



MEET ICPB BOARD MEMBERS FOR TERM 2024-2026

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ICPB charts a Strategic Roadmap to strengthen India's Global MICE position



The India Convention Promotion Bureau (ICPB) recently held an important interactive brainstorming meeting with its Chairman and members, marking a significant step towards strengthening the Bureau's role in positioning India as a leading global MICE destination. The session witnessed active participation from senior industry stakeholders, advisors, and members, who shared valuable suggestions and perspectives that will be duly incorporated into ICPB's future strategy.

A key highlight of the meeting was the presentation by Mr. Chander Mansharamani, Vice Chairman, ICPB, who provided an overview of ICPB's current standing and outlined a comprehensive five-year strategic roadmap. Emphasising the urgent need for stronger policy advocacy and structured action, he presented an action plan for 2026–27 aimed at improving ICPB's impact, visibility, and effectiveness in promoting India's convention and MICE business globally.

1. Economic Impact & Data Framework

A structured programme was proposed to measure MICE's economic contribution and strengthen advocacy with data.

2. Inter-Ministerial India MICE Board

The Bureau urged the Ministry of Tourism to establish an India MICE Board



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with industry and State participation for coordinated policy advocacy.

3. State & City Convention Bureaus

Formation of State and City bureaus was recommended to promote destinations, generate leads, and align marketing under ICPB.

4. Convention Promotion Transformation

ICPB called for expanding convention bureaus nationwide, positioning ICPB as the single-window contact for inbound MICE.

5. National Advisory Council & Flagship Meet in India Event

A National MICE Advisory Council and an annual flagship “Meet in India” event were proposed, supported by a national convention calendar and bidding fund.

6. Bidding Incentives & Corpus Fund

A dedicated corpus fund was suggested to support convention bidding and marketing, aligned with the MDA scheme.

7. Targeted Overseas Roadshows

Roadshows were proposed in key global cities with major association headquarters to engage international decision-makers.

8. Stronger Global Trade Show Presence

ICPB proposed larger, MICE-focused participation under the India Pavilion at five major global exhibitions, with Ministry support for branding and networking.

9. Professional Training & Certification

Joint training initiatives with global bodies like ICCA, MPI, IAPCO and SITE were proposed to raise industry standards.

10. MICE Media & Sub-Brand Strategy

ICPB recommended a focused Indian MICE sub-brand backed by exclusive media budgets for unified global communication.

Key Advisory Inputs and Member Suggestions

The meeting saw wide-ranging discussions and strong industry consensus on ICPB’s future direction.

- **Mr. Neeraj Dhawan** reinforced the need to move beyond token representation, highlighting that several Ministries of the Government of India are already working in a coordinated manner to promote “Bharat” globally. He noted that Ministries such

as Commerce and Industry are actively positioning India as a Partner Country at major international exhibitions. In this context, he suggested that the Ministry of Tourism should adopt a similar approach with larger, more impactful participation at global tourism and MICE platforms. He also assured that strong participation from Indian companies would not be a constraint.

- **Mr. Amaresh Tiwari** called for a clearer definition of the term “Convention,” whether it is limited to conferences or extends across the full MICE spectrum. He also stressed the need for formal recognition of the PCO category by the Ministry of Tourism. Additionally, he highlighted that institutional facilitation support at destination level—including cooperation from local authorities—remains limited and must be strengthened to enable seamless execution of large conventions and MICE events.
- **Mr. Ubaid Ahmad** emphasised that ICPB must think ambitiously and plan at scale, noting that discussions should not remain limited to conventions alone, as the broader MICE ecosystem also includes exhibitions. He stressed that India must “talk big” and position itself strongly in both conventions and exhibitions, reflecting its true capacity and global standing.
- **Mr. Ajay Vinayak** stressed that a time-bound roadmap is essential to ensure effective implementation, accountability, and measurable progress in ICPB’s initiatives.
- **Mr. Sanjeev Pasricha** noted that India must match competing destinations with stronger budgets, structured perception-building, and sustained global engagement. He expressed that the current level of proposed funding for MICE promotion would be inadequate compared to international competitors investing significantly higher and more focused budgets. He emphasised the importance of a clear, strategic plan to strengthen global confidence in India.
- **Mr. Amit Saroj** urged ICPB to narrow its focus to a few achievable objectives, reiterating that clarity of role, focused priorities, and time-bound execution are critical for delivering tangible outcomes.
- **Mr. Mohammad Ali** highlighted ICPB’s unique position as the “mother body” that can bring all



MICE associations—across conventions, exhibitions, incentives, and allied segments—under one common framework. He proposed that ICPB take a leadership role in collaboration with other industry bodies. He further reiterated that inbound MICE growth requires continuous engagement in key source markets through dedicated representatives or partners, rather than occasional roadshows or ad-hoc participation. He added that his contribution was guided by long-term national interest and the development of India's MICE sector.

- **Mr. Subhash Goyal** called for unity, coordination, and collective representation, noting that the current period represents a major global opportunity for India. He recommended developing and circulating a joint industry calendar well in advance to ensure better alignment among Government bodies, stakeholders, and industry events for the coming year.
- **Ms. Ritika Gupta** stated that the present period represents a very strong and favourable phase for India, noting that global interest in the country for conferences, events, and business engagements has never been higher. She further observed that India is increasingly competing with highly proactive destinations such as the Middle East (including Saudi Arabia) and South-east Asia (Thailand, Vietnam, and Singapore), all of which are actively seeking to attract global business events. In such a competitive environment, international organisers often look for visible Government support and facilitation, particularly when they do not have an established presence in India.
- **Wg. Cdr. (Retd.) Jayendra Singh Noyal** highlighted the need to adopt uniform industry-standard practices and appreciated the knowledge sessions conducted

by Mr. Amit Saroj. He emphasised that ICPB should focus on building two critical pillars: a centralised and credible database, and a strong knowledge base supported by regular training and information-sharing sessions.

- **Mr. Dharmendra Kumar** requested support in enrolling all State Tourism Development Corporations (STDCs) as one-time ICPB members through structured outreach. He suggested that a formal membership proposal be sent to identified States for their consideration.
- **Ms. Deepika Chowdhary** emphasised that the already-acquired "Meet in India" brand must be strategically leveraged across all international MICE platforms. She stressed that India's participation at global events such as IMEX must be well-prepared and visibly supported at the official level to maximise impact.

Chair's Strategic Three-Bucket Approach

The Chair proposed structuring ICPB's transformation through a clear three-bucket framework:

1. One-Year Action Plan (FY 2026)
2. One Flagship "Meet in India" Event Annually
3. Medium–Long Term Strategy (3–5 Years) focusing on ICPB's future role, structure, governance, and positioning as a true convention bureau.

Additional strategic suggestions included identifying 5–10 key policy interventions on visas, GST and incentives, leveraging Indian Embassies for MICE promotion, launching a dedicated campaign, and strengthening efforts to bring more State Governments on board.

The meeting concluded on a highly positive note, with members affirming their willingness to actively support ICPB's strategy formulation and implementation.



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

Delhi

India's Powerhouse MICE Destination

With world-class convention infrastructure, seamless connectivity and an unmatched hospitality ecosystem, Delhi continues to lead India's rise as a global MICE hub.

Delhi has steadily evolved into one of Asia's most compelling MICE destinations, combining the gravitas of a national capital with cutting-edge convention infrastructure and a mature hospitality ecosystem. As the political, diplomatic and commercial nerve centre of India, Delhi offers a natural advantage for hosting high-profile conferences, international summits, trade exhibitions and large-scale corporate events. Its strategic location, excellent air and rail connectivity, and strong government backing have further accelerated its MICE growth trajectory.

One of Delhi's biggest strengths lies in its vast inventory of hotels equipped with state-of-the-art convention and meeting facilities. From luxury brands such as Taj, ITC, Hyatt, Marriott, Accor and IHG to premium and mid-scale business hotels, the city offers thousands of rooms seamlessly integrated with ballrooms, breakout rooms and dedicated conference floors. This density allows organisers to host everything from intimate board meetings to multi-

thousand-delegate conventions within a compact urban radius. Add to this Delhi's experienced event management ecosystem, professional service providers and skilled workforce, and the city becomes a one-stop solution for MICE planners.

Yashobhoomi: Setting new global benchmarks

A game changer for Delhi's MICE landscape is Yashobhoomi, India's largest international convention and exhibition centre. Strategically located in Dwarka and directly connected to the airport via the Airport Express Metro, Yashobhoomi has been designed to compete with the world's best convention complexes. With expansive exhibition halls, a grand plenary hall, multiple meeting rooms and cutting-edge digital infrastructure, the venue is built to host mega global conventions, trade fairs and government-led international events. Its scale, sustainability features and integrated planning signal India's intent to be a serious global MICE contender.





Bharat Mandapam: A symbol of new India

Equally iconic is Bharat Mandapam, located at the redeveloped Pragati Maidan complex. Gaining international recognition after hosting the G20 Leaders' Summit, Bharat Mandapam represents a seamless blend of architectural excellence and functional brilliance. With vast exhibition areas, a world-class convention centre, advanced security systems and modern delegate facilities, it has repositioned central Delhi as a premium venue for global diplomacy, business summits and exhibitions. Its central location ensures easy access to hotels, cultural landmarks and transport hubs.

Delhi - a diverse portfolio of MICE Venues

Beyond these flagship venues, Delhi offers a diverse range of MICE spaces that cater to different scales and formats. Pragati Maidan's exhibition halls continue to host some of India's largest trade shows, while hotels across Aerocity, Connaught Place, South Delhi and NCR provide purpose-built convention floors for corporate and association events. Cultural venues, heritage properties and specialised auditoriums add further flexibility, allowing planners to curate unique experiences alongside formal meetings.

Beyond Business: The complete delegate experience

What truly sets Delhi apart is its ability to combine

business with rich experiential value. Delegates can explore centuries of history, vibrant markets, world-class dining and curated cultural experiences, all within close proximity. This blend of commerce, culture and connectivity makes Delhi not just a venue, but a destination in its own right.

Delhi: The Tourism Capital of India

Delhi, the political capital of one of the world's largest democracies, has always occupied a prominent place in Indian history. It is a city which can trace its origins back to at least 1000 BC, when it was the capital of the Pandavas and was called Indraprastha. Down the ages, the city passed from the hands of the Rajputs to the Sultans of the slave dynasty and then back to the Sayyeds, the Lodhis and the Tughlaqs before it was wrested by the Mughals. It stayed with them till the British colonized India and made Delhi the capital of their kingdom in 1911.

A city which lives in the old and the new, Delhi today manages to effortlessly straddle the chasm that separates the traditional from the modern. A microcosm of the diversity and contradictions that is India, it is a perfect starting point for venturing into the heartland of North India, or the incredible Himalayas. If you want a taste of what is India, then head to Delhi and discover the incredible beauty of the country.

MICE Industry Update

ITC Hotels to build premium Convention-focused hotel near Yashobhoomi



ITC Hotels has secured a long-term land lease at Yashobhoomi to develop a premium 5-star hotel with extensive banquet and culinary spaces. The project aims to enhance Yashobhoomi's appeal as a world-class MICE destination and support large-scale conventions and meetings. This strategic move is expected to bring more global events and business tourism to the capital's rapidly growing MICE ecosystem.

Exhicon to manage seven major Trade Fairs across India

EXHICON

Exhicon Events Media Solutions Ltd has secured full management

roles for seven upcoming trade fairs across India in January 2026. This expanded mandate highlights the company's growing footprint in organising and executing large-scale exhibitions and conferences nationwide. The development comes amid rising demand for professional event management and reflects broader growth in India's exhibition and trade fair segments, underscoring confidence in the MICE market's prospects.

Gulmarg Convention Centre boosts Tourism & MICE prospects



The newly inaugurated Gulmarg Convention Centre in Jammu & Kashmir aims to position the famed hill resort as a major destination for international conferences, MICE events and cultural gatherings. Unveiled by Chief Minister Omar Abdullah, the ₹21 crore facility built by NBCC is expected to enhance tourism and create opportunities for local businesses and youth. Officials highlighted plans to link it with broader promotional networks to attract global events and boost visitor experiences in the region.

Jaipur's JECC aims to become India's MICE Powerhouse

The Jaipur Exhibition & Convention Centre (JECC), managed in partnership with Accor & Novotel Jaipur Convention Centre,



has unveiled its ambitious vision for 2026 as a premier MICE, exhibition and luxury weddings destination. The integrated complex is positioning itself to host large-format business events and marquee lifestyle occasions, with the capacity to welcome up to 18,000 guests across expansive halls and outdoor spaces. This development strengthens Jaipur's appeal as a growing hub for business tourism beyond metro centres.

ICPB conducts high-impact Training Programme to strengthen Sales & Marketing excellence in the MICE Industry



The India Convention Promotion Bureau (ICPB) successfully organised a high-impact, full-day ICPB Training Programme aimed at strengthening sales, marketing and business execution capabilities across India's growing MICE and Professional Conference Organiser (PCO) ecosystem.

The exclusive programme brought together senior industry leaders, PCOs, destination management companies, hotels, venues and ICPB members for an in-depth exploration of modern sales science, strategic marketing, financial optimisation and execution frameworks relevant to the evolving MICE landscape.

The session was led by Mr. Amit Saroj, Industry Expert from IA Meetings and Member of the ICPB Training Programme Committee, who guided participants through a highly interactive, hands-on learning experience, bridging the gap between strategy and on-ground execution.

Focus on Practical Sales & Marketing Excellence

The training revisited core fundamentals of selling and marketing while emphasising the role of momentum, clarity, alignment, ownership and review mechanisms in driving sales performance. Participants gained insights into understanding the PCO mindset, identifying and qualifying lead sources through research, digital platforms, referrals, databases and industry networking, and applying structured execution models to convert leads into confirmed business. The programme also



highlighted the effective use of CRM systems, digital tools and AI-based platforms for pipeline management and informed decision-making.

Emphasis on Financial Optimisation & Sustainable Growth

A dedicated module on financial discipline was introduced, focusing on revenue and cost management, cash flow tracking, MIS, budgeting and growth metrics, along with strategies for repeat business, new market entry and portfolio scaling. Participants also worked on developing structured marketing roadmaps, defining team structures, budgets, technology deployment and ROI measurement frameworks, enabling them to build scalable, financially sustainable and results-driven business models.

The programme witnessed enthusiastic participation from senior management, sales heads and marketing professionals representing PCOs, hotels, venues and destination organisations.



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