



(Established in 1988)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

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MEET THE NEW ICPB BOARD MEMBERS FOR TERM 2024-2026

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India Poised to Become the MICE Capital of the World: Union Minister Gajendra Singh Shekhawat



With a robust push from the government and growing collaboration with the private sector, India is rapidly cementing its position as a global hub for Meetings, Incentives, Conferences, and Exhibitions (MICE). This was the resounding message at the recently held 14th edition of the IEIA Open Seminar, organised by the Indian Exhibition Industry Association (IEIA)—the apex national body of the exhibition industry.

Inaugurating the two-day seminar themed “India: The Land of Exponential Growth”, Union Minister of Culture and Tourism Gajendra Singh Shekhawat highlighted the unprecedented infrastructure developments propelling India into the MICE spotlight.

“With state-of-the-art exhibition and convention centres now coming up in cities like Mumbai, Delhi, Hyderabad, Bangalore, Jaipur, and several Tier-2 destinations post-G20, India is standing at the threshold of strong possibilities. We are on track to becoming the MICE capital of the world,” said Mr Shekhawat.

He emphasized the need for strategic partnerships between government agencies and the private sector to bring global events to India. The Minister also underscored the transformative impact of India’s infrastructure boom since 2014—spanning over 150,000 km of roads, modernized railway stations, semi high-speed trains, inland waterways, and more than 150 operational airports—all of which are vital enablers for the MICE industry.



Scan the QR Code to visit the newly-launched Incredible India Website and treat yourself to a wealth of information on India.

ICPB Welcomes Shri M. R. Synrem as New Chairperson Joint Secretary, Ministry of Tourism, Government of India, Takes Charge

Shri M. R. Synrem, an officer of the Indian Administrative Service (IAS) from the 2002 batch (Assam-Meghalaya cadre), is currently serving as Joint Secretary in the Ministry of Tourism, Government of India.

Shri Synrem has held diverse positions in the Government of Meghalaya, across multiple sectors. Shri Synrem has contributed significantly demonstrated strong administrative acumen, having led key departments such as Information Technology & Communications, Transport, Urban Affairs, and Commerce & Industries. He has also served as Secretary, Health & Family Welfare, Mission Director of the National Health Mission (Meghalaya), and CEO of the Megha Health Insurance Scheme, where he played a crucial role in strengthening health systems and public service delivery in Meghalaya.

Since assuming charge as Joint Secretary in the Ministry of Tourism in January 2023, Shri Synrem has been instrumental in planning and implementing major infrastructure development initiatives such as the Swadesh Darshan 2.0, PRASHAD, and Challenge-Based Destination Development Schemes. His inter-agency responsibilities include coordination, Convergence with infrastructure departments, project monitoring, and ensuring alignment with Sustainable and inclusive development goals.

In the domain of international cooperation, Shri Synrem has led India's participation in major global tourism platforms, including UNWTO, BRICS, and G20, and has facilitated bilateral engagements and MoUs to promote inbound tourism, investment, and knowledge exchange.

As the head of the Administration Division in the Ministry of Tourism, he is human resource responsible infrastructure for procurement, functions, managing maintenance, IT systems, and parliamentary affairs. His responsibilities include handling establishment matters such as appointments, transfers, postings, promotions, retirements, and coordination with agencies like

UPSC, DOPT, and SSC.

Shri Synrem has also supervised the framing of Recruitment Rules, service record maintenance, pay fixation, MACP, leave, LTC, and training programs. Additionally, he has played a key role in Supporting the implementation of e-Governance and IT initiatives within the Ministry, and ensured effective coordination of all Parliament-related activities in liaison with the Lok Sabha/Rajya Sabha Secretariats and the Ministry of Parliamentary Affairs.

He actively engages with key industry stakeholders and associations to strengthen public-private collaboration and shape tourism policies. His leadership has supported India's presence in major international tourism exhibitions and trade fairs and driven domestic campaigns promoting inter and intra-state tourism in partnership with states and industry bodies contributing to increased tourism-driven economic activity and employment generation.

In October 2023, Mr. Synrem took additional charge as Managing Director of ITDC, alongside his role as Joint Secretary & Additional Director General in the Ministry of Tourism. Under his leadership, ITDC achieved a record turnover of ₹545 crore and profit before tax of ₹110 crore. Key initiatives during his tenure included the company's rebranding with a new tagline and mascot, and a strategic re-entry into the Duty-Free Shop business at airports. A notable achievement was the swift and successful setup of the Tent City at Mahakumbh 2025 in Prayagraj, which earned wide appreciation from both government authorities and the public.



India's Rise as a Global MICE Powerhouse: ICCA 2024 Highlights Growth, Opportunity & Global Impact

Dear Industry Colleagues,

India's potential as Global MICE destination is unlimited, thanks to its World class infrastructure, rich cultural heritage and strategic location. India has emerged as a preferred destination for Global and Regional Business Events. MICE tourism sector has seen a transformative growth.

India climbed the ICCA ranking at number 28 with 141 meetings at the Country level have also shown the improved city ranking.

In Asia Pacific India ranked 7th in the Region while Japan topped the list. Japan with 428 meetings, China with 249, Republic of Korea with 243, Australia with 227, Thailand with 158, Singapore.

MOMENTUM ACROSS BORDERS

At the country level, the United States remains the top-ranked country, followed by Italy, Spain, Germany, and the United Kingdoms.

Rank	Country/Territory	2024
1	U.S.A.	709
2	Italy	635
3	Spain	536
4	Germany	491
5	United Kingdom	481

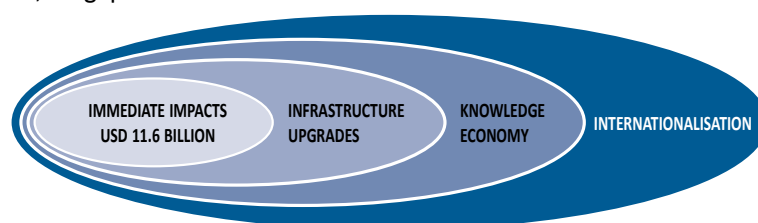
GLOBAL SUBJECT SECTOR PRIORITIES

By subject matter, Medical Sciences, Technology, and Science lead the way, followed by Industry and Education. These five sectors have remained in the top positions for over a decade.

	# of Meetings	% of 2024
Medical Science	2,463	17%
Technology	2,051	14%
Science	1,893	13%
Industry	905	6%
Education	896	6%

THE ECONOMIC VALUE OF INTERNATIONAL ASSOCIATION MEETINGS CAN'T BE OVERLOOKED

In 2024, global travel and tourism generated an economic impact of approximately USD 10.9 trillion, accounting for about 10% of global GDP, supporting around 357 million jobs worldwide. According to ICCA's 2024 data, international association meetings contributed USD 11.6 billion in immediate economic impact, a specialised yet important segment within the global tourism sector.



A PATTERN OF GROWTH

Over the past decade, the average meeting delegate spend has increased by 24% since 2015. This is a clear sign of the growing value of hosting meetings

Avg Expenditure per delegate per meeting in USD 24% GROWTH

INTERNATIONAL ASSOCIATION MEETINGS AT A GLANCE

In 2024, over 11,000 ICCA eligible international association meetings were recorded across all regions continues to lead, followed by Asia-Pacific and North America, with Latin America, Africa, and the Middle East contributing significantly. Each region brings distinct strengths and sectoral expertise reflecting a worldwide knowledge exchange ecosystem

EUROPE	56%
ASIA	18%
NORTH AMERICA	10%
LATIN AMERICA	8%
AFRICA	3%
MIDDLE EAST	2%
OCEANIR	3%

We in ICPB are quite confident with Ministry of Tourism taking the Membership of ICCA will definitely help to 4500 International Associations and 800 Govt. Organizations across the World to do the research and Bid for International Conferences.

Chander Mansharamani
Vice Chairman, ICPB



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Jammu & Kashmir

Where Business meets breathtaking Beauty Horizon

Once known solely for its unmatched natural beauty and romantic allure, Jammu & Kashmir is fast transforming into one of India's most promising MICE (Meetings, Incentives, Conferences, and Exhibitions) destinations. With its breathtaking landscapes, pleasant climate, excellent hospitality infrastructure, and growing air connectivity, the region is making a strong pitch to host corporate events, conventions, and incentive tours from across India and the world.

Nestled in the lap of the Himalayas, Kashmir Valley is often referred to as "Paradise on Earth." Snow-capped mountains, crystal-clear lakes like Dal and Nigeen, scenic meadows, and lush gardens provide a stunning and serene backdrop for business events. The fresh mountain air and tranquil surroundings offer delegates a unique opportunity to mix business with leisure, unlike any other destination in the country.

Perfect weather all year round

One of the key advantages Jammu & Kashmir offers as a MICE destination is its favorable weather. Summers are pleasantly cool compared to the sweltering heat in other parts of India, making it an attractive location for corporate offsites, incentive tours, and summer conclaves. Winters, on the other hand, turn the region into a snowy wonderland, ideal for high-end incentive travel and premium corporate gatherings. The picturesque surroundings and seasonal beauty add value to every event held here.

World-Class hospitality infrastructure

Over the past few years, Jammu & Kashmir has witnessed the emergence of several premium hotels and resorts, particularly in Srinagar, Gulmarg, Pahalgam, and Jammu. Renowned national and international hospitality brands such as The Lalit Grand Palace, Vivanta by Taj, Radisson Blu, ITC WelcomeHotel, Fortune Resorts, Lemon Tree, and RK Sarovar Portico, among others, have set up base here, offering state-of-the-art banquet and





conference facilities.

These hotels are fully equipped to handle corporate events of various scales — from board meetings and product launches to incentive retreats and residential conferences. Many of them offer dedicated event planners, high-speed connectivity, gourmet catering, and spectacular views that make every business meeting a memorable one.

Convention Venues: Spotlight on SKICC

At the forefront of J&K's MICE infrastructure is the iconic Sher-i-Kashmir International Conference Centre (SKICC), located on the banks of the Dal Lake in Srinagar. With a stunning view of the Zabarwan mountains, SKICC is not only the largest but also the most scenic convention venue in the

region. The centre boasts multiple halls with modern AV facilities, simultaneous interpretation systems, and the capacity to host over 1,000 delegates.

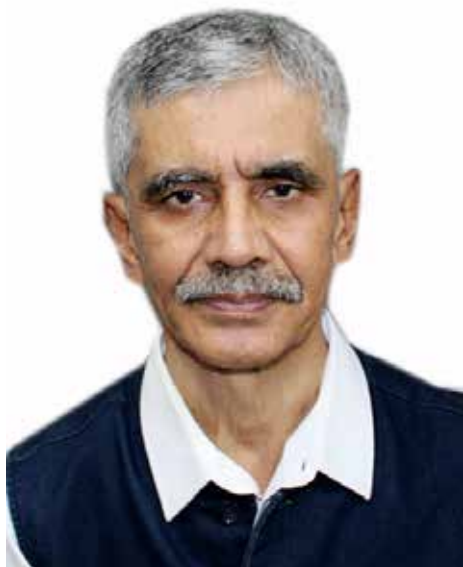
Apart from SKICC, venues like the Jammu Convention Centre and facilities offered by leading hotels provide additional options for organisers. The local government is also actively promoting the region for MICE tourism, offering attractive incentives and facilitating smooth event planning with security and logistical support.

With its rare blend of natural charm and modern amenities, Jammu & Kashmir is poised to become a MICE powerhouse in India, offering a truly experiential setting where business meets beauty. As more corporates seek destinations that inspire, engage, and elevate, this crown jewel of India is ready to take centre stage.



India's MICE Momentum

Realising the untapped potential & way forward



Insights from WG JS Nayal

Governing Board Member, ICPB

Current challenges and encouraging Developments

While the potential of MICE in India is enormous, the industry currently suffers from a fragmented approach. Stakeholders often operate in silos, lacking a holistic understanding of the MICE ecosystem. This leads to duplication of efforts and inefficient use of resources. Furthermore, the sector remains largely unorganised, with limited collaboration across players.

However, there are encouraging signs. Both Central and State Governments have recognised MICE as a high-yield segment and are investing in world-class infrastructure—modern convention centres, better connectivity, and partnerships with global organisers. Post-G20, India has showcased its ability to host large-scale events, but consistent efforts are needed to attract similar global gatherings.

A strategic push towards Global MICE leadership

To position India as a leading MICE destination, there is an urgent need for a central nodal agency like the India Convention Promotion Bureau (ICPB) to act as a unified voice and strategy body. A National MICE Strategy is essential, bringing together the collective experience of stakeholders under one umbrella. The Ministry of Tourism's recent participation in the ICCA Congress is a positive move towards international collaboration.

India must showcase its strengths—rich culture, heritage, and emerging Tier 2 and Tier 3 cities—alongside developing world-class digital and physical infrastructure. Marketing efforts, both by a national bureau and through Indian embassies abroad, need to be aggressive and consistent. A long-term MICE policy, sustainability focus, and coordinated efforts between government and private players will be crucial in scripting India's MICE success story.

Insights from Ashish Jagota

Governing Board Member, ICPB

Policy or infrastructural developments needed to elevate India's competitiveness in the global MICE arena

Policy Developments

- MICE-specific policies: Formulate policies tailored to the MICE industry, offering incentives to event organizers and venues.
- Visa facilitation: Streamline visa processes for international delegates to boost participation.
- Tax incentives: Provide tax benefits for MICE-related activities, including event hosting and infrastructure development.
- Regulatory framework: Establish a clear and supportive regulatory environment to encourage growth in the sector.

Infrastructural Developments

- World-class convention centres: Develop modern, tech-enabled centres with flexible layouts and large capacities.
- State-of-the-art venues: Invest in premium venues such as exhibition halls, auditoriums, and meeting spaces.
- Enhanced connectivity: Strengthen transport infrastructure—airports, hotels, and local transit—to ensure smooth delegate movement.
- Digital infrastructure: Build robust digital capabilities like high-speed internet and virtual platforms to enable seamless hybrid events.

Additional Initiatives

- Destination marketing: Launch targeted campaigns to promote India as a premier MICE destination.
- Event management support: Offer logistical assistance and bid support to MICE organisers.
- Industry-academia collaboration: Encourage partnerships to foster research and talent in the MICE domain.
- Sustainability focus: Promote eco-friendly practices like waste reduction and carbon footprint minimisation.

By implementing these initiatives, India can significantly strengthen its position in the global MICE landscape and attract more international events.





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MICE Pulse

India poised to become Global MICE Tourism Capital: Union Culture Minister



India is rapidly emerging as a global hub for MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism, said Union Culture Minister Gajendra Singh Shekhawat. Inaugurating a two-day seminar, he highlighted the surge in MICE infrastructure post-G20, especially in cities like Mumbai, Delhi, Hyderabad, Bengaluru, Jaipur, and even tier-2 towns, calling it a sign of India's readiness to lead this booming sector. MICE is the fastest-growing segment of Indian tourism, and we are on the brink of a major breakthrough," he noted.

Global MICE Market on Fast Track



The global MICE industry is experiencing robust growth as in-person engagements regain momentum post-pandemic. Businesses are doubling down on conferences, trade shows, and hybrid events to drive collaboration,

innovation, and brand visibility. Emerging economies with enhanced infrastructure—India among them—are becoming preferred destinations. Sectors like healthcare, tech, and entertainment are fuelling demand for venues, event tech, and planning services, making MICE a powerful driver of tourism and economic development.

Kerala pushes Wedding & MICE Tourism with August Conclave

Kerala is gearing up to spotlight its potential in the wedding and MICE segments with a three-day conclave from August 14–16. Organised by Kerala Travel Mart Society and the state

government, the event will kick off at Grand Hyatt, Bolgatty Island, followed by business sessions at Le Meridien, Kochi. The conclave aims to position Kerala as a premier destination aligning regional tourism with global MICE and wedding trends.



South Africa targets Indian Market with Weddings & Film Tourism

South African Tourism is intensifying its India focus with an eye on destination weddings, business events, and film-linked tourism. With world-class venues and strong trade partnerships, the country expects double-digit growth from India this year. "We're making South Africa the go-to destination for Indian travellers—whether for luxury, business, or adventure," said Neha Karmarkar, South African Tourism.



Kanpur to debut ultra-modern Convention Centre by June

Kanpur is set to unveil a state-of-the-art convention centre by early June. City Mayor Pramila Pandey recently inspected the under-construction site, emphasizing the project's alignment with national initiatives like 'Atmanirbhar Bharat' and 'Make in India'. Calling it a landmark development, the Mayor said the facility will be a model for Uttar Pradesh's urban and tourism growth.



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