

Message from the Nandini Chakravorty, IAS

Home Secretary & Tourism Secretary, Government of West Bengal



Dear MICE Industry Members,

It gives me immense pleasure to invite you to the Bengal MICE Conclave 2025, taking place from February 4-6 in Kolkata, where tradition meets innovation in creating extraordinary business experiences.

West Bengal stands at the intersection of opportunity and excellence. With three UNESCO World Heritage sites, seamless connectivity through 568 railway stations, three airports, and 15 state highways, West Bengal offers unmatched accessibility and cultural richness. Our strategic position as the gateway to South-East Asia and North-East India, coupled with our vibrant heritage and modern infrastructure, makes West Bengal an unmatched MICE investment destination.

The tourism sector's significant 12.6% contribution to our state GDP reflects our growing prominence in the industry. We have fostered this growth through substantial investments, with over INR 13,122 crore in public and private sector contributions from 2011-2025, generating more than 120,000 employment opportunities. This momentum continues with committed investments of over INR 4,400 crore for 32 luxury star-category hotels across West Bengal in FY 2025-26.

Our world-class MICE infrastructure showcases our commitment to excellence. In Kolkata, the magnificent Biswa Bangla Convention Centre offers over 17,000 sq.ft. of banquet area, accompanied with conference facilities which can seat 4000 people, complemented by the expansive Biswa Bangla Mela Prangan spanning 22 acres, and the state of the art Dhono Dhanyo Auditorium. These venues are supported by more than 3,000 star category hotel rooms in Kolkata alone. Beyond the capital, we're expanding our MICE footprint with Digha's scenic Dighashree Convention Centre and upcoming developments in Siliguri, creating diverse options for global events.

The three-day conclave will feature comprehensive B2B and B2G interactions, digital exhibition spaces, and networking opportunities. I am confident these seamless interactions will forge strong business alliances and lead to significant investment decisions.

As we say, "Bengal Means Business," and we are ready to welcome domestic and international investors to partner in our state's growth story. Join us in shaping the future of MICE tourism in West Bengal.

Looking forward to welcoming you to Kolkata.

Warm Regards

Nandini Chakravorty, IAS
Home Secretary & Tourism Secretary
Government of West Bengal



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Executive Director:

Mr. Anuj Wadhwa

From the Desk of Chander Mansharamani

Vice Chairman, India Convention Promotion
Bureau (ICPB)



Dear Industry Colleagues,

Greetings from the India Convention Promotion
Bureau!

We are delighted to welcome participants to the Bengal MICE Conclave, scheduled to take place from February 4–6, 2025, at ITC Royal Bengal and ITC Sonar, Kolkata, West Bengal. Organized in conjunction with the Bengal Global Business Summit (BGBS) 2025, and in collaboration with the Tourism Department, Government of West Bengal, this prestigious event is set to bring together key stakeholders from the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector.

The Bengal MICE Conclave offers an exceptional platform for networking, showcasing innovations, and exploring the future of the MICE industry in West Bengal. As one of South Asia's premier destinations, West Bengal boasts state-of-the-art convention centres, world-class infrastructure, vibrant cultural heritage, and renowned Indian hospitality—making it a prime choice for global MICE planners.

This conclave serves as a critical step in positioning West Bengal as an emerging MICE destination in South Asia. It aims to foster confidence among global event planners and encourage them to consider the state for their upcoming conferences and exhibitions.

We are confident that the Bengal MICE Conclave will provide fruitful business opportunities, renewed partnerships and exciting collaborations within the MICE community. ICPB invites you to join us in this transformative event that promises to reshape perceptions of MICE in West Bengal. Together, let us unlock the immense potential of this vibrant state as a global MICE destination.

Warm regards,

Chander Mansharamani

Vice Chairman, ICPB
Convention Chairman

From the desk of Sudeep Sarcar

Hon. Secretary, ICPB



Dear Industry Colleagues,

The Bengal MICE Conclave 2024, taking place alongside the Biswa Bangla Global Business Summit (BGBS), marks a pivotal moment in our collective efforts to position Kolkata as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). As Hon. Secretary of the India Convention Promotion Bureau (ICPB), I take immense pride in supporting this initiative, which aligns perfectly with ICPB's vision of driving MICE growth across India.

Kolkata, with its rich cultural heritage, modern infrastructure, and strategic connectivity, is not just a tourism hub but also a key center for business tourism. The city already hosts major exhibitions such as the India Foundry Exhibition, Kolkata Leather Fair, Plastics Exhibition, and other industry-focused trade shows, which bring in significant domestic and international business delegations. With a focused approach, we can further harness Kolkata's potential as a thriving hub for trade, investment, and high-impact business events.

Through the active involvement of ICPB and its members, we aim to strengthen Kolkata's position in the national and global MICE landscape by:

- Encouraging global and domestic organizers to bring large-scale exhibitions, conventions, and incentive programs to Kolkata.
- Enhancing industry collaborations to create a seamless and world-class MICE ecosystem.
- Facilitating government and private sector partnerships to boost investment in the city's MICE infrastructure.
- Positioning Kolkata as a business tourism powerhouse, leveraging existing events and attracting new sectors.

This conclave provides the perfect platform to engage in meaningful discussions, build synergies, and chart a roadmap for sustainable MICE growth in Kolkata and West Bengal. Let us work together to unlock new opportunities, drive economic impact, and elevate Kolkata's stature as a global MICE destination.

Looking forward to our collective success

Warm regards.

From the desk of Amit Saroj

Treasurer, ICPB



Dear Friends,

The Bengal MICE Conclave, which will prove to be a catalyst for Collaboration and Growth, is a groundbreaking initiative that exemplifies the collaboration between State Governments and the India Convention Promotion Bureau (ICPB). It underscores the expanding footprint of the MICE sector across India, extending beyond traditional hubs like Delhi-NCR.

With venues like Biswa Bangla Convention Centre and a range of hotels catering to all segments, Kolkata stands out as the epicentre for MICE in Eastern India. This conclave creates a robust platform for buyers and suppliers to connect, conduct business, and leverage government-supported initiatives to drive growth in the coming years.

Warm regards.

From the desk of Anuj Wadhwa

Executive Director, ICPB



Dear Industry Colleagues,

The Bengal MICE Conclave, a flagship event for the MICE industry, is a significant milestone in our endeavour to position West Bengal as a leading MICE destination on the global stage.

The conclave aims to unite industry leaders, experts, and stakeholders from across the country to explore and harness the immense potential of West Bengal's MICE sector. At the Bengal MICE Conclave, attendees will experience a mix of engaging panel discussions, expert-led sessions, and exclusive showcases of the region's finest MICE offerings. This event presents a unique opportunity to connect with top industry professionals, gain insights into the latest trends, and explore potential business collaborations.

I look forward to welcoming you to Kolkata in February and am confident that the Bengal MICE Conclave will be a resounding success, paving the way for new opportunities and partnerships in the MICE sector.

Warm regards.

MICE facilities in *West Bengal*

West Bengal, a state rich in cultural heritage and economic vitality, is rapidly emerging as a preferred destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). Its strategic location, modern infrastructure, and diverse offerings make it an ideal choice for business and leisure travellers alike. Here's an overview of its standout MICE facilities:

Biswa Bangla Convention Centre

Nestled in the vibrant city of Kolkata, home to the iconic Howrah Bridge, the Biswa Bangla Convention Centre in New Town, West Bengal, India, stands as a beacon MICE tourism. Developed by the West Bengal Housing Infrastructure Development Corporation (HIDCO) and inaugurated in 2017, this state-of-the-art facility was designed to attract and accommodate a diverse array of events, from intimate gatherings to large-scale conferences.

Strategically located near the renowned Jatragacchi Bridge, the Biswa Bangla Convention Centre is your ideal venue for hosting an array of social and cultural events. Whether you're planning close-knit celebrations, pre-wedding festivities, or cultural programs, this versatile space offers the perfect setting. The centre boasts a variety of facilities, including a main auditorium with a seating capacity of 3,200 (of which 3,000 seats are available for public use, with 200 reserved for HIDCO), two mini auditoriums each seating 400 guests, four elegant banquet halls, a cafeteria, an art gallery, a spacious pre-function area, and a beautifully decorated atrium.

The banquet halls are tastefully adorned with classic



Why Choose West Bengal for MICE?

1. **World-Class Infrastructure:** With venues like BBCC and Dhano Dhanyo Auditorium, the state offers top-tier facilities for events of all scales.
2. **Cultural Richness:** The blend of traditional and modern experiences enhances the appeal of hosting events in the state.
3. **Connectivity:** Excellent air, rail, and road connectivity ensure easy access to the region from across the globe.
4. **Hospitality:** Renowned for its warm hospitality, West Bengal offers a wide range of accommodations, from luxury hotels to boutique properties.

furnishings and contemporary décor, creating an elegant ambiance for any occasion. These versatile spaces can accommodate anywhere from fewer than a hundred to over a thousand guests, depending on the specific hall. The Biswa Bangla Convention Centre offers a sophisticated atmosphere with thoughtfully designed seating arrangements, ensuring comfort and style for all attendees.

Dhano Dhanyo Auditorium

An architectural marvel located in Kolkata, the Dhano Dhanyo Auditorium is a symbol of West Bengal's commitment to sustainable development and cultural expression. Designed with modern aesthetics, the venue offers a blend of eco-friendly construction and world-class amenities. Its state-of-the-art acoustics and seating capacity make it a versatile space for hosting corporate gatherings, cultural events, and seminars. The venue reflects the ethos of the region, blending modernity with a deep respect for tradition.

Paranyan Mela

Paranyan Mela, an initiative to promote local art, culture, and enterprise, has become a unique platform for MICE activities. Held annually in the heart of West Bengal, this event showcases the state's creative and entrepreneurial spirit. The mela

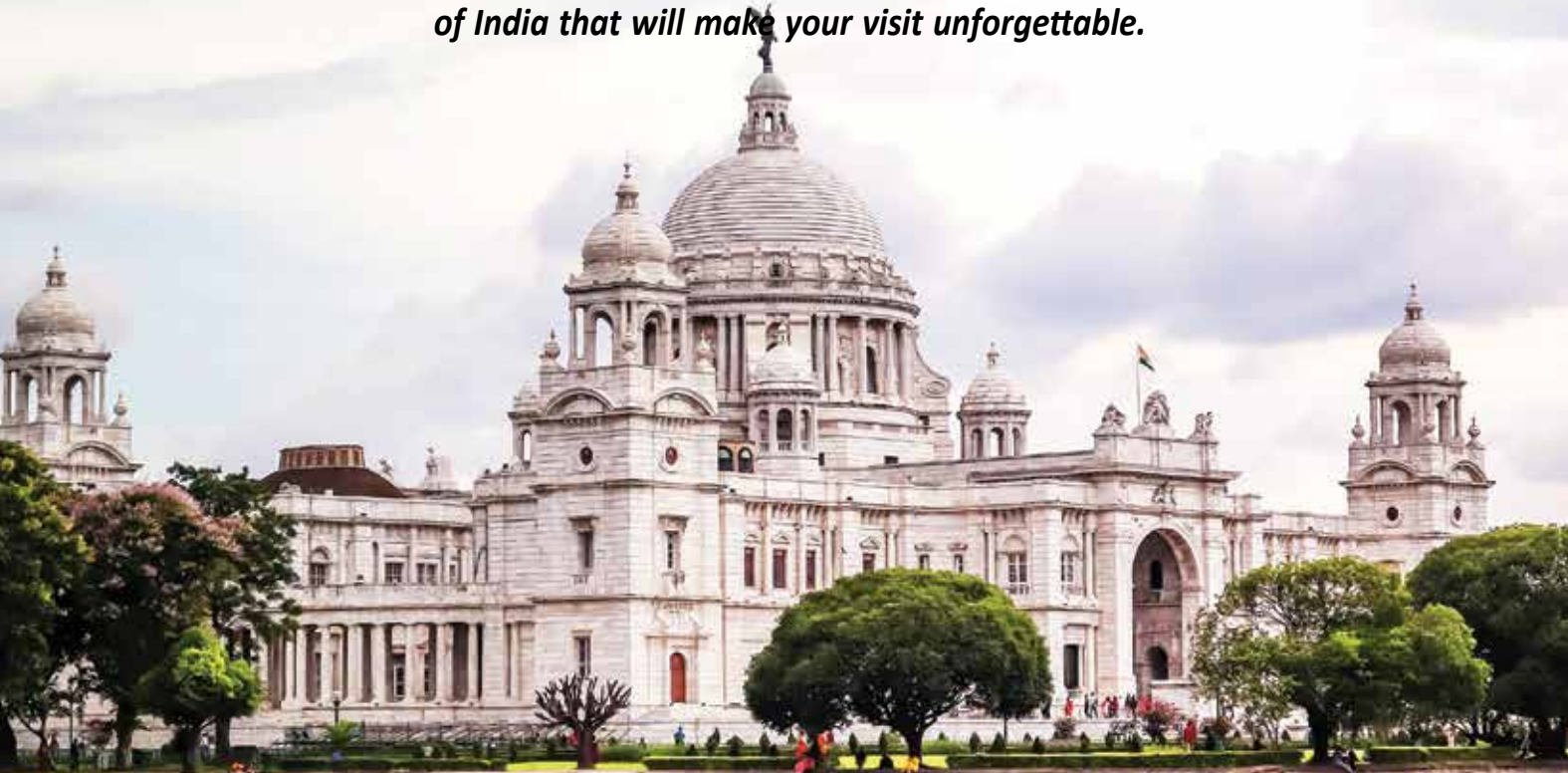


provides a vibrant setting for networking, exhibitions, and workshops, attracting a mix of business leaders, artisans, and policymakers. Its inclusive atmosphere and focus on sustainability align with global trends in responsible tourism and event management.

West Bengal's MICE capabilities underscore its ambition to position itself as a leading global destination for business and cultural exchanges. With a unique mix of innovation, tradition, and world-class facilities, the state is set to captivate the world's attention.

10 Must-Do Things in Kolkata: A Journey through Culture, Cuisine, and Charm

Kolkata, often referred to as the 'City of Joy', is a city where heritage meets modernity, and every street corner tells a story. From its colonial architecture to its vibrant festivals, Kolkata offers a unique blend of experiences that captivate travellers from across the globe. Here's a curated list of '10 must-do things' in this cultural capital of India that will make your visit unforgettable.



1. Marvel at the Victoria Memorial

Begin your journey by visiting the Victoria Memorial, an architectural marvel made of white marble, dedicated to Queen Victoria. Surrounded by lush gardens, this iconic landmark houses a museum showcasing colonial artifacts and offers a glimpse into Kolkata's regal past.

2. Take a Heritage Tram Ride

Kolkata is the only city in India where trams are still operational, offering a nostalgic journey through its historic streets. Hop on a tram for a slow-paced ride that takes you through the heart of the city, providing a window into its old-world charm.

3. Explore Kumartuli: The Idol Makers' Village

Kumartuli, the artisan district, is where the magic of Durga Puja begins. Witness skilled artisans crafting magnificent clay idols of Goddess Durga and other deities. A visit here is a celebration of craftsmanship and devotion.



4. Savor Authentic Bengali Cuisine

Indulge in the rich flavours of Bengali cuisine at iconic eateries like '6 Ballygunge Place' or 'Oh! Calcutta'. Don't miss delicacies like 'Shorshe Ilish (Hilsa in mustard sauce)', 'Kosha



Mangsho (spicy mutton curry),' and desserts like 'Rasgulla' and 'Mishti Doi (sweet yogurt)'.

5. Stroll Along the Iconic Howrah Bridge

A trip to Kolkata is incomplete without a walk across the Howrah Bridge, an engineering marvel and the lifeline of the city. Witness the bustling life around the bridge and enjoy the serene views of the Hooghly River.

6. Visit the Indian Museum

The Indian Museum, established in 1814, is the oldest and one of the largest museums in India. It boasts an extensive collection of artifacts ranging from ancient sculptures and fossils to Mughal paintings, offering a fascinating journey through history and culture.

7. Spend an Evening at Princep Ghat

Located along the banks of the Hooghly River, Princep Ghat is a serene spot perfect for a relaxing evening. Enjoy a boat ride, savour local street food, or simply soak in the stunning views of



Bonus Experiences

- **Durga Puja Festivities:** If you're visiting during Durga Puja, immerse yourself in the grandeur of this festival, marked by elaborately decorated pandals, traditional music, and cultural performances.
- **Eco Park:** A sprawling urban park offering activities like boating, cycling, and even replicas of global wonders.

the Vidyasagar Setu lit up at night.

8. Shop at New Market and Park Street

For shopaholics, 'New Market' offers a treasure trove of traditional sarees, jewellery, and handicrafts. A walk along Park Street is equally exciting, with its vibrant nightlife, historic cafes, and a range of dining options to suit every palate.

9. Attend a Cultural Performance

Kolkata's love for art and culture is legendary. Catch a live performance at Rabindra Sadan or Kala Mandir, where you can experience traditional Bengali theatre, classical music, or dance performances that showcase the city's artistic legacy.

10. Visit Mother Teresa's Missionaries of Charity

Pay your respects at the 'Mother House', the global headquarters of the Missionaries of Charity, established by Mother Teresa. The peaceful site includes her tomb and a small museum that offers insight into her selfless service to humanity.

Governing Board Member Messages



Amaresh Tiwari

Immediate Past Vice Chairperson, ICPB

On the occasion of the First Bengal MICE Conclave, I extend my heartfelt congratulations to the organizers for this remarkable initiative. This event marks a significant step toward positioning Bengal as a premier MICE destination, leveraging its rich culture, heritage, and infrastructure. My best wishes for the success of this landmark event.



Jasmine Duggal

The Bengal MICE Conclave 2025 is set to transform Bengal into a shining beacon for global events. With its seamless blend of cultural heritage and cutting-edge infrastructure, This conclave brings value beyond borders, driving economic growth, fostering innovation, and putting India on the global MICE map. By spotlighting Bengal's unique strengths, it paves the way for a future where the state becomes a central hub for transformative collaborations and unforgettable experiences.



Vibha Bhatia

The collaboration between India Convention Promotion Bureau (ICPB) and the Indian Chamber of Commerce (ICC) for the Bengal MICE Conclave 2025 marks a pivotal step in shaping the future of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in India. This strategic partnership unites key stakeholders to drive innovation, unlock business opportunities, and elevate India's stature as a premier global MICE destination. ICPB is committed to fostering a stronger, more dynamic, and vibrant MICE ecosystem through this transformative initiative.



Ajay Vinayak

MICE plays a vital role in promoting economic growth, job creation, destination marketing, and knowledge sharing, offering a range of benefits for cities, businesses, and individuals, contributing to a vibrant and sustainable tourism industry. West Bengal

is developing as a destination for MICE tourism, which could enhance a seamless business ecosystem, strengthen industry-government collaboration, showcase Kolkata as a premier MICE destination with its long history and cultural background, to help stimulate local employment and supply chains and, increase tax revenues.



Tushar Kesharwani

The Bengal MICE Conclave is a platform focused on promoting and enhancing the MICE sector in Bengal. It brings together stakeholders from industries to discuss opportunities, innovations, and strategies for boosting MICE tourism in the region. ICPB along with Bengal Government aims to highlight Bengal's infrastructure, venues, and attractions for hosting national and international MICE events. It's great initiative which will highlight the MICE Power of East India.



Wg. Cdr. Jayendra Singh

Bengal MICE Conclave 2025 is a Golden opportunity for the Convention Industry stakeholders to meet Industry Leaders from the Product & Services Sectors to come together & network to improve efficiencies, grow together. Bengal has been a leading industry hub from British days. Conclave 2025 will be an occasion for the MICE industry to showcase their strengths. Most appreciable is the huge support by the West Bengal Govt & industry big wigs.



Dharmendra Kumar

Wishing the ICPB Bengal MICE Conclave great success in bringing together industry leaders, innovators, and stakeholders to showcase the immense potential of the MICE sector in Bengal. This conclave is a testament to the collaborative spirit and commitment to promoting India as a global destination for Meetings, Incentives, Conferences, and Exhibitions. May this event inspire new ideas, foster strong partnerships, and pave the way for a thriving future for MICE tourism in the region. Heartfelt congratulations to the organizers and participants for their dedication and vision.



Ashish Jagota

The upcoming conclave promises to be an engaging and immersive experience, featuring insightful sessions, exhibitions and meetings. This prestigious event will bring together esteemed industry experts including professional conference organizers, hotels, venues & destination management companies. Strategically located in Kolkata, the business and financial hub of eastern India. Bengal MICE conclave is poised to showcase the city's potential as a premier MICE destination. By leveraging its rich cultural heritage, burgeoning business opportunities and robust tourism infrastructure, Bengal is well-positioned to cement its status as a leading MICE destination in India.



Rajani Nair Deb

The Bengal Mice Conclave is a stellar partnership between the state of West Bengal and the India Convention Promotion Bureau. This convention will set the base for MICE initiatives to take root within the state and for the same to be fostered with growth in venues, and amplification of destination marketing. Knowledge exchange of winning global events will lead to developing West Bengal as a leading destination in South East Asia.

Happy to discover The Sweetest Part of India.



Raghav Khosla

The MICE industry in India is poised for exponential growth, driven by rapid infrastructure development, government initiatives, and the country's emergence as a global business hub. With world-class convention centers, increased corporate spending, and a booming digital economy, India is attracting major international events. The integration of AI, sustainable practices, and hybrid event formats is further revolutionizing the sector. As collaboration between stakeholders strengthens, India's MICE industry will not only contribute significantly to GDP but also position the nation as a premier destination for exhibitions, conferences, and business tourism in the years to come.



Mohammad Ali

I am delighted to support the Bengal MICE Conclave, a key initiative to position Bengal as a premier MICE destination. With its rich heritage, modern infrastructure, and strategic location, Bengal has immense potential for hosting world-class events. This conclave will bring industry leaders together, fostering collaborations and investment. It's a step towards enhancing business tourism and economic growth. Let's work collectively to make Bengal a thriving hub for MICE.

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ITC Royal Bengal and ITC Sonar

Nestled in the vibrant heart of Kolkata, ITC Royal Bengal and ITC Sonar epitomize luxury, grandeur, and sustainable hospitality. These two neighbouring properties, seamlessly connected yet distinct in their offerings, set the gold standard for world-class accommodations in the City of Joy.

ITC Royal Bengal, with its palatial architecture and opulent interiors, celebrates the cultural richness of Bengal. It offers 456 meticulously designed rooms and suites, including the regal Presidential and Grand Presidential Suites. The hotel boasts over 61,000 square feet of banquet space, making it one of India's largest venues for conferences, weddings, and events. Dining here is an experience in itself, with culinary masterpieces at Royal Vega (vegetarian fine dining), Ottimo (Italian cuisine), and Grand Market Pavilion, a global buffet

showcasing Bengal's rich culinary traditions.

ITC Sonar, a lush oasis in the bustling city, is a testament to ITC's commitment to sustainable luxury. Its 238 elegantly appointed rooms and suites, surrounded by sprawling water gardens, exude serenity and sophistication. Renowned for its banquet facilities, the hotel is a preferred destination for business events and social gatherings. Guests can indulge in an exquisite dining experience at Eden Pavilion, the all-day dining restaurant, or savour authentic Pan-Asian delicacies at Pan Asian.

Together, ITC Royal Bengal and ITC Sonar create an unparalleled luxury destination, blending timeless elegance with modern sophistication, perfect for leisure and business travellers alike.



Taj Kutir

Taj Kutir, nestled amidst the scenic beauty of the Taj Ganges, Varanasi, offers a unique blend of modern luxury and traditional charm. This exquisite property is designed to provide guests with a tranquil escape, complete with state-of-the-art amenities and exceptional hospitality.

Rooms

Taj Kutir features 72 well-appointed rooms, each designed with a perfect balance of comfort and aesthetics. The accommodations range from Deluxe Rooms with garden views to Premium Suites that boast luxurious interiors and a serene ambiance, offering a rejuvenating stay for every guest.

Banquets

For events and celebrations, Taj Kutir offers two spacious banquet halls, ideal for weddings, conferences, and social gatherings. The venues, equipped with modern audiovisual

facilities, can accommodate up to 500 guests, making them perfect for both intimate and grand events.

Restaurants

- Dining at Taj Kutir is a gastronomic delight, with options that cater to diverse tastes:
- The Garden Pavilion: An all-day dining restaurant serving an array of global and Indian cuisines.
- The Terrace Grill: A rooftop dining experience with live grills and breathtaking views.
- Kutir Lounge: A perfect spot to unwind with refreshing beverages and light snacks.
- With its impeccable service, serene surroundings, and modern facilities, Taj Kutir is a haven for travellers seeking a memorable stay in the lap of luxury.



Exploring the Growing MICE Facilities in West Bengal

West Bengal, known for its rich culture, history, and scenic beauty, is becoming an increasingly popular destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). With its strategic location, excellent infrastructure, and modern venues, the state offers a perfect mix of business opportunities and cultural experiences for MICE travelers. Here's a look at the key cities in West Bengal contributing to its rise as a MICE destination.

Kolkata: The MICE Hub of Eastern India

Kolkata, the capital city of West Bengal, is the leading MICE destination in the state. The city has several world-class venues, including:

- Biswa Bangla Convention Centre: One of India's largest convention centers, with seating for over 3,000 people.
- Eco Park and Swissotel Kolkata: These venues host corporate events, seminars, and exhibitions, offering excellent facilities and proximity to the airport.

Durgapur: An Emerging Industrial MICE Destination

Durgapur, known as West Bengal's industrial town, is becoming popular for hosting corporate events and industrial conferences. The city offers:

- The Peerless Inn and Fortune Park Pushpanjali: Modern hotels with conference halls and banquet facilities. Durgapur's proximity to industrial hubs and easy access to Kolkata make it a convenient choice for corporate events.

Siliguri: The Gateway to the Northeast

Siliguri, nestled in the foothills of the Himalayas, is growing as a MICE destination thanks to its strategic location as a gateway to the Northeast and Bhutan. Notable venues include:

- Savin Kingdom and Montana Vista: These venues are ideal for corporate events, workshops, and exhibitions.
- North Bengal Science Centre: A popular venue for exhibitions and educational events.

Darjeeling: A Picturesque Venue for MICE

Known for its tea gardens and stunning views, Darjeeling offers a peaceful setting for corporate retreats and incentive tours. Key venues include:

- Mayfair Darjeeling: A luxury resort with conference facilities and breathtaking Himalayan views.

Bolpur (Shantiniketan): Combining Heritage with MICE

Bolpur, home to Rabindranath Tagore's Shantiniketan, offers a unique mix of culture and modern venues. Resorts and boutique hotels provide ideal spaces for cultural conferences, academic workshops, and corporate events. The artistic atmosphere and rural charm make it a special destination for MICE.

West Bengal's expanding MICE facilities provide plenty of opportunities for businesses to combine work and leisure while experiencing the state's rich culture and natural beauty.

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