



INDIA CONVENTION PROMOTION BUREAU

SATTE REPORT

SATTE Participation of ICPB from 19-21 February 2025.

The 32nd edition of the annual networking event SATTE 2025 held on 19-21 February 2025 was attended by Mr. Anuj Wadhwa, Executive Director - ICPB, Ms. Kumud Sharma, Manager, Mr. Deepak Sahu, Accountant and Ms. Nida Durrani at Yashobhoomi, Sector 25 Dwarka, Dwarka, New Delhi, PIN 110061

India Convention Promotion Bureau participated at SATTE as Association Partner ICPB was allocated booth no. C202c of 3X2 sq. mtrs with two walls in hall no 2 for promoting the Bureau and B2B meetings.

This year main focus of participation was the membership drive.





During SATTE 2025, ICPB interacted with around 141 participants including potential organisations for membership (list is attached). Further, Bureau interacted with exhibitors from State Governments and industry stakeholders. ICPB has communicated all the potential organisations for considering their membership with ICPB.

ICPB hosted a MICE session on *"India's MICE Market - Prospects & Potential"* on February 19th, 2025, at the T3 Conference Hall, Hall No. 1, Yashobhoomi Dwarka, during SATTE. The session aimed to discuss and update the prospects and potential of the MICE industry, addressing various segments and exploring the necessary adaptations to meet emerging challenges.

The session was moderated by Mrs. Mugdha Sinha, IAS, Director General Tourism, Government of India & Chairperson ICPB and the panel comprised of the industry experts: -

- Mr. Chander Mansharamani, Vice Chairman ICPB & Managing Director, Alpcord Network
- Mr. K. B. Kachru, Chairman, Radisson Hotel Group and President, Hotel Association of India.
- Mr. Mohammad Ali, Director of Global Sales – India, Accor
- Mr Yogesh Mudras, MD Informa Markets India
- Mr. Hyung Phil Chung, CEO (BOD member) of KINEXIN Convention Management (Yashobhoomi-IICC Operating Company)







SATTE
South Asia's Leading Travel Show

19-21 February 2025
Yashobhoomi
(India International Convention & Expo Centre), New Delhi








SATTE CONFERENCE 2025

TOPIC **India's MICE Market - Prospects & Potential**

 **Hall 1, Yashobhoomi**

 **February 19th, 2025**

 **2:15 PM - 3:00 PM**



Mugdha Sinha IAS
Director General of Tourism,
Government of India



Yogesh Mudras
Managing Director,
Informa Markets - India



Chander Mansharamani
Managing Director,
Alpcord Network Travel &
Conferences Management Company



KB Kachru
Chairman - South Asia,
Radisson Hotel Group & President,
Hotel Association of India (HAI)



Mohammad Ali
Director of
Global Sales - India, Accor



Hyung Phil Chung
CEO (BoD member) of
KINEXIN Convention Management
(Yashobhoomi-IICC Operating Company)

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It was a heartening to see large participation of the industry and face to face B2B meetings.
