



(Established in 1988)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE Pulse™

An Initiative of India Convention Promotion Bureau (ICPB)

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Message

Dear Friends,



As India is gradually recovering from the second surge of COVID19, many states are opening up in a phased manner to resume movement and business opportunities. It is expected that with compliance to all safety protocols and a nationwide aggressive vaccination program, India will soon come through these testing times.

Globally too, there are indications of a return to pre-covid activities. It is heartening to know that some major international trade shows are back, later this year, as physical events like IMEX Las

Vegas, ITB Asia, Business Travel Show Europe, etc. The resumption of face-to-face meetings and business/networking opportunities does bring hope that more physical events will take place in the coming months. Some countries like Russia, Serbia, Iceland, Egypt, Mauritius, have opened up for tourists and many others may gradually follow.

Recognizing the potential of MICE in contributing to the national economy, the Ministry of Tourism, Government of India has formulated a draft document - 'National Strategy and Roadmap for MICE industry', to finalize on receipt of comments from the industry and others. Further, for focussed promotion of India as an attractive MICE destination, a new sub-brand 'Meet in India' has been launched under the umbrella brand 'Incredible India'. Henceforth, all promotional collaterals in print and electronic media, to position India as a MICE destination, will be under the new brand 'Meet in India'.

Best wishes for revival of the industry.

Yours sincerely

Rakesh Kumar Verma, IAS,

Joint Secretary (Tourism), Government of India

New Tourism Ministers

Shri G. Kishan Reddy

has taken over as Union Minister of Culture, Tourism and Development of North East region, Government of India.



Shri Shripad Naik has taken over as Minister of State in the Ministry of Tourism.



Shri Ajay Bhatt has taken over as Minister of State in the Ministry of Tourism.



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Vice-Chairman *Message*



The new SOPs are flowing in every day and states are opening up their borders also. Telangana has even allowed physical events of upto 200 pax. So let us all collectively work towards building and positioning India as an attractive MICE destination.

Dear Friends,

As cities across India continue to witness unlocking in a phased manner, few states have even removed the requirement for an RTPCR test for travellers who are completely vaccinated. This move definitely gives us all hope for a better future. The past couple of months were traumatic for India and affected numerous families and business. I extend my humble condolences to the families who lost the loved ones and we at ICPB pray that may almighty grant you enough strength to sail through this tough time.

Just before the Covid second wave fury took over, things were finally beginning to go back to normal. The successful completion of ITM 2021 gave hope to us to host our MICE Roadshow in Khajuraho, which was a resounding success. Amidst participation from the Chief Minister, Tourism Minister, Tourism Secretary, officials from the MoT and Madhya Pradesh Tourism, many ICPB members and MICE stakeholders also participated in the launch of brand 'Meet in India' and unveiling of the Chhatrasal Convention Centre in Khajuraho.

The past few months also saw Government extend a helping hand. On behalf of all associations, FAITH wrote to the Finance Ministry, Tourism Ministry and RBI to seek amendments to the third leg of the Rs. 3 lakh crore Emergency Credit Line Guarantee Scheme (ECLGS) to cover MSME-dominated hospitality, tourism, and related sectors. Another encouraging development was Reserve Bank of India's (RBI) decision to open a separate liquidity window of Rs. 15,000 crore for contact-intensive sectors, such as, hotels and restaurants, tourism and aviation ancillary services, which have been hit hard by the pandemic.

Friends, the new SOPs are flowing in every day and states are opening up their borders also. Let us all collectively work towards building and positioning India as a MICE destination.

Amaresh Tiwari,
Vice Chairman, ICPB



From the Desk of *Hony. Secretary*



Dear Friends,

I hope that you are all in good health and spirits and ready to once again put in all efforts to lift the tourism and MICE sector back on its feet. The last few months have been extremely challenging and we have witnessed the loss of many industry professionals. However, it was also heartening to see how so many of us came forward to help each other in need – be it hospital bed, oxygen cylinder or medicines – the industry stood together in the times of crisis.

Now that the situation is getting under control, we are all hopeful that slowly and steadily business too will start to pick up though, as stated earlier, it will be under the new normal. It will take a while for the Covid tide to settle, but I am sure the dark clouds will soon pave way for a brighter future for all of us.

Girish Kwatra,
Hony. Secretary, ICPB

Launching 'Meet in India' in Khajuraho, MP

In order to promote India as a MICE Destination (Meetings, Incentives, Conferences and Exhibitions), the Ministry of Tourism, Government of India in association with Madhya Pradesh Tourism and India Convention Promotion Bureau (ICPB) organised a 'MICE Roadshow – Meet in India' at the heart of Incredible India from 25-27 March 2021 at the newly-built Chhatrasal Convention Centre, Khajuraho.



The event, which was jointly hosted by Ministry of Tourism, Madhya Pradesh Tourism and ICPB saw Shri Prahlad Singh Patel, Minister of State for Tourism and Culture (Independent Charge) and Shri Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh come together to inaugurate the 'Chhatrasal Convention Centre' at Khajuraho, which has been developed under Swadesh Darshan Scheme of Ministry of Tourism. The event also witnessed the launch of 'Meet in India' brand and roadmap for the promotion of India as a MICE destination.

The roadshow offered an opportunity to focus on the Government's initiatives in developing India as a MICE destination with infrastructure and an eco-system pan-India that will favourably place India amongst the global competitors. Recognizing India's huge potential as a MICE destination, 'Meet in India' will be the distinct sub-brand under 'Incredible India' to promote the country as a MICE destination.

ICPB members partake in webinar on 'Discovering India – MICE Destination'

Consulate General of India – Toronto with the support of Indiatourism New York organised a webinar on 'Discovering India – MICE Destination' with speakers from ICPB on July 8, 2021. This webinar was organised to present India's strengths as a MICE destination to the event managers and MICE agencies of Canada.

The program comprised the following 4 speakers from ICPB to represent the Bureau, PCO, DMC and Convention Venue segments:

- **India Convention Promotion Bureau (ICPB)** – Ms. Madhu Dubey, Executive Director: Presentation on ICPB and its role in assisting the international meeting planners considering India for their future events.
- **Professional Conference Organiser (PCO)** – Mr. Girish Kwatra, CEO – Meetings & More
- **Destination Management Company (DMC)** – Mr. Amaresh Tiwari, Managing Director - A.T. Seasons and Vacations.
- **Convention /exhibition venue** – Mr. Varun Mehrotra, Director of Sales – Hyderabad International Convention Centre

Member's UPDATE

Chander Mansharamani dons a new hat

Chander Mansharamani, Chairman & Managing Director of Alpcord Network Travel & Conference Management Co. has been appointed as the Chairman of the Expert Committee for Tourism of Indian Chamber of Commerce (ICC), a national chamber of commerce and industry.



Swosti Group offers perfect conference venue in Odisha

Swosti Group (Hotels-Resorts-Travels-Education) is the epicentre of MICE business in the state of Odisha with the largest convention hall (Chankya) at Swosti Premium (5-star) Bhubaneswar. The 'Swosti Chilika Resort' acts as an exclusive MICE venue in one of the most pristine locations in the country located on the banks of



the largest lake in Northern Hemisphere (Chilika Lake). Swosti Chilika Resort is a good venue for planning conferences, meetings, corporate get-togethers, MICE events or other business meetings. Its conference halls and meeting rooms are furnished with modern amenities and accompanied by a dedicated team that promises to make all corporate events seamless and successful.

Finance Ministry grants 'infrastructure' status to convention centres

The Finance Ministry has conceded 'infrastructure' status for exhibition and convention centres, a move that is expected to ease bank financing for such undertakings. Exhibition cum-Convention Centre is included in the Harmonised Master List of Infrastructure sub-areas by the addition of new items 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 100,000 sq. m of exclusive exhibition space or convention space or both combined.



TFWA World Exhibition & Conference to be held in October 2021

The Tax Free World Association (TFWA) is already generating good buzz for its physical event that will take place later this year. Around 50 travel retailers have confirmed their physical participation for TFWA World Exhibition & Conference, which is taking place from October 24 - 28, 2021 in Cannes, France.

IMEX America to host physical event in November 2021

IMEX America will be taking place from November 9 – 11, 2021 at Mandalay Bay in Las Vegas. The confidence in the event is welcome news for events' professionals eager to speed the recovery from COVID-19. The show is already receiving confirmations and garnering positive response from the industry.



ITB China set to take place as a hybrid event in November this year

ITB China is set to take place as a hybrid event this year. The physical event will take place at the Shanghai World Expo Exhibition and Convention Centre from November 24 – 26, 2021, with its virtual extension scheduled to take place from November 8 until 31 December 2021.

SATTE to take place from January 19 – 21, 2022

The 29th edition of South Asia's Travel & Tourism Exchange (SATTE) will be held from January 19 – 21, 2022. SATTE is South Asia's leading event and trade show for the travel and tourism industry. This event will take place at India Expo Mart, Greater Noida in India.

Telangana allows physical events of upto 200 pax

As per the government order in Telangana, effective June 20, 2021, physical events and conferences for upto 200 pax can now take place in the city of Hyderabad. The move will give a boost to the MICE industry in the state and encourage people to come forward and hold events.



Banquet Halls in Delhi operational with 50 pax capacity

In a recent order released by Delhi Government, banquet halls, marriage halls and hotels have been permitted to host weddings, but the number of guests has been capped at 50

Jaipur promises a majestic MICE experience

Pink city of India – Jaipur has always been a favourite destination for tourists coming to India. It is an integral part of the famous ‘Golden Triangle’ and is hub for art and history aficionados. Jaipur is known as much for its fascinating monuments and colourful markets as it is for its gorgeous handloom garments and wonderfully laid-out gardens.

Jaipur is, without a doubt, a shopper’s paradise. With people flocking to Jaipur from all over the world to shop for gems, crafts and other artifacts, the markets of Jaipur are always buzzing with activity on any given season. Jaipur is also a food connoisseur’s paradise. The city has several restaurants that serve authentic Rajasthani cuisine. But being the capital, you will also have a choice of restaurants where the dishes are tweaked to suit the international palette. But if you are in Jaipur, there are some places you absolutely cannot miss visiting:



Almost every marquee hospitality brand has a presence in Jaipur—from boutique to luxury, from budget to upscale and upper-upscale, including stunning palace hotels such as The Rambagh Palace, Jai Mahal Palace (both IHCL properties), ITC Rajputana, Hotel Narain Niwas Palace, haveli hotels such as Alsisar, besides a slew of five star properties such as Fairmont Jaipur. Supplementing the luxury chains and international hospitality brands, the city is also home to a wide range of affordable hotels. In addition to being home to numerous venues that are ideal for hosting the big fat Indian weddings, the destination has also marked a premium position for itself on the MICE Map of India. This has been primarily done because of the presence of Jaipur Exhibition and Convention Centre, which opened a few years ago.

Jaipur Exhibition and Convention Centre

Jaipur Exhibition and Convention Centre (JECC) is the largest pillar-less exhibition-convention-entertainment facility of its kind in all of South Asia. The 42-acre property consists of two exhibition halls with combined column-space of 20,000 sq. m and an exquisite Convention Centre featuring an elegantly designed ballroom measuring over 1,100 sq. m in area and 14 meeting venues split across two levels. This splendid facility also has open-air venue options: a 5,000 sq. m lawn and an expansive outdoor exhibition area. The upcoming 241room five-star hotel is going to be the jewel in the crown. The venue is located 15 minutes away from the Jaipur International Airport, in Sitapura.



Must see places in Jaipur: Nahargarh Fort | Amber Fort | Jaigarh Fort | Hawa Mahal | Jal Mahal | City Palace of Jaipur (Chandra Mahal Palace) | Jaipur Wax Museum | Birla Lakshmi Narayan Temple | Jantar Mantar

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