

EXCELLENCE IN EXHIBITIONS

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EXHIBITIONS ENABLE BUSINESS OPPORTUNITIES

The Indian exhibition market has witnessed a significant change over the last 15 years and it is currently one of the fastest growing exhibitions markets clocking a growth rate of 12% per annum

The exhibition industry in India is growing steadily year on year. Every year around 1000 specialized trade exhibitions are organised across a wide spectrum of topics. Exhibitions promote national and international trade and lift up the respective industries they serve. Exhibitions are particularly effective because they enable direct interchange between the buyer and seller. "Exhibitions offer more than just a platform for marketing your business. It holds the true power to Connect. Especially in this era, trade fairs are increasingly connecting the digital and the real world, making way for exchange of ideas, opportunities and trust that long-term businesses are based on", says Raj Manek, Executive Director, Messe Frankfurt Asia. According to Bhupinder Singh, CEO, Messe Muenchen India, "Exhibitions serve as a good reflection for the state of any industry. Bringing the best technologies and minds from across the world; trade fairs facilitate business discussions in a most economical and effective way. A lot more can be achieved within 3-4 days of trade fairs by bringing the industry; policy makers; academia; research under one roof and engage these discussion to take any industry forward!"

THE INDIAN EXHIBITION INDUSTRY

→ According to Yogesh



Mudras, Managing Director, UBM India: "India remains a market of great potential. Globally, the size of Exhibitions industry is USD 109 billion with over 31,000 major trade shows & exhibitions taking place every year. The Indian exhibition market has witnessed a significant change over the last

15 years and it is currently one of the fastest growing exhibitions markets clocking a growth rate of 12% per annum." Raj Manek feels that there is a lot more growth to come. Authorities are understanding the role our industry plays not just in fostering trade but as a catalyst to economic de-

velopment impacting jobs, skill exchange, investments and industry growth. Balasubramanian Pillai, COO BIEC states "Several international exhibitions are entering Indian shores and many new indigenous ones are also being launched making their mark on the exhibition industry. Exhibitions

are also being organized in niche areas which were untouched earlier. In view of the economic benefits that exhibitions bring for various industries and the country, venue owners as well as governments are investing in upgrading infrastructure. Besides this, mergers and acquisitions are also enabling the

growth of the industry."

However, Gaurav Juneja, MD, MEX Exhibitions feels that issues like lack of world-class infrastructure, absence of public-private partnership projects, complex processes & procedures, dearth of trained professionals, are issues that are needed to be tackled strategically. He further adds that while many international exhibition companies have been making considerable business in India, at the same time, quite a few Indian exhibition companies have shown their muscles by successfully organising exhibitions outside India in places like Thailand, Singapore, Dubai, Africa, Ravinder Sethi, Managing Director at RE Rogers feels that the bubble is yet to burst. "Today, I can safely predict the coming few years will see a massive surge in our industry. The industry is shaping at a very healthy pace. With new venues and increased capacities of existing ones, we'll see more of the global mega brands in India. You can confirm this from the German messes and even some UK PLCs," he adds. Vivek Shukla, Director, Affairs says that Excellence in exhibitions can be achieved by breakthrough innovations, technology integrations and value driven deliverable for visitors.

THE UPCOMING TRENDS

→ The exhibitions are a reflection of the industries. "To add value to our events, we need to engage the attendees with rich and meaningful experiences that are a combina-

Over 1000 exhibitions are held in India across a wide range of industries, each year. Exhibitions are the catalyst to the nation's economic growth and they promote national initiatives like 'Make in India', 'Start-Up India' & 'Skill India'

tion of exhibition, insightful conferences and awards, driven by technology" says Yogesh. Bala further adds that Big data, digital cloud-based technology, 5G network, deployment of audio-visual technology, sensor integration and wearable technology, etc. are some of the emerging trends that we are seeing in exhibition industry. "With multinational exhibition organisers increasing their commitments in India evolution of excellence in exhibitions is continuously happening. Industry standards and benchmarks are getting higher and I can see this specially also in the exhibition logistics industry domain where IELA is contributing through its Security, Occupational Health & Safety and Sustainability Guidelines for its members," shares Vicki Bedi, Chairman, IELA.

WHAT PARTICIPANTS WANT

→ According to a whitepaper released by Exhibition Showcase, which

incorporates interviews of over 500 participants in various tradeshows, 84% of its respondents participate in exhibitions regularly, majority of which were MSME's. 55% of these exhibitors allocate between 10% - 40% of their annual marketing budgets into exhibitions. When asked about their primary objective for participation, 46% of them said that they participate for brand promotion, 18% participate to meet old or existing clients, 10% said that their primary motivation is to get new contacts, 9% for selling their products, 2% participate for R&D, and 15% participate because their primary goal is to showcase their new products and offerings. As a feedback to the organiser, 12% suggested that they would like to see more trade visitors, 26% of the exhibitors feel that the organiser should do better promotion of the show, 5% of exhibitors want greater International participation, 15% say that the organiser should consider more clear, section wise or structured floor-plan layout and 34% want that the organiser should pay better attention to 'Basic Operations' (availability of clean washrooms, drinking water, hygiene and booth cleaning, security, good food).



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