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EXCLUSIVE Q & A

RAVINDRA SETHI, VP IEIA

PHIL CHUNG, CEO- KINEXIN

VK BANSAL, Promoter- NexGen

Bangalore International Exhibition Centre

LARRY KULCHAWIK, PAST PRESIDENT OF EDPA & IFES

RUPA NAIK, SR. DIRECTOR, WORLD TRADE CENTER MUMBAI

ORGANIZER, VENUE, AND EXHIBITION INDUSTRY ASSOCIATION PERSPECTIVES ON DOMESTIC ISSUES SURROUNDING INDIAN EXHIBITION INDUSTRY AND IMPORTANCE OF RECOGNITION OF INDIAN EXHIBITION INDUSTRY

"THERE IS NO APEX BODY OF THIS SECTOR. UNFORTUNATELY, SOME INFLUENTIAL FOREIGN ORGANISERS HAVE TEAMED UP TO CAPTURE THIS INDUSTRY"

- V K BANSAL, PROMOTER- NEXGEN

TFT : What's your perspective on the Domestic Exhibition Sector getting an Industry Status (Recognised Industry)?

VK : After GST in place , all three segment of economy viz Industry, Services and Trading has become into one business. In India there are no separate policies for any segment rather there are several different policies like Manufacturing, Exports etc. There is no impact if Exhibitions remains a Service sector.



TFT : According to you, how can our Exhibition Industry get a recognised industry status?

VK : What we are doing we must know. We are providing and facilitating our

exhibitors to showcase their product and technology . We are a very much Service Sector as we are enjoying a sort of sub lease rental. Second question why we need an Industry tag ? what will we achieve if we are classified as Industry.?

TFT : From your perspective, what are the domestic issues surrounding our Industry?

VK : A lot of issue are impacting growth of Indian Exhibition Industry. First of all we need an umbrella support from our respective ministry or ministry of Commerce. Until Government will not handhold organisers, we would not be able to reap real benefit from Exhibition Sector. ITPO should act as nodal agency for growth and development of Exhibition sector and small and medium sized organisers should be given certain exhibitions. Domestic exhibition industry should be protected from foreign organisers.

TFT : Why do you think the Indian Trade Fair Industry is still unrecognised?

VK : Yes to some extent. There is no umbrella / nodal organisation to make us organised.

TFT : What would you suggest to the apex bodies of our Industry to undertake this initiative?

VK : There is no apex body of this sector. Unfortunately some influential foreign organisers have team-up to capture this industry . As indian organiser we should have certain benefits and privilege from Government. Unfortunately Industry bodies and trade association have entered into this segment which is killing small and medium organisers. We should have strong IP right protection mechanism. ITPO which is venue providers also organises its own exhibitions and create unhealthy competition as they sell much below of our rentals .This also needs to be looked into.

"INDIA IS A SOUGHT AFTER DESTINATION BY EVENT ORGANISERS DUE TO ITS INDUSTRY-FRIENDLY POLICIES AND EASE OF DOING BUSINESS"

- BANGALORE INTERNATIONAL EXHIBITION CENTRE

TFT : What's your perspective on the Domestic Exhibition Sector getting an Industry Status (Recognized Industry)? According to you, how can our Exhibition Industry get a recognized industry status?

BIEC : Exhibitions are a significant contributor to the economy and together with MICE create a multiplier effect. They contribute around 8 - 10 times of their turnover (in direct and indirect spends) to the geographical area they serve. As per Indian Exhibition Industry Association (IEIA) over 700 trade fairs held in India directly contribute over Rs.25,000 crores to the economy every year. India is a sought after destination by event organizers due to its industry-friendly policies and ease of doing business. With an annual growth rate of around 10% the exhibitions industry is growing at a rate faster than the country's GDP.

Exhibition industry supports the growth of various other industries including many ancillary industries and services in the value chain such as hotels, tourism, aviation, logistics, transportation, and many more. It is also a big employment generator. We need to make the government aware of the economic impact of the exhibition industry on these many sectors and advocate for getting an industry status.

TFT : From your perspective, what are the domestic issues surrounding our Industry? Why do you think the Indian Trade Fair Industry is still unrecognized? What would you suggest to the apex bodies of our Industry to undertake this initiative?

BIEC : Indian exhibition industry is gradually becoming organized and tapping the enormous potential provided by the country's growing economy. Exhibition venue infrastructures are being upgraded for conducting large-scale exhibitions. It is very important to enhance the skill sets of exhibition industry professionals. Realizing its importance organizations such as UFI and IAEE (through IEIA in India) are conducting training programmes for imparting workers with requisite skills. The UFI Exhibition Management Degree (EMD) programme is valued across the globe as it helps professionals meet tomorrow's event management demands. The IAEE "Certified in Exhibitions Management" is a globally renowned programme that has helped professionals and organizations in the country to gain knowledge, expertise and skills at par with the international standards contact. In India it is driven by IEIA. Exhibition venue owners are also constantly improving the quality of services so that new shows can find their way to India. Industry is also developing a common code which is standardizing the entire exhibition industry and its value chain. Many new venues are being upgraded / built in Tier 2 and Tier 3 cities in India.

