



INDIA CONVENTION PROMOTION BUREAU

The 26th edition of SATTE was organised by UBM India Pvt. Ltd. from 16th January – 18th January 2019 at India Expo Mart Limited, Greater Noida.

India Convention Promotion Bureau (ICPB) was the Supporting Partner for the event and bureau secretariat exhibit at booth number B-223 amongst other tourism industry stakeholders. The ICPB booth was well designed with ICPB branding and standees, showcasing MICE products offered by India.

During SATTE, ICPB interacted with around 200 participants including 46 potential organisations for membership. Further, Bureau interacted with exhibitors from State Tourism Development Corporations and ICPB Members. ICPB secretariat further interacted with Kerala Tourism stand partners (co-exhibitors) and informed them about the ICPB's flagship event 12th Conventions India Conclave 2019 at Kochi.

The secretariat has fruitful interactions with the foreign buyers who were interested in India for the MICE activities and wish to attend the upcoming events of ICPB specially the 12th CIC in 2019.

Meetings with Hotels, DMCs, PCOs, venues etc. (interested for ICPB membership) were carried out.

Overall, it was a fruitful interactive experience for ICPB.
