



## INDIA CONVENTION PROMOTION BUREAU

Room No.233A, Ashok Hotel, Chanakyapuri, New Delhi-110021

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### POST CONCLAVE REPORT

#### Conventions India Conclave - 2019

August 29 -31, 2019

Grand Hyatt Kochi Bolgatty, Kerala

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The 12<sup>th</sup> “Conventions India Conclave”, was successfully held from August 29 - 31, 2019 at Grand Hyatt Kochi Bolgatty, Kerala. The Conclave was supported by the Ministry of Tourism, Government of India with Kerala State Govt as the Host State.

**The theme of the Conclave was “Mapping the Sustainable MICE Future of India”.**

The Conclave provided an opportunity to interact with the Bureau’s members who are specialists in the organization of meetings and conventions and also other suppliers. This is a group that forms the backbone of any major event taking place in the country.

12<sup>th</sup> CIC was the right opportunity for participants from many different but related disciplines to interact, seek information and share experiences. Also, with the aim of strengthening the brand positioning of ‘Incredible India’ as a MICE destination, buyers from overseas attended the Conclave to meet with suppliers from India’s MICE industry and experience the product for themselves.

The three days Conclave was attended by over 350 participants from different segments of the industry including speakers, exhibitors, delegates, sponsors, students, media, conference planners from the domestic market and overseas.

The supporting partners were *Ministry of Tourism -Government of India, Kerala Tourism, Madhya Pradesh Tourism, Ergo Consulting, Pavilion & Interiors, Marriott Kochi, Grover Audio Visual Services, Bangalore International Exhibition Centre (BIEC), Spiceland Holidays, Viable Soft and Mahatma Mandir Convention & Exhibition Centre.*



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### Highlights:

#### Day-1- Thursday, the 29th August 2019

Day 1: Hosted Buyers arrived from all over India and abroad to attend the 12<sup>th</sup> Conventions India Conclave 2019. There was excitement in the air and keenness to interact and mingle with each other at the event. The registration counters were opened from 29<sup>th</sup> August 2019. All the exhibitors, delegates, buyers, media representatives and guests were provided with kit bags.





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**Boat Race – a traditional race using canoe boats which has a history from kingship period Sponsored by BIEC:**







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**Hotel Marriott, Kochi hosted 'Welcome Dinner' and cocktails.**

The ambience was conducive to unwind and get to know each other well. A perfect start for the next day's upcoming events:



**Hotel Marriott, Kochi**

Networking dinner hosted by Hotel Marriott, Kochi on 29<sup>th</sup> August 2019



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### Day-2- Friday, the 30th August 2019

The Chief Guest at the Inaugural Session was Sri Kadakampally Surendran, Hon'ble Minister of Tourism, Kerala. Inaugural session started with a colourful dance performance from Kerala and lighting of the lamp by all the dignitaries on the dias - Mr. Suman Billa, IAS - Chairman ICPB, Jt. Secretary Ministry of Tourism, Govt. of India, Mr. Kadakampally Surendran, Hon'ble Minister of Tourism Kerala, Ms. Rani George, IAS - Secretary Tourism Govt. of Kerala, Mr. P. Bala Kiran, IAS - Director Kerala Tourism and the Office Bearers of ICPB - Mr. Chander Mansharamani, Vice Chairman, Mr. Amaresh Tiwari, Honorary Secretary and Mr. Girish Kwatra, Honorary Treasurer.



*Cultural program at the Inauguration*





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Mr. Amaresh Tiwari, Hon. Secretary - ICPB delivered the opening remarks & gave an overview about ICPB activities, functioning & role in promoting India as a MICE destination. Additionally, he stated that MICE is heading for a major leap in the coming years with more than 10 new MICE venues coming up in various part of the country and existing venues will be expanded with additional space in the next 3 years.

Mr. Chander Mansharamani, Vice Chairman ICPB welcomed the guests and gave an overview on how India can be promoted as a preferred MICE destination.

Further, he stated that ICPB will be drawing a comprehensive marketing plan to make India as a 365-days MICE destination. He thanked Mr. Suman Billa & Ministry of Tourism for his support and assistance in meeting the long felt need for e-conference visa facility for private conference delegates, earlier available only for government & quasi government conferences.

Sri Kadakampally Surendran, Hon'ble Minister of Tourism, Kerala & other dignitaries on the dais lit the ceremonial lamp.





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At the outset, **Ms. Rani George, IAS - Secretary Tourism** Govt. of Kerala, in her address stated, Kerala is synonymous with leisure tourism and wellness packages. Kerala is on the world tourism map for these two products. However, now the state government is developing and focusing on MICE and adventure tourism as niche products.

The tourism policy of Kerala of 2017 focuses on Responsible Tourism to benefit the local community with sustainability and nature preservation as the corner stone of the policy. Currently, Kochi ranks 11<sup>th</sup> among India's MICE destinations (Delhi tops the list) but state government is hopeful of improving its position in the coming years.



**Mr. Suman Billa, IAS - Chairman ICPB**, Jt. Secretary Ministry of Tourism in his inaugural address stated that Tourism has potential to become an important engine of economic growth. He mentioned that according to the World Economic Forum report released in 2017, India jumped to 40<sup>th</sup> position from 65<sup>th</sup> position in 2013 on 'Travel and Tourism Competitiveness Index'. He also mentioned that



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India's ranking is on 3<sup>rd</sup> position (behind China and US) in 'Power and Performance Index' evaluated by the World Travel Tourism Council. He informed that Government of India is now focusing on increasing the Foreign Tourist Arrivals to 20 million by 2024 from 10 million at present.

Chairman, ICPB stressed that all tourism segments need to work towards the growth of India like FITs, Group travel, MICE etc. He mentioned that 90% conferences held in India are for less than 2000 delegates. India has adequate infrastructure to cater to such conferences and should focus on utilizing the existing infrastructure. Mr. Billa also mentioned that ICPB as a MICE national body needs state chapters (city and state specifically) for a country like India to bid for international conferences. The Ministry of Tourism, Govt. of India has also proposed to create a 'bidding fund' under Champion Sector Scheme with matching funds from state government to incentivize the industry.







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**Sri Kadakampally Surendran, Hon'ble Minister of Tourism, Kerala the chief guest of the event addressed the audience.**

He expressed his privilege of hosting the 12<sup>th</sup> CIC in Kerala & highlighted the importance to MICE business for state. He mentioned that Kerala is a prime tourist destination and CIC will provide the focal objective of creating new avenues of business development. MICE is the added attraction of state and has resulted increased business tourists with the coming of different segment of the industry to Kerala. He also stressed that State Chapter Kerala will act as fully functioning body to promote state as a MICE destination.



Mementos & Ponnada (Traditional way of expressing honor gratitude) were presented to the Chief Guest and other dignitaries present on the dais.

**Release of Mice Planner by Mr. Suman Billa, Chairman ICPB.** This planner will be a ready reference for any conference planner looking at India for their next event.



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Opening of the 2<sup>nd</sup> state chapter by Mr. Kadakampally Surendran, Hon'ble Minister of Tourism Kerala to promote Kerala in collaboration with all stake holders as a preferred MICE destination.





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**Mr. Senthil Gopinath, CEO - ICCA was the keynote Speaker** of the Conclave. At the outset, Mr. Gopinath stated that India is a powerhouse for MICE industry and Kerala can offer combination of nature and adventure to the meeting. Keeping in line with the theme of the conclave, he agrees that Sustainable MICE tourism is the need of hour. He said that 40% increase is expected in meetings in coming 4 years compared to other industries and India will become market leader in meetings.

Further, he presented the in-depth analysis of Indian MICE industry including top meeting cities, venue preferences, subjects of the meetings, no. of participants etc. He also spoke about the latest trends of the meeting industry with emphasis on bringing international meetings to any country, destination selection trends, key to future events, data, role of technology etc.



Vice Chairman ICPB presented memento to Mr. Senthil Gopinath as token of appreciation being keynote speaker for the program.





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### Hardtalk with Mr. Suman Billa, Jt Secretary Tourism Govt. of India & Ms. Rani George, Secretary (Tourism), Govt. of Kerala & Moderator - Mr. Senthil Gopinathan CEO ICCA:

The session gave an overview about marketing infrastructure developments in India & how India can be ready for the MICE segment.



The session started with Mr. Billa talking about creating an ecosystem where all the service provider of industry work together proactively and market the Indian infrastructure at domestic level first and then to international level. Mr. Billa spoke from the Central government level perspective whereas Ms. George spoke from the state perspective that Kerala is focusing on responsible tourism and local employment generation through MICE.



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**A presentation showcasing the facilities and experience offered by Kerala state, was made by Mr. Bala Kiran, IAS, Director Kerala Tourism.**



**The presentation focussed on the opportunities available in Kerala for MICE tourism.** 14% of International travel is for MICE tourism where India's share is about 2.8%. With 4 international airports, rail & road networks to major cities in India, intricate network of roads & canals to reach even the remote part of the country, Kerala has a fabulous connectivity through out the state.

### **Panel discussion: Kochi as an emerging MICE Destination**

Moderator- Mr. Girish Kwatra – Hony. Treasurer, ICPB

As an introduction, Mr. Kwatra gave a brief presentation on the strengths of Kochi as the MICE destination – good connectivity, Kochi as a government hub, medical



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hub and knowledge hub, sightseeing attractions, food and culture and also informed that Kochi Airport is the only airport in the world fully powered by solar energy. Thereafter he introduced the panellists.

The panelists were Mr. Mausam Bhattacharjee - Director of Sales and Marketing - Grand Hyatt Kochi Bolgatty, Mr. Sumeet Suri, General Manager - Kochi Marriot Hotel, Mr. G Rajesh, Managing Director - Ergo Consulting Services (India) Pvt. Ltd & Mr. Riyaz UC, Founder & Managing Director, Spiceland Holidays & Entertainment Pvt Ltd.



Iniating the conversation Mr. Mausam Bhattacharjee said, Grand Hyatt Bolgatty is one of its kind international MICE facility in Kochi and whole of Kerala and therefore is a game-changer for God's own Country. Director of Sales mentioned how Kochi has been able to host events up to the capacity of 9,000 delegates because of the facility in the last one year. The property offers one lakh sq.ft of indoor and outdoor space, excluding the 2.5 lakh sqft of the open parking area,





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which also can be used for expositions, etc. if required. The facility has also got three helipads and three boat jetties around the resort. In last one year, we have organised numerous conferences in Kochi. Even the Kerala government and tourism department are taking the initiative to attract more MICE to the state.

Mr. Sumeet Suri spoke about the facilities in Marriott Kochi and mentioned that there are 5 Marriott brand hotels in Kochi with 875 rooms, comprising 35% of the inventory. Marriott Kochi, said to be the most luxurious hotel in Kerala, has a rooftop helipad, 8 conference halls and 60,000 square feet of exquisite banquet space which can accommodate up to 5,000 guests.

Mr. Riyaz UC, Founder & Managing Director, Spiceland Holidays focused on Kochi as a destination rather than a MICE city due to the availability of good hotel infrastructure and sightseeing attractions like Munnar, Alleppy, Athirapully waterfalls etc.

Mr. G Rajesh, Managing Director, Ergo Consulting Services(India) Pvt. Ltd mentioned that Kochi has the ecosystem to grow further technologically. They already have best technology brands available in the world and are self sufficient in this domain.

Mr. Girish Kwatra, the Moderator elicited the above response of the panellists to his questions regarding MICE infrastructure, technology, support services, post tour attractions and ICCA ranking of Kochi. The session concluded with the Moderator summarizing that Kochi has the capability to be a leading MICE destination with all the essential components present in the city.

**The Panel Discussion was followed by inauguration of the exhibition by Sri Kadakampally Surendran, Hon'ble Minister of Tourism, Kerala.**



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### Inauguration of exhibition- Vembanad Ballroom



The following 54 organizations exhibited and showcased their MICE products during the event.

Sl. No.	Name of the Organisation	Stall No.
1	Alpcord Network Events & Conferences	A01 & A02
2	Hyderabad International Convention Centre	A03 & A04
3	IHG	A05 & A06
4	GIG Hospitality / LE Tours To India	A07
5	India Expo Centre & Mart	B01 & B02
6	ITC Hotels	B03
7	Elbon Conferences & Events	B04
8	Cholan Tours	B05
9	Abercrombie & Kent India Pvt Ltd	B06
10	Swosti Group(Hotels-Resorts-Travels-Education)	B07
11	I R C T C Ltd	B08
12	The Indian Hotels Company Limited	B09



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13	Meetings & Incentives World (A Division Of A.T. Seasons & Vacations Travel Pvt. Ltd.)	B010
14	India Trade Promotion Organisation	C02
15	Chime Tours Pvt Ltd	C03
16	Indebo	C04
17	Top Travel & Tours (P) Ltd.	C05
18	Kw Conferences	C06
19	The Coordinators	C07
20	India Convention Promotion Bureau	E05
21	Hyatt Hotels In India	E01 , E02, F01 & E02
22	Ministry Of Tourism	E03 & E04
23	India Tourism Development Corporation Ltd.	E06
24	Government Of Madhya Pradesh	E07
25	Government Of Kerala	E08 & E09
26	Bangalore International Exhibition Centre	E010
27	Mahatma Mandir Convention And Exhibition Centre	E011 & F011
28	Vythiri Village Resort	F03
29	Niraamaya Wellnes Retreats	F04
30	Raviz Hotels & Resorts	F05
31	Eastend Hotels & Resorts	F06
32	The Siena Village & Springdale Heritage	F07
33	The Travel Planners	F08
34	Sargaalaya Kerala Arts & Crafts Village, Iringal	F09
35	Viabesoft Solutions Pvt. Ltd.	F010
36	Grover Audio Visual Services	G01
37	Marriott International	G02 & H02
38	Camelot Hotel & Convention Centre	G03
39	Uds Group Of Hotels	G04
40	Abad Hotels & Resorts	G05
41	Contour Backwater Resort And Convention Center	G06
42	Intersight Tours & Travels	G07
43	CIAL Convention Centre	G08
44	Sun Business Machines Pvt. Ltd	G010
45	Pavilions And Interiors	G011
46	Ergo Consulting Services (India) Pvt. Ltd.	H01
47	Meetings & More	H03
48	Plan It ! Meetings & Conferences	H04
49	Clarks Exotica	H05





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50	Concept Conferences Pvt. Ltd.	H06
51	Marvel Conference & Events	H07
52	Meeting & Motivation Experts	H08
53	Travel Pals India	H09
54	Spiceland Holidays and Entertainments Pvt Ltd	H010 & H011

The day concluded with a Gala Dinner sponsored by Grand Hyatt Kochi Bolgatty and Cultural Program sponsored by Kerala Tourism.



### Day-3- 31st August 2019

The day started with Green Walk and sapling plantation & Ayurvedic Discourse by Dr. Vinod Varier to create awareness about the need to protect the environment and the importance of Ayurveda in our lives. There was an impressive turnout of about 70 participants. The walk was on a route within the venue of about 2 km.







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A Game of Golf was also organized for the participants at the CIAL Golf Club, Kochi. International and domestic golfers participating as buyers and exhibitors enjoyed the game at the golf course.



**Madhya Pradesh Tourism Board (MPTB) made a presentation on Minto Hall in Bhopal showcasing the MICE facilities available in the capital city. The presentation was delivered by Ms. Sonia Meena, IAS, Addl. MD, MPTB.**





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**Panel Discussion: `How india can double the number of international meetings to reach near top 10 destinations in the world.**

Moderator Mr. Ashish Gupta CEO – FAITH

The format of the panel discussion was in the nature of a debate with panelists speaking for and against the motion.

The panelists were Mr. Vinod Zutshi IAS, former Secretary, Ministry of Tourism; Mr. Yogesh Mudras, MD, Informa Markets; Mr. Deepak Haksar, Chairman CII Tourism Council; Mr. Chander Mansharamani, Vice Chairman ICPB.

In his opening remarks as moderator of the discussion, Mr. Gupta introduced the panelists and highlighted their rich experience and expertise in their respective fields.



Mr. Vinod Zutshi IAS, underlined the importance of domestic tourism, which has been steadily growing during the last 5 years. He stated that revenue from MICE is pegged at Rs. 38,000 Crores at present and to double the revenue, growth has to be 15% annually which is difficult. Mr. Zutshi advised to fix realistic and achievable targets.





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**Mr. Chander Mansharmani, Vice Chairman - ICPB**, was of the view that doubling the MICE figures in next 5 years is achievable and also it is possible to reach the position of top 10 MICE destination globally. This is possible with the support of states. The role of the state governments is important in bidding for international conferences for which ICPB has already opened 2 state chapters.

**Mr. Dipak Haksar, Chairman- CII Tourism Council**, expressed his view that MICE has huge potential for growth and is the future of tourism in India. He stated that MICE requires partnership with states, city guild, ICPB and Ministry of Tourism for taking the industry forward. All stakeholders must come together to make the destination exciting. Government and stakeholders involvement is essential that enables a successful event.

**Mr. Yogesh Mudras, MD, Informa Markets**; He informed that at present they organize 26 Trade Shows across the country and 40 conferences annually in 16 different verticals. He was of the view that face to face interactions together with technology will drive the exhibition industry. He further referred to new technology such as meeting scheduler technology which helps to create more focused meetings, supplier finder etc. He stated that while infrastructure is growing in India there is need for a more world class infrastructure to compete with countries like China.

Mr. Gupta, the Moderator concluded the session on an optimistic note emphasizing on the high yield from the MICE sector.

### **Presentation of Upcoming Venues:**

- **Bangalore International Exhibition Centre - Bengaluru**

Mr. Ubaid Ahmad - Sr. Director, BIEC made a presentation on the facilities at the convention centre.



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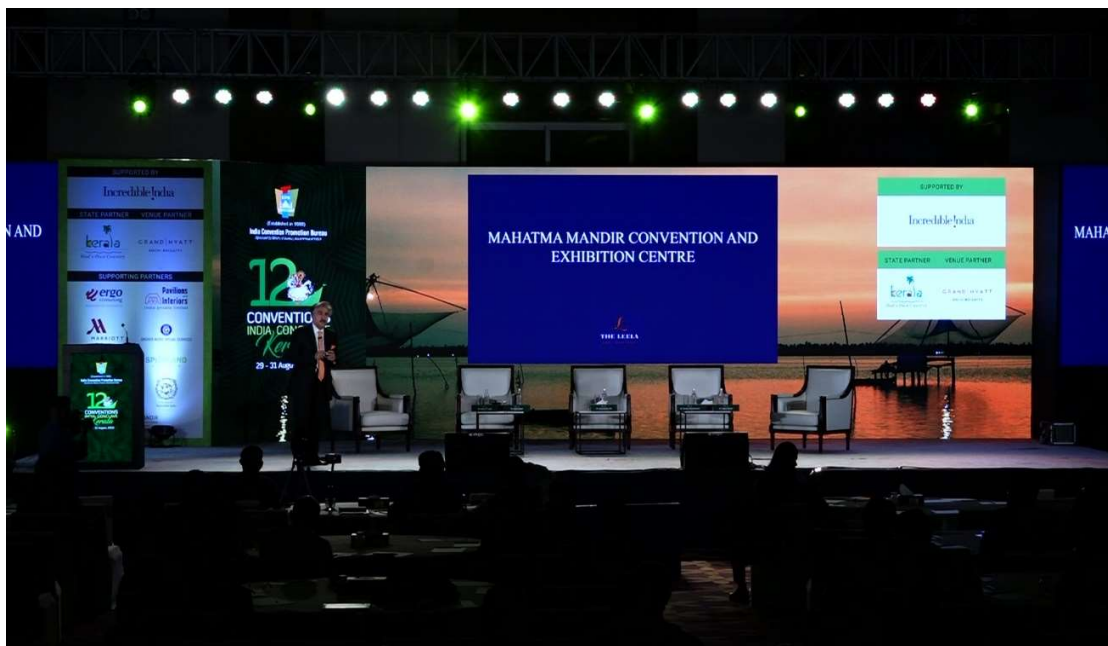
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- Mahatma Mandir Convention & Exhibition Centre - Ahmedabad

Mr. Jaideep Anand, Sr. Vice President from Leela Hotels, made a presentation on Mahatma Mandir Convention & Exhibition Centre at Ahmedabad.





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### Open Appointments:



### ICPB - Point of Convergence:

Moderator Mr. Amaresh Tiwari, Hony. Secretary ICPB

The panelists were Mr. Chander Mansharamani, Vice Chairman ICPB, Ms. Madhu Dubey, Executive Director; Mr. Girish Kwatra, Hony. Treasurer; Mr. Anuj Wadhwa, Governing Board member and Mr. Sejo Jose, Member- ICPB.

The panelist shared their perspective from their fields of expertise on the point of convergence in the MICE industry.





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### Valedictory Session:

A stand-up comedy session was organized for the participants at the event with Ms. Neeti Palta. The participants enjoyed the session.







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### Felicitation

The supporting partners for the Conclave were facilitated - *Ministry of Tourism - Government of India, Kerala Tourism, Madhya Pradesh Tourism, Ergo Consulting, Pavilion & Interiors, Marriott Kochi, Grover Audio Visual Services, Bangalore International Exhibition Centre (BIEC), Spiceland Holidays, Viable Soft and Mahatma Mandir Convention & Exhibition Centre.*

The mementoes as token of thanks, were given to the representatives from the organizations.





## INDIA CONVENTION PROMOTION BUREAU

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### Prizes through Lucky Draw:

Attractive prizes were won by the buyers through draw of lots. The winners were Ms. Reshma Kuttagulla, Mr. Arvind Shrivastav, Mr. Jerry Vaughan, Dr. Tilak Raj Raina, Mr. Tapojit Sur Roy and Major Aditi Mohan.







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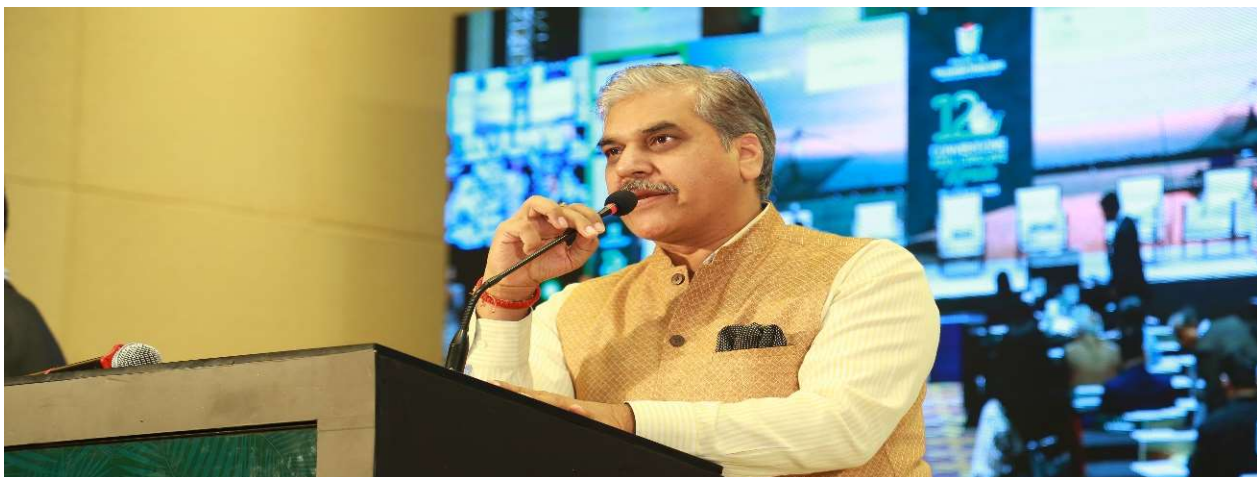
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Concluding remarks and vote of thanks was delivered by Mr. Amaresh Tiwari, Honorary Secretary ICPB.







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Mr. Amaresh Tiwari summarized the activities of the two days and thanked all the dignitaries, speakers, sponsors, buyers, exhibitors and all participants at the 12<sup>th</sup> CIC 2019. He further stated that we all need to work hard with unity and to take ICPB to new heights.

The 12<sup>th</sup>Conventions India Conclave 2019 was a learning experience for all the participants over 350 which included 112 domestic and international buyers. 67 industry organizations displayed their products to exhibitors, speakers and delegates. There were media personnel from 10 trade publications.

