



## INDIA CONVENTION PROMOTION BUREAU

UBM India Pvt. Ltd. organized the 25<sup>th</sup> Edition of SATTE from 31 January - 02 February 2018 at Pragati Maidan, Delhi. India Convention Promotion Bureau was the Supporting Partner for the event and bureau secretariat exhibit at booth number G76 amongst other Industry associations. The booth was three side open, well designed and attracted the visitors.

**Participation at the SATTE was very fruitful for ICPB in terms of the following observations:**

- **ICPB showcased presence as MICE Association amongst other associations** and was appreciated by the visitors. Few of them were not aware about the existence of such association working for MICE promotion in India.
- **ICPB met around 200 potential visitors (for membership)** from different segments of tourism industry. They were briefed about ICPB and provided with ICPB literature.
- **ICPB met with State Tourism Departments** of Gujarat, Rajasthan, Goa and Kerala for considering One Time Membership with ICPB. The state's tourism departments shared contact details of designated officers to be approached for one-time membership.
- **For ensuring maximum participation at ICPB Domestic Road Show Bengaluru**, visiting cards of tourism companies based in Bangalore were collected from Karnataka State pavilion.
- **Travel Trade Media Companies** interacted with ICPB at the booth and shared contact details. They were approached for allied membership of ICPB.
- **Travel Trade Institutions and students** also visited the ICPB Booth and gathered information about ICPB and training & placement with ICPB.

Further to above, a session on *'Marketing India as a competitive MICE destination'* was conducted for the first time in SATTE **on 31<sup>st</sup> January 2018**, followed by a panel discussion on *'How to overcome the challenges'*. The panel discussion was moderated by Mr. Rajeev Kohli, Joint Managing Director, Creative Travel and the panelists were ICPB Governing



**India Convention Promotion Bureau**

Sponsored by Ministry of Tourism, Government of India

Board Members including Mr. Sudeep Sarcar, Mr. Amit Saroj, Mr. Saurabh Bhargava and Ms. Madhu Dubey, Executive Director-ICPB. Bureau members were invited to attend the session and panel discussion.

ICPB, as Supporting Partner for the event, was projected good visibility via bureau logo placement on all promotional collaterals.

**Overall, ICPB's participation at SATTE was a rewarding experience for the Bureau.**