



INTERNATIONAL MICE ROADSHOWS

PARIS - BRUSSELS - GENEVA - ZURICH

Report

With the support of the Ministry of Tourism, Government of India, International MICE Roadshows were organized for the first time by India Convention Promotion Bureau in Paris, Brussels, Geneva & Zurich from 26-29 June 2018.

The delegation from India comprised of Mr. D Venkatesh, DDG, Ministry of Tourism, Government of India, 12 members of ICPB and the bureau was represented by Mrs Madhu Dubey Executive Director, ICPB.

1. India Convention Promotion Bureau
2. Palomino Hospitality Pvt. Ltd.
3. India Exposition Mart Ltd.
4. Clarks Exotica Convention Resort & Spa
5. Discover India Tours Pvt. Ltd.
6. CHIME Tours Pvt. Ltd.
7. Alpcord Network Event & Conference Management Company
8. Meetings & More
9. Swosti Premium
10. Vacation Experts Pvt. Ltd.
11. Attitude Events Pvt Ltd
12. CS Direkt Events & Exhibitions Pvt. Ltd.
13. Indebo

MoT through Indiatourism Frankfurt and Indiatourism Paris provided the venues, food and beverages at the 4 cities.

To ensure attendance of quality buyers at the Roadshows, ICPB selected a PR agency, M/s Partance, Paris based agency. The agency has experience of 20 years of handling the MICE market in France & Belgium.

The Ministry of Tourism, Govt. of India provided excellent venues at all the 4 cities and with total attendance of 102 MICE buyers at the 4 Roadshows, the event was a huge success.

Paris Roadshow- 26th June 2018

Venue- Four Seasons George V

52 buyers from MICE agencies, Corporate, Event Management Companies etc. attended the event.



The PR agency presented the profile of the buyers attending the event to brief the Indian delegation before the arrival of the guests. The profile of the Indian suppliers was presented to the buyers/guests on their arrival.

H.E Mr. Vinay Mohan Kwatra, Ambassador of India in Paris, graced the occasion with his presence and address.

Brussels Roadshow- 27th June 2018

Venue- Hotel Amigo

Twenty-one buyers from Associations, Corporate etc. attended the event.

The PR agency presented the profile of the buyers attending the event to brief the Indian delegation before the arrival of the guests. The profile of the Indian suppliers was presented to the buyers/guests on their arrival

Individual high tables were provided to each member of ICPB for B2B meetings with buyers.

Geneva Roadshow- 28th June 2018

Venue- Hotel Intercontinental

Fourteen buyers from Associations, MICE agencies etc. attended the event.

The PR agency presented the profile of the buyers attending the event to brief the Indian delegation before the arrival of the guests. The profile of the Indian suppliers was presented to the buyers/guests on their arrival. Individual high tables were provided to each member of ICPB for B2B meetings with buyers.

H.E Mr. Siby George, Ambassador of India in Berne, graced the occasion with his presence and address.

Zurich Roadshow- 29th June 2018

Venue - Hotel Baur Au Lac

Fifteen buyers from Associations, MICE agencies, Corporate etc attended the event.

The PR agency presented the profile of the buyers attending the event to brief the Indian delegation before the arrival of the guests. The profile of the Indian suppliers was presented to the buyers/guests on their arrival. Individual high tables were provided to each member of ICPB for B2B meetings with buyers who moved from table to table.

An Indian gift from ICPB was presented to all the guests on concluding the event at all the 4 venues.
