

## **India Convention Promotion Bureau**

### **Report- IMEX Frankfurt**

**16 - 18 May 2017**

Mrs. Madhu Dubey, Executive Director represented India Convention Promotion Bureau at IMEX Frankfurt held from 16<sup>th</sup> to 18<sup>th</sup> May 2017 & participated as co-exhibitor at the Indiatourism stand with the following co-exhibitors & ICPB members

1. Air India
2. Alpcord Network Travel & Conference Management
3. Discover India Incentives
4. India Exposition Mart Limited
5. Hyderabad International Convention Centre
6. Travellite India
7. Tappas MICE
8. Leisure Corp Pvt. Ltd
9. Meetings & More
10. Time- Meetings & More

IMEX Frankfurt is one of the leading global MICE events which is a one-stop-shop for meeting planners looking to book and organise worldwide meetings, events and incentive travel programs. The highlights of the event were-

- Over 14,000 industry professionals gathered over three days
- About 4,000 hosted buyers from 86 countries attended.
- Over 4,900 trade visitors from 99 countries
- 68,500 pre-scheduled appointments were made during the show

The bureau had 24 prescheduled appointments with hosted buyers & 4 appointments with media representatives to discuss India as an attractive MICE destination and for increasing India's share of the MICE business globally. This opportunity was also used to announce the 10<sup>th</sup> Conventions India Conclave and identify suitable hosted buyers for the event.