with the presence of actual exporter, would pave the way to the substantial increment in the export business.

The scheme will work under the Ministry of Commerce, with the existing MSME Market Development Assistance Scheme and inclusion of MSME-DO plan for competing in international fests, and all activities will be provided direct assistance under the MDA scheme.

MSME Market Development Assistance Scheme for Micro/ Small manufacturing enterprises/ Small & Micro exporters (MSME-MDA)

The Scheme provide financial assistance for:

- i. Taking part by producing Small & Micro Enterprises in **International Trade Fairs/ Exhibitions under MSME India stall.**
- ii. Area-specific market research by Industry Alliance/ Export Promotion Councils/ Federation of Indian Export Organisation.

- iii. Competing for anti-dumping cases by MSME council
- iv. Repayment of 75% of the one-time registration fee (w.e.f. January, 1st 2002) and 75% of annual fees (recurring) (w.e.f. June, 1st 2007) paid to GSI by Small & Micro units for the first three years for bar code.

The objective of market Development assistance scheme:

- To motivate small exporters in their business to make foreign markets.
- To grow participation of small and medium enterprises under MSME India stall at **International Exhibitions**
- Emerge the demand for the products and services.
- Assistance in infrastructural development of the Khadi and rural industry sectors
- To improve and increase small and micro exports
- Popularizing barcoding on a big scale.

Ministry of Micro, Small and Medium enterprises have made an alliance with National Small Industries Corporation, which will provide marketing assistance to MSMEs under Market Development Assistance Scheme (MDA). It is presently the time to produce sustenance and support to the entire MSME sector (including service sector), with special focus on rural and small enterprises, through appropriate steps and plans to strengthen them for changing the challenges into opportunities and touching new heights. Thus, special focus will be made on the promotion and marketing of MSMEs' products and services in rural and urban areas.

Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall

Eligibility criteria

- I. Unit having valid permanent registration with Directorate of Industries/ District Industries Centre.
- II. The selection of small/ micro manufacturing units would be done by MSME-DIs as per display product profile, theme of the fair and space availability.
- III. Micro & Small manufacturing enterprise can avail this facility only once a year.

- IV. Only one person of the participating unit would be eligible for subsidy on air fare.
- V. The participating units under MSME India stall at International Trade Fairs/ Exhibitions has to pay 50% of space rental charges of booked space (min. 6 sq.mtr.) by enterprises of General categories through MSME-DIs by a DD favouring PAO (MSME), New Delhi at least one month advance of the commencement of the event. In addition to this, selected units can book more space in multiple of 1x3 sq.mtr. on pro-rata basis and make payment accordingly. However, Women, SC&ST entrepreneurs & entrepreneurs from North Eastern Region need not to pay space rental charges.
- VI. The representatives of the participating units are required to carry and manage the samples (to and fro including custom clearance etc.) for display under MSME India stall at the International Trade Fairs/ Exhibitions.

Permissible Study

- I. The Govt. of India will reimburse 75% of air fare by economy class and 50% space rental charges for Micro & Small manufacturing enterprises of General category entrepreneurs.
- II. For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region Govt. of India will reimburse 100% of space rent and economy class air fare.
- III. The total subsidy on air fare & space rental charges will be restricted to Rs.1.25 lakhs per unit

Other Conditions

- I. Assistance shall be available for travel by one permanent employee/ Director/ partner/ proprietor of the MSE unit in economy class.
- II. Space allocation will be made by O/o DC (MSME) at its discretion and the decision will be final and binding.
- III. The offer is available on first come first served basis till space is available

Revised MDA scheme for the promotion of Domestic Tourism applied from January 2021

As per the modified MDA announced by the Ministry of Tourism, approved Tourism Service Providers like Tour Operators, Travel Agents, Transport operators, hotels, convention centres, B&B units, standalone restaurants etc. who meet the eligibility criteria set by the ministry, will be eligible for enhanced financial assistance of INR 3.5 lakh per tour (with maximum of three tours per year), instead of the previous financial assistance of INR 2.5 lakh, to participate in the overseas roadshows, trade events etc., with the prior approval of the department.

This entails 90% of the air ticket by economy class on the shortest routes; 90% of the cost for setting up the stalls; and lodging expenses of INR 10,000 per night for a maximum of 5 nights. The MDA will be available for participation in a maximum of 3 such events per year.

S.NO	Particulars	Extent of Support
1	Economy Class air fare for travel between India to another country and from there to a group of countries by air/rail	90%
2	Cost of built-up/furnished stall, electricity and water charges, participation fee, etc., at travel fair/exhibition held overseas	90%
3	Lodging expenses on overseas tour	Max. 5 nights with an upper ceiling of room rate at Rs 10,000/- per night.

In addition to the MDA, in the modified MDA, the Ministry has added a new financial assistance element for Online Promotion activities. Financial support would be extended for Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets etc. @ 50% of the total cost with an upper ceiling of INR 1.00 lakh/- once in a financial year. Approved TSPs with foreign exchange earnings above INR 2 crores and up to a maximum of INR 25 crores in any year of the preceding 2 years would be eligible to avail the MDA.

5. REVISED GUIDELINES FOR RECOGNITION OF TOURISM SERVICE PROVIDERS BY THE MINISTRY OF TOURISM

Background

The ministry of Tourism, Govt of India has been giving recognition to tourism stake holders under various categories such as Inbound Tour Operators, Domestic Tour Operators, Travel Agents, Adventure Tour Operators and Tourist Transport Operators under its voluntary period of time, there have been widespread, global developments and advancements which have had a strong bearing on the Tourism sector as well. The Govt of India aims to encourage new and innovative ideas and facilitate them in contributing to the economy. it also aims at empowering the local service providers to play an important role, thereby making them Atmanirbhar (Self-dependent). Further, the Coronavirus (COVID-19) pandemic as triggered an unprecedented crisis in the tourism sector. All these factors have necessitated that the guidelines for giving recognition to tourism service providers are amended suitably.

Applicability

I. Under the Tour Operators are included:

- Tour Operators Inbound
- Tour Operators Domestic
- Adventure Tour Operators with conditions

II. Travel Agents

III. Tourist Transport Operators

Categories

- I. Green Shoots/ Start ups
- II. Experienced Tourism Service Providers
- III. Experienced Tourist Transport Operators

Eligibility

S. N o	Criteria for Grant of Recognition	Green Shoots/ Start Ups	Experienced Travel Agents/ Tour Operators	Experienced Tourist Transport Operators
1	Minimum requirement of Paid up Capital	Rest of India Rs 1 lakh, North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands Rs 50,000/ -	Rest of India: Rs. 3 Lakhs, North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands Rs 50,000/-	Rest of India: Rs. 3 Lakhs, North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands Rs 50,000/-
2	Minimum requirement of annual turnover	Nil	Rest of India - Rs. 20 Lakh North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands Rs 5 Lakhs Annual Turnover during the financial year 20-21 will not be taken into consideration in view of Covid 19.	Rest of India - Rs. 20 Lakh North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands Rs 5 Lakhs Annual Turnover during the financial year 20-21 will not be taken into consideration in view of Covid 19
3	Minimum Period of Operational experience prior to submission of Application	Nil	One Year	One Year

4	<p>Qualification Requirements</p> <p>Promoter/ Partners / Directors/ Staff Of organization</p>	<p>Minimum of two staff members (10+2 or equivalent) of the two one staff member to be qualified with degree Diploma in Tourism / Travel Management from an approved university, including deemed university, IITTM, Institutions approved by AICTE or basic certificate holder of IITFC</p>	<p>For Agencies with Annual Turnover up to Rs 10 Crore Minimum of Two Staff Members (10+2 or equivalent) of the two one staff member to be qualified with degree diploma in Tourism / Travel Management from an approved university, including deemed university, IITTM, Institutions approved by AICTE or basic certificate holder of IITFC. For Agencies with Annual Turnover of more than Rs 10 Crore, Minimum of four (4) staff members. (10 + 2 or equivalent) Of the four, two staff members to be qualified with Degree Diploma in Tourism/ Travel Management from an approved University) including deemed university. IITTM. Institutions approved by AICTE or Basic certificate holder of IITFC.</p>	Nil
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5	Office Space	No requirement subject to compliance/instructions regulations / rules of local government / authority	For Agencies with Annual Turnover up to Rs 10 Crore No requirement subject to compliance/instructions regulations / rules of local government / authority. For Agencies with Annual Turnover of more than Rs 10 Crore 150 sq. ft for rest of India and 100 sq. ft for hilly areas For Agencies located in North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands no requirement subject to compliance/instructions regulations / rules of local government / authority	For Agencies with Annual Turnover up to Rs 10 Crore No requirement subject to compliance/instruction ns regulations / rules of local government / authority. For Agencies with Annual Turnover of more than Rs 10 Crore 150 sq. ft for rest of India and 100 sq. ft for hilly areas For Agencies located in North East Region, UT of Ladakh, J&K, A&N and Lakshadweep Islands no requirement subject to compliance/instruction ns regulations / rules of local government / authority
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ADDITIONAL REQUIREMENTS FOR TOUR OPERATORS ENGAGED IN ACTIVITIES RELATED TO ADVENTURE TOURISM

- I. Specialization of activities to be indicated
- II. Own Adventure equipment
- III. Qualified field staff

TOURISTS TRANSPORT OPERATORS

- I. Requirement of minimum 6 tourists' vehicle cars/buses
- II. Water transport also included with minimum 2 boats with STA permits and safety norms.

PROCEDURE TO APPLY

- I. For both Fresh and Renewal, through all Ministry of Tourism Regional Offices under e prescribed norms online submission only.

SCRUTINY OF APPLICATION

- I. By the Ministry of Tourism Govt of India New Delhi (For all fresh cases and Green shoots/start Ups)
- II. At the level of its regional offices (For renewal of recognition).

INSPECTION OF THE OFFICE OF THE AGENCY

- I. Annual turnover of more than Rs. 10.00 Crore (other than agencies located in the North East. UT of J&K/ Ladakh/ Andaman & Nicobar /Lakshadweep) inspection by a Team for initial approval within a period of sixty working days from the receipt of complete application.
- II. Those already approved and are seeking renewal, physical inspection at the time of renewal would not be required, subject to conditions

GRANT OF RECOGNITION / APPROVAL

- I. Where office premises are not a requirement approval / recognition of the Ministry of Tourism will be accorded based on scrutiny of the documents submitted.

- II. Where office premises are a requirement provisional certificate will be issued based on scrutiny of documents submitted subject to verification at the time of inspection of the office premises.
- III. Where already approved, seeking renewal of approval renewal will be accorded by the Ministry based on scrutiny of the documents submitted.

VALIDITY OF RECOGNITION

- For Green Shoots or Start Ups 3 years.
- Experienced Category of Tourism Service Providers – 5 years

This will benefit all IATO members in their being granted fresh recognition or renewal and embark upon their business endeavors in earnest.

6. Infrastructure' status for convention centres

The Finance Ministry has granted 'Infrastructure' status for exhibition and convention centres, a move that is expected to ease bank financing for such projects.

'Exhibition-cum-Convention Centre is included in the Harmonised Master List of Infrastructure sub-sectors by insertion of a new item in the category of Social and Commercial Infrastructure,' the Department of Economic Affairs said in a notification.

However, the benefits available as 'infrastructure' projects would only be available for projects with a minimum built-up floor area of 1,00,000 square metres of exclusive exhibition space or convention space or both combined. This includes primary facilities such as exhibition centres, convention halls, auditoriums, plenary halls, business centres, meeting halls etc.

The infrastructure tag would help exhibition and convention related projects get easier financing from banks.

Chapter 5

IEML Case Study

I. IEML Vision and History

Transcending Adversity into Opportunity

The Idea:

Back in 1993, of persuasion, refusal from Ambiente, Frankfurt - the then leading international show for Home & Lifestyle products, for allocating space to Export Promotion Council for Handicrafts (EPCH) for its members, was perhaps the first seed for the idea that grew to result in the making of India Expo Centre & Mart. Being at the helm of EPCH, Dr. Rakesh Kumar not only initiated the Indian Handicrafts & Gifts Fair the very next year - in 1994, he was determined to have a long term solution and functional independence, essential to lift the sector's growth and export. He also wanted to have a solution to the excessive cost and lack of showroom space in Delhi region where exporters could invite or expect buyers all year round.

The Inspiration:

The inspiration of setting up a world class exhibition venue and export centre came from visiting similar centres in Dallas, Atlanta & Los Angeles in USA; Utrecht in the Netherlands and Shanghai in China. Dr. Kumar envisioned a state-of-the-art multifunctional complex that could cater to the needs of the exporting fraternity as well as serve and boost the nascent MICE trade in India. Like most path-breaking ideas, the project was ahead of its times and was shot down by many as being adventurous, extravagant and over-the-top. Such an impressive and expansive complex with separate yet seamlessly connected Mart and Exhibition & Conferences areas, with well-appointed acoustics and futuristic facilities in India was unfathomable by many. However, Dr. Kumar and team's goals were steadfast - to create a world class venue to host global buyers and boost exports. A result of foresight, deep research and planning, IndiaExpo Centre & Mart was conceptualised as a futuristic, multipurpose events hub to come up at the then upcoming integrated and planned industrial township of Greater Noida.

The Inception:

IEML was planned as a special purpose vehicle (SPV), primarily funded by exporters and supported by other government and non-government bodies as a Public Private Partnership (PPP) project, thoughtfully planned, collectively nurtured and enthusiastically supported by the Indian handicraft exporters' fraternity. In view of export enhancement of the cottage sector, committee of secretaries headed by Cabinet Secretary, Govt. of India, approved the project in April 1999 after a pre-feasibility

study followed by a detailed feasibility study by Pricewaterhouse Coopers Ltd. in 2001. With the initiative of Government of India, Greater Noida Industrial Development Authority and the exporting community, the India Expo Centre & Mart - a Rs. 700 crore project was commissioned. A brief on history of Company The objective was to fill the gap of infrastructural requirement of international standard exhibitions, conventions and trade engagements in India.

The Challenges:

Challenges came along the way at every stage of development of the Expo Mart, from conducting the feasibility analysis, allotment of land and till the complete facility was developed. Without leadership that could deal with issues of shared ownership, employee empowerment, crisis management, stakeholders' integration, legal issues and financial acumen, the project couldnt have seen light of day, let alone complete ahead of projected time - as it did.

The project contract was signed in a break-up format involving 17 different agencies as that was projected to cost 11% less. The challenge of coordinating with 17 different agencies with limited knowledge of infrastructure projects and maintaining the timeline of 36–40 months seemed farfetched. As IEML was planned as special purpose vehicle (SPV), to collect INR8,000 million from 2003 to 2006 from members was a Herculean task. This project was for the people and by the people. To see the entire project take shape and to be associated with it even today is very satisfying and this increases the confidence level of the industry.

The Beginning:

The foundation stone was laid on 26th March 2003, by the then deputy Hon'ble PM, Shri L K Advani and the venue was inaugurated on 6th January 2006, by Shri Manmohan Singh, Hon'ble Prime Minister of India. In his inaugural speech, he called India Expo Centre & Mart, a landmark in the rapidly developing landscape of Greater Noida and an important milestone in the rejuvenation of India's textile, garments, handlooms and handicrafts industry. Referring to the first phase of this PPE project being completed well within the specified target date, he called it a welcoming new trend being set in the country and a new determination among project managers to complete projects ahead of time. Completing its two phases ahead of stipulated timelines, IEML became India's first state of the art project for improving the vast potential of Indian handicraft exports through 'Round 'O' Clock International Marketing'. Efforts have been in place since then to make it the world's No. 1 marketplace as it continues

to marvel people even after a decade of its construction. It has stood the tests of time to rise as a one of its kind platform in the entire country.

The Status:

Today it is very satisfying to see that IEML is having more than INR 1,000 million as the turnover. This type of SPV concept has not been replicated anywhere in any avenue or exhibition in India. Some venues have also expanded recently but they have been funded by the government.

India Exposition Mart Limited (IEML) is India's first state of the art project for cottage sector wherein Round 'O' Clock International Marketing has been conceptualized. This state-of-the-art, multi-functional venue with a rare combination of technology merged with world-class facilities and safety standards is suitable for hosting international business-to-business exhibitions, conferences, congresses, product launches, promotional events and most predominantly act as a centralized contact point for overseas buyers and the cottage-based manufacturer exporters for conducting business.

India Expo Centre and Mart is spread over 58 acres of land and has a unique combination of Trade Mart with Exhibition & Convention Facilities, Lawn, Business Centre, Restaurants, Transportation facilities and sufficient Parking Area for over 4,000 cars and 30 Buses/Trucks inside the complex. It is well linked to the main Ring Road of Delhi through 8 lane expressways.

Air-Conditioned and Wi-Fi enabled, it has well equipped storage and warehousing facilities and central public address system with the most recent in Multimedia, Telecommunications and high-speed Internet Connectivity under one roof, it is the perfect venue for Trade Fairs, Exhibitions, Conferences and such other theme-based international events. Elegant, functional and flexible, India Expo Center is among the world's best when it comes to hosting exhibitions, conferences, meetings, seminars, and other special events. With 28000 square meters indoor exhibition space, banquet cum conference hall, restaurants, meeting rooms – all furnished with the most recent in telecommunications, multimedia and high-speed connectivity, under one roof, this is the best venue for all types of formal events.

Today, the India Expo Centre & Mart finds significant mention among international business travellers who now also recognise Greater Noida as a vantage business and travel junction. Accolades are in place for setting up of the facility of such magnitude and grandeur but it seems, the journey has just begun; to exploit the huge potential this facility has to offer.

Timeline - Formation and Development

- Formation of company : 22nd April 2001
- Plot no. 25 & 27 is taken : 10th May 2001
- Plot no. 25 & 27 is taken : 5th February 2003
- Land Foundation : 28th March 2003
- Work started : Year 2003
- Allotment of Phase 1 Marts : October 2003
- Plot no. 23 & 24 is taken : 9th February 2005
- Work Started for Phase 2 Mart : April 2005
- 1st Fair ICON : April 2005
- Allotment of Phase 1 Marts : October 2003
- Invitation for interior for Phase 1 Mart Owners : September 2005
- Possession of Phase 1 Mart Owners : December 2005
- In-compound Helipad
- Inauguration of IEML : 6th January 2006
- 1st Exhibition after inauguration - IFFTEX : 19th January 2006
- Physical Possession of Phase 2 Mart Owners : October 2007
- Hard Standing 25, 000 sq. mtr. +12,240 sq. mtr. : 2013
- Additional Halls 9,10,11,12,14,15 inaugurated : November 2015
- Hard Standing Area (14,000 sq.mtr.) : 2017
- Hard Standing area (14,000) additional : December 2020
- Integration of Hall 9-15 with 2,4,6,8 through skywalk : January 2020
- Construction of Guest House (250 rooms) inside the premise: To be operational soon.

2. Greater Noida as a destination

One of India's most well planned cities, Greater Noida has emerged as the hub of India's fastest growing companies and manufacturing sector. It is well connected by road and rail. Three MI 17/35 complaint helipads support time/traffic saving VIP movement. Commercial air travel is projected to assume operations soon. Greater Noida Industrial Area is located at the intersection of the Western and Eastern

Dedicated Freight Corridors and is also the gateway to the Delhi-Mumbai Industrial Corridor (DMIC). It lies within the National Capital Region of India's capital – New Delhi and is adjacent to Noida, one of the largest industrial townships in Asia.

The integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing center of attraction. It has emerged as a modern model of far-sighted town planning.

India Expo Centre & Mart is in the international tourist circuit owing to its vantage location on the Greater Noida Expressway. Various craft pockets fall in the tourist's circuit, such as Moradabad on way to Nainital, Saharanpur on way to Mussoorie, etc. India Expo Centre & Mart is also in proximity to varied destinations of tourists interest, such as; Akshardham Temple, Botanical Garden, Formula 1 Racing track and not to mention the Taj Mahal - a 90 minute drive from the venue. Synergy exists between tourism and handicrafts, as a sizeable number of overseas tourists visit tourist destinations in India and buy a large number of handicrafts as souvenirs. Similarly, business tourists visiting India Expo Centre & Mart are also keen on visiting these tourist destinations. Therefore, this connectivity benefits many when encashed to its full potential. The flourishing tourism industry is imperative for India's journey towards a USD 5 trillion economy. With the mantra of 'Vocal for Local'. India seeks to attain "Aatmanirbhar Bharat" by realizing its full potential as a tourism destination.

By Road: India Expo Centre & Mart is connected with the expressway away from the capital's hustle bustle and just hours away from major tourist attractions of the region. Besides, resurfacing of Noida-Greater Noida Expressway is in progress and is expected to be completed soon. Three underpasses on the Noida-Greater Noida Expressway are being developed at the 2.36 km, 10.30 km and 19.40 km marks.

By Rail: Metro services began in April 2018 bringing this connectivity within walking distance of the Expo Mart. A Delhi-Varanasi high-speed rail corridor is being set up to pass through 22 districts of Uttar Pradesh and will have 12 stations on the route. Proposed stations are Delhi, Noida, Jewar Airport, Mathura, Agra, New Etawah, South Kannauj, Lucknow, Raebareli, Prayagraj, New Bhadoi and Varanasi. Once completed, bullet trains will operate on the corridor at a top speed of 300 km per hour and a journey of 865 km between Delhi and Varanasi will be completed in less than three hours.

By Air: Spread on 10 acres of land with its terminal building on 500 square metres, a heliport is coming up in Sector 151A along the Noida Expressway. It would have a capacity to park 3 helicopters and land

172 at a time. An airport is coming up at Jewar (30 mins. drive from Expo Centre) and is expected to be operational by 2024. The Zurich Airport International has signed a shareholder agreement with Noida International Airport Limited or NIAL, an entity under the Uttar Pradesh government, for the development of the Noida International Airport. The first flight from the Noida International Airport is anticipated to take off by December 2023 or January 2024.

On the Anvil - Greater Noida Infrastructure Development

Skill Centers: 10 skill centers have been set up across the city for local youths. About 1,200 people will be trained through the National Skill Development Corporation.

Golf Course: After the golf course in Sector 38, a second 18 hole golf course is coming up in Sector 151. Developed across 90 acres and built at a cost of Rs. 70 crore it has a delivery deadline set for July 2022.

Shooting Range: A shooting range and an indoor stadium are coming up in Noida Sector 21A and are due for completion soon.

Film City: A film city is to come up on 1,00 acres along the Yamuna Expressway. Once ready, it would have "great connectivity" and boast of a dedicated "infotainment zone". The site is close to Agra, the city of Taj Mahal; Mathura, the birthplace of Krishna; the proposed logistic hub in Noida; and the proposed dry port and freight corridor, thus providing all facilities of transport and movement.

Road Elevations: The elevated road from Chilla Regulator to Master Plan 3 Road, parallel to the Shahdara drain, is coming up at a cost of Rs. 605 crore. An elevated road along the Dadri Surajpur and Chhalera road from Agahpur filling station to SEZ (at a cost of Rs.,468 crore) and a flyover at Parthala Chowk parallel to the Master Plan 3 road (at a cost of Rs. 83 crore) are also scheduled for completion. Both will reduce travel time to IEML

Multi-modal Logistics and Transport Hub: The government has set a Rs. 100 trillion investment target for projects under the national infrastructure pipeline over the next five years .Approved projects worth more than Rs. 12,000 crore as the government prioritized infrastructure spending include multi-modal logistics and transport hubs at Greater Noida.

3. Size, Location and facilities at IEML

The India Expo Centre & Mart has a spread over of 58 acres and has built up complex of 2.5 million sq. ft. i.e. 25 lakhs sq. ft area, offering a combination of trade mart with exhibition and convention facilities, making it India's largest integrated venue. Rendering services of the highest quality, at par with

international standards, this is a certified venue to hold international conferences & exhibitions. Safety and environment norms with effective energy saving have been paramount throughout. The entire facility is controlled by IBMS and the latest HVAC system is in line with world standards. IEML is also credited for being the first convention centre in India to install the Bose sound systems. Its major areas of activity include :

- Trade Events
- Exhibitions B2B
- Exhibitions B2C
- Conventions
- Seminars
- Meetings
- Ramp Shows
- Gala Evenings

Conceptualized to meet the diverse and ever-increasing demands of the fast-growing exhibition industry, India Expo Centre & Mart is strategically located on the Greater Noida Expressway in New Delhi- NCR.

Area of the Venue

- Build- up Indoor exhibition area (sqm): 80,000 sqm (14 Halls)
- Plinth Area – 29,000 sqm
- Storage & Warehousing facilities : 10,000 sqm

Connectivity & Access

- Road Connectivity: TO Delhi and Noida through 8 lane expressways, and to Agra by separate Yamuna Expressway
- Metro Connectivity: Direct Connectivity to Delhi via Metro Service
- Air Connectivity: One Hour drive from Delhi's Indira Gandhi International Airport.
- Helipad: Helipad within premises and Heliport coming up within 500 meters.
- Cargo Connectivity: 20 Minutes from ICD Dadri, an ATA carnate approved port

Effective, efficient and futuristic infrastructure planning that delivers beyond aspirations

- **Set on International Guidelines:** Effective and efficient infrastructure should go beyond delivering on aspirations and be able to propel new ideas. India Expo Centre & Mart, India's first and the largest facility of its kind would find mention in buyers' itineraries, contribute to domestic trade & exports, stand the test of time and be compared to the best in the world. The facility has been constructed as per the guidelines set by international professionals. Fairwood Consultants Pvt. Ltd., UK were the Project Management Consultants and J V Fogel from Germany who also designed the Munich Exhibition Centre, carried out the thematic planning. Shortcomings in existing venues were taken into account and solutions sought. The entire complex was designed to be connected with one another so that exhibitors do not face challenges due to changes in weather conditions.
- **Exemplary Infrastructure:** Established in 2006, India's largest integrated exhibitions and conventions facility, the plush India Expo Centre & Mart stands as a proud testimony of infrastructure development, having shaped up as India's most sought after exhibitions, conferences & meetings facility. Conceptualized by its visionaries and built on a Public Private Partnership project, it is a well-appointed world-class venue with facilities for all kinds of business events in a covered area of 2,35,000 sq. mtrs. It houses over 900 Permanent Showrooms of Indian exporters besides 14 gigantic exhibition halls that have impeccably hosted many trade & business congresses. Rendering services of the highest quality, at par with international standards, this is a certified venue to hold international conferences & exhibitions. Safety and environment norms with effective energy saving have been paramount throughout. The entire facility is controlled by IBMS and the latest HVAC system is in line with world standards. IEML is also credited for being the first convention centre in India to install the Bose sound systems.
- **Unbeatable Location:** Situated at the most strategic as well as clean & green locale of the National Capital Region, it is on the road map to become the prime and most versatile MICE destination in South Asia. It is in the international tourist circuit owing to its vantage location. Today, the facility finds significant mention among international business travelers who now also recognize Greater Noida as a vantage business and travel junction.
- **Multiplicity allows choice & concurrence:** Host to 180 trade events a year, the colossal and expansive complex in 58 acres, also offers convention options, outdoor options, complete with

business center, buyers' lounge, multi-cuisine restaurants, foreign exchange outlet, logistic support, extensive parking and top of the line security & safety features. The multiple areas and options allow organizers to choose apt space and services for their events simultaneously with separate/common access as per organizers' choice. IEML is abuzz with trade events, 180 days in a year. This ISO certified compliant venue has a 4-tier security and is accustomed to the terms put by SPG for high-level meetings and delegations. The Expo Centre attracted a footfall of 30 Crores from over 150 events in the last 5 years with highest footfall of 1,25,000 per day during Auto Expo - The Motor Show, including a total of 8,00,00 visitors in 2018 alone. Elecrama, Auto Expo, Petrotech, IHGF Delhi Fair, Renewable Energy India, Indus Food, SATTE, Fire Security Expo, Acrex India and Print Pack India are some of the shows that have chosen to be hosted at the India Expo Centre. Today, it has its own shows like India International Hospitality Expo, launched in 2018 and Ayuryog Expo World Assembly on Ayurveda, Yoga & Naturopathy, launched in 2019.

- **Facilitating multi-industry representation:** IEML has put Greater Noida on the international map by hosting such mega events of international repute that draw so many overseas trade visitors to the region. Besides getting tourists to places in and around Delhi NCR, the multi industry representations through the shows also promote the culture and tourism of the nation as a whole.

USPs of the Venue:

- In-house uninterrupted power supply of 34 MW + 3 MW Solar Power
- Seamless Electricity supply and no shortage of electricity or power outage at IEML.
- Highest capacities for parking in the country with valet parking facilities as well. In-house car parking for 2,000+ cars; additional 10,000+ available in the surroundings.
- Knowledge Park II Metro Station at the venue-doorstep
- 1,400 hotel rooms within 5 square kilometers of IEML and over 6,000 rooms within 40 minutes from the venue. IEML's Expo Inn of 256 rooms offers 126 Rooms in 1st phase.
- Ambulance and doctors available at the venue 24X7 through tie ups with the best hospitals around Greater Noida.
- House Keeping handled by the AVON Facility Managers (the Top housekeeping and facility management company in its category) Infrastructural Phases completed with no cost escalation/execution delay

Facilities at IEML

- Exhibition Halls – 14 no's
- Retractable Sound Proof Meeting / Conference Halls – 29 no's
- Banquet Hall with pre-function area, Divisible in two parts with sitting capacity - 1000 pax
- Business Lounges – 3 no's
- Meeting Places & Media Lounge – 15 no's
- Board Room sitting capacity - 50 Pax
- Secretariats with workstation - 16 no's
- Office Area with workstation - 64 no's
- Glass cubicles – 10 no's
- Indian Handicraft Marts – 1800 no's
- Food court – 01 nos
- Driver Canteen – 01 nos
- Restaurants - 03 nos
- Kitchen – 04 nos
- Freight Lifts - 20 Nos
- Visitor Lifts - 12 Nos
- Escalators - 28 Nos
- Outdoor & Lawn – 5 nos
- High Security compliant venue-SPG-3 MI35 Compliant Helipad- 03 nos
- Parking : Inhouse- 2,000 Cars with Adjacent Parking -10,000 Cars
- Wi-Fi/ Internet Services – can support 10,000 devices
- Audio Visual Facility – Built in Board Room and Banquet halls
- Centrally Air-conditioned halls - 10,000 TR
- Captive Solar Power facility - 3.45 MWp-DC
- 100% Power back (Uninterrupted Power Supply) - 34 MW + 3.45 MW (SOLAR POWER)
- Fire Control Rooms – 02 nos
- Fire & Fire Fighting Systems - 24 X 7 hrs
- Elaborate Signage's and guiding systems.

- Catwalk with branding facilities.
- Left Luggage Counters
- ATM & FOREX
- Cab Facility
- State-of-the-art Exhibition Services and regular maintenance by authorized service providers as per OEM requirements
- Organiser Facilitation
- Additional Services for MICE organizers
- Housekeeping - Three tier system with equipment Security
- MI 17/35 Complaint Helipads - 3
- In house Parking - 2,000 cars/trucks
- Adjoining Parking - 10,000 cars/trucks
- In-compound Helipads - 3

Today, the India Expo Centre & Mart finds significant mention among international business travellers who now also recognize Greater Noida as a vantage business and travel junction. Accolades are in place for setting up of the facility of such magnitude and grandeur but it seems, the journey has just begun; to exploit the huge potential this facility has to offer. Situated at the most strategic as well as clean & green locale of the National Capital Region, it is on the road map to become the prime and most versatile MICE destination in South Asia. Right from diplomatic level conferences and exhibition to world record holding expos, the Expo Centre attracted a footfall of 30 Crores from over 150 events in the last 5 years with highest footfall of 1,25,000 per day during Auto Expo - The Motor Show, including a total of 8,00,00 visitors in 2018 alone.

29 Convention Options

Name of the Hall	Area (sq mt)	Theatre Style	Class Room	Cocktail/Banquet
Multipurpose Hall 2 (Divisible into 6)	3,456	3,250	1,920	3,500
Hall A	432	406	244	437
Hall B	864	812	487	875
Hall C	432	406	244	437
Hall D	288	271	162	292
Hall E	576	541	325	583
Hall F	288	271	162	292
Convention Hall 1, 3, 5, 7, 4, 6, 8	3,456 each	3,250 each	1,920 each	3,500 each
Convention Hall 9, 10, 11, 12	25,000	23,500	13,868	26,000
Convention Hall 14, 15	12,240	11,750	6,934	13,000
Banquet Hall (Divisible into 2)	798 (482 + 316)	750	350 (200 + 150)	800 (450 + 350)

HALL TO SEAT 25,000+ DELEGATES | ALLOW 1,50,000 VISITORS PER DAY

ISPOSSIBLE

14 Exhibition Areas

8 Indoor Exhibition Halls & 6 Outdoor Hall Plinths

Total area of the complex : 2,32,847 m²

- Total built up area : 1,71,970 m²
- Indoor Halls 1 to 8 : 27,648 m²
- Indoor Halls 9 to 15 : 37,240 m²
- Additional Indoor Area : 8,420 m²
(Banquet Hall, Meeting Rooms, VIP/Press Lounges, Board Room, Central Foyer, Organizer's Office, Cafeteria, Fine Dining & Food Court, etc.)
- Mart Area : 43,000 m²
(846 marts spread over 1800 show rooms of 24 sqm each)
- Outdoor Gross Area : 1,02,132 m²

Green Lawn	33,611 m ²
Paved Area I	19,846 m ²
Paved Area II	14,585 m ²
Paved Area III	34,090 m ²

Parking

Valet Parking as well as dedicated parking slots for 1,500 cars within premises. Additional parking space for upto 10,000 cars.



15 Meeting Places

Name of the Hall	Seating Style	Sitting Capacity
Board Room	Round Table	50*
Mini Conference Room	Round Table	10
Meeting Rooms (10)	Flexible	5-20
Media Lounge	Theatre	50
VIP Lounges (2)	Cluster	40 & 50

*Extendable to 75 Pax

4 Outdoor Spaces & Open Lawns

Green Lawn	33,611 m ²
Paved Area	68,521 m ²

Gala evenings, family days and concerts for 50 and upto 100,000+ people can be organized.

Services portfolio offered to exhibitors/ organizers (excl. exhibition space)

- Food and Beverage Services
- Housekeeping services
- Wi-Fi/ Internet Services
- Three tier security system
- Access Control System
- Traffic management and parking services
- Catwalk with branding facilities.
- Elaborate Signage's and guiding systems.
- Fire Fighting Services
- Audio Visual Facility (PA, Projector System and LED/LCD Screens)
- First Aid/ Medical Services
- ATM & FOREX
- Cab Facility
- Valet Services
- Golf Cart & E Rickshaw – 05 nos
- Left Luggage Counters
- Horticulture
- Hotel Booking

Spectrum of Services

- **High Security Compliant venue -SPG :** This ISO certified compliant venue has a 4-tier security and is accustomed to the terms put by SPG for high-level meetings and delegations; works with complete support of the city administration and the police.. Facilities are equipped to host conferences of international level, with police escort for each official delegation and VVIPs. Additionally, there is 24 X 7 Security through G4 S – connected through walky; in house HHMD & DFMD; X ray Scanning machines, Turnstile, RFID, Bar coding can be arranged; manned post with walky at 12 entry gates of the venue; and entire periphery is secured through barbed walls & CCTV.

- **Govt. Clearances :** IEML has various Govt. approved clearances towards its operations, including, Consent to Operate by U.P. Pollution Control Board, Electricity Safety Certificate by Govt. of UP., Fire & Life Safety Certificate by Chief Fire Office, Govt. of UP, Explosive License for Storing Diesel for Generators and Labour certifications / ESI / PF, F&B certifications – FSSAI & Permanent Liquor Licenses & secured PNG connections, IT certifications – As per DOT guidelines & fully secured servers. It has insurance in categories of Public Liability, Standard fire & Special Perils, Machinery Breakdown, Electronic Equipment, Burglary, Group Medical and Group Personnel Accident.
- **Helipad:** IEML has three MI 17 Complied Helipads. Spread on 10 acres of land with its terminal building on 500 square metres, a heliport is coming up in Sector 151A along the Noida Expressway. It would have a capacity to park 3 helicopters and land 172 at a time.
- **Banking and Foreign Exchange Services:** The facility has onsite banks, Demand Draft facility and 2 ATMs. During the events additional mobile ATMs and Foreign Exchange Counters are set up for convenience of international visitors.
- **Utility Kit:** As a part of IEML's Marketing Initiatives, IEML have been collaborating with exhibitors by providing them with a dynamic "utility kit" for all their exhibition needs prior to the event. The utility kit contains everything an on-ground team needs for managing their event seamlessly.
- **Seamless Electric Supply:** In-house uninterrupted power supply of 34 MW + 3 MW Solar Power facilitates seamless electricity supply that is imperative to a smooth exhibition experience and there's absolutely no shortage of electricity or power outage at IEML.
- **IT Managed Services :** Centralized Wi-Fi/ PA Systems/ Tele/ Fax/ CCTV/ IBMS : Entire Area; Installed capacity of 2 GBPS internet facility for Wi-Fi & LAN; High speed streaming for live demo and live telecast; Dedicated Mobile Connectivity; Video conferencing; Internet leased lines; Fiber LAN Connectivity; Wi-Fi zone; Cyber Cafes; Personal Internet on Sale on 24 Hrs. basis. Facilitators include Siemens, Cisco, Honeywell, Zyxel, Dell, Airtel, Tata Communications, Jio and Vodafone.
- **Hotels:** 1,400 hotel rooms within 5 square kilometers of IEML and over 6,000 rooms within 40 minutes from the venue facilitate organizers and guests stay comfortably in close proximity. IEML's own Expo Inn with 256 rooms offers 126 rooms in its 1st phase of completion.

- **Food & Beverage :** The venue has multiple kitchens at different levels, multiple dining options & cafeterias as well as Food Courts with big capacity seating - served 1,25,000 meals a day during Auto Expo. Facilities include, availability of largest walk-in chillers for storage at different temperatures; in-house Bar available at 1st floor cafeteria; facilitation in taking orders at exhibitor stands; helping in getting liquor licenses for exhibitors and organizers; multiple food brands (Indian and International) available for sale; and different type of cuisines can be made available.
- **Ambulance and doctors available at the venue, 24x7:** IEML has tie ups with the best hospitals around Greater Noida who provide round-the-clock healthcare assistance during the shows.
- **Professional Housekeeping Services ensure Sanitation & Hygiene:** Well-appointed rest rooms in the facility are of paramount importance. IEML ensures that its guests have a healthy and pleasant experience with availability of International Standard Washrooms: Male / Female / Differently Abled. Housekeeping is handled by the AVON Facility Managers - the top housekeeping and facility Management Company in its category that also manages India's the T 3 International Airport. Round the clock waste disposal trucks are available during the event days for disposal of material. 24 X 7 supervised mechanized cleaning is carried out. High mast lights installed in all outer area to provide adequate illumination during night. A senior person is available from IEML 24x7 during set up days to address any issues and resolve.

4. IEML strengths and differentiators

Customer base, customer support & customer service

National Organizer

Local organizer

- Dreamz India, Services International, Virtual Info System, etc. Industry Specific Association/Society/Council
- IEEMA, IPAMA, SIAM, ITME, ACMA, GJEPC, EPCH, etc.
- Government Exhibition/Conference
- DIREC, ADB, RCEP, COP 7, COP 14, NDDB, Defence Expo, Aero Show, GES etc. PCO for Medical Conferences (By bidding)

- World dental Congress, Hand Surgery Conference, IFFS, PEDICON, etc. Event Management Company
- EEMA members

International Organiser

- Messe Frankfurt
- Nurmberg Messe
- Messe Munich
- Messe Dusseldorf
- Informa
- Reeds
- Tarsus

Customer Support & Customer Service

- Seamless Traffic Management
- Permission, Meetings and Coordination with local authority Parking Management
- Metro services. Coordination with DMRC and NMRC Golf cart/E-rickshaws
- Bicycles for Organiser to move inside venue Coordination with local police
- Ensuring safe & secure exhibition experience Umbrellas during rain
- Effective fire safety measures by Fire & Safety consultant
- Round the clock monitoring and reporting by on - ground ops team 37 MW of Power
- IT infra: 2 GBPS network which can be extended to 10 GBPS Route map assistance through touch screen kiosk
- Round the clock medical assistance
- Restaurants & Bar and banquet facility with in-house kitchen, multiple food courts

In house hotel

- 128 Bedded hotel inside the premises of I.E.M.L by November 2020
- The entire electrification with chillers in hall 9-15 has been done

- 12000 Sqm of additional Expo area with facilitates like hard plinth, washrooms, Fire line, etc. by October 2020.
- Additional branding options at gate 3, 5, 7 and over skywalk.
- New skywalk passage leading to hall 9 from hall 8 through lifts and escalators.



In-House hotel at IEML

Technology and IT

- Centralized Wi-Fi/ PA Systems/ Tele/ Fax/ CCTV/ IBMS : Entire Area
- Installed capacity of 2 GBPS internet facility for Wi-Fi & LAN
- High speed streaming for live demo and live telecast
- Dedicated Mobile Connectivity
- Video conferencing
- Internet leased lines
- Fiber LAN Connectivity
- Wi-Fi zone
- Cyber Cafes
- Personal Internet on Sale on 24 Hrs. basis
- Facilitators include Siemens, Cisco, Honeywell, Zyxel, Dell, Airtel, Tata Communications, Jio and Vodafone.

Human Resources and Governance

Permanent and Outsourced Personnel: With 100+ Permanent staffs for Admin. & HR; Academy: Commercial: Engineering; Finance; Facility Management IT, Marketing, Operations; Secretarial SBU security. IEML engages 250 outsourced personnel Labour and Shop Established License for Housekeeping, Security, Engineering, IT, CCTV, Food & Beverages, Facade Cleaning and Ushering. Average temporary manpower employed.

Board & Management: The functions of IEML's Board and the executive management are well defined and are distinct from one another. It constitutes a Broadbase Board consisting of Govt. Nominees, EPCH & Exporter Community with wide National and Geographical representation in equity base. It has 21 Directors on Board with 2 each from Ministry of Textiles, Government of India; & Greater Noida Industrial Development Authority (GNIDA), UP. IEML's functioning is monitored by the Board and its twelve sub-committees formed to oversee the functions of the executive management: a) Audit Committee b) Project Execution Committee c) Operations & Maintenance Committee d) Mart Promotion Committee e) Marketing Committee f) Stakeholder Relationship Committee g) Nomination & Remuneration Committee h) Corporate Social Responsibility Committee.

Effective corporate governance practices constitute the strong foundation on which successful commercial enterprises are built to last. EPCH's philosophy on corporate governance oversees business strategies and ensures fiscal accountability, ethical corporate behaviour and fairness to all stakeholders comprising of regulators, employees, customers, vendors, investors and the society at large.

Special Purpose Vehicle (SPV): India Exposition Mart Ltd. is a Special Purpose Vehicle (SPV) created under PPP in 2001, Delhi (Registered office), based on equity-based shareholding. It has authorized share capital of Rs. 50 Crores with paid-up capital of Rs. 37 Crores. Statutory and internal controls are through competent Statutory Auditors and Internal Auditors. The company has a Long-term credit rating as 'ACUITE A' - 'Stable' outlook & steady revenue growth with improved profitability margins. It has been declaring dividend from past five years and poised for future years. The facility operates on 3 MW Solar Power for day-to-day administrative functioning (In addition to 34 MW dedicated power).

Corporate Governance: IEML's corporate governance policies recognise the accountability of the Board and the importance of its decisions to all its constituents, including investors, employees and the regulatory authorities and to demonstrate that the shareholders are the cause of and ultimate beneficiaries of our economic activities. The company holds its Annual General Meeting and e-voting through NSDL. IEML is actively working for betterment of underprivileged children under Corporate Social Responsibility.

IEML own shows

IEML in-house shows: **IHE - India International Hospitality Expo**, the common ground for the best in Hospitality, Foods, Beverages and Allied Products & Services; and **Ayuryog Expo** - a platform where the world converges for experiences and knowledge on Ayurveda, Naturopathy and Yoga, were virtually held with great enthusiasm and vigor. Inspite of the lockdown state, IEML team was focused and dedicated to convince and hand hold our participants and patrons to explore the new virtual platform route to ensure continuity in business and growth potential. To achieve the goal, series of webinars were organized for IHE and Ayuryog patrons, which were well received and highly appreciated. Across both the shows, collective participation of over 150 exhibitors and over 5000 attendees were testimony to the efforts and the events' successes.

India International Hospitality Expo - IHE India International Hospitality Expo - IHE, was launched in August 2018 with a groundbreaking start and a vision & mission to be the biggest hospitality show in India. The groundwork leading up to the show has since been a multi-dimensional, multi-pronged challenging task; starting from on boarding industry stalwarts of the hospitality sector to tapping potential participants across sectors and also popularizing the show for effective trade visitor ship. Besides exhibition stands the event features multiple activities to entice and engage all participants and visitors with culinary sessions, fashion shows, conferences, panel discussions, design concepts to mock-ups, themed evenings, awards and more. This unique property - IHE grown to become a catalyst for economic growth in our country as its organizers have since, widened their reach to include many industry sectors into IHE's ambit; i.e., hotel & restaurants, food & dining, tourism infrastructure, travel & tours, kitchen & hospitality equipment, housekeeping supplies, interior designing, engineering & maintenance, other service providers, logistics & supply chain, hard goods and even the expo trade.

Ayuryog Expo Yoga & Naturopathy, another fast growing segment in India with immense possibilities, needed a platform to congregate its stakeholders. To cater to this enterprising sector, WAAYN – World Assembly on Ayurveda, Yoga & Naturopathy, was planned and structured. This was rechristened by the Hon'ble Prime Minister, Shri Narendra Modi as "Ayuryog Expo". The show strategically integrates health, wellness & well-being. Connecting the best of the natural health experts and academic institutions across the globe, this assembly gives all stakeholders a common platform to approach towards the concept of unified well-being. With broad based exhibitor categories, it puts in place, a concrete foundation and sets ambitious goals to globally increase market share, customer access and profitability in these sectors. WAAYN has garnered support from Indian Yoga Association (IYA), Centre for Innovation in Science & Social Action (CISSA), All India Ayurvedic Congress (AIAC), Indian Naturopathy & Yoga Graduates' Medical Association (INYGMA) and Vishwa Ayurved Parishad (VAP)

Certifications, licenses and insurances

Certifications

- ISO Certified as a 'Standalone MICE Venue (Meetings, Incentives, Conventions Exhibitions)
- Certificate of Incorporation by Registrar of Companies incorporated under Companies Act, 1956
- Goods & Service Tax Registration Certificate
- HACCP (ISO)
- FL 7 (Bar License for Restaurant)
- FSSAI (Food Safety License)
- Occupation Certificate
- Shops Establishment Certificate
- Certificate of Import & Export Code by Ministry of Commerce & Industry
- Consent to Operate by U.P. Pollution Control Board
- Electricity Safety Certificate by Govt. of UP
- Fire & Life Safety Certificate by Chief Fire Office, Govt. of UP
- Explosive License for Storing Diesel for Generators
- Labor certifications / ESI / PF
- F&B certifications – FSSAI & Permanent Liquor Licenses & secured PNG connections

- IT certifications – As per DOT guidelines & fully secured servers
- Women safety – As per Vishakha Guidelines Insurance

Insurances

- Public Liability Insurance policy
- Standard fire & Special Perils
- Machinery Breakdown
- Electronic Equipment
- Burglary
- Group Medical
- Group Personnel Accident

Corporate Social Responsibility (CSR)

In accordance with the requirements of Companies Act, 2013, IEML has constituted a Corporate Social Responsibility Committee. It has also formulated a Corporate Social Responsibility Policy (available at <https://indiaexpomart.com/wp-content/uploads/2017/06/csr.pdf>). CSR policy and CSR activities are undertaken on a regular basis, committed to conduct its business in a socially responsible, ethical and environmentally friendly manner and to continuously work towards improving quality of life of the communities in its operational areas.

Core values:

- Protecting Stakeholder Interests
- Proactively engage with relevant stakeholders, understand their concerns and be responsive to their needs. Use & promote systematic processes to engage with the stakeholders and address their issues in a just, fair and equitable manner.
- Inclusive Development: Channelizing resources & efforts towards making positive and sustainable contribution in social and economic development. Aligning CSR practices & programs to complement and support the developmental priorities at local, state and national levels. Inclusive approach towards stakeholders and promote diversity through affirmative action.

Responsibilities of the Board

- Form a CSR Committee and disclose the composition of the CSR Committee. Provide recommendations and approve the annual action plan formulated and presented by CS Committee for spending of the prescribed CSR budget.
- Ensure that the Company spends, in every financial year, at least 2% of the average net profits made during the three immediately preceding financial years.
- Ensure that the Company, treats the CSR Spends i.e., CSR surplus, excess expenditure and unspent CSR funds as per the modalities prescribed in the Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021. Specify in its Report the reasons for not spending the amount if the Company fails to spend such amount.
- Disclose the composition of the CSR Committee, and CSR Policy and Projects approved by the Board on the Company's website, if any, for public access. Ensure that the funds so disbursed have been utilized for the purposes and in the manner as approved by Board/ CSR Committee and the Chief Financial Officer shall certify to the effect Approve transfer of unspent CSR Amount in accordance with the law. The Finance Team shall prepare the statement of spent and unspent CSR amounts and shall assist to facilitate for transfer of the same.

Focus Areas

- Promote and support artisans and craftspersons and initiate activities that would be required for welfare of artisans and their education and training.
- Give financial/other assistance in kind by way of distribution of books, clothes to the artisans. Promote and support such activities that would help in protecting and maintaining the environment concerns of the citizens.
- Eradicate hunger, poverty and malnutrition. Promote health care including preventive health care and sanitation including contribution to the Swachh Bharat Kosh set up by the Central Government for the promotion of sanitation and making available safe drinking water.
- Promote education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.

- Promote gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
- Ensure environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set up by the Central Government for rejuvenation of river Ganga.
- Slum area development.

Monitoring and Assessment

- The CSR implementation team shall maintain a regular connect with the implementing agency and will report on quarterly / half yearly basis the progress of the project activities, utilization of the funds disbursed to the CSR Committee.
- The CSR Committee shall monitor and review on regular basis, the progress of the CSR initiatives taken and shall report its decision to Board of Directors
- The evaluation of major projects may be carried out by a third party to critically assess the fulfilment of project objectives.
- Annual audit of all activities undertaken by the company would be done by Internal Auditor of the Company.

Review Mechanism

- The CSR Policy outlines the framework within which CSR & Sustainability activities would be undertaken. Further, any or all provisions of the CSR & Sustainability Policy would be subject to revision/ amendment in accordance with the guidelines on the subject as may be issued from Ministry of Corporate Affairs or any other authorities, from time to time.

Sustainability

- **Commitment:** IEML is fully committed to long term environment sustainability and consistently strives to follow the environmental best practices of the industry, comply with all applicable statutory requirements of UPPCB/MOEF, support the green initiative and is committed to preservation of the environment. The venue has been environmentally cleared by the Ministry of Environment & Forest, Govt. of India.

- **2MW Solar Power Generation plant:** Energy saving has been priority at the venue and its 2MW Solar Power Generation plant, installed on roof tops of halls proves this endeavor. This plant, spanning across 35000 sqm of roof, consists of 7860 Trina PV modules of 320 Wp each and 33 nos. of SMA inverters. The project was completed in around 8 months and was declared for commercial use on 31st May 2017. India Expo Centre & Mart is slated to use the generated solar energy to meet up to 50% of its varying energy needs. Gurgaon-based Amplus will own, operate & maintain the project for a period of 25 years. This plant not only serves as a testimony of the Expo Centre's commitment towards 'going green and reducing carbon footprint', but over its lifetime, will help in saving 69,000 MT CO₂, which is equivalent to planting 86,000 trees in addition to the guaranteed cost savings to India Expo Centre & Mart.
- **IEML Environmental Cell:** Besides, several saplings are being planted periodically to make the green environs greener. Each carbon footprint at IEML environs is accounted for as many 'go green' initiatives are already in place to apply the three 'R's-Reduce, Reuse and Recycle. An Environmental Cell ensures that IEML conforms to environmental compliances and takes steps to environmental sustainability. The rain water harvesting pits and the channels feeding them including the rooftops and drains are periodically cleaned for the purpose. The pit for vermicomposting is fully functional.
- **Energy saving measures:** Among other energy saving measures, energy saving fixtures are used, battery driven vehicles/E rickshaw/E Cycle are in use within the complex and 40 solar lights have been installed in the open area. Besides, weekly testing and monitoring of ambient air quality ensures the best environs. The Government of India under the 2015 Paris climate agreement has targeted to lower its carbon emissions by 33% from the 2005 levels through substitution by non-fossil fuel based power and aims to increase energy sourced from solar rooftop systems to 40 gigawatts by 2022. IEML aims to contribute to this cause through their green initiatives.
- **IEML Sustainability Quotient**
 - Sustainability among Prime Expectations
 - As per industry data and surveys conducted during expositions in India, 44% agree that it is important as trade show display strong commitment to sustainability
 - 33% indicated that they may not do trade show if it does not have reasonable approach to sustainability
 - 41% agree that their company is taking steps to improve sustainability as a exporter

- 46% indicated that they are not in pace of transition from non-sustainability to sustainability
- 40% people indicated that trade show industry is making effort for more environmentally sustainable way

➤ Sustainability as an Impacting Factor

- 22% of the exhibitors indicated that their companies' activities have been significantly impacted in sustainability
- 48% indicated that there is a significant necessity for public investment in sustainability
- 61% of the exhibitors and visitors indicated travelling to exhibition help their saving money since they do not have to go several locations to source their products
- 50% agree that it helps reduce carbon footfall. 47% indicated that it saves time resources
- 53% indicated that meeting trade show industry environment impacted will become increasingly more important to the sector long time future success
- 55% indicated trade show sector environmental impacted is important to them

➤ Foreseeable Expectations as per industry survey

- 61% of exhibitors indicated to improve visitors quality
- 48% for reduction in cost
- 41% advised to strict COVID-19 safety measures
- 35% requested for increase in visitors
- 19% requested to continue to provide in-person networking opportunity

Permanent Mart

- The IEM is divided into two distinct areas- the exhibition area and the showroom or the mart area. The exhibition area is a column less structure, which houses exhibitions. The mart area houses showrooms that are owned by individual exporters.
- The features and the facilities that are available at the IEM have been arrived at after benchmarking the same against some of the best trade marts across the world like the Dallas market centre, the Shanghai mart, the Brussels international trade mart etc.

- **Target customers of the Mart:**
 - The main target segment is the handicraft exporters - primarily the 10000 odd EPCH members. The target customers, though to a smaller extent, would also include buying agents, government emporia and other exporters
 - Geographical segmentation shows high concentration of handicrafts exporters in Delhi, Moradabad, Jaipur, Jodhpur and Mumbai. The mart addresses several of their problems like reducing their time in transit, facilitating the interface with the importers, reducing the costs of renting space in Delhi during their visits to Delhi
 - Besides the above segments, the buying agents, who act as a link between importers and exporters and organize to display the samples to importers, and state government emporia also form the target customers for IEM.
 - The buying agents find the mart useful, as the mart provides an opportunity for greater interaction with the importers.
 - The state emporia finds the mart useful as it would provide an opportunity for direct interaction with importers thereby reducing middlemen and improving realization
 - The textile/apparel, jewellery, carpets, jute and other cottage sector exporters (about 25,000 of them) are also target segments for the IEM

- **Business Drivers for the Mart**

- Fulfils need for a nodal point of interaction between the importers and the exporters in the cottage sector, whereby all the cottage sector products are on display at the same place
- Fulfils need for creating a logically convenient point of display for cottage sector export products as the exporters are dispersed across various locations; in the current scenario, the importers suffer from lack of information and are not able to meet and evaluate new exporters. Moreover, importers incur a lot of time on travelling in case they decide to go to Moradabad, Jaipur or Jodhpur
- Fulfils need to provide an affordable marketing medium to the exporters in the cottage sector; currently, most non-Delhi exporters take up display space in Delhi on rent in 5-star hotels when the buyers arrive - some spend as much as Rs. 22,000 for a day on renting display space

- Fulfils need to provide a marketing solution for the medium size and small exporters who try hard to find new buyers through participation in trade fairs. It is estimated that on an average, it costs more than Rs. 2 lakh to participate in the two annual handicrafts fairs (which last for only 4 days each) - these exporters find participation in trade fairs a costly affair and want a suitable, permanent alternative
- Importers yearn for more options and product ranges - this mart provides them the necessary options
- Since all categories of handicrafts are displayed, importers are able to make their 'range' and thus will find it very useful. This in turn, will benefit the exporters
- Importers want to maximise business hours and reduce travel time during their trips. IEML Mart is beneficial to them in this respect
- IEML provides year-round display space near Delhi to non-Delhi exporters who can avoid the trouble of compiling their range and rushing to Delhi every-time the importer comes to Delhi
- IEML Mart provides alternative office space to Delhi based exporters who suffer from poor infrastructure
- Strong me-too factor; "if other exporters from my city take up space in the mart, I should also be there"
- **Demand for Exhibition Space:**
 - Exhibitions and fairs in the cottage sector are the anchor activities that attract importers to the mart
 - The following key cottage sector fairs are organized in India:
 - India Handicrafts & Gifts Fair - organized twice a year in autumn and in spring
 - Carpet Fair - organized twice a year in autumn and in spring
 - Jute India - organized twice a year in autumn and in spring
 - Tex-Styles India- textiles & furnishings fair
 - India International Garment Fair - held twice a year for autumn/winter collection and for spring/summer collection
 - India Knit Fair - organized twice a year to display seasonal collections

- The three fairs belonging to the handicrafts, carpets and jute sectors are organised jointly twice a year by the respective export promotion councils
- **Space Allocation and Architecture Plan**
 - IEML is designed to cater to a total showrooms space requirement or Mart area of 42,625 sq. mt. and an exhibition space of 17,650 sq. mt.
 - The gross built-up area is more than 70,000 sq. mt, as it also includes central function building area of about 9,100 sq.mt.
 - The Exhibitions area spreads over two floors (ground + 1) and the showrooms complex spread over 4 floors (ground + 3);
 - The floor area of the mart is about 44,356 sq. mt. (including the foyer area) of which the sellable area is 26310 sq. mt. The percentage usage of the area is about 59%.
- **Space strategy for Marts**
 - IEML houses 900 marts. Of the 900 showrooms about 808 are 'Regular Marts' of around 24 sq. mt. area each. These marts have only one of their sides open.
 - The remaining 92 marts are the 'Non-regular Marts' with 88 of the marts having 2 sided open while 4 marts having 3 sides open. The 'Non-Regular Marts' have a floor area of 38 sq. mts.
 - The area is spread over 4 floors (ground + 3) connected through elevators (4 in number) and staircases (15 in number)
 - The marts cover a total built-up area of around 22,897sq. mt.; in addition, there is a public area, covered passages, etc.
 - There are about 12 pantries in the Mart area with the area of each pantry being 24 sq. mt. Similarly, there are 12 W.C. and Shafts with each occupying an area of 24 sq. mt.
 - The Staircases occupy a total floor area of 1,371 sq. mt. while the corridors would occupy an area 12,776 sq. mt.

Expo management academy

- Launched in 2018, ACTERM - Academy of Convention, Trade Fair, Event Research and Management, saw enrollment of 144 students for its three programs in the very first year. The academy offers a unique learning experience that focuses on all round student development through practical sessions,

classroom teaching, industrial tours and live projects. The Certificate, Diploma and Post Graduate Diploma courses were designed giving prominence to overall learning - theoretical, practical and experiential. ACTERM's strength lies in imparting knowledge and experience to students through practical training by making them work on ground zero during international events at IEML. Students receive global experience while they are still engaged in studies, which keep them ahead of their peer group when they join the industry.

Successful events and brand recognition

- Right from diplomatic level conferences and exhibitions to world-record holding expos, IEML has triumphantly hosted over 150 international shows. This is a secure venue that works with complete support of the city administration and the police and has hosted diplomats and UN officials, pressing to service, police escorts for official delegations and VVIPs. In the last five years, the venue has been occupied operationally by 1200+ approx. with 150+ events and an aggregated footfall of 30 lacs. (Highest footfall of 125000 per day during Auto Expo - The Motor Show: total 8,00,00 approx. in 2020). It has been visited by over 100+ VVIP / VIP / Foreign delegation visits.

International and World Congresses held at IEML

Conference Name	Organiser
46th Annual General Meeting of Board of Governors Asian Development Bank (ADB) - 2013	Ministry Of Finance & Asian Development Bank
International Petro Tech Conference (2014,2019)	ONGC
6 th Regional Comprehensive Economic Partnership (RCEP), 2014	Min of Commerce
UNCCD-COP 14	Ministry of Environment, Forest & Climate Change
Seventh Session of the Conferences of Parties (COP7) 2017	Ministry of Health & Family Welfare, Govt. of India
International Geological Congress 2020 (IGC) 2020	Ministry of Earth Science, Govt. of India
18th World Road Meet 2017	IRF
19th World Organic Congress 2017	PDA Trade Fair
Delhi International Renewable Energy Congress 2010	Govt of India
PAN IIT 2010	Association of IIT Alumni
47th Annual Conference on Indian Academy of Pediatrics 2010	APICON
31st Triennial Congress of the International Federation of Societies for Surgery of the Hand	International Federation Of Societies For Surgery Of The Hand (IFSSH)
102nd FDI Annual World Dental Congress 2014	Indian dental Association(IDA)
22nd IFFS World Congress 2016	Creative Travel
PEDICON 2022	PEDICON SOCIETY

India's Largest Shows held at IEML

Event Name	Organiser
Indian Handicrafts and Gifts Fair (2006-2019)	EPCH
Auto Expo (2014,2016,2018,2020)	SIAM
CPHI & P-MEC (2018,2019)	Informa Markets Pvt. Ltd.
Elecrama(2018,2020)	Indian Electrical and Electronics Manufacturers Association (IEEMA)
India Itme 2021	ITME Society
bc Expo (2014)	Messe München
Electronica Productronica (2019)	Messe München
Paperex (2022)	Hyve India Pvt Ltd
Print Pack India (2013,2015,2017,2019)	Indian Printing Packaging and Allied Machinery Manufacturers' Association (IPAMA)
India Plast (2019)	Truise
Delhi Wood (2015, 2017, 2019)	NürnbergMesse India Pvt. Ltd
Label Expo (2016, 2018)	Tarsus Group
SATTE(2019,2020, 2021)	Informa Markets Pvt. Ltd.
Renewable Energy India (2013,2015,2016,2018)	Informa Markets Pvt. Ltd.

Awards and recognition

- 27th September 2019 Best Stand-Alone Convention Centre-National Tourism Award 2017-18 by Ministry of Tourism, Government of India 23rd March 2019
- 1st Runner Up India's Leading Exhibition Venue- Exhibition Excellence Awards 2019 by Exhibition Showcase
- 17th January 2019 SATTE Initiative Recognition Exhibition Venue of the Year at SATTE Awards 2019 by UBM India
- 21st November 2019 Brand Excellence in Hospitality Sector by ABP News
- 20th December 2019 Brand Excellence Award in MICE Industry by ET Now
- 13th - 15th June 2019 Exemplary Contribution as Guest & Venue Partner at 9th Open Seminar 2019 by IEIA
- 5th October 2018 Best MICE Venue by DLK Publications Pvt Ltd. at 14th Annual International Hospitality India & Travel Awards 2018
- 4th October 2018 Best MICE Venue of India by TravTour MICE Guide

- 17th March 2018 Venue & Hospitality Partner- Exhibition Excellence Awards 2018 by Exhibition Showcase 18th March 2017
- Winner in "Big Venue" Category - Exhibition Excellence Awards 2017
- 1st Runner-Up for "The Star Venue" Category - Exhibition Excellence Awards 2017 by Exhibition Showcase
- 26th August 2016 Best Exhibition Centre by Safari India South Asia Travel

Venue for leading shows

- IHGF DELHI FAIR
- AUTO EXPO-THE MOTOR SHOW
- ELECRAMA
- INDIA ITME
- CPHI & PMAK
- INDIA PLAST
- ACREX
- SATTE
- RENWABLE ENERGY INDIA
- HGH INDIA
- PAPAEREX
- PRINT PACK INDIA
- DELHI WOOD

World congresses at IEML

- 46th Annual General Meeting of Board of Governors Asian Development Bank (ADB) – 2013
- 11th International Petro tech Exhibition & Conference
- 6th Regional Comprehensive Economic Partnership (RCEP) Trade Negotiation Committee (TNC), 2014
- Seventh Session of the Conferences of Parties (COP7)
- United Nations Conventions to Combat Desertification
- 13th International Petro tech Exhibition & Conference

- 102nd FDI Annual World Dental Congress 2014
- 41st Annual Conference of Research Society for study of Diabetes in India
- 19th Organic World Congress (OWC) 2017
- 18TH World Road IRF Meeting 2017
- 59th ANNUAL CONFERENCE oF THE INDIAN ACADEMIC OF PEDIATRICS

 **Events shifted to IEML from other venues**

- Indian Handicraft and Gift Fair 2006 – 2022
- Auto Expo: The Motor Show 2014, 2016, 2018 & 2020
- ELECRAMA 2018 & 2020
- ACREX 2017 & 2020
- SATTE 2018 & 2019
- LABEL Expo 2016, 2018 & 2020
- PRINT PACK India 2013, 2015, 2017 & 2019
- Delhi Wood 2013, 2015, 2017 & 2019
- GES 2016 & 2017
- Renewable Energy 2012 – 2021
- LED Expo 2018
- ALUCAST 2018
- CpHi & P Mech 2018, 2019, 2020, 2021 & 2022
- India International Garment fair 2018 & 2019
- India Plast & Plast Asia 2019
- Electronica & Productonica 2019
- India ITME 2020
- Media Expo 2021
- HGH India 2021
- India Water Week 2021
- Clean India
- Fire India

Memberships

- **UFI-The Global Association of the Exhibitions Industry:** The global association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international exhibition associations and selected partners of the exhibitions industry. Its main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally. More than 924 UFI approved (International) events proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.
- **CII- Confederation of Indian Industry:** Has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development since over 125 years. Charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.
- **PHDCCI – PHD Chamber of Commerce and Industry:** Established in 1905, this is a proactive National Apex Chamber working at the grass-root level and with strong national and international linkages. Acts as a catalyst in the promotion of industry, trade and entrepreneurship; through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHDCCI has coopted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties."
- **FICCI- Federation of Indian Chambers of Commerce & Industry:** Established in 1927, this non-government, not-for-profit organization is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies. It provides a platform for networking and consensus building within and across sectors.
- **FIEO- Federation of Indian Export Organizations:** The apex trade promotion organization in India set up by the Ministry of Commerce, Government of India, and the private trade and industry segment in 1965. The organization is responsible for representing and assisting Indian entrepreneurs and

exporters in foreign markets. FIEO provides the crucial interface between international trading community of India and the Central and State Governments, financial institutions, ports, railways, surface transport and all organizations engaged in export trade facilitation.

- **ICCA-International Congress and Convention Association-** The global association leader for the international meetings industry and specializes in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA represents the world's top destinations and most experienced suppliers specialized in handling, transporting and accommodating international meetings and events. As of 2020 ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the "ICCA Association Community".
- **ICPB- India Convention Promotion Bureau** - It is the only travel industry body with participation from the entire MICE industry, with members from state governments, hotels, airlines, tour operators, travel agents, professional conference organisers, event managers, educational institutions and more. Besides projecting India as a conference destination, the aims and objectives of ICPB include the development of conference traffic to India supported by continuing programs of creating better awareness of the role and benefits of congresses and conventions in the context of national objectives.
- **EEMA- Event and Entertainment Management Association:** Incorporated in 2008, this is an autonomous, non-profit body, the first and only body of its kind, that seeks to bring together the country's leading Event Management, Sports Management and Brand Activation companies, MICE and Wedding Planners, Experiential Marketers, Entertainment Professionals, Artist Management Companies and International counterparts on the same platform, EEMA is the only national association with a unified voice that leads dialogue within its members and with government, Statutory Bodies, Taxation Authorities, Private and Municipal Licensing Bodies, Corporate Industry, Vendors and Artists. Sets Industry Standards that guide its members and has prescribed a Code of Conduct for its members and their employees.
- **IEIA- Indian Exhibition Industry Association:** This is the national apex body representing all segments of exhibitions sector in India & works to support growth of the sector through its various initiatives. IEIA was registered with the Registrar of Societies, Under Societies Registration Act XXI of

1860 Under No. 55/ 63 of 2006, in New Delhi. The association brings together all the exhibition organizers, managers, designers & stand contractors, freight forwarders, services & facilities providers, venue owners etc. . Its objectives are to protect and promote the common interest of its members; provide a common platform where members meet informally through Councils / Committees, Seminars / Workshops to exchange views and information on developments, improvements and problems in the industry.

Green shoots towards digital-Expansion in digital business

The advent of virtual shows adds a unique dimension to the exhibitions and conventions scenario. The parallel digital connect to physical events has the potential to add immense value in terms of remote participation/visitation and instant outreach. India Expo Centre plans to hybridize events to give added value. An ecommerce platform will further allow direct transactions to subscribing shows and be a boon to revitalize year round business for participating Mart showrooms.

IEML's IT Managed Services offer Centralized Wi-Fi/ PA Systems/ Tele/ Fax/ CCTV/ IBMS:

Entire Area; Installed capacity of 2 GBPS internet facility for Wi-Fi & LAN; High speed streaming for live demo and live telecast; Dedicated Mobile Connectivity; Video conferencing; Internet leased lines; Fiber LAN Connectivity; Wi-Fi zone; Cyber Cafes; Personal Internet on Sale on 24 Hrs. basis. Facilitators include Siemens, Cisco, Honeywell, Zyxel, Dell, Airtel, Tata Communications, Jio and Vodafone

Process flow of business activity

The exhibition industry has four verticals namely, exhibition organizers, venue, service provider and visitors. IEML features both the exhibition organizers as well as venue for certain key events. It has also provided end to end services as well.

- End users - Exhibition organizers, conference organizers, corporate and exhibitors and visitors.
- Marketing Approach
 - Promotion in Industry Magazine
 - Participation in Industry conference for networking opportunity
 - Showcasing USP of venue at Industry platform
 - Competitive advantage
 - Fitting into the requirement of client

- Tailored made proposal as per requirement of client
 - Differential rate in low season (May, June, July & August), Semi Peak (March, April & September), Peak season (October, November & December)
 - Negotiated peak period rate (Higher than low and semi peak rate) Rate advantage for long term contract for more than one edition
- Process of Enquiry
- Sales Call
 - ✓ Cold calling
 - ✓ Existing Client
 - ✓ Industry Meetings
 - ✓ Industry Expos
 - Telephone (land line)
 - ✓ New Clients
 - Mail
 - ✓ New & Existing clients
 - Date calendar
 - ✓ Available dates & facilities
 - ✓ Pencil blocking of dates
 - Presentation to Prospective Client
 - ✓ Video/Brochure/General PPT Tailored made PPT
 - ✓ Venue Visit
 - ✓ Introduction with Key members
 - Presenting the facilities as per requirement
 - ✓ Negotiation
 - ✓ Rental
 - ✓ Lumpsum
 - ✓ Turnkey
 - Venue Confirmation
 - ✓ Board approval of rate
 - ✓ Intimation to client

- ✓ Confirmation letter with terms & Condition
- ✓ Receipt of advance
- ✓ Blocking of dates on confirmed basis
- ✓ Agreement signing

➤ Process in Preparation, During and Closure

○ First Step

- ✓ Contact Signing
- ✓ Brochure
- ✓ Event Listed with Hyperlink
- ✓ Fire Regulation
- ✓ Payment Reminder
- ✓ Permission Letter
- ✓ ATA Carnet
- ✓ Transit Declaration

○ 2nd Step

- ✓ Layout Plan
- ✓ Exhibitor Profile and Machinery if any 11 Facilities Details
- ✓ Payment Reminder
- ✓ Additional Manpower Form

○ 3rd Step

- ✓ IT Requirements
- ✓ F&B Requirement

○ 4th Step

- ✓ Programme
- ✓ Payment Reminder
- ✓ Vendor Details
- ✓ Manpower Requirement
- ✓ Contract Details
- ✓ Badges Sample
- ✓ Layout Plan

- ✓ Gate Entry Protocol
- ✓ Coordination Meeting with Local Authority & Client
- ✓ Branding

Scalability and centralized operating model

- Largest integrated venue for exhibition & convention Centre
- State of the art facility- SPV model-based infrastructure.
- In-built one stop event services- centrally air-conditioned halls, Housekeeping, Internet, security, ATM, Onsite bank, uninterrupted power supply, fire safety, parking, multiple branding storage and warehousing etc.
- SPG Cleared Venue
- One window support
- 12 entry and exit gates
- Doctor and Nursing Staff readily available at the medical counter.
- 2 Ambulances always parked inside the venue during event with the nearest hospital which is about 2.5 KMs away from the IEML
- Accessible- differently abled friendly venue
- International Standard Washrooms: Male / Female / Differently Abled
- Venue is under 24 X 7 Top Class Security Surveillance
- Green Venue: 3,447.72 KWp rooftop solar power project since 2017, rain water harvesting system, vermicomposting
- 100% Power back (Uninterrupted Power Supply) - 34 MW + 3.45 MW (SOLAR POWER)
- CCTV Cover
- LCD and Video Wall
- Three tier security
- Availability of branding option
- Green Area for Gala Dinners
- Metro connectivity
- Exhibition Visitor Acquisition Programme

- Parking: In-house- 2,000 Cars with Adjacent Parking -10,000 Cars
- Accommodation facilities between 3km- 7km of the venue

 **List of events (2013-2020)**

S. No.	Event Name	FY	Event Days	# Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
1	Indian Fashion Jewellery & Accessories (Virtual)	2020-21	1st -4th June 2020	150	1400	Event -National	Export Promotion Council for Handicrafts	
2	IHGF Textile Show 2020 (Virtual)	2020-21	15th -18th June 2020	220	1600	Event -National	Export Promotion Council for Handicrafts	
3	IHGF Delhi Fair (Spring) 2020 (Virtual)	2020-21	13th -19th July 2020	1300	4150	Event - International	Export Promotion Council for Handicrafts	
4	COVID Protection Expo 2020 (Virtual)	2020-21	25th -27th Aug.2020	35	1142	Event - National	Mex Exhibition Pvt. Ltd.	
5	Susta Expo 2020 (Virtual)	2020-21	14th -18th Sept.2020	15	150	Event - National	i2i Consulting	
6	International MICE Showcase 2.0 (Virtual)	2020-21	11th -12th Sept.2020	52	1215	Event- International (Conference)	Seagam Media Systems	
7	Source India Expo 2020 (Virtual)	2020-21	19th -22nd Oct.2020	109	2425	Event-National	Udan Media & Communication	
8	Refcold India 2020 (Virtual)	2020-21	29th-31st Oct.2020	36	813	Event - National	Nuernberge Messe India	
9	IHGF -Delhi Fair (Autumn) 2020 (Virtual)	2020-21	4th -9th Nov.2020	1400	4360	Event - International	Export Promotion Council for Handicrafts	
10	LED Expo Thailand + Lifht Asean 2020 (Virtual)	2020-21	18th-20th Nov.2020	50	1871	Event - International	Mex Exhibition Pvt. Ltd.	
11	India International Hospitality Expo 2020 (Virtual)	2020-21	2nd -7th Dec.2020	200	4000	Event - National	India Exposition Mart Ltd.	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
12	Ayuryog Expo 2020 - (Virtual)	2020-21	9th -18th Dec.2020	36	2198	Event -National	India Exposition Mart Ltd.	
13	RAI Leadership Summit	2020-21	24th -26th Feb.2021	25	884	Event -National	Retailer Association of India	
14	Indus Food 2021 (Hybrid)	2020-21	20th -21st March 2021	361	812	Event -National	Trade Promotion Council of India	
15	Satte 2021(Hybrid)	2020-21	24th -26th March 2021	200	10000	Event - International	Informa Markets India Pvt. Ltd.	
16	Home Expo India(April) 2019	2019-20	16-18 Apr,2019	375	556	Event-National Examination	Export Promotion Council for Handicrafts(EPCH)	
17	CFA Exam-June 2019	2019-20	15th- 16th June 2019	NA		Event-National Examination	CFA Institute & British Council	
18	Indian Fashion Jewellery and Accessories Show (IFJAS) 2019	2019-20	4th-6th July, 2019	250	504 buyers	Event-National Examination	Export Promotion Council for Handicrafts(EPCH)	
19	63rd India International Garment Fair(IIGF) 2019	2019-20	4th-6th July, 2019	329	1756	Event + Conference- International	International Garment Fair Association	
20	India International Hospitality Expo 2019 (IHE '19)	2019-20	7th-10th Aug, 2019	800	30000	Event - National	India Exposition Mart Limited	
21	Delhi Machine Tools Expo 2019	2019-20	8th - 11th Aug 2019	122	6000	Event - National	Indian Machine Tool Expo 2019	49
22	International Ethnic Week 2019	2019-20	19th- 20th Aug 2019	250	10000	Event - National	Dreamz India	
23	UNCCD-COP 14	2019-20	30th Aug - 14th Sep 2019	44	9000	Conference- International	Ministry of Environment, Forest & Climate Change	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
24	EA WATER 2019	2019-20	29th - 31st Aug 2019	300	8000	Event - National	EA Water Pvt Ltd.	1000 Conference Delegates
25	SinoCorrugated -IndiaCorr Expo 2019	2019-20	5th - 7th September 2019	253	5179	Event - National	Reed Manch Exhibitions Pvt. Ltd.	396 Delegates
26	Renewable Energy India (REI)-2019	2019-20	18th-20th Sept 2019	729	36909	Event + Conference- International	Informa India Pvt. Ltd.	1,287 delegates
27	Electronica & Productonica 2019	2019-20	25th - 27th September 2019	674	26310	Event - National	Messe Muenchen India Pvt. Ltd.	
28	SmartCards Expo 2019	2019-20	25th - 27th September 2019			Event - National	Messe Muenchen India Pvt. Ltd.	
29	Congress of Asian Society of Transplantation 2019	2019-20	29th September - 2nd October'2019	250		Conference- International	CAST Association	1600
30	Inner Engineering Program 2019	2019- 20	5th - 6th Oct 2019		12000	Event - National	ISHA Yoga Centre	
31	Indian Handicrafts & Gifts Delhi Fair (Autumn) 2019	2019-20	16th - 20th October	3200	7312	Event - International	Export Promotion Council for Handicrafts(EPCH)	
32	AYURYOG 2019	2019-20	7th-10th Nov, 2019	50	25000	Event - National/Conference	India Exposition Mart Limited & EPCH	
33	BIOFACH 2019	2019-20	7th-9th Nov, 2019	169	6000	Event - National/Conference	NürnbergMesse India Pvt. Ltd.	
34	Advantage Healthcare India (AHCI) 2019	2019-20	13th - 15th Nov, 2019	180	2000	Event - National/Conference	FICCI, Ministry of Commerce and Industry and SEPC	
35	LED EXPO 2019	2019-20	14th- 16th Nov, 2019	300	15000	Event - National	Messe Frankfurt Trade Fairs India Pvt Ltd	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
36	CPHI & PMEC 2019	2019-20	26th -28th Nov, 2019	1600	45000	Event - International	Informa India Pvt. Ltd.	
37	CFA Exam-Dec. 2019	2019-20	7th Dec, 2019	NA		Event -National	CFA Institute & British Council	
38	IFSEC-2019	2019-20	19th - 21st Dec, 2019	350	18000	Event -National	Informa India Pvt. Ltd.	
39	SATTE 2020	2019-20	8th-10th Jan, 2020	1100	35000	Event - International	Informa India Pvt. Ltd.	
40	IndusFood 2020	2019-20	8th-10th Jan, 2020	700	1300	Event -National	Trade Promotion Council of India	
41	ELECRAMA 2020	2019-20	18th - 22nd Jan, 2020	1250	3,00,000	Event - International/Conference	Indian Electrical and Electronics Manufacturers' Association (IEEMA)	
42	Auto Expo - The Motor Show 2020	2019-20	5th- 12th Feb, 2020	108	6,08,000	Event - International	Society of Indian Automobiles Manufacturers Association (SIAM), CII, ACMA	
43	Kubernetes Forum Delhi 2020	2019-20	20th Feb, 2020			Event - International	The Linux Foundation	650
44	ACREX 2020	2019-20	27th -29th Feb, 2020	400	12000	Event - International	Nurnberg Messe India Pvt. Ltd., Messe Frankfurt & ISHRAE	
45	Fire & Security India Expo - FSIE 2020	2019-20	27th -29th Feb, 2020	55		Event - National	NürnbergMesse India Pvt. Ltd.	
46	Delhi Wood 2019	2018-19	13th- 16th March, 2019	550	30000	Event- International	NürnbergMesse India Pvt. Ltd.	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
47	IPF B2B WOMEN WEAR EXPO	2018-19	11th - 12th March 2019	250	2000	Event International	IPF Ventures	
48	India Plast 2019	2018-19	28th Feb- 4th Mar, 2019	945	70,000	Event- International	Triune Exhibitors Pvt. Ltd.	
49	Indian Handicrafts & Gifts Delhi Fair (Spring) 2019	2018-19	18th-22st Feb, 2019	3250	6737 Buyers	Event- International	Export Promotion Council for Handicrafts(EPCH)	
50	PetroTech	2018-19	10nd- 12th Feb, 2019	750	7000	Event + Conference- International	Oil and Natural Gas Corporation Limited (ONGC)	
51	Printpack India 2019	2018-19	1st -6th Feb, 2019	510	70000	Event- International	Indian Printing, Packaging and Allied Machinery Manufacturers' Association	
52	IFEX	2018-19	18th- 20th Jan, 2019	200	3000	Event- International	Koelnmesse YA Trade Fair	
53	67th India Foundry Congress	2018-19	18th- 20th Jan, 2019	300	1200 Delegates	Conference- International	The Institute of Indian Foundrymen	
54	62nd India International Garment Fair(IIGF) 2019	2018-19	16th-18th Jan, 2019	213	634	Event- International	Apparel Export Promotion Council	
55	SATTE	2018-19	16th-18th Jan, 2019	1000	40,000	Event + Conference- International	UBM India Pvt. Ltd.	
56	Indus Food	2018-19	14th Jan-15 Jan 2019	500	800 buyers	Event- International	Trade Promotion Council of India	
57	Consumer Electronic Imaging Fair 2019	2018-19	10th- 12th Jan, 2019	300	20000	Event- International	All India Photographic Trade & Industry Association	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
58	CPHI & P-MEC 2018	2018-19	12th- 14th Dec, 2018	1600	80000	Event + Conference-International	UBM India Pvt. Ltd.	
59	LED EXPO 2018	2018-19	6th- 8th Dec, 2018	341	10,257	Event- International	Messe Frankfurt Trade Fairs India Pvt Ltd	
60	ALUCAST	2018-19	6th- 8th Dec, 2018	164	3639 visitor	Event- International	NürnbergMe sse India Pvt. Ltd.	
61	India Handicraft & Gift Fair Delhi Fair-Autumn 2018	2018-19	14th- 18th Oct, 2018	3200	8000	Event- International	Export Promotion Council for Handicrafts (EPCH)	
62	Advantage Healthcare India (AHCI) 2018	2018-19	4th-6th Dec, 2018	300	1500	Event + Conference-International	Federation Of Indian Chambers Of Commerce And Industry, Ministry Of Commerce And Industry, Govt Of India And Services Export Promotion Council (SEPC)	
63	Re-Invest 2018	2018-19	3rd Oct-5th Oct, 2018	180	10,000 Delegates	Event + Conference- International	Ministry of New & Renewable Energy	
64	Label Expo 2018	2018-19	22nd-25th Nov, 2018	250	9,851 visitors	Event- International	Tarsus Group, PLC, UK	
65	Asia Elevator Escalator Expo	2018-19	28th Sep- 30th Sep, 2018	60	1200	Event- International	Aakar Exhibitions Pvt Ltd.	
66	CFA Exam-Dec. 2018	2018-19	1st Dec, 2018	N/A	5000	Event-National Examination	CFA Institute & British Council	
67	Renewable Energy India 2018	2018-19	18th-20th Sep, 2018	750	30000	Event + Conference-International	UBM India Pvt. Ltd.	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
68	Geo India 2018	2018-19	6th- 8th Sep, 2018	45	1000	Conference- International	Association of Petroleum Geologist	
69	FiHi India 2018	2018-19	30th Aug- 1st Sep, 2018	200	6000	Event- International	UBM India Pvt. Ltd.	
70	Propak India 2018	2018-19	30th Aug- 1st Sep, 2018	100	2000	Event- International	UBM India Pvt. Ltd.	
71	Indian International Mega Trade Fair 2018	2018-19	17th -27th Aug, 2018	500	5 lacs	Event- International	G.S. Marketing	
72	India International Hospitality Expo	2018-19	8th- 11th Aug 2018	180	5000	Event- International	India Exposition Mart Ltd.	
73	61st India International Garment Fair 2018	2018-19	16th- 18st Jul, 2018	357	736 Buyers	Event- International	Apparel Export Promotion Council	
74	Indian Fashion Jewellery and Accessories Show	2018-19	16th- 18st Jul, 2018	250	472	Event- International	Export Promotion Council for Handicrafts (EPCH)	
75	CFA Exam-June 2018	2018-19	23rd Jun, 2018	N/A	5000	Event-National Examination	CFA Institute & British Council	
76	Fitex 2018	2018-19	5th-6th May 2018	30	4500	Event- International	M/S Smart Events India	
77	Indian Furniture's & Accessories Show	2018-19	16th-18th April 2018	650	720 Buyers	Event- International	Export Promotion Council for Handicrafts (EPCH)	
78	Indian Furnishing, Flooring & Textiles Show	2018-19	16th-18th April 2018	650	720 Buyers	Event- International	Export Promotion Council for Handicrafts (EPCH)	
79	Indian Houseware & Decorative Show	2018-19	16th-18th April 2018	650	720 Buyers	Event- International	Export Promotion Council for Handicrafts (EPCH)	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
80	ELECRAMA 2018	2017-18	10-14th Mar 2018	1200	2980000	Event- International	Indian Electrical and Electronics Manufacturers Association (IEEMA)	
81	Indian Handicrafts & Gifts Delhi Fair (Spring) 2018	2017-18	23-27th Feb 2018	2900	5000	Event- International	Export Promotion Council for Handicrafts (EPCH)	
82	Auto Expo - The Motor Show 2018	2017-18	9-14th Feb 2018	119	800000	Event- International	Society of Indian Automobiles Manufacturers Association (SIAM), CII, ACMA	
83	Indus Food	2017-18	18-19th Jan 2018	200	1200	Event- International	Trade Promotion Council of India Ministry of Commerce	
84	CFA Exam-Dec. 2017	2017-18	3rd Dec 2017	N/A	1800	Event- International	CFA Institute & British Council	
85	18TH World Road IRF Meeting 2017	2017-18	9-11th Nov 2017	100	2000	Event- International	International Road Federation	
86	13th Higher Education Summit	2017-18	9-11th Nov 2017	150	3000	Event- International	Federation of Indian Chambers of Commerce & Industry	1000 Plus
87	19th Organic World Congress (OWC) 2017	2017-18	9-11th Nov 2017		1000	Event- International	The Organic Farming Association of India & PDA Trade Fair (I) Pvt Ltd	3400(1,400 representatives from 110 countries and 2000 delegates from India)

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
88	Indian Handicraft & Gift Fair Delhi Fair - Autumn 2017	2017-18	12- 16th Oct 2017	2900	5000	Event- International	Export Promotion Council for Handicrafts (EPCH)	
89	Indian Fashion Jewellery and Accessories Show	2017-18	12- 16th Oct 2017			Event- International	Export Promotion Council for Handicrafts (EPCH)	
90	Renewable Energy India 2017	2017-18	20-22th Sept 2017	750	10,000	Event- International	UBM India Pvt. Ltd.	
91	India CORR Expo 2017	2017-18	14-16th Sep 2017	250	2500	Event- International	Reed Manch Exhibition Pvt. Ltd.	
92	India International Mega Trade Fair 2017	2017-18	4-15th Aug 2017	450	100000	Event- International	GS Marketing & India Expo Centre & Mart	
93	CFA Exam - June 2017	2017-18	3rd June 2017			Event- International	CFA Institute & British Council	
94	Indian Houseware & Decorative Show	2017-18	18-20th April 2017			Event- International	Export Promotion Council for Handicrafts (EPCH)	
95	Indian Furnishing, Flooring & Textiles Show	2017-18	18-20th April 2017			Event- International	Export Promotion Council for Handicrafts (EPCH)	
96	Indian Furniture's & Accessories Show	2017-18	18-20th April 2017			Event- International	Export Promotion Council for Handicrafts (EPCH)	
97	Global Exhibition on Services 2017	2017-18	17-20th April 2017	500	18000	Event- International	Confederation of Indian Industry & Ministry of Commerce & Industry, Govt. of India	
98	P-4 Expo 2016	2016-17	5th-8th Apr	125	8000	Event- International	Verifair India Pvt. Ltd.	N/A

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
99	Indian Houseware & Decoratives Show	2016-17	16th-18th Apr	171	1100	Event- International	Export Promotion Council for Handicrafts	200
100	Indian Furnishing, Flooring & Textiles Show	2016-17	16th-18th Apr			Event- International	Export Promotion Council for Handicrafts	
101	Indian Furnitures & Accessories Show	2016-17	16th-18th Apr			Event- International	Export Promotion Council for Handicrafts	
102	Global Exhibition on Services	2016-17	20th-23rd Apr	450	20,000	Events & Conventions- International	Dept. of Commerce, Ministry of Commerce & Industry, Govt. of India & Confederation of Indian Industry.	10000
103	CFA Exam	2016-17	4th June	N/A	3000	National	CFA Institute, British Council	N/A
104	Indian Fashion Jewellery and Accessories show	2016-17	21st-23rd July	250	1000	Event- International	Export Promotion Council for Handicrafts	N/A
105	Renewable Energy India	2016-17	7th-9th Sep	650	18000	Event- International	UBM India Pvt. Ltd.	1270
106	Greater Noida Book Fair	2016-17	12th-18th Sep	100	15000	Event- National	National Book Trust, New Delhi	N/A
107	International Federation Fertility Societies (IFFS) 22nd IFFS World Congres	2016-17	23rd-25th Sep	88	8000	Events & Conventions- International	Creative Travel	1500
108	Advantage Health Care	2016-17	3rd-5th Oct	162	5000	Events & Conventions- International	Department of commerce, Government of India and FICCI	N/A

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
109	Indian Handicraft and Gift Fair Autumn	2016-17	14th-18th Oct	2800	5586	Event-International	Export Promotion Council for Handicrafts	5000
110	Seventh Session of the Conferences of Parties (COP7)	2016-17	7th-12th Nov	N/A	1000	Conventions-International	Ministry of Health & Family Welfare, Govt. of India,	1000
111	Label Expo India 2016	2016-17	17th-20th Nov	200	8029	Event-International	Tarsus Group, PLC, UK	N/A
112	Indian Robot Olympiad 2016	2016-17	26th-27th Nov	80	2000	Event-International	Indian STEM Foundation and National Council of Science Museums (NCSM) under Ministry of Culture, ICES	N/A
113	Fitness Show 2016	2016-17	26th-27th Nov	40	2000	Event-International	M/S Smart Events India	N/A
114	CFA Exam	2016-17	3rd Dec	N/A	1800	National	CFA Institute, British Council	N/A
115	INTELECT 2017	2016-17	23rd - 25th Jan 2017	100	5000	Events - National	Indian Electrical and Electronics Manufacturers' Association (IEEMA)	
116	Print Pack India 2017	2016-17	04th -08th February 2017	428	86900	Event-International	Indian Printing Packaging and Allied Machinery Manufacturers' Association (IPAMA)	
117	Indian Handicraft and Gift Fair Autumn	2016-17	16th -20th Feb 2017	2850	4900	Event-International	Export Promotion Council for Handicrafts	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
118	ACREX 2017	2016-17	23rd -25th Feb 2017	500	50000	Event-International	Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE) and produced by NuernbergMesse India Pvt. Ltd.	
119	Fenesterbau Frontalae	2016-17	23rd -25th Feb 2017	100	5000	Event-International	Nürnberg Messe in partnership with the Indo-German Chambers of Commerce	
120	FIREX 2017 (Fire Security India Expo 2017)	2016-17	23rd -25th Feb 2017	70	7269	Event-International	NürnbergMesse India	
121	Glass Pro 2017	2016-17	23rd -25th Feb 2017	130	4150	Event-International	Messe Düsseldorf India Pvt. Ltd.	
122	Glasspex 2017	2016-17	23rd -25th Feb 2017	130	4150	Event-International	Messe Düsseldorf India Pvt. Ltd.	
123	ISH India 2017	2016-17	23rd -25th Feb 2017	68	6132	Event-International	Messe Frankfurt Trade Fairs India Pvt. Ltd. and the Indian Plumbing Association	
124	Delhi Wood 2017	2016-17	1st -4th March 2017	450	30000	Event-International	PDA Trade Fairs (PDATF)	
125	PU Tech 2017	2016-17	8th-10th March 2017	250	1400	Event-International	The Indian Polyurethane Association (IPuA)	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
126	International Ethnic Week 2016	2015-16	5th-6th March, 2016	250	1500	Event- National	M/s Surat Dreams	
127	Geo Smart India & Geo Intelligence Asia 2016	2015-16	1st-3rd March, 2016	50	3000	Event- International	M/s Geospital Media & Communications Pvt Ltd	
128	Indian Handicraft & Gift Fair (Spring) 2016	2015-16	20th-23rd Feubuary, 2016	2800	4700	Event- International	Export Promotion Council for Handicraft	
129	Auto Expo- The Motor Show	2015-16	3rd-9th Feubuary, 2016	50	7,00,000	Event- International	Society of Indian Automobile Manufacturers(SIAM), Confederation of Indian Council(CII) and Automotive Component Manufacturers Association(ACMA)	N/A
130	Exhibition Showcase Award 2016	2015-16	23rd Jan, 2016	N/A			Exhibition Showcase	1500
131	CFA Exam	2015-16	Dec, 2015	N/A		National	CFA Institute and British Council	
132	Fitext- Fit India 2015	2015-16	28th-29th November, 2015	60	2000	Event- National	M/S Smart Events India	350
133	Indian Handicraft & Gift Fair (Autumn) 2015	2015-16	14th-18th October, 2015	2750	7000	Event- International	Export Promotion Council for Handicraft	1000
134	12th International Surface Engineering, Paints and Coating Symposium 2015	2015-16	7th-9th October, 2015	50	1500	Event- International	M/S Tafcon Projects(India)Pvt. Ltd.	300

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
135	India Corr Expo 2015- Sino Corrugated	2015-16	6th-8th October, 2015	153	4683	Event- National	Reed Manch Exhibitions Pvt Ltd	
136	9th Renewable Energy India 2015	2015-16	23rd-25th July, 2015	550	16000	Event- International	UBM India Pvt. Ltd.	
137	8th Convention Conclave India 2015	2015-16	7th-9th August, 2015	45	120	Convention- International	Ministry of Tourism, Government of India and the Department of Tourism, Government of Madhya Pradesh and Gujarat Tourism	
138	India Fashion Jewellery & Accessory Show 2015	2015-16	10th -12th July, 2015	350	454	Event- International	Export Promotion Council for Handicraft(E PCH)	N/A
139	Global Refining & Petrochemical Conference 2015	2015-16	1st-3rd July, 2015	30	1500	Convention- International	M/s iTen Media Pvt. Ltd.	280
140	CFA Exam	2015-16	June, 2015	N/A		National	CFA Institute and British Council	
141	IEIA Open Seminar 2015	2015-16	08th -09th May, 2015				Indian Exhibition Industry Association(I EIA)	
142	Home Expo India 2015	2015-16	16th -18th April, 2015	600		Event- International	Export Promotion Council for Handicraft	300
143	Mahagun Launch	2015-16	11 April, 2015			Product Launch	M/s Mahagun Group	
144	3rd South Asian Geo Science Conference and Exhibition - GEO India 2015	2014 -15	12th - 14th Jan'15	100		Convention - International	Association of Petroleum Geologist, USA & ONGC, Dehradun, India	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
145	6th Regional Comprehensive Economic Partnership (RCEP) Trade Negotiation Committee (TNC), 2014	2014 - 15	1st - 5th Dec'14			Convention - International	Min of Commerce	
146	102nd FDI Annual World Dental Congress 2014	2014 - 15	11th-14th Sep'14			Convention - International	Indian dental Association(I DA), Mumbai, India	1200
147	63rd Indian Foundry Exhibition & Congress	2014-15	27th Feb - 1st March'14	200	2000	Event & Conventions - International	Koelenmesse YA Trade Fair Pvt.Ltd., Mumbai, India & Institute of Indian Foundarymen, Kolkata, India	
148	39th Indian Handicraft and Gift Fair Spring	2014-15	20th-23rd Feb'14	2650	4000	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	500
149	Print Pack India	2014-15	11th - 15th Feb'14	400	10000	Event - International	Indian Printing, Packaging and Allied Machinery Association, NOIDA, NCR Delhi	
150	Delhi wood	2014-15	4th-7th Feb'14	450	15000	Event - International	PDA Trade Fairs Pvt Ltd, Bangalore, India	
151	Bus and Utility Vehicle Show	2014-15	15th - 17th Jan'14	50	5000	Event - International	Society of Indian Automobile Manufacturer Association, New Delhi, India	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
152	Bauma Connex Expo	2014-15	15th-18th Dec'14	635	26000	Event - International	Bauma Expo India Pvt Ltd., Mumbai, India	
153	Fitex-Fit India Show	2014-15	29th -30th Nov'14	50	2000	Event - International	Smart Events Pvt Ltd, India	
154	Knowledge Expo & 2nd Technology Summit	2014-15	20th-22nd Nov'14	200	1500	Event & Conventions - International	Confederation of Indian Industry, New Delhi & American Embassy	
155	38th Indian Handicraft and Gift Fair Autumn	2014-15	14th - 18th Oct'14	3000	7000	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	1500
156	8th Renewable Energy Show	2014-15	3rd - 5th Sept'14	500	11000	Event & Conventions - International	UBM India Pvt. Ltd., Mumbai, India	10000
157	7th Indian Fashion Jewellery And Accessories Show	2014-15	18th - 20 July'14	170	587	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	600
158	3rd Home Expo India	2014-15	15th - 18th April'14	600	3000	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	1700
159	5th Polyurethane Exhibition & Conference	2013-14	12th - 14th March'14	125	3000	Events - National	Indian Polyurethane Association, Chennai, India	800
160	37th Indian Handicraft and Gift Fair SPRING	2013-14	22nd-25th Feb'14	2400	5000 +	Events - National	EPCH, New Delhi, India	

160

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
161	12th Auto Expo- The Motor Show	2013-14	5th - 11th Feb'14	70	560000	Event - International	Society of Indian Automobile Manufacturer Association, CII & ACMA, New Delhi, India	7000
162	11th International Petro tech Exhibition & Conference	2013-14	14th - 17th Jan'13	300	8000	Event & Conventions - International	Oil and Natural Gas Company Ltd., New Delhi, India	
163	International Fire, Security Exhibition and conference	2013-14	5th - 7th Dec'13	250	3000	Event & Conventions - International	UBM India Pvt. Ltd, Mumbai, India	1000
164	Hand Tools & Fastner Expo	2013-14	28th - 30th Nov'13	200	5000	Event - International	International Trade Exhibition India Pvt Ltd., New Delhi, India	600
165	The 5th Natural Gas for Vehicles Conference & Exhibition	2013-14	27th - 29th Nov'13	120	6000	Event & Conventions - International	Natural Gas Vehicles Association, USA & OES All world, United Kingdom	600
166	Printing & Allied Machinery Exhibition	2013-14	14th - 17th Nov'13	200	7000	Convention - International	Tafcon Projects Pvt Lt., New Delhi, India	
167	RSSDI 2013" 41st Annual Conference Of Research Society for study of Diabetes in India	2013-14	8th - 10th Nov'13			Convention - National	ICES Pvt Ltd, New Delhi, India & Research Society for the Study of Diabetes in India	5000
168	36th Indian Handicraft and Gift Fair	2013-14	15th-18th Oct'13	2400	7000	Events - National	EPCH, New Delhi, India	

S. No.	Event Name	FY	Event Days	No. of Exhibitors	Visitors	Type of Events by Exhibitors, Events & Conventions- National/ International	Organiser	No. of Delegates
169	Pack Plus	2013-14	6th - 9th Oct'13	150	5000	Event & Conventions - International	Print Packaging.com, Noida, UP, India	1200
170	2nd Inter traffic	2013-14	3rd - 5th Oct'13	70	1800	Event & Conventions - International	International Road Federation, India Chapter, New Delhi & Amsterdam RAI, Netherland	
171	7th Renewable Energy India	2013-14	12th - 14th Sept'13	500	7000	Event & Conventions - International	UBM India Pvt. Ltd., Mumbai, India	300
172	6th Indian Fashion Jewellery And Accessories Show	2013-14	12th - 14th July'13	150	1000	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	5000
173	46th Annual General Meeting of Board of Governors Asian Development Bank (ADB) - 2013	2013-14	2nd - 5th May'13			Convention - International	Department of Economic Affairs, Ministry Of Finance, Govt .of India & Asian Development Bank, Manila	
174	2nd Home Expo India	2013-14	15th -18th April'13	700	2000	Events - National	Export Promotion Council for Handicrafts, New Delhi, India	
175	Aquatech India	2013-14	8th - 10th April'13	200	5000	Event & Conventions - International	Interads India Pvt Ltd., New Delhi, India & Amsterdam Rai, Netherlands	

5. Area of Improvement

Area of improvement/ weakness:	Plan to improve the weakness
More Exhibition and Convention area	Created 14,000 Sqr Mtr area of open plinth area with all the exhibition related facilities
Air-connectivity	Jewar International Airport is getting constructed with 15 min drive-away
Accommodation facility inside venue	Guest house facility of 128 rooms in the venue
Industry specific Skill development	IEML launched the Academy of Convention, Trade Fair, Event Research & Management (ACTERM) to address this issue and to create pool of talent
Creating inhouse events keeping in line with the global industry trends	IEML has launched India International Hospitality Expo World Assembly on Ayurveda, Yoga & Naturopathy (WAAYN). IEML has organised Asia Elevator and Escalator Expo and India International Mega Trade fair in partnership.

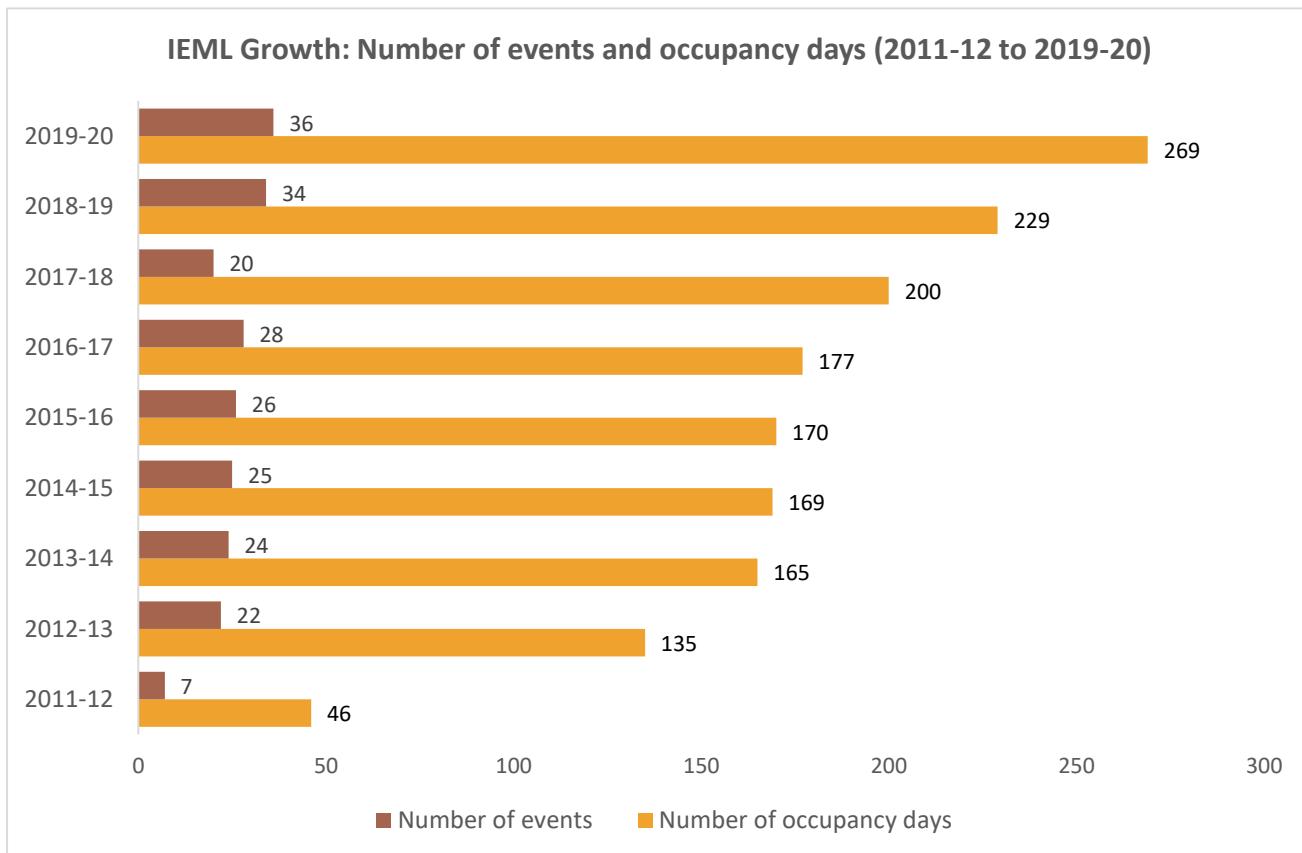
6. Major criteria of exhibition organizers to select IEML for their shows.

- Events have witnessed visitor's footfall up to 1,50,000 per day at IEML.
- Service standards
- Venue for most of the events in India
- One of the India's top integrated MICE destinations in terms of area.
- Multi-purpose venue with 14 halls & organizer's independences for all kinds of events.
- Accommodation 3,000 to 5,000 and service apartment and quality service apartments for more than 10,000 individuals is available.
- State of the art facility for conference with capacity 29 simultaneous sessions.
- Parking: In-house- 2,000 Cars with Adjacent Parking -10,000 Cars
- 90 Minutes from Taj Mahal; the most visited wonder of the modern world.

- Fully supported by Media, City and Police Administration.
- Located in NCR New Delhi with maximum international and domestic air connectivity.
- Full proof security and traffic control system

7. IEML growth and financials

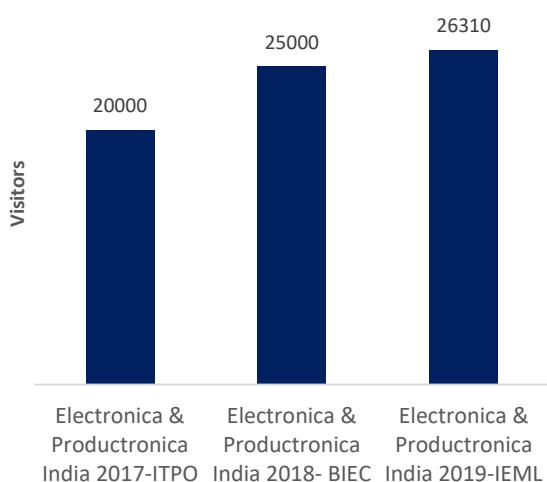
- Growth of IEML is depicted in the charts mentioned below:



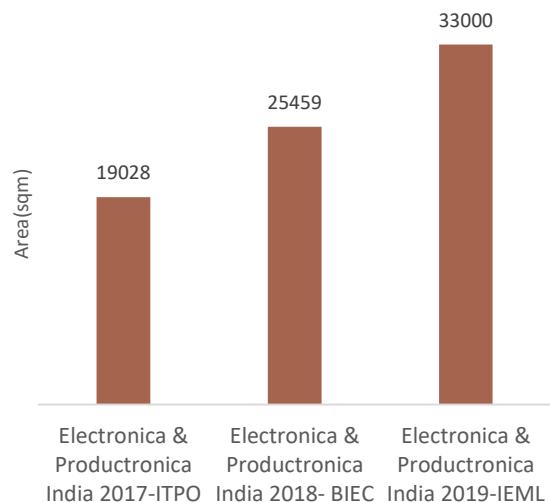
- Fairwise growth trajectory is shown on the next page

- **Electronica & Productronica**

Electronica & Productronica India- Visitors Analysis

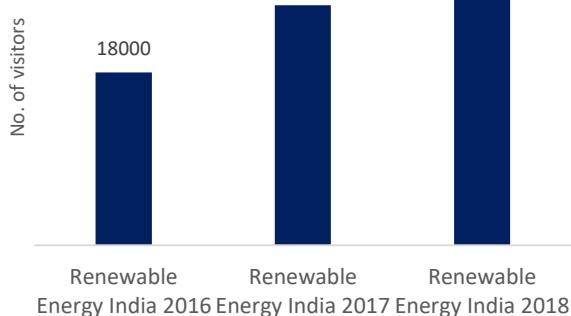


Electronica & Productronica India Area Analysis

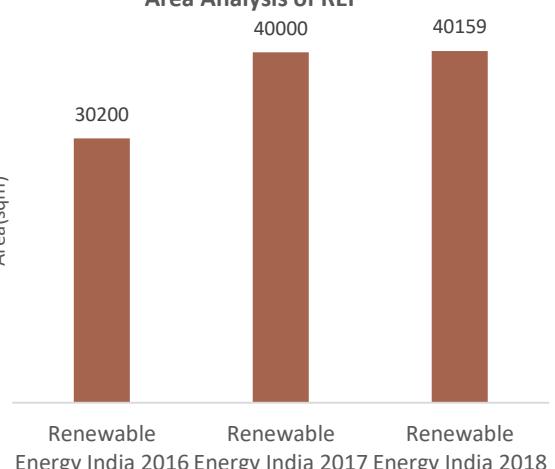


- **Renewable Energy India (REI)**

REI- Visitor analysis

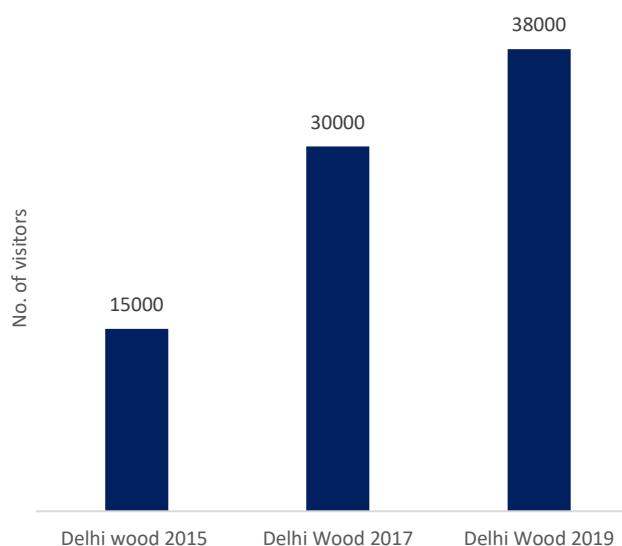


Area Analysis of REI

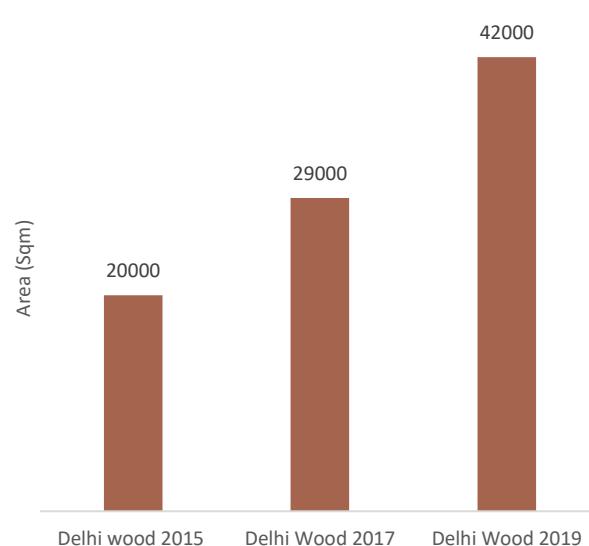


- **Delhi Wood**

Delhi Wood- Visitors analysis

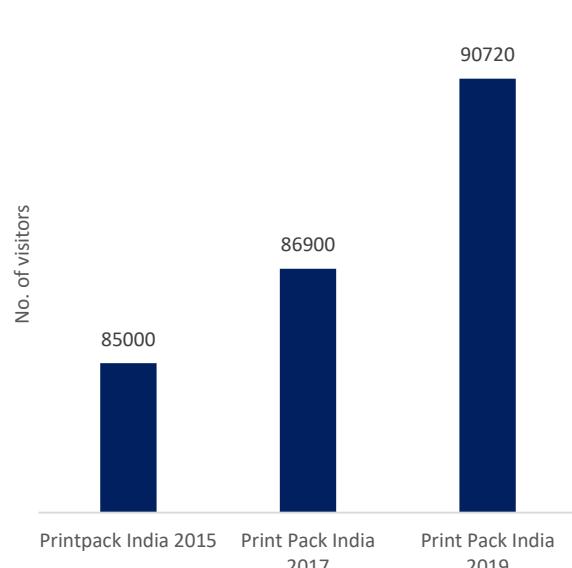


Area Analysis of Delhi Wood

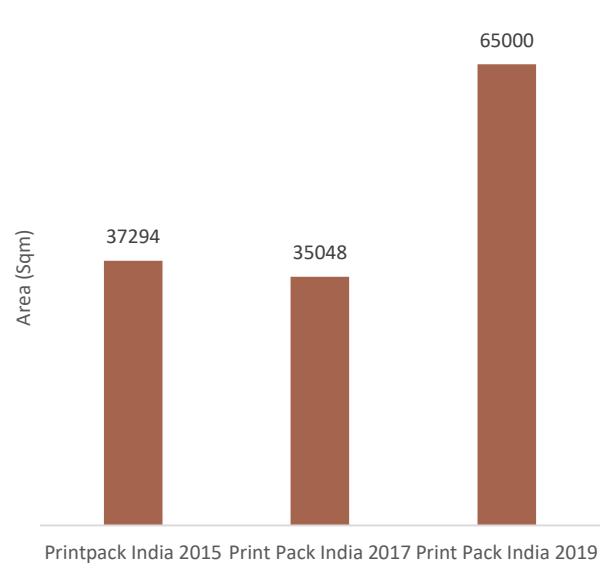


- **Print Pack India**

Print Pack: Visitors Analysis

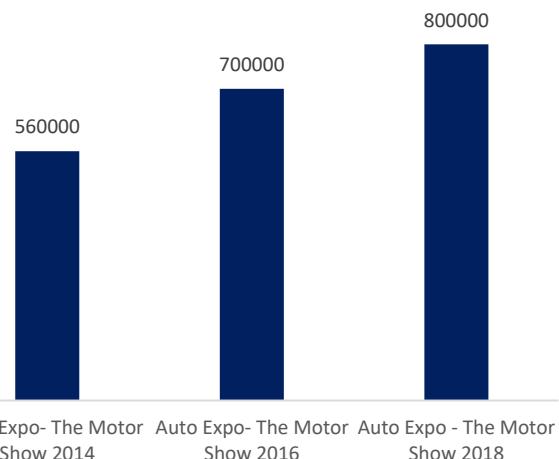


Area analysis of Print Pack India

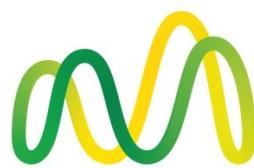
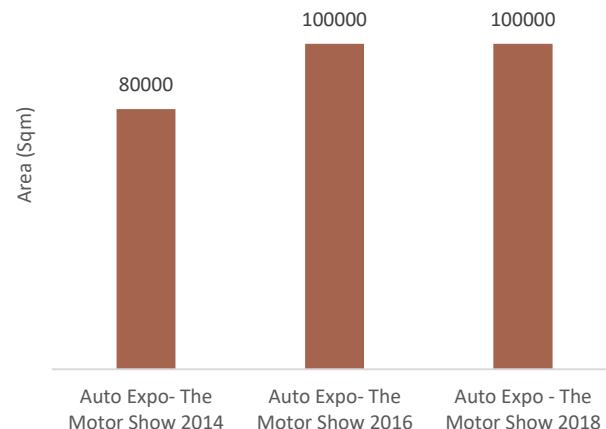


- Auto Expo- The Motor Show

Auto Expo: Visitors Analysis



Auto Expo Area analysis



Renewable Energy
India Expo

electronica India

productronica India

- Financials

Financials (2019-20)

INDIA EXPOSITION MART LIMITED
Balance Sheet as at 31st March, 2020



Particulars	Note No.	As at 31st March,	
		2020 ₹	2019 ₹
EQUITY AND LIABILITIES			
Shareholders' funds			
(a) Share capital	1	37,00,00,000	37,00,00,000
(b) Reserves and surplus	2	1,26,45,92,688	86,21,00,738
		1,63,45,92,688	1,25,21,00,738
Share application money pending allotment			
Non-current liabilities			
(a) Long-term borrowings	3	1,76,93,116	10,00,98,882
(b) Deferred tax liability (net)	4	31,54,354	4,89,440
(c) Other long-term liabilities		-	-
(d) Long-term provisions		-	-
		2,08,47,470	10,05,88,322
Current liabilities			
(a) Short-term borrowings	5	-	-
(b) Trade payables	6	13,57,76,488	11,09,15,069
(c) Other current liabilities	7	29,86,92,187	26,21,46,599
(d) Short-term provisions		15,77,44,782	17,53,51,216
		59,22,13,457	54,84,12,884
	TOTAL		
		2,24,76,53,615	1,90,11,01,944
ASSETS			
Non-current assets			
(a) Property, Plant & Equipments			
(i) Tangible assets	8	1,03,12,82,379	86,33,26,163
(ii) Intangible assets	8	4,54,185	19,29,497
(iii) Capital Work in Progress (CWIP)	8	10,29,44,472	93,49,813
		1,13,46,61,036	87,46,05,473
(b) Non-current investments	4	-	-
(c) Deferred tax assets (Net)	9	2,88,46,750	1,42,82,319
(d) Long-term loans and advances	10	43,744	41,230
(e) Other non-current assets			
		2,88,90,494	1,43,23,549
Current assets			
(a) Current investments	11	34,03,000	48,26,068
(b) Inventories	12	18,62,79,226	20,41,96,266
(c) Trade receivables	13	68,00,99,644	61,43,09,911
(d) Cash and bank balances	14	19,55,71,255	18,54,60,515
(e) Short-term loans and advances	15	1,87,28,960	33,80,162
(f) Other current assets			
		1,08,40,82,085	1,01,21,72,922
	TOTAL		
		2,24,76,53,615	1,90,11,01,944

Notes '1' to '32' forms integral part of these Financial Statements.

FOR AND ON BEHALF OF BOARD OF DIRECTORS

ANIL MANSARAMANI
DIRECTOR

RAJKUMAR MALHOTRA
DIRECTOR

SUDEEP SARCAR
CHIEF EXECUTIVE OFFICER

SACHIN KUMAR SINHA
CHIEF FINANCIAL OFFICER

Place: Delhi
Date : August 31, 2020

AS PER OUR SEPARATE REPORT OF EVEN DATE

For SARVAM & ASSOCIATES
CHARTERED ACCOUNTANTS

FIRM REGISTRATION NO. 1003146N

ARUN JAIN
MEMBERSHIP NO. 091948
PARTNER

ANUPAM SHARMA
COMPANY SECRETARY

INDIA EXPOSITION MART LIMITED
Statement of Profit and Loss for the year ended 31st March, 2020



Particulars	Note No.	For the year ended 31st March 2020	For the year ended 31st March 2019
		₹	₹
CONTINUING OPERATIONS			
Revenue from operations	16	1,54,42,62,449	1,22,62,28,614
Other income	17	6,45,84,900	5,23,51,944
Total revenue (1)		1,60,88,47,349	1,27,86,80,558
Expenses			
(a) Change in Inventories of Stock in Trade	18	-	-
(b) Employee benefits expense	19	6,43,21,624	5,20,71,799
(c) Finance costs	20	1,25,04,570	2,05,54,267
(d) Depreciation and amortisation expense	8	8,89,87,257	9,16,78,887
(e) Other expenses	21	82,58,84,074	67,66,21,929
Total expenses (2)		98,16,97,825	84,09,26,882
Profit / (Loss) before exceptional and extraordinary items and tax 3 = (1 ± 2)		61,71,49,824	43,76,53,676
Exceptional items (4)	22	1,10,753	(3,21,598)
Profit / (Loss) before extraordinary items and tax 5 = (3 ± 4)		61,72,60,577	43,73,32,078
Extraordinary items (6)		-	-
Profit / (Loss) before tax 7 = (5 ± 6)		61,72,60,577	43,73,32,078
Tax expense: (8)			
(a) Current tax - Provision for Taxation	23	15,69,22,546	12,63,85,653
(b) Deferred tax		26,64,914	83,32,213
Profit / (Loss) from continuing operations (7 ± 8)		45,76,73,117	30,26,34,212
Profit / (Loss) for the year		45,76,73,117	30,26,34,212
Earning Per Equity Share			
Basic		12.37	8.18
Diluted		12.37	8.18

Notes '1' to '32' forms integral part of these Financial Statements.

FOR AND ON BEHALF OF BOARD OF DIRECTORS


ANIL MANOHARAMANI
 DIRECTOR


RAJKUMAR MALHOTRA
 DIRECTOR


SUDEEP SARCAR
 CHIEF EXECUTIVE OFFICER


SACHIN KUMAR SINHA
 CHIEF FINANCIAL OFFICER

Place: Delhi
 Date : August 31, 2020

AS PER OUR SEPARATE REPORT OF EVEN DATE

For SARVAM & ASSOCIATES
 CHARTERED ACCOUNTANTS
 FIRM REGISTRATION NO. 007300000000000

 ARUN JAIN
 MEMBERSHIP NO. 091616
 PARTNER


ANUPAM SHARMA
 COMPANY SECRETARY

Statement of P&L 2019-20

INDIA EXPOSITION MART LIMITED Cash Flow Statement				
	AS AT 31st MARCH 2020 ₹	AS AT 31st MARCH 2020 ₹	AS AT 31st MARCH 2019 ₹	AS AT 31st MARCH 2019 ₹
Cash Flow from Operating Activities				
Net Profit/(Loss) before taxation & extraordinary items	61,72,60,577		43,73,32,078	
Adjustments for :				
Depreciation	8,89,87,257		9,16,78,887	
Provision for CSR expenditure	(56,93,984)		(37,06,555)	
Provision for Mart Maintenance Reserve	(1,81,50,569)		(56,94,335)	
(Profit)/Loss on Sale/Disposal of Assets	(1,10,753)		3,21,598	
Interest Income	(3,24,07,305)		(2,33,67,729)	
Interest Expenses	1,25,04,570		2,05,54,267	
Operating Profit before Working Capital Changes	66,23,89,793		51,71,18,211	
Decrease/(Increase) in Debtors	1,79,17,040		(1,55,42,252)	
Decrease/(Increase) in other Current Assets	(1,39,28,244)		13,47,549	
(Decrease)/Increase in Current Liabilities	(11,31,21,973)		(2,46,10,306)	
Decrease/(Increase) in loan & Advance	(2,46,75,170)		(4,80,87,274)	
Cash Generated from Operating	52,85,81,445		43,02,25,929	
Income tax paid	-		-	
Wealth tax paid	-		-	
Cash generated from Operations	52,85,81,445	52,85,81,445	43,02,25,929	43,02,25,929
Cash Flow from Investing Activities				
Purchase of Fixed Assets	(25,29,39,098)		(1,28,27,760)	
Addition of CWIP	(10,29,44,472)		(93,49,813)	
Interest received	3,24,07,305		2,33,67,729	
Sale of Fixed Assets	2,02,089		6,56,600	
Net Cash from Investing Activities	(32,32,74,176)	(32,32,74,176)	18,46,756	18,46,756
Cash Flow from Financing Activities				
Proceeds from issuance of share capital	-		-	
Proceeds from long - term borrowings	-		-	
Repayment of Secured Loan	(8,24,05,766)		(7,64,98,113)	
Grant received during the year	-		-	
Interest Paid	(1,25,04,570)		(2,05,54,267)	
Dividend Paid	(3,70,00,000)		(4,07,00,000)	
Tax on Dividend	(76,07,200)		(82,85,563)	
Net Cash from Financing Activities	(13,95,17,536)	(13,95,17,536)	(14,60,37,943)	(14,60,37,943)
Net Increase / (Decrease) in Cash & Cash Equivalents	6,57,89,733		28,60,34,742	
Cash & Bank Balances at beginning of the year	61,43,09,911		32,82,75,168	
Cash & Bank Balances at the end of the year	68,00,99,644		61,43,09,911	

i. Previous year's figures have been rearranged wherever necessary to conform to the current year's presentation.

FOR AND ON BEHALF OF BOARD OF DIRECTORS

Mansaramani
ANIL MANSARAMANI
DIRECTOR

Sudipto Sarcar
SUDEEP SARCAR
CHIEF EXECUTIVE OFFICER

Rajkumar Malhotra
RAJKUMAR MALHOTRA
DIRECTOR

Sachin Kumar Sinha
SACHIN KUMAR SINHA
CHIEF FINANCIAL OFFICER

AS PER OUR SEPARATE REPORT OF EVEN DATE
For SARVAM & ASSOCIATES
CHARTERED ACCOUNTANTS
FIRM REGISTRATION No. 007146N

Arun Jain
ARUN JAIN
MEMBERSHIP NO. 091967
PARTNER



Anupam Sharma
ANUPAM SHARMA
COMPANY SECRETARY

Cash Flow Statement: 2019-20

Financials (2020-21)

INDIA EXPOSITION MART LIMITED
Balance Sheet as at 31st March, 2021



Particulars	Note No.	As at 31st March, 2021	
		₹	₹
EQUITY AND LIABILITIES			
Shareholders' funds			
(a) Share capital	1	37,00,00,000	37,00,00,000
(b) Reserves and surplus	2	1,03,36,93,546	1,26,45,92,688
		1,40,36,93,546	1,63,45,92,688
Share application money pending allotment			
Non-current liabilities			
(a) Long-term borrowings	3	1,68,52,200	1,76,93,116
(b) Deferred tax liability (net)	4	-	31,54,354
(c) Other long-term liabilities		-	-
(d) Long-term provisions		-	-
Current liabilities			
(a) Short-term borrowings	5	-	-
(b) Trade payables	6	4,33,34,616	13,57,76,488
(c) Other current liabilities	7	25,43,49,290	29,86,92,187
(d) Short-term provisions		83,20,592	15,77,44,782
		30,60,04,498	59,22,13,457
	TOTAL	1,72,65,50,244	2,24,76,53,615
ASSETS			
Non-current assets			
(a) Property, Plant & Equipments			
(i) Tangible assets	8	91,77,65,105	1,03,12,82,379
(ii) Intangible assets	8	1,78,444	4,54,185
(iii) Capital Work in Progress (CWIP)	8	24,56,27,534	10,29,44,472
		1,16,35,71,083	1,13,46,81,036
(b) Non-current investments			
(c) Deferred tax assets (Net)	4	65,000	-
(d) Long-term loans and advances	9	36,90,242	-
(e) Other non-current assets	10	3,64,46,633	2,88,46,750
		46,551	43,744
		4,02,48,426	2,88,90,494
Current assets			
(a) Current investments	11	33,70,050	-
(b) Inventories	12	13,90,32,860	34,03,000
(c) Trade receivables	13	33,79,27,247	16,82,79,226
(d) Cash and bank balances	14	1,40,79,417	68,00,99,644
(e) Short-term loans and advances	15	2,83,21,162	19,55,71,255
(f) Other current assets			1,87,28,960
		52,27,30,735	1,06,40,82,085
	TOTAL	1,72,65,50,244	2,24,76,53,615

Notes 1 to 32 forms integral part of these Financial Statements.

FOR AND ON BEHALF OF BOARD OF DIRECTORS


ANIL MANSARAMANI
DIRECTOR

RAJKUMAR MALHOTRA
DIRECTOR


SUDEEP SARCAR
CHIEF EXECUTIVE OFFICER


SACHIN KUMAR SINHA
CHIEF FINANCIAL OFFICER

Place: Delhi
Date : August 31, 2021

DIN : 21091916AAAAABS1154

AS PER OUR SEPARATE REPORT OF EVEN DATE

For SARVAM & ASSOCIATES

CHARTERED ACCOUNTANTS

FIRM REGISTRATION No. 007146N




ANUPAM SHARMA
COMPANY SECRETARY

INDIA EXPOSITION MART LIMITED
Statement of Profit and Loss for the year ended 31st March, 2021



Particulars	Note No.	For the year ended 31st March' 2021	For the year ended 31st March' 2020
		₹	₹
CONTINUING OPERATIONS			
Revenue from operations	16	13,28,01,683	1,54,42,62,449
Other income	17	5,76,97,792	6,45,64,900
Total revenue (1)		19,04,99,475	1,60,88,47,349
Expenses			
(a) Change in Inventories of Stock in Trade	18	-	-
(b) Employee benefits expense	19	4,56,11,531	6,43,21,624
(c) Finance costs	20	42,73,103	1,25,04,570
(d) Depreciation and amortisation expense	8	12,14,07,798	8,89,87,257
(e) Other expenses	21	22,61,95,528	82,58,64,074
Total expenses (2)		39,74,87,958	99,16,97,525
Profit / (Loss) before exceptional and extraordinary items and tax 3 = (1 + 2)		(20,69,88,482)	61,71,49,824
Exceptional items (4)	22	(21,196)	1,10,753
Profit / (Loss) before extraordinary items and tax 5 = (3 ± 4)		(20,70,09,678)	61,72,60,577
Extraordinary items (6)		-	-
Profit / (Loss) before tax 7 = (5 ± 6)		(20,70,09,678)	61,72,60,577
Tax expense: (8)			
(a) Current tax - Provision for Taxation	23	-	15,69,22,546
(b) Deferred tax		(68,44,596)	26,64,914
Profit / (Loss) from continuing operations (7 + 8)		(20,01,66,082)	45,76,73,117
Profit / (Loss) for the year		(20,01,66,082)	45,76,73,117
Earning Per Equity Share			
Basic		(5.41)	12.37
Diluted		(5.41)	12.37

Notes '1' to '32' forms integral part of these Financial Statements.

FOR AND ON BEHALF OF BOARD OF DIRECTORS

ANIL MANSARAMANI
DIRECTOR

RAJKUMAR MALHOTRA
DIRECTOR

SUDEEP SARCAR
CHIEF EXECUTIVE OFFICER

SACHIN KUMAR SINHA
CHIEF FINANCIAL OFFICER

AS PER OUR SEPARATE REPORT OF EVEN DATE
For SARVAM & ASSOCIATES
CHARTERED ACCOUNTANTS



ARUN JAIN
PARTNER

ANUPAM SHARMA
COMPANY SECRETARY

Place: Delhi
Date : August 31, 2021

UDIN: 21091916AAAAABs1154

Statement of P&L: 2020-21

INDIA EXPOSITION MART LIMITED Cash Flow Statement				
	AS AT 31st MARCH 2021 ₹	AS AT 31st MARCH 2021 ₹	AS AT 31st MARCH 2020 ₹	AS AT 31st MARCH 2020 ₹
Cash Flow from Operating Activities				
Net Profit/(Loss) before taxation & extraordinary items	(20,70,09,678)		61,72,60,577	
Adjustments for :				
Depreciation	12,14,07,796		8,89,87,257	
Provision for CSR expenditure	(92,18,356)		(56,93,984)	
Provision for Mart Maintenance Reserve	(1,62,12,977)		(1,81,50,569)	
(Profit)/Loss on Sale/Disposal of Assets	21,196		(1,10,753)	
Interest Income	(2,26,88,490)		(3,24,07,305)	
Interest Expenses	42,73,103		1,25,04,570	
Operating Profit before Working Capital Changes	(12,94,27,406)		66,23,89,793	
Decrease/(Increase) in Debtors	4,72,40,360		1,79,17,040	
Decrease/(Increase) in other Current Assets	(95,62,059)		(1,39,26,244)	
(Decrease)/Increase in Current Liabilities	(28,62,08,959)		(11,31,21,973)	
Decrease/(Increase) in loan & Advance	17,38,91,955		(2,46,75,170)	
Cash Generated from Operating	(20,40,60,103)		52,85,81,445	
Income tax paid	-		-	
Wealth tax paid	-		-	
Cash generated from Operations	(20,40,60,103)	(20,40,60,103)	52,85,81,445	52,85,81,445
Cash Flow from Investing Activities				
Purchase of Fixed Assets	9,00,05,768		(25,29,39,098)	
Addition of CWIP	(24,56,27,534)		(10,29,44,472)	
Interest received	2,26,88,490		3,24,07,305	
Investments	(65,000)		-	
Sale of Fixed Assets			2,02,089	
Net Cash from Investing Activities	(13,29,98,276)	(13,29,98,276)	(32,32,74,176)	(32,32,74,176)
Cash Flow from Financing Activities				
Proceeds from issuance of share capital	-		-	
Proceeds from long - term borrowings	-		-	
Repayment of Secured Loan	(5,40,916)		(8,24,05,766)	
Grant received during the year	-		-	
Interest Paid	(42,73,103)		(1,25,04,570)	
Dividend Paid	-		(3,70,99,000)	
Tax on Dividend	-		(75,07,200)	
Net Cash from Financing Activities	(51,14,019)	(51,14,019)	(13,95,17,536)	(13,95,17,536)
Net Increase / (Decrease) in Cash & Cash Equivalents	(34,21,72,398)			6,57,89,733
Cash & Bank Balances at beginning of the year	68,00,99,644			61,43,09,811
Cash & Bank Balances at the end of the year	33,79,27,247			68,00,99,644

Note:

i. Previous year's figures have been rearranged wherever necessary to conform to the current year's presentation.

FOR AND ON BEHALF OF BOARD OF DIRECTORS

ANIL MANOHARAN
 DIRECTOR

RAJKUMAR MALHOTRA
 DIRECTOR

SUDEEP SARCAR
 CHIEF EXECUTIVE OFFICER

SACHIN KUMAR SINHA
 CHIEF FINANCIAL OFFICER

AS PER OUR SEPARATE REPORT OF EVEN DATE

For SARVAM & ASSOCIATES
 CHARTERED ACCOUNTANTS

FIRM REGISTRATION No. 007146N

 # FRN : 007146N
 DELHI
 Chartered Accountants

ARUN JAIN
 MEMBERSHIP NO.091916
 PARTNER

ANUPAM SHARMA
 COMPANY SECRETARY

8. IEML growth strategy

- **Scenario modelling**

- Objectives in sync with the Present and Future

- **Business Approach:**

- Project 'India Specific Integrated Approach' to fill gap in cottage sector to attract importers in India.
 - Round the year international marketing platform and permanent contact point.
 - Highly cost-effective intl. marketing opportunities for multiple sectors resulting in substantial increase in the export earnings from the country.
 - Interconnected and well-appointed state-of-the-art horizontally spread exhibition facility with ample space for auxiliary services.
 - The venue has a 4-tier security and is accustomed to the terms put by SPG for high-level meetings and delegations.
 - Multiplicity to give choice and options for customizing events for varied business needs.
 - Many int'l. fair organizers like Messe Frankfurt, Messe Dusseldorf etc. patronise the venue for India as a show destination
 - Mart - A permanent showcase on the lines of Atlanta, Dallas, Shanghai, Utrecht & Dusseldorf.

- **Accomplishments:**

- Events have witnessed visitor's footfall up to 1,50,000 per day at IEML.
 - Built up single expandable conference space to accommodate 25 - 25,000 pax.
 - Venue for three of the largest international events in India.
 - One of the India's top integrated MICE destinations in terms of area.
 - Multi-purpose venue with 14 halls & organizer's independences for all kinds of events.

- Accommodation 3,000 to 5,000 and service apartment and quality service apartments for more than 10,000 individuals on a sharing basis available.
 - State of the art facility for conference with capacity 30 simultaneously sessions.
 - Parking facility for 8,000 vehicles at any given point of time.
 - Adjoining the Golden Triangle tourist circuit - 90 Minutes to the Taj Mahal.
 - Fully supported by media, city and police administration.
 - Located in NCR New Delhi with maximum international and domestic air connectivity.
 - Highway connectivity to globally famed places for Wild life, Spirituality & Yoga, Adventure sport apart from Golf, Motor Racing, Handicraft Shopping and Popular Sports stadia in vicinity.
- Adaptive growth and expansion- In line with Market Requirements and Ground Reality
- **Significant Contributors to Growth:** IEML has evolved as a fully loaded Exhibition and Convention Centre through a planned approach and concerted efforts at various levels and fronts. The following heads outline key areas that are under constant watch and subjects that have significantly contributed to IEML's growth so far:
 - i. Space & Infrastructure Upgrade
 - ii. Networking and Client Servicing
 - iii. Direct Sales and Tendering
 - iv. Serving Enquiries and References
 - v. Pricing and Package Innovations
 - vi. Value Adding Specialised Services
 - vii. Building Own Shows/Properties
 - viii. Operations and Maintenance Efficiency
 - ix. Financial Management & Planning

- x. Market Buzz & Media Relationship
- xi. Environment & Social Initiatives
- xii. Local Services Integration
- xiii. Associations & Memberships
- xiv. Team Building & Sensitizing

- **Future Business Prospects:** IEML plans additional infrastructure and services on the basis of future business prospects, client/event requirements, after doing an implementation and cost/returns feasibility.
 - i. Requirement Proposed
 - ii. Criticality and Feasibility of Implementation
 - iii. Envisaged Long-term Benefit
 - iv. Market Impact and Competitive Advantage
 - v. Implementation Options and Costs Comparison
 - vi. Zeroing on Preferred Solution

- **Porter Model Analysis**

(1) Industry rivalry: It consists of four major players:

- i. Exhibition Organizers
- ii. Exhibition Venue Providers
- iii. Exhibition Suppliers / Material Suppliers
- iv. Exhibitors/Visitors, Media and Industry Associations

Initially, the exhibitions were organized by the exhibition organizers only. In the absence of any clear guidelines, the associations also joined the fray and started organizing large exhibitions. The main difference between the exhibition organizers and that of industry associations was that the exhibition organizers were purely looking at the business's commercial side, that is, how to run a profitable business model and maximize the business potential and effective business opportunities between the exhibitors and business buyers. However, the associations are driven by members. The main motive of association is to provide equal opportunities to all its members. Hence, the association tried to organize the event as per their choice of place and partners. This disturbed the existing profit-oriented business model. The exhibition venue's business was also getting affected

due to a change of locations (Defence Expo). Hence this prompted the exhibition venues to join the fray and started organizing their own exhibitions, sometimes in partnership with the association or that of exhibition organizers. It was a vertical integration for the venues that adopted this model of organizing exhibitions. This helped their top line and bottom line. Seeing the opportunity, the industry suppliers were also not to be far behind. ***Hence, some of them joined hands with the venue/association/organizers to organize the events hence, there is an intense rivalry in the industry.***

(2) **Threat of new entrants:** ***The threat of entry in the exhibition service providers is very high*** as the significantly less initial investment is required. Many times, experienced consultants start the business with their industry networking capability. This needs almost no investment except subject expertise that they would have gained over some time. This includes IEML as well.

(3) **Bargaining power of the suppliers:** ***The bargaining power of suppliers is also significantly less.*** The industry consisting of consultants, proprietorship, micro, small and medium companies. Initially, the industries were comprising of medium level companies. Nevertheless, as the industry evolved; both expertise, technology and trained human resources also became available. It was further witnessed that such companies got broken into different smaller companies. Many started their own. There are no qualification criteria or industry norms except for the Exhibition Organiser who must obtain a license or NOC from the local authorities before starting the event. Many times, such NOCs came through other channels powered by money. Such smaller companies started giving the same exhibition services at a lower cost. ***The industry is filled up with mushrooming of suppliers without any pre-qualified norms and offering various services at a varied cost.***

(4) **Bargaining power of the buyers:** ***The bargain of power of buyers is medium to high.*** This is because the number of suppliers in the market is very high and hence buyers can negotiate the prices and supply at any practical level. Suppliers get ready to provide solutions at a lesser cost, thereby cutting down each other's prices. Some SPs are large integrated service providers and command a price and respect. They also have the power to recommend the choice of exhibition centres. Hence, bargaining power of the buyers has been taken between medium and high

(5) **Threat of substitutes:** *The threat of substitutes was not high just a year back.* However, now it has increased several times. Digital transformation of the business has helped the exhibition organizers/associations to switch over to the digital model and continue providing business match making services between the exhibitors and business buyers. This has shifted the equation to the digital events as the cost of organizing digital events is at least 1/50 of the physical exhibition cost. However, the challenge remains to get big buyers and make the buying happen on the digital platform. Though the success rate is meagre, it is evolving fast.

Observation: Hence, it is from the above that there is an extreme imbalance in the industry. Unless it is balanced, the substitutes will take over the existing model. Hence there is an urgent need to address this problem. Since the threat of substitutes is high and balances the system – the industry will not recover from the set back. This will pave the way for substitutes to take over, which will permanently damage the exhibition ecosystem.

How to do it: IEML must increase the supplier's bargaining power to a medium level, lower the threat of entry and create more value for the EOs.

- **SWOT analysis of IEML**

A SWOT analysis offers many benefits, including helping you to:

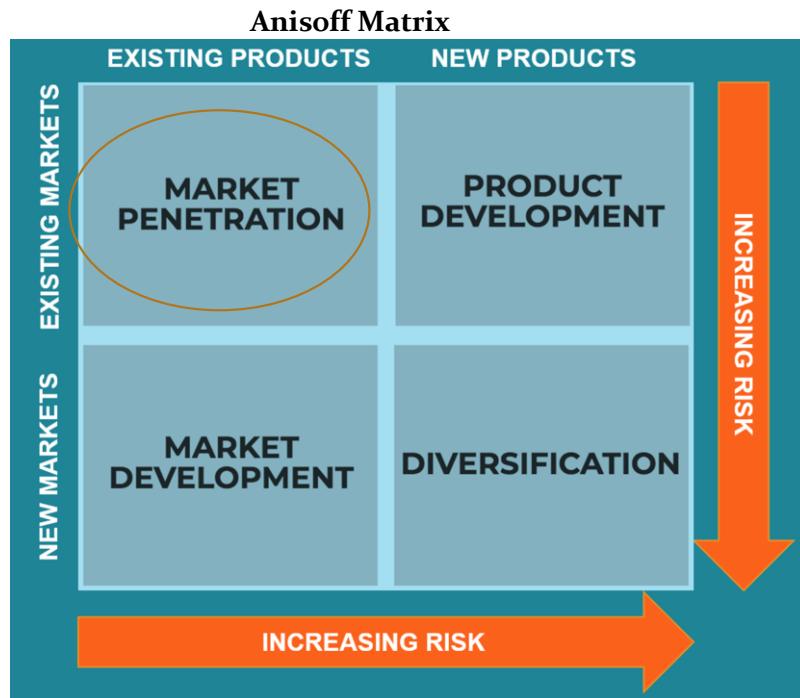
- understand the key issues affecting your business
- spot and deal with weaknesses
- minimize risks and deter threats
- capitalize on opportunities
- take advantage of your strengths
- develop business goals
- identify strategies for achieving your goals

IEML SWOT

Strengths	Weakness
<ul style="list-style-type: none"> • State of Art Facility • International Standard Services • One Point Contact • Support from Local Administration • Entire Facility is integrated by Escalators, lifts, stairs and Sky walk. • No hopping from one place to another • Parking inside Venue • Fast decision-making process • Flexible • In-house IT Infra • One stop Venue for B2B shows. Very minimal unwanted persons can come inside venue 	<ul style="list-style-type: none"> • Away from City • Travel time from Delhi is more • 55 KM from Airport • Scarcity of hotel rooms compared to Delhi • Hotel price shoots up multifold during events • U.P having bad image in terms of client.
Opportunities	Threats
<ul style="list-style-type: none"> • Lot of Development announce in Greater Noida in near future since the population will move towards greater Noida from Delhi to Scarcity of space • Upcoming Jewar Airport will ensure development of the entire area. Also, it will reduce the travel time of visitors. • More no of hotels coming up in next 2 to 3 years. • Area available for making additional halls of 30 Sq. m • Upcoming Hotel Expo Inn inside venue will be one of the kinds in Delhi-NCR. 	<ul style="list-style-type: none"> • One of the oldest venues in India located at Central Delhi is coming up in next one year. • Another venue with equal capacity compared to IEML is coming up near Airport in next 2 years. • Lack of dates in peak period. The event may spill up to other venue at the preferred dates. • Bargaining power of organizer will increase in near future.

- 5 overarching strategy themes

- Strategy 1 Organic Growth and Brand Management Strategy



- ❖ The matrix was developed by applied mathematician and business manager H. Igor Ansoff and was published in the Harvard Business Review in 1957. The Ansoff Matrix's helped many marketers and leaders understand the risks of growing their business. **The four strategies of the Ansoff Matrix are:**
 1. Market Penetration: It focuses on increasing sales of existing products to an existing market.
 2. Product Development: It focuses on introducing new products to an existing market.
 3. Market Development: Its strategy focuses on entering a new market using existing products.
 4. Diversification: It focuses on entering a new market with the introduction of new products.

Of the four strategies, market penetration is the least risky while diversification is the riskiest.

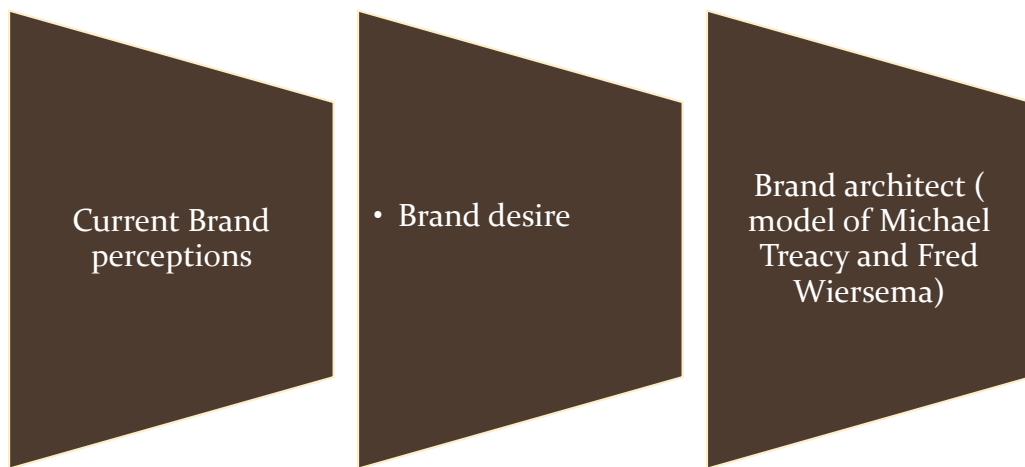
Strategic glide path in context of IEML

- ✓ IEML benefits from both the infrastructure and its service aspects and typically has a very deep satisfaction level with the organizers of Fairs. At the core of the growth Strategy of IEML is the organic growth it can get from the existing clients. The Sales and Customer relationship teams are well aligned and have deep entrenchments with the organizers of Fairs which is layered by a robust SOP for client confirmations.
- ✓ Good 92% of business of IEML comes from repeat clients and the organic growth strategy is developed to retain this. The target is not only to get confirmation form the organizers for current fairs but also to motivate the clients to do newer and bolder fairs with better aesthetics, displays and branding – which is a WIN to both IEML and Organizer.
- ✓ A new metric of Lifetime Value of the Organizer is assessed, and improvement targeted towards this metric.

Brand Strategy

IEML has already converted many clients who were regulars for other venues and that effort on Sales will of course continue. This is proposed to be supplemented by a Brand Strategy, to develop brand IEML and get more pull which is of course the best manner to generate higher growth and profitability.

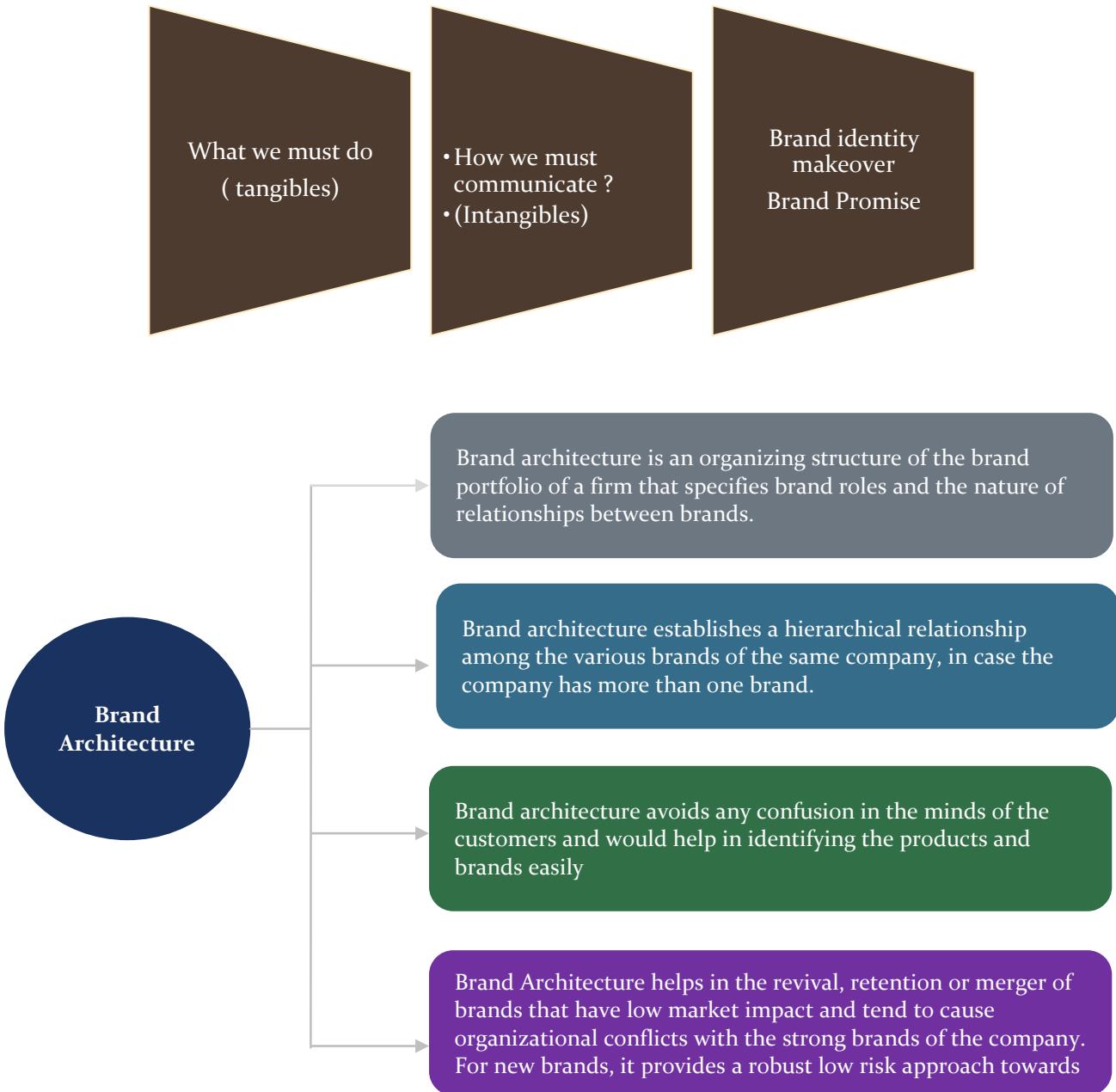
Construct of the Brand Strategy are :



The structured brand strategy approach would provide Strategic Focus to IEML as per the below:

- Operational excellence (eg. high expertise in chosen area of focus)
- Customer intimacy (eg. Strong customer focus)
- Product leadership (eg. innovation, new product development)

This shall be followed up with the development of brand architecture



Types of brand architecture

(1) House of Brands

This strategy includes a set of sub brands that act independently of each other and the umbrella brand.

In House of brands architecture each sub-brand has a strong driver role brands.

(2) Branded House

In this strategy, the master brand is used for all the products with only a descriptive name attached for the individual products.

Master brand moves from being a primary driver to a dominant driver role across a multiple offerings.

Types of Brand Architectures

(3) Endorsed Brand Strategy

Endorsed brand architecture is made up of individual and distinct product brands, which are linked together by an endorsing parent brand.

The endorsing parent brand plays a supportive and linking role. Endorsed brands are still independent but are endorsed by another umbrella brand in a nominal fashion. The endorsement provides credibility and usually plays a minor driver role.

(4) Sub-brand strategy

In the sub brand strategy, umbrella brand is comparatively a stronger driving force in consumer decision making. The master brand here is the prominent brand which is stretched out by sub-brands. The master brand plays the primary driver role leading the sub-brands.

While, umbrella brand influences consumer decision making, sub-brands provides distinct identities to the individual product

Branded house strategy is recommended for IEML

➤ Strategy 2 – Digital Strategy: B2B e-commerce penetration through Expo Digital

Expo Digital India Pvt. Ltd. is a subsidiary of a two-decade-long legacy of India Expo Mart & Centre, which has been the front runner for B2B business activities in India and the only venue with 800 permanent marts of manufacturers from across India. IEML plays host to more than 200 of the world's largest B2B trade exhibitions and international conferences. IEML has been the melting pot of knowledge and business growth for Indian and International companies, trade organizations, associations, and societies. India Expo Mart with its world-class infrastructure and strong industry connection has also been the partner of choice for various government and renowned global agencies. IEML has been an enabler of business revenue of millions of dollars

for various companies across categories like automobiles, energy, home & hospitality, health & wellness, and many more. It is with the same passion for expanding business opportunities for exporters and manufacturers and the same culture of community spirit, EDI is developing an online B2B e-commerce portal. In this regard, EDI India has reserved (a) global domain name (www.expobazaar.com) ("Global Expo Bazaar") and (b) country specific domain name in various countries, for example (i) in India (www.expobazaar.in) ("India Expo Bazaar"). This B2B marketplace will provide endless opportunities to instantly connect with domestic and international buyers. We plan to facilitate various services from marketing and payments to shipping and deliveries so the customers can focus on their core competence i.e., creating & manufacturing new products. As part of this program, EDI is facilitating merchandising/sourcing support to its vendor partners who will be working with them in product curation for this platform.

Role of the merchandising team in India or outside India is to analyze

- (i) Market conditions
- (ii) Requirements and preferences of Buyers.
- (iii) EDI India will share the findings of merchandiser with Vendors to list appropriate Products for sale at India Expo Bazaar and USA Expo Bazaar.

Expo Bazaar aims to be an amalgamation of IEML's core values and ethics and taking forward the development of B2B businesses between India and international markets. The leadership team at Expo Bazaar consists of prominent exporters, business leaders, exemplary visionaries from operations, finance, and technology who have helped built multiple million-dollar businesses across industries. "Making India the global sourcing hub for home and hospitality merchandise by leveraging the diverse potential of Indian producers."

Global Reach

Expo Bazaar's mission is to create a connected marketplace that enables businesses of all sizes to promote and sell their products to a global audience through a single technology platform. In this endeavor, the initial launch markets are India and the

US where buyers, will have access to more than 10000 products across 20 different broad categories. Expo Bazaar will also be available to B2B buyers in other international markets over the period of time. With marketing offices and fulfillment centers across multiple countries, it is aimed to give a global reach to the associated partners.

Value proposition for Sellers from India

Sellers will be able to showcase a wide variety of products that depict the rich culture and craftsmanship of Indian manufacturers to a much wider audience than ever before.

- Buyers from around the world

A very large number of B2B buyers will have access to a curated assortment of products in the home & hospitality category all from the comfort of their offices and stores.

- Platform Features

The agile technology platform and add-on services support will make doing business on Expo Bazaar extremely easy and engaging.

- Marketing & Sales - Sales of products from local fulfillment centers to market, managing sales representatives, marketing the platform through relevant channels; the Expo Bazaar shall support the sellers across key stages of business delivery.
- Business Analysis – The portal will make Sales & Trends Analysis relating to consumer preferences, high selling SKUs, post-sales analysis, etc., available to the sellers
- Customer Service – The team's support and guidance shall be provided from customer acquisition to retention and return management.
- Inventory and Order Management Systems – The portal shall enable vendor partners make informed decisions about their inventory levels and sales performance.

- Creative Branding - Assistance in championing creative branding, product photography, product content and brand stories to highlight the seller's brand USP's to potential buyers.

Major Categories and Sub-categories/Products

- I. Dining & Entertainment
- II. Furniture
- III. Lighting
- IV. Outdoor & Garden
- V. Home Décor and Accents
- VI. Home Furnishing
- VII. Hotels & Hospitality
- VIII. Carpets and Rugs
- IX. Aroma
- X. Jewelry
- XI. Bags & Accessories
- XII. Christmas & Festive Gifts
- XIII. Kids & Babies
- XIV. Pets (Suggested separate category)
- XV. Cane - Bamboo & Eco-friendly Products
- XVI. Artisanal

➤ Strategy 3 Asset light O&M for partner Exhibition Centres

While the asset heavy model continues, IEML sees reason to get into an O&M with turnkey responsibility to put the famed IEML culture and professionalism to improve user experience at other venues. IEML does not see this as an erosion of its competitiveness, rather it sees the possibility of converting the competition into coopetition, which can lead to enhanced competitiveness later. In order to increase its footprint in other cities, IEML is getting into partnerships with local exposition centres with the adoption of asset light strategy wherein the IEML would take the responsibility of management of the facility. IEML is entering into agreements with Jodhpur Furniture Mart Limited located in Jodhpur and Ludhiana Exhibition Centre, Chandigarh Road, Ludhiana, owned by Jujhar Construction

and Travels Pvt. Ltd. The Partner firms shall be solely responsible and liable for the construction and Development of the Marts and shall bear all the costs, expenses, insurance, taxes, duties, risk and loss associated with the Mart and the Land. Further, the partner Mart firms shall keep IEML indemnified in this regard. The Projects would be co-branded in the name of the IEML and the partner Mart firms. The IEML shall take the following responsibilities under the association with partner Marts:

- IEML shall provide Inputs to facility design especially MEP, loading-unloading areas and BOH areas.
- IEML shall provide its technical Know-How, commercial knowledge and marketing expertise in the running, operation, management, maintenance, Promotion, marketing and advertising of the Marts and the Events to be organized at the Marts.
- IEML may also provide limited shared services like backend services, IT services, deployment of some employees/contactors of IEML at the Mart site etc.
- IEML will use its expertise to increase the footfall at the events being held at the partner expomarts through its Data Bank and through Promotional and marketing activities. The partner Marts shall solely bear the cost and expenses with respect to all such events.
- IEML shall develop the annual budget and annual business plan (“Business Plan”) in relation to the operations and maintenance of the partner Marts and organization of the seasonal and non-seasonal events at the Mart including the special market weeks.
- IEML shall provide its expertise and use of its Licensed Assets in promotion and marketing activities at the partner marts.
- IEML shall inspect partner Mart’s premises, the premises of any sub-contractors and third parties engaged by the partner Mart’s and the Mart location, from time to time, for the purposes of reviewing the quality of Mart's and/or subcontractors and/or third party's organization, management and implementation.

- In consideration of the advisory, consultancy, commercial and technical assistance and marketing/promotional support being provided by IEML, the partner Mart's shall pay IEML on a revenue sharing model.
- IEML shall have the sole and exclusive rights on any and all the Intellectual Property Rights that may be created, formed, registered or unregistered, during and as a result of this collaboration with the partner Marts.

Following the asset light strategy, IEML proposes to identify high growth centres/ cities where either a latent potential exists or potential is already manifested. As an example if Toys is an emerging sector based on the PM vision, a toy cluster would be identified where a smaller version of IEML will be created.

It is proposed to set up 6 new smaller IEMLs in high growth cities. Options exist for:

1. New Chandigarh
2. Raipur
3. Mysore
4. North East/ Guwahati
5. Ranchi
6. Bhubaneswar
7. Patna
8. Indore

A detailed location Analysis will be conducted by consultants to finalize the top 6 locations after factoring in an integrated perspective to benefit IEML.

➤ **Strategy 4 Data Analytics**

With millions of visitors and thousands of exhibitors from diverse industries, there is opportunity for IEML to get into a data play and host either health data or consumer preference data which could be mined by industry for potential advantage. This not only gives another small revenue line but also enhanced and differentiated positioning to IEML. As they say Data is the new oil and if IEML hosts consumer data of millions of visitors it can become a force for itself. The data insights can be provided with regards visitor profiling, business sentiment analysis, visitor satisfaction and need gap assessment, to name the some.

The visitor profiling would provide insights into the demographics, organizational profiles represented by them, products and services required by them. The sentiment analysis would provide insights in terms customer options regarding prevailing socio-economic and business dynamics. Sentiment analysis can also help business to understand the social sentiment of their brand, product or services such as:

- Key aspects of a brand's product and service that customers care about.
- Users' underlying intentions and reactions concerning those aspects.

➤ **Strategy 5 Leveraging captive facilities (Hotel)**

IEML is constructing a 125 rooms 5-Star hotel with the premises of Expo Mart at Greater Noida. The endeavor would contribute as a differentiator for the IEML and would also add an additional revenue line.

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