**Invitation to Bengal MICE Conclave 2025 – Hosted Buyer Program**

Dear Buyers,

Greetings from the India Convention Promotion Bureau (ICPB)!

India Convention Promotion Bureau (ICPB), an apex body to promote India as a premier MICE (Meetings, Incentives, Conferences & Exhibitions) destination.

In collaboration with the ***Indian Chamber of Commerce (ICC)*,** we are pleased to announce the ***Bengal MICE Conclave***, scheduled to take place from ***February 4–6, 2025***, **at ITC Royal Bengal / ITC Sonar, Kolkata.**

**Why Kolkata?**

Renowned as the business, commercial, and financial hub of eastern India, Kolkata also serves as a key gateway for the northeast Indian states, making it an ideal location for this prestigious event.

**About the Event**

The Bengal MICE Conclave will spotlight India’s immense potential as a MICE destination through engaging sessions, exhibitions, and pre-scheduled B2B meetings. As a conference organizer, this will be a unique opportunity to network with industry suppliers such as hotels, venues, professional conference organizers, DMCs, and more—helping you plan your upcoming meetings and events with ease.

We anticipate participation from **150–200 hosted buyers** across India and overseas, complemented by **50–70 exhibitors** representing key stakeholders, including PCOs, travel agents, and DMCs.

**Your Hosted Buyer Privileges**  
As a hosted buyer, you will enjoy:

* A return economy air ticket on a partner airline.
* Complimentary accommodation at a partner hotel with breakfast for two nights (February 4–6, 2025).
* Hosted meals during the program.
* Invitations to exclusive social and networking events.
* Complimentary airport transfers on an SIC basis.
* A chance to network with top decision-makers from the industry.
* The option to participate in post-event hosted tours.
* Fixed, mandatory business meetings scheduled over two event days (February 5–6, 2025).

**Eligibility Criteria**

To qualify as a hosted buyer, candidates must meet the following criteria:

* Hold purchasing authority or work in a decision-making role in their company.
* For associations: Must have organized at least three events in the last five years.
* For corporates: Must have organized at least three events in the last five years.

**Terms & Conditions**

* All interested buyers must undergo a qualification process.
* Final participation confirmation will be communicated via email.
* Attendance at all scheduled appointments and official functions is mandatory.

**Who Will You Meet?**  
You’ll interact with a wide range of industry experts, including:

* Professional Conference/Exhibition Organizers
* Hotels and Venues
* Destination Management Companies (DMCs)
* Service Providers
* Ground Handling Agencies

**Next Steps**

Kindly complete the **online registration form** through the link below to express your interest in participating as a hosted buyer at the Bengal MICE Conclave. There is no registration fee.

[**https://icpb.in/bengal/add\_Domestic.php**](https://icpb.in/bengal/add_Domestic.php)

If you are unable to participate, we encourage you to nominate a suitable team member who meets the selection criteria. ICPB will review the application and extend the invitation accordingly.

We look forward to welcoming you to the Bengal MICE Conclave 2025. Should you have any questions, please feel free to reach out.

Warm regards,

Secretariat

India Convention Promotion Bureau (ICPB)