

Message

Dear Industry Colleagues,

As countries around the globe are now gradually opening up trade and business sectors, India also has taken steps to resume economic activities after months of lockdown. Encouraging domestic travel will be the key for revival of the tourism sector with compliance to safety and hygiene protocols.



The focus of the Ministry of Tourism, Government of India is on re-boosting domestic tourism by reviving demand. The Ministry of Tourism has been successfully organising a series of Webinars under the overall theme of Dekho Apna Desh to bring the focus back on domestic tourism.

At the same time for long term growth of the tourism sector as a whole, the Ministry of Tourism, Government of India has formulated the new National Tourism Policy, the draft of which has been shared with trade associations for recommendations to finalise a comprehensive, vibrant and a futuristic policy that will guide and support an all rounded growth of tourism to realise India's potential as a multi product, year round destination.

India Convention Promotion Bureau has announced the 13th Conventions India Conclave (CIC) to be held as a hybrid event on 30 - 31 Oct 2020. This will combine the benefits of physical networking and allow large participation through online participation as social distancing in the present times is an imperative requirement.

All stakeholders, state governments, need to come together to participate and make the 13th CIC a successful event in the midst of the present extraordinary circumstances. I am positive that the resilience of the industry supported by the Government will trigger the momentum for meetings, conferences, incentives & exhibitions to gradually move from virtual, hybrid formats to on ground meetings.

**Rakesh Kumar Verma, IAS, Joint Secretary, Ministry of Tourism,
Government of India and Chairman, ICPB**

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(Established in 1988)

India Convention Promotion Bureau

(Sponsored by Ministry of Tourism, Government of India)

SAVE *the* DATE

EDITION

XIII

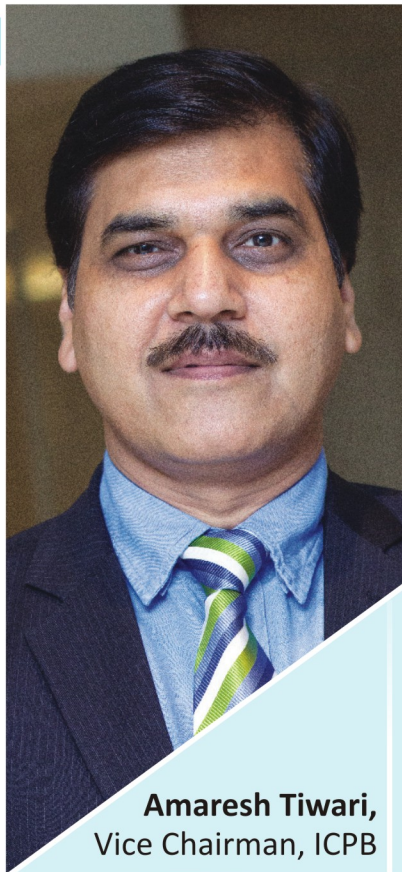
CONVENTIONS
INDIA CONCLAVE

30-31 OCT 2020

T H E M E

Physical & Digital Meetings - A Harmonious Blend

VICE CHAIRMAN MESSAGE



Amaresh Tiwari,
Vice Chairman, ICPB

ICPB is mindful of the technical challenges in organising a one of its kind hybrid event and we will ensure to arrange a conclave that will be user friendly and provide an uninterrupted quality digital experience. We would also undertake all the necessary safety precautions for our physical meetings during the days of the conclave. I am confident that our members, along with MICE stakeholders will take back insightful, innovative and interesting concepts from the conclave.

Dear Friends,

I am glad to share yet another issue of the ICPB bi-monthly Newsletter with you all and while I eagerly look forward to going back to our luncheon meetings comprising insightful discussions, meetings and debates, we must make full usage of the online platforms available for us. Nothing can replace human touch and impact of personal interaction but in the lack of the same, as is the norm these days, we must not put our work on hold any more and learn to live with the new digital means. Large meetings / conventions / events have all been put on hold, but looking at the positive side, we can now use virtual platform and increase the reach of our event manifold with little investment.

Keeping the challenging scenario in mind, ICPB, adjusting to the new normal, has decided to organise the 13th CIC as a hybrid event on October 30 – 31, 2020. The Conference sessions will be held with physical participation of 100 attendees and additional participants will be able to join virtually. The exhibition component with B2B meetings will be on a virtual platform. The conclave will focus on the theme – 'Physical and Digital Meetings – A Harmonious Blend.'

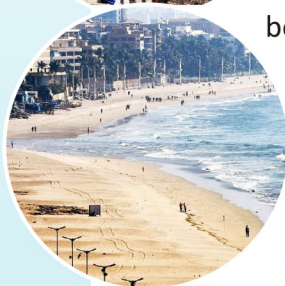
Through this unique hybrid convention, we will try and assure our members that digital and physical meetings – together, is what the future of MICE is. Nothing can replace the importance of personal interactions but in a scenario where individual interface is not possible, we can opt for the digital platform, which is also a great medium to stay connected and conduct business. I am looking at a participation of more than 2000 people as this time we will also invite students from various Universities, who have interest in MICE, to be a part of this great virtual event. Since this is going to be a hybrid event, we can reach out to a wider audience and help them know more about the scope and functioning of MICE in India. ICPB is mindful of the technical challenges in organising a hybrid event and will ensure to arrange a conclave that will be user friendly and provide an uninterrupted quality digital as well as physical experience. I am confident that our members, along with MICE stakeholders, in the industry will take back insightful, innovative and interesting concepts from the conclave, which will help them with their business.

Details regarding the program information, registration process, venue for the physical conference sessions, booking booth space etc. will be shared shortly on our social media platforms and we look forward to your support and participation at the 13th CIC. If any of you have any suggestion to share, please do write to me and I shall be more than happy to discuss the same in detail. Let us all come together and make MICE in India big again.

The mecca of MICE opportunities



MUMBAI – The financial, commercial and entertainment capital of India is a treasure box brimming with captivating sites, economic opportunities, plush hotels, state-of-the-art buildings and world-class convention and events venues. There is little much that Mumbai does not have, which is what makes it the perfect metropolis comprising various cultures and traditions. Let's take a look at the MICE opportunities that the city has to offer



MICE Tourism is one of the key revenue spinners of travel and tourism economy in modern times. UNWTO recognizes the inherent strength of MICE industry and has been instrumental in identifying and popularizing MICE destinations across the world. As per ICCA rankings, India has improved its position substantially in the recent times and is emerging as one of the popular MICE destinations in the world. The country provides an impressive combination of venues, accommodation and other support facilities to hold a successful conference. High-tech facilities matching global standards are offered at conference and meeting venues in India. In addition to this, India is in a constant process of upgrading its MICE facilities, which is steadily taking the country up in the rankings of MICE destinations in the world.

Mumbai is one of the top MICE destination. The charming city has many tales to tell. Whether it is the glamour of Bollywood or the beauty of its beaches or the lip-smacking street food it offers, Mumbai attracts people with varied interests in the city. It has some of the best shopping options. India's iconic monument - The Gateway of India, crowded yet charming beaches, the popular Siddhivinayak temple, Haji Ali Dargah etc. all together make Mumbai the hub of pleasures and a city with numerous places of interests. Some of its large MICE venues includes the CIDCO Convention Centre and the World Trade Centre.



MVIRDC World Trade Centre Mumbai

The World Trade Centre (WTC) in Mumbai was established in the year 1970. It consists of two towers, the M Visvesaraya Industrial Research and Development Centre (MVIRDC) and IDBI. It is the foremost trade and event Centre in Mumbai.



DESTINATION MUMBAI

Post the COVID crisis, the World Trade Centre Mumbai is following all the necessary guidelines of sanitisation and safe distancing and undertaking all measures to keep the venue safe and secure from the pandemic.

The Centre Point at the Business Centre at World Trade Centre offers fully furnished offices and well maintained executive suites - including meeting rooms which are by efficient secretarial and state of the art communication facilities. The Meetings/Conference Rooms at the centre can accommodate from 10 to 300 people and are designed to be flexible. The place can be used for workshops, business meetings, corporate functions, product launches, dealers meet, seminars, conferences etc.

CIDCO Exhibition & Convention Centre

CIDCO Exhibition & Convention Centre (CECC) is purpose-built, integrated exhibition and convention venue strategically located on Sion-Panvel highway, outside Vashi railway station in Navi Mumbai. It is just 26 Kms (45-minute drive) from Mumbai airport and 20 Kms (25-minute drive) from Bandra-Kurla complex. The venue has facilities to conduct various aspects of exhibitions and events like trade display, conferences, seminars, workshops, inaugurals, round table discussions, get-togethers, gala evenings and cultural events. It can accommodate from 25 people to 10,000 people in its various halls. CECC has air-conditioned exhibition space of over 13000 sqm and provision to create hanger spaces of over 5000 sqm.



In addition to this, the Bombay Exhibition Centre and Nesco Centre Hall are also some of the versatile and multi-functional venues in Mumbai.

The Chhatrapati Shivaji Maharaj International Airport is well-connected to all major cities around the globe. The city has reputed international and indian luxury chain hotels in various categories near the airport and also spread out across the city, great to organize corporate events. To name a few, The Trident, The Oberoi, The LaLiT, JW Marriott, The Taj Mahal Palace, Hotel Sea Princess and The Leela Mumbai are some of the renowned hotels in the city that offer premium MICE facilities for corporate events.

Being the financial hub of the country and one with great importance and functionality, Mumbai attracts many national as well as international meetings and conferences all year round. It is a city with availability of best human resources as well as infrastructure. Mumbai is constantly evolving to offer experiences to enhance the delight of delegates.





Mr. Girish Kwatra,
Hony. Secretary, ICPB

Dear Friends,

The challenging crisis surrounding the world continues to worry us all as we struggle to make our businesses stand on its feet again. Yes the times are tough and the meetings and exhibitions industry has been severely facing the brunt of the situation for last 6 months. However, with the new guidelines of Unlock 4.0, where the government has allowed people to host events and meetings with the restrictions on the number of pax participation, I am hopeful that the coming times will bring some more relief for all of us.

It gives me great pleasure to share with you that ICPB did not succumb to the limitations of the pandemic and decided to hold its annual flagship event in a unique way this year. The 13th CIC, which will be a hybrid event, will be held on October 30 – 31, 2020 and will surely bring in more participation and help us reach a wider audience through our digital platforms. Looking forward to physically as well as virtually meeting you all at the 13th CIC soon.

Meanwhile, I am happy to share that the International Association for Professional Congress Organisers (IAPCO) has united 8 National PCO Associations for the first time in its 52-year history to connect and share Coronavirus-related data and case studies. The primary focus of the International strategic task force is to use their combined expertise to create and distribute safe practice guidelines for Professional Congress Organisers (PCOs) worldwide. I am proud to share that ICPB will represent India at the IAPCO Task Force.

BUREAU ACTIVITIES

ICPB to hold its 13th CIC as a hybrid event on October 30 – 31, 2020

The India Convention Promotion Bureau (ICPB) has decided to organise its annual flagship event – the 13th Convention India Conclave (CIC) as a hybrid event on October 30 – 31, this year. The Conference sessions will be held with physical participation of 100 attendees and additional participants will be able to join in virtually. The exhibition component with B2B meetings will be on a virtual platform. Keeping the challenging scenario in mind, the hybrid event is based on the theme – ‘Physical and Digital Meetings – A Harmonious Blend.’ ICPB is mindful of the technical challenges in organising a fusion event and will ensure to arrange a conclave that will be user friendly and provide an uninterrupted quality digital as well as physical experience. Details regarding the program information, registration process, venue for the physical event, booking booth space etc. will be shared with members shortly.



MEMBER'S SECTION

Top Travels & Tours restructuring and repositioning themselves to sustain in the crisis

During this period of Covid-19 when the MICE industry has come to a standstill, Top Travels & Tours is working towards strengthening the trust with the business delegates for a long term relation once the industry recovers. The company has taken several initiatives such as implementing virtual training and e-learning programs to educate its employees. They have come up with ideas, such as, psychological counselling, online meditation and fitness sessions to keep its employees motivated and healthy. The senior management has been more active on informal virtual team catch ups to keep every employee's moral up. To be further prepared for these kinds of critical events, they are forming a business continuity plan that helps to sustain in zero revenue for up to 6-12 months.



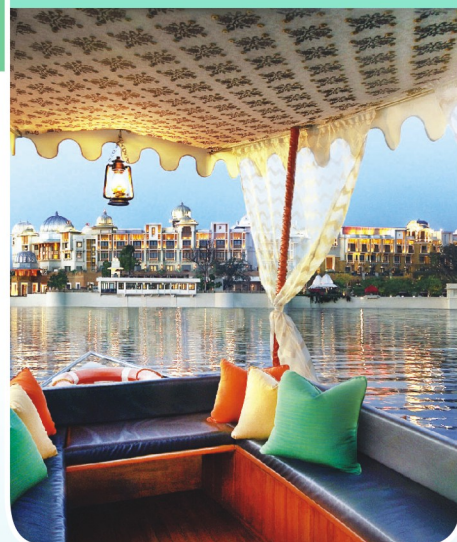
Razdan Holidays participates in "Unlocking Tourism" tour

In an effort to bring back tourism to India, Razdan Holidays joined India's 12 leading inbound tour operators in Rajasthan from August 6 – 9, 2020 for the "Unlocking Tourism" tour. This 20 pax contingent toured three unique and offbeat destinations of Rajasthan, including Delhi - Tijara Fort Palace (lunch stop) - Hill Fort Kesroli – Talabgaon Castle - Geejgarh Village Resort – Delhi. The objective of the tour was to showcase to the world that India is ready to welcome tourists back in spite of being hit hard by the current pandemic. The second objective was to showcase the strict safety protocols that are being employed by the industry.



The Leela Palaces, Hotels and Resorts voted as the world's best hotel brand by Travel + Leisure USA

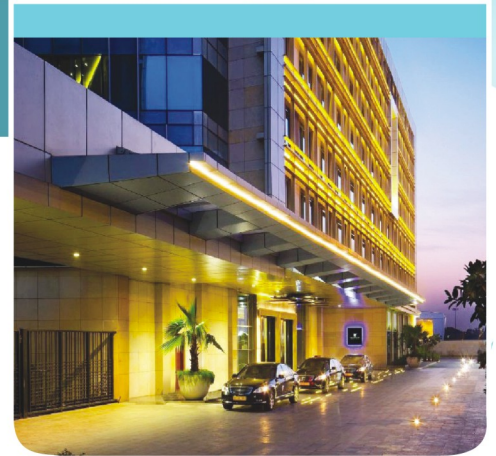
The Leela Palaces, Hotels and Resorts has been voted the World's Best Hotel Brand by Travel + Leisure, USA World's Best Award Survey, 2020. Owned by Brookfield Asset Management, The Leela hospitality brand is the epitome of true Indian hospitality imbued with a distinct aesthetic that celebrates the country's art, cuisine and artisanal craft and is rooted in its offering of India's rich heritage to the world. This accolade is a recognition of the brand's consistency in pursuing excellence and an affirmation of its commitment towards curating authentic luxury experiences with the graciousness of Indian hospitality. In the same survey, The Leela Palace Udaipur gained top honours as the #1 Resort in India and The Leela Palace New Delhi has bagged #2 City Hotel in Asia.



MEMBER'S SECTION

Marriott Hotels ensures shielded contact-less stay with its travel project 'We Care'

JW Marriott New Delhi Aerocity is striving towards welcoming the guests back and ensuring associates' safety with "We Care" while proceeding in delivering "The JW Treatment". "We Care" is Marriott South Asia's project to align hotel operations and services as per the current need of contact-less stay, safe travel and dining with care. This is an elaborate shielded stay and travel project that is the hotel's effort to redefining luxury with vital importance given to sanitisation practices backed up with technology and essential intervention.



During COVID era, Meetings and More launches Virtual Meetings and Exhibition platform

In an endeavour to tackle the challenges arisen by the COVID crisis, Meetings and More has launched its Virtual Meetings and Exhibition platform. The features of virtual platform includes –

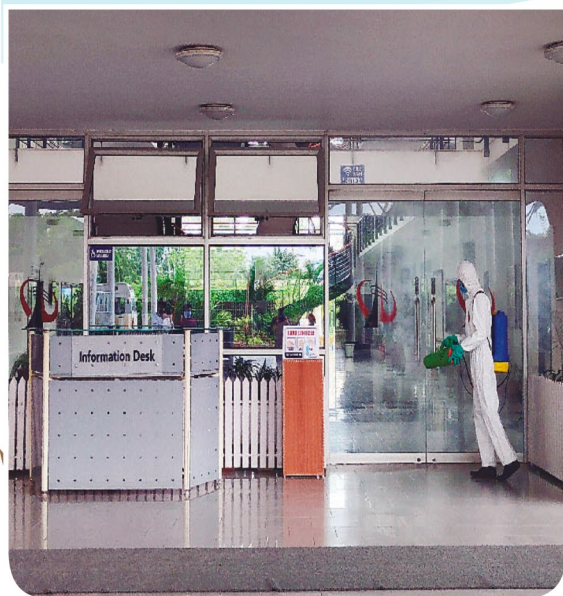
- Interactive sessions, (Multiple halls, AGM, boardroom meetings, award ceremony) with unlimited attendees
- Attendee networking, live polling, Q&A, speaker interaction
- Exhibitors showcase, attendee networking with exhibitors, instant virtual meetings, exhibitors branding
- Multiple avenues to generate revenue through video ads, static branding sponsored contest
- Event marketing and promotion via email marketing, viral engagement & affiliate engagement
- Online registration, exhibitor booth booking, speaker management.



Marundeshwara Enterprises turns crisis into opportunity with Kaleidoscope

Marundeshwara Enterprises is geared to sort, streamline and strengthen its procedures and protocols with having created an efficient Virtual Conferencing alternative in the form of Kaleidoscope. Kaleidoscope offers a complete conference experience on a virtual platform to accommodate the present social-distancing requisite. These includes-

- Visually engaging landing pages in lieu of conference receptions
- Me's signature personalised registration and omnipresent helpdesk
- Ample audio-video displays
- Real-time virtual conferences
- Virtual exhibitions with customised kiosks
- Exhibition booths for enhanced delegate engagement
- Virtual theatres
- Board rooms for niche groups



HITEX extends its support to COVID-19 relief activities

HITEX collaborated with the Akshaya Patra Foundation's COVID-19 relief campaign of distributing 100,000 grocery kits to low-income communities and migrant workers and offered its venue for storage and packing of kits. HITEX venue supported the Greater Hyderabad Municipal team in their relief works to gather all migrant workers keeping the physical distancing norms in place to record and distribute travel permits/passes during the initial lock down.

INDUSTRY NEWS

IAPCO launches Task Force

The International Association for Professional Congress Organisers (IAPCO) has launched a Task Force comprising representation from a number of PCO Associations, Chaired by IAPCO which convenes at regular intervals virtually. The Task Force facilitates knowledge share between all national associations. The immediate and important subject matter at hand is the Corona virus impact on PCO business and strategies to advocate to policy

makers and stakeholders on behalf of our Members. It is envisaged that the subject matters will expand into other relevant areas as the affiliation across the Task Force begins to work closer together throughout time. Mr. Girish Kwatra, CEO - Meetings & More is the speaker from India in the IAPCO Task Force.



The objectives of the program includes -

- Collaboration between the national and regional PCO Associations and IAPCO will provide much needed international voice of the masses.
- Through the sharing of relevant data and case studies between PCO Associations and IAPCO, the national PCO associations can learn valuable lessons from each other and IAPCO can disseminate relevant information at the international level.
- To promote a coordinated, multi-national model and indirect link between the national, regional and the International Associations to clients, partners and industry.

REVISITING CONVENTION CENTRES IN INDIA

Bangalore International Exhibition Centre (BIEC)

Spread across 46 acres near this multi-purpose 34 acres beautifully landscaped complex has 40,000 sq. m. of covered column-less air-conditioned exhibition space (three exhibition halls), a multi-facility conference centre spread over 5,600 sq. m. including four Conference Halls, a Helipad, an Amphitheatre, VIP Lounge, Food Court of 7500 sq. m., a Machine Tool Training Centre and large outdoor area.



Mahatma Mandir Convention and Exhibition Centre

This state-of-the-art venue has close to 22,000 sq. mt. of air-conditioned facilities sprawled across 34 acres and built to accommodate 15,000 delegates. The Mahatma Mandir Convention and Exhibition Centre, located in Gandhinagar, Gujarat, is an integrated development comprising Heads of States Centre, Convention facilities, Exhibition halls, an open-to-air amphitheatre, expansive lawns, Retail shops and easy access to Dandi Kutir, India's largest and only museum on the life & principles of Mahatma Gandhi and the 318 rooms, The Leela Gandhinagar.

Hyderabad International Convention Centre (HICC)

An epitome of glory and luxury, Hyderabad International Convention Centre (HICC), is managed by Accor Hotels and jointly owned by Emaar Properties, PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd. It is the first of its kind in India. Offering state-of-the-art facilities, it features a vast main hall that can be divided into six smaller venues. This impressive facility in Hyderabad's IT district was designed to easily accommodate up to 6,000 guests in its pillar less internal hall. A spacious pre-function foyer area and 37 breakout rooms allow for endless possibilities. VIP rooms, conference halls, press rooms, prep rooms... all equipped with cutting-edge technology. A convenient corridor connects the convention centre to Novotel Hotel.



Hyderabad International Trade Exposition Ltd. (HITEX)

Hyderabad International Trade Exposition Ltd. (HITEX), is a prominent landmark, propelling the city into the league of world class anchors for exhibitions and trade fairs. Located strategically, at the most happening part of Hyderabad, Madhapur (near Cyber Towers), the centre opens up exciting business opportunities in the global arena. India's modern exhibition venue, it spreads over 100 acres. It has been designed to enhance functionality and flexibility to those who make use of its resources.

REVISITING CONVENTION CENTRES IN INDIA



Old World Hospitality Pvt. Ltd.

O.W.H. operates the hospitality and performing arts facility known as 'Habitat World' at India Habitat Centre. Located in the heart of the city, Habitat World boasts the country's most comprehensive Convention Centre with 20 function rooms, 7 open areas, 4 performance venues, 6 restaurants, a members' club with 55 guest rooms and a fitness centre. Habitat World serves over 5000 meals daily, hosts over 6000 conferences and banquets each year and organises over 1000 live cultural events annually making it India's largest foodservice and entertainment destination.

India Expo Centre and Mart

India Expo Centre and Mart in Greater Noida, 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 offers the highest level of facilities, services, technology and event support for exhibitions, conferences, congresses, product launches, promotional events and other special events, across four fully air-conditioned halls, conference rooms, a VIP room and meeting rooms. The venue can accommodate all types of events ranging from 50 to 800 delegates and going up to 5,000 people. 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.



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.

Lulu Bolgatty International Convention Centre

(Managed by Grand Hyatt Kochi Bolgatty)

Adjacent to the Grand Hyatt Kochi Bolgatty is the Lulu Bolgatty International Convention Center. It has a view of the Vembanad Lake and offers customizable venue spaces. Lulu Bolgatty International Convention Centre is built as the largest of its kind in India with over 1,00,000 sq. ft. of indoor and outdoor space including two customizable and column-free venues with a total capacity of around 10,000 people. LIWA, is the largest hall in the convention centre with 20,000 sq. ft. and can take more than 5,000 people at a time. It has also got a unique automated retractable seating system, which is first of its kind in the country. The convention centre has 3 helipads and parking capacity for more than 1500 cars.



ICCA REPORT

Top 5 Subjects of Conferences in 2019 as per ICCA report

	Country/Territory	2019	Total
Technology	India	38	38
Medical Science	India	30	30
Science	India	24	24
Management	India	14	14
Culture & Ideas	India	12	12

International Association Meetings by rotation areas

International association meetings rotation areas known by ICCA, are included in these figures.

	Country/Territory	2019	Total
World/International	India	98	98
Europe	India	1	1
Asia/Pacific	India	27	27
Asia	India	29	29
Europe/North America	India	1	1
Africa/Middle East	India	2	2
Total	India	158	158



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