

Message

Dear Friends,

After an extremely challenging year for the tourism industry, the new year 2021 heralds hope and optimism. The significant drop in COVID19 cases, rollout of the world's biggest vaccination program, Hon'ble Prime Minister's description of India as the 'Pharmacy of the World' sending much needed medicines and vaccines to several countries during pandemic have all contributed to lift the gloom of the previous year.

India has now entered the V 5 Club - the five anti corona vaccine producing powers- USA, UK, Russia, China and India which reflects an increase in its soft global power. These are positive developments for India which is bound to facilitate revival of the Tourism and Hospitality industry. In fact domestic travel is already showing signs of recovery. With hotel's occupancy improving across the country, there are indications that families are cautious but choosing to travel to nearby locations for short family holidays complying with the required safety protocols. Resumption of international travel may still take some time as it is dependent on availability of international flights, issue of visas and the covid scenario globally. We are hopeful that there will be more clarity on inbound travel in the coming months.

The announcement of IMEX Las Vegas in November 2021 as a physical event is a positive development for the MICE sector. This will be the first major international MICE trade show this year with person to person networking opportunities for all participants. Hopefully other major global shows will also soon announce their dates.

The 4th edition of India Travel Mart (ITM) will be held virtually from 18- 20 Feb 2021, being organised by Federation of Associations in Indian Tourism & Hospitality (FAITH) with the support of the Ministry of Tourism, Government of India. The event will comprise of online B2B meetings between Indian tourism exhibitors and global buyers selected from 90 countries and engaging virtual knowledge sessions during the mart. For the first time a domestic component has been included in view of the present Covid scenario.

I urge exhibitors, domestic and international buyers to participate at the ITM 2021 to restart the industry for leisure and business travel.

My best wishes for early recovery of the industry and return to physical events for a truly memorable experience that India offers.

Yours sincerely,

Rakesh Kumar Verma, IAS,

Joint Secretary (Tourism), Government of India
 Chairman - ICPB



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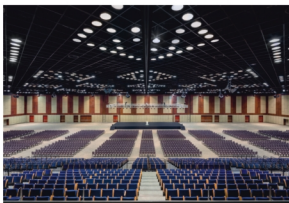
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India Convention Promotion Bureau

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Vice-Chairman *Message*

Dear Friends,

Let me start by first wishing you all a very healthy and happy 2021. While we are already in the second month of the year, it is never too late to extend a heartfelt wish that may this year help us all to overcome the obstacles posed by the pandemic and bring back the good times in all our lives. I am sure many of you must be feeling the positivity in the air, especially with the Covid vaccine implementation happening in full swing in India. The cases overall have reduced a great deal and I am confident that soon we will all go back to our "meetings and events" following the norms of the 'new normal'.

After having hosted a successful Conventions India Conclave, we too at ICPB have been busy hosting meetings and conducting brainstorming sessions in our endeavour to get MICE back on its feet in India. I recently toured the two potential MICE cities in India – Khajuraho and Bhopal and was immensely impressed by what they had to offer. Connectivity – road and airport, MICE venue and hotel options – everything was available in plenty and going forward we would definitely be highlighting the Convention facilities in the two cities to our members and also to the industry stakeholders.

Currently, in the absence of active commercial international travel, there is a great opportunity for MICE Venues in India along with Events and Exhibitions' company to invite organisations and institutions to host their incentive meets in India and not look to go abroad. There is no dearth of travel opportunities, good infrastructure and capable MICE venues in our country – what we need to work upon is good marketing policy, which is also something our government is working on.

Just recently, ICPB, with the support of FAITH held a brainstorming session where the Governing Board members of ICPB and KPMG got together virtually for discussing a roadmap for the growth of MICE in India, both domestically as well as in the international markets by 2025. Our views along with recommendations of KPMG will be incorporated in the White Paper on Travel & Tourism, which is to be presented at the ITM 2021 – virtually.

So friends, there is hope in the air and also in our hearts that together we will be able to push the MICE activities in India to not just what it was in the pre-Covid times but also better and higher in numbers. Till then, stay safe, wear a mask and keep following the norms of social distancing.



Amaresh Tiwari,
Vice Chairman, ICPB

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Ahmedabad fast becoming the focal point of MICE in India

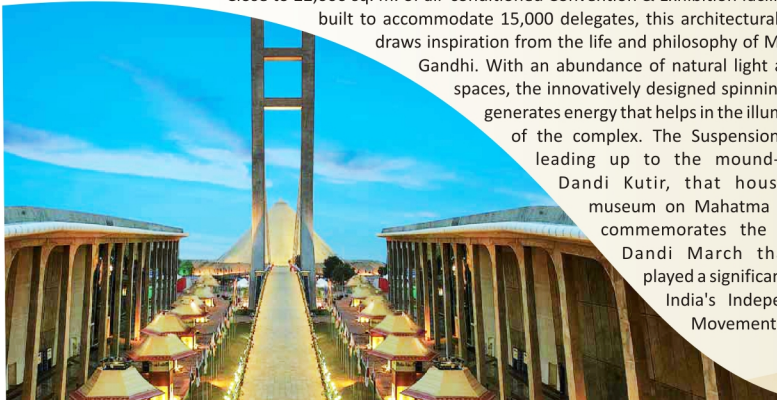
Ahmedabad, also known as Amdavad, is often referred to as the soul of western India. The city, which enjoys the title of being India's first World Heritage City, holds a prominent place in history for being the humble abode of Mahatma Gandhi. Besides being dotted with numerous historical attractions, Ahmedabad is also home to world-class MICE venues, making it a favourite in the events and exhibitions' industry in India.

Ahmedabad is a bustling city with a rich culture, distinctive festivals, delectable food, warm and hospitable people and a celebrated past. While the Sabarmati Ashram and Kankaria Lake are its famous landmarks, the city of Ahmedabad is brimming with historical and tourist attractions in form of temples, mosques, stunning structures, patriotic monuments, beautiful garden, and much more. Since it is a popular city on the tourism map of India with excellent local, national and international connectivity, it is only natural that the place is home to many international hotel chains and MICE venues.

The Mahatma Mandir Convention & Exhibition Centre

The Mahatma Mandir Convention & Exhibition Centre is India's largest purpose - built Convention & Exhibition Centre. Located in Gandhinagar, the capital of India's vibrant state of Gujarat and in close proximity to Ahmedabad, the country's first world heritage city by UNESCO, the Mahatma Mandir Convention & Exhibition Centre is situated within 30 minutes of the city's International Airport. This is an integrated development comprising convention facilities, exhibition halls, meeting rooms as well as Dandi Kutir, which is India's largest and only museum based on the life and principles of Mahatma Gandhi. The complex is sprawled across 34 acres and managed by The Leela.

Close to 22,000 sq. m. of air-conditioned Convention & Exhibition facilities and built to accommodate 15,000 delegates, this architectural marvel draws inspiration from the life and philosophy of Mahatma Gandhi. With an abundance of natural light and airy spaces, the innovatively designed spinning wheel generates energy that helps in the illumination of the complex. The Suspension Bridge leading up to the mound-shaped Dandi Kutir, that houses the museum on Mahatma Gandhi, commemorates the famous Dandi March that had played a significant role in India's Independence Movement.



Gujarat University Convention & Exhibition Centre (GUCEC)

The Gujarat University Convention & Exhibition Centre (GUCEC) is located in the heart of India's first world heritage city – Ahmedabad and is easily accessible through road, rail, and airways. It presents a versatile mix of over 117,352 sq. ft. of Indoor complexes and more than 22,86,000 sq. ft. of expansive open-spaces to event organizers from various industries. From hosting more than 21,000 chess players to celebrating the Indian culture of yoga with over 8,000 participants, GUCEC has continuously organised larger than life events. Organisers of international conventions, conferences, exhibitions, and social events find a venue for every activity at GUCEC. The strategic location of the venue offers more than 1500 hotel rooms to host international and national delegates. The venue is located 15 km away from the Ahmedabad airport and 10 Km away from railway station.



Forum Convention Centre

The Forum Convention Centre in Ahmedabad is spread over 200,000 sq. ft. with an accommodating capacity of upto 5,000 guests. The venues offers the corporate industry an exclusive destination for world class conferencing and meeting rooms along with world class Auditorium with top notch acoustics, thus taking the business experience to a whole new level. In addition to convention options, the Forum extends itself to a 160 – all suite hotel, offering guests an exceptional service. The venue also has parking capacity of about 1500 cars. The confluence provides flexible conference and Board Rooms (three) setup to accommodate from 10 to 700 guests for trainings, seminars and conferences along with state of the art audio visual equipments. There are 4 different rooms as Sessions I, II, III & IV where the need of discerning businesses can be tailor made in cluster, theatre or mixed style of set ups. The Capitol is an aesthetically done gold themed lounge, ideal for holding mega events.



Helipad Exhibition Centre (HEC)

Helipad Exhibition Centre (HEC), Gujarat's largest exhibition & convention centre is designed to captivate imaginations and create an ultra-modern global platform to help innovation & ingenuity rise. HEC – an ultra-modern state of the art exhibition centre was built in a record eight months' time. An exhibition and convention centre of 110,000 sq. m. spread over 45 acres with 13 exhibition halls of various sizes of 2,300 sq. m to 10,000 sq. m each, all with high load bearing floor capacity of 10 tons / sq. m, with a parking facility of 10,000 cars, well defined registration counters at all entries, food courts with ample sitting area, a state of art 2 storied admin building housing protocol lounges, VVIP lounges, press conference room, media lounge, a well-equipped secretariat, 2 conference rooms, waiting areas with pantry and washrooms, medical centre, ample toilet blocks for exhibitors and visitors, etc.





YMCA International Centre

In the last 5 years YMCA has contributed enormously to transform Ahmedabad as one of the most happening cities of western India. The venue has hosted the who's who of corporates, film industry, politics media, sports, literature and the intelligentsia of national and international acclaim. This has been possible by the creation and maintenance of world class infrastructure, suited for the most discerning clients. The Gracia Banquet with a capacity of 2000 pax has hosted successful events in the corporate sector like annual functions, exhibitions seminars, retreats, symposiums, trade exhibitions in B2B and B2C like luxury car launches etc. All kinds of social and cultural events arranged here, have witnessed participation from all over India. Its other banquets, Glamor and Gloria are suited to different crowd size requirements from 50 pax up to 500 pax. They have created a sprawling green lawn which can host up to 5000 people during occasions like Navaratri Festival, which is the biggest gathering of its kind in Ahmedabad. Other first of its kind programmes in Ahmedabad like Robotic Nights on New Year's Eve, arranged here, have been appreciated by enthusiasts of all age groups. To cater to the business requirements, they have a fully equipped Business Centre with 4 types of boardrooms with a capacity to accommodate meeting of 5-50 people.

Must see places in Ahmedabad

Sabarmati Ashram

The city of Ahmedabad is synonymous with the Sabarmati Ashram also known as Gandhi Ashram. It was here, in this very Ashram that Gandhiji used to live with his wife Kasturba Gandhi. This is also the iconic place where his famous movement Dandi March started. Perched upon 36 acres of land, the ashram is home to certain historic items related to the history of Gandhiji's life including the famous 'charkha', which was used to spin cloth. At present, this place is recognized as a national monument by the Indian Government and is a must-see spot for anyone visiting Ahmedabad.

Swaminarayan Temple

Dedicated to Narayan Dev, Shri Swaminarayan Temple was constructed in 1822 on the directions of Swaminarayan. This beautiful architectural marvel is dotted with captivating carvings done in vivid colours that enhance the beauty of this spiritual place. It is thronged by devotees / visitors in large numbers all through the year, especially during the festival time.

Nagina Wadi

Nagina Wadi in Ahmedabad is a fabulous garden and a favourite destination for many locals and tourists in the city. It lies in the centre of the circular Kankaria Lake that offers a breath-taking view to its visitors. There are food stalls nearby serving lip-smacking local food and selling souvenirs. You can also enjoy the dancing fountain in this area.

Dada Hari Wav

An ancient stepwell built by a woman of Sultan Begara's harem in 1499 AD, the step-wells of Dada Hari Wav were made as a retreat to beat off the hot summers. This well is located just behind the tomb of Dada Hari and is considered as the most complex structure of Ahmedabad city. This is a place of relaxation for travellers and offers great respite during warm weather.

From the Desk of *Hony. Secretary*



India Convention Promotion Bureau
(Established in 1989)
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Dear Friends,

COVID-19 has brought the global tourism industry to a standstill. The crisis has impacted the entire tourism value chain, however, some signs of recovery can be seen in limited physical events, which have started taking place across the country. As UNWTO starts to chart the recovery horizons for travel, it has, understandably, put long-haul, international, and business and events-based travel on the slowest recovery trajectory. As the segment gears up to restart, the recovery of Meetings, Incentives, Conventions, and Exhibitions (MICE) travel will take varying growth trajectories wherein an evolved set of market requirements will play a key role.

MICE tourism was one of the first types of tourism to be impacted by the global spread of COVID-19 and it could be one of the last to fully return as international business arrivals are projected to fall by 35.3% in 2020, according to GlobalData, a leading data and analytics company. The data states that companies in all sectors will be looking for ways to reduce costs in the coming years as they reel from the economic impact created by COVID-19.



Girish Kwatra
Hony. Secretary, ICPB

The vaccination has given the people a ray of hope and things have started to look up for the travel sector too. I personally feel that the Ministry of Health and Family Welfare should undertake some action plan to prioritise vaccinations for the tourism industry as this will give confidence to the tourists and visitors to start travelling again. While the situation is still not completely under control, the worst is behind us and it would be safe to say that tourism and MICE are on their way to recovery. I am hopeful that by summer of 2021, the entire scenario will start getting better.

BUREAU ACTIVITIES

A brainstorming session held with KPMG to discuss growth of MICE in India

ICPB has been continuously working over the last few months to revive the MICE industry in India. The Governing Board members of ICPB, with the support of FAITH, recently held a brainstorming session with the officials from KPMG. The focus of the meeting was to discuss a roadmap for the growth of MICE in India, both domestically as well as in the international markets by 2025. On the basis of further discussions with ICPB members and the Consultants, the recommendations of KPMG will be incorporated in the White Paper on Travel & Tourism and will be presented at the ITM 2021 - virtually.





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FAITH India Tourism Mart virtual to be held from February 18 – 20, 2021

Federation of Associations in Indian Tourism & Hospitality, the policy federation of all the national associations representing the complete tourism, travel and hospitality industry of India (ADTOI, ATOAI, FHRAI, HAI, IATO, ICPB, IHHA, ITTA, TAAI, TAFI) is holding its India Tourism Mart – ITM – a buyer seller meet in a virtual format from 18th - 20th Feb 2021. ITM inaugural function will be done hybrid on 18th Feb, 2021.



The buyer seller meet undertaken by FAITH in 2015 was inaugurated by the Hon. PM, Shri Modi. The one in 2018 was inaugurated by Hon. Union Cabinet Minister Mr. Piyush Goel and the one in 2019 was inaugurated by Hon. Union Cabinet Minister Mr. Nitin Gadkari along with Union Tourism Minister Mr. Prahlad Singh Patel.

The India Tourism Mart, which has been actively supported by Ministry of Tourism is a highly vibrant marketplace. It has seen active attendance from over 250 buyers from over 65 countries having B2B interactions from hundreds of tourism exhibitors from India including most of the State Governments, hotel companies, tour operators and travel agents and tourist transporters.

The elite international buyers reflect a strategic mix of target countries which are critical, developed and under developing markets for India. The tourism verticals in which B2B interactions take place reflect a mix between leisure, adventure, mices, heritage and niche tourism sectors.

Due to the pandemic, the format this year has gone virtual and online B2B interactions will be held between Indian tourism exhibitors and an elite group of global buyers who will be carefully selected from over 90 countries.

Additionally, the domestic focus will figure too prominently in the virtual format this year with domestic tourism buyers who too will be invited reflecting a mix of tourism trade, corporate and institutional tourism buyers. This will be in robust alignment to being more vocal for local and a stronger 'Atmanirbhar Bharat' from tourism.

Another landmark showcase this year will be a very engaging virtual knowledge tourism conclave which will look to bringing the best in tourism and policy makers to discuss how Indian tourism is strategic to India's socio-economic goals and critical as the country targets post pandemic revival. This will attempt to create strong linkages between India's \$ 5 trillion economy and the goals for India @75.

The India Tourism Mart or the ITM 2021 virtual hopes to showcase and be a curtain raiser for the actual physical ITM to be held in September 2021 highlighting a tourism ready India once the vaccine is successfully deployed.



HITEX wins FTCCI EXCELLENCE Award for excellence in marketing initiatives



The Federation of Telangana Chambers of Commerce and Industry has awarded HITEX with the FTCCI EXCELLENCE Award for Excellence in Marketing Initiatives. The award was presented by Shri K T Rama Rao, Minister of state for MA&UD, Industries and IT&C and Mr. Jayesh Ranjan, Principal Secretary, Industries & Commerce (I&C) and Information Technology (IT).

"The success of our IPs, PHIC EXPO 2020 – our first Hybrid event during the first unlock and the Hyderabad Weekend Market – that saw a footfall of 3000 people over 2 days encouraged our clients to conduct their shows with us. We have since hosted the Times DineOut – Night Market, three editions of a Furniture Fair, ongoing social events, CII and Hyderabad Runner's 5K wellness run. Our efforts to keep our team and venue safe and sanitised have won us our clients trust and we are hopeful our industry will slowly and surely pick up," said the official release.



IHCL's marquee brand, Taj, steps into Ahmedabad with an 18 storeys Taj Skyline

Ahmedabad, which is an extremely important industrial and economic hub in India has now become home to a landmark Taj Hotel called Taj Skyline. Strategically located at a comfortable driving distance from the airport, important commercial centres as well as Gandhinagar – the state capital, Taj Skyline is a 315-room contemporary luxury hotel offering panoramic views of the city's skyline. The hotel's design captures the evolving spirit of the city, drawing subtle inspirations from the local design and culture in its interiors. Taj Skyline introduces Shamiana, the popular all-day diner, to Ahmedabad – its third outpost after Mumbai and Dubai. Guests can also enjoy Pan Asian cuisine at Nonya or relish international and local comfort food at Emperor's Lounge. Taj Skyline, with its tastefully designed banqueting and conferencing spaces with independent access and breakaway rooms, is perfect for events and weddings. The hotel also features the signature Jiva Spa and a temperature-controlled indoor swimming pool.



Accor Group introduces 'Welcome Back Program'

Accor Group, in association with Air Vistara joined hands with ICPB as part of its 'Welcome Back' program from January 28 - 31, 2021 to showcase their preparedness for welcoming the MICE business to Hyderabad. The delegation was led by Mr Girish Kwatra, Hon. Secretary ICPB & CEO, Meetings & More with representation from companies like Elbon Conferences & Events, Chime Tours, Concept Conferences and Palomino Hospitality. The delegation visited venues and hotels of Accor, HICC, Novotel Airport, IBIS, HITEX City and Mercure Banjara Hills.



SOP for holding Trade Exhibitions - Measures to be followed by visitors



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SOP FOR HOLDING TRADE EXHIBITIONS (wef 1st February 2021)

*No Trade Exhibitions in containment zones

**Competent Authority may implement
additional measures within their
jurisdiction as per their local assessment**



MEASURES TO BE FOLLOWED BY VISITORS

- Aarogya Setu Mobile App is recommended for all visitors/delegates and mandatory for the ones with a smart-phone
- Visitors should pre-register themselves
- The visitors/delegates should not enter the venue ground if their temperature is not normal
- Visitors to be allowed entry only if using face cover/masks. The face cover/mask has to be worn by all, at all times, while in public places
- Visitors should adhere to all the guidelines prescribed by the Trade Exhibition Organizer

Source - <https://commerce.gov.in/whats-new/>



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SOP for holding Trade Exhibitions - generic preventive measures



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GENERIC PREVENTIVE MEASURES

- Persons above 65 years, persons with co-morbidities, pregnant women & children below 10 years are advised to stay at home
- Physical distancing of at least 6 feet to be followed as far as feasible
- Use of face covers/masks to be made mandatory
- Practice frequent hand washing, use of alcohol- based hand sanitizers
- Respiratory etiquettes to be strictly followed
- Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline
- Installation and use of 'Aarogya Setu' app mandatory for all with smart-phones
- The National Directives for COVID-19 Management & relevant guidelines issued by MHA, MoHFW, State Govts, etc. to be strictly complied

Source - <https://commerce.gov.in/whats-new/>



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ICCA STATISTICS

Top 10 South Asian MICE Countries

S.No.	Country	Total no. of meetings
1.	China-P.R.	539
2.	Japan	527
3.	Australia	272
4.	Republic of Korea	248
5.	Chinese Taipei	163
6.	Thailand	162
7.	India	158
8.	Singapore	149
9.	Malaysia	137
10.	Indonesia	95

Top 10 south Asian MICE cities

S.No.	City	Country	Total no. of meetings
1.	Singapore	Singapore	148
2.	Tokyo	Japan	131
3.	Bangkok	Thailand	124
4.	Seoul	Republic Korea	114
5.	Taipei	Chinese Taipei	101
6.	Sydney	Australia	93
7.	Beijing	China P.R.	91
8.	Hong Kong	China P.R.	91
9.	Kuala Lumpur	Malaysia	91
10.	Shanghai	China P.R.	87

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