**Invitation to Bengal MICE Conclave 2025 – A Premier Opportunity in India**

Dear Buyer.

Greetings from the India Convention Promotion Bureau (ICPB)!

We are pleased to announce the organization of the Bengal MICE Conclave 2025, scheduled to be held from **February 4–6, 2025**, at **ITC Royal Bengal / ITC Sonar, Kolkata**, in conjunction with the event **Bengal Global Business Summit (BGBS)**.

In collaboration with the **Indian Chamber of Commerce (ICC)**, the Bengal MICE Conclave aims to bring together key stakeholders in the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector for your future events in India.

**Why Kolkata?**

As the prime business, commercial, and financial hub of eastern India, Kolkata also serves as the gateway to the Northeast, making it a dynamic and strategic choice for hosting business events.

**Why Attend?**

The Bengal MICE Conclave offers a unique platform to network with leading industry suppliers, including hotels, venues, professional conference organizers, tour operators, and travel agents, to plan your next big event.

**The Event Features:**

* **Interactive sessions** on India's growing potential as a MICE destination.
* **Exhibitions** showcasing the latest in the industry.
* **B2B meetings** to connect with key decision-makers.

**What to Expect:**

We anticipate 150-200 hosted buyers from India and abroad, along with 50-70 exhibitors, including PCOs, DMCs, and service providers.

**Hosted Buyer Privileges:**

As a hosted buyer, you will enjoy the following benefits:

* **Reimbursement of airfare** (capped amounts apply; details below).
* **Complimentary accommodation** at a partner hotel, including breakfast (4th–6th February 2025). Arrival from 3rd Feb. 2025 and checked out on 6th Feb. 2025 or continuation for FAM Trip.
* Hosted meals as per the program.
* **Access to networking and social events.**
* Complimentary airport transfers (SIC basis).
* Mandatory business meetings across two event days (5th–6th February 2025).
* Opportunities to join **hosted post-tours details will follow**.

**Airfare Reimbursement Details:**

Reimbursement will be provided on an actual-cost basis or up to the specified capped amount, whichever is lower.

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| S.No. | Region | Amount in USD |
|  | USA | 950 |
|  | Australia | 1350 |
|  | New Zealand | 1800 |
|  | United Kingdom | 650 |
|  | Europe | 750 |
|  | South Asian Countries | 550 |

* Eligibility Criteria:

To qualify as a hosted buyer, you must:

* Hold purchasing authority or a decision-making role.
* For associations or corporations, have organized at least three events in the past five years.
* Have extensive experience in managing conferences, events, or exhibitions and show interest in hosting future events in India.

**Registration and Participation:**
A **non-refundable registration fee of USD 100** applies, payable upon confirmation of your selection.

Please note:

* Participation is subject to a qualification process, and selected buyers will receive a confirmation email.
* Attendance at all scheduled business meetings and official events is mandatory.
* Buyers are responsible for their visa, travel permits, and travel insurance.

**Who You Will Meet:**
Gain insights and services from:

* Professional Conference and Exhibition Organizers.
* Hotels and Venues.
* Destination Management Companies (DMCs).
* Ground-handling agencies and service providers.

**Register Now:**
Click the link below to access the registration form:
[Insert Registration Link]

Should you be unable to attend, we encourage you to nominate a qualified colleague from your team who meets the eligibility criteria. ICPB will extend an invitation upon your referral.

We eagerly look forward to welcoming you to Kolkata for the Bengal MICE Conclave 2025 —a unique opportunity to explore India as a leading MICE destination.

Warm regards,

Secretariat
India Convention Promotion Bureau