

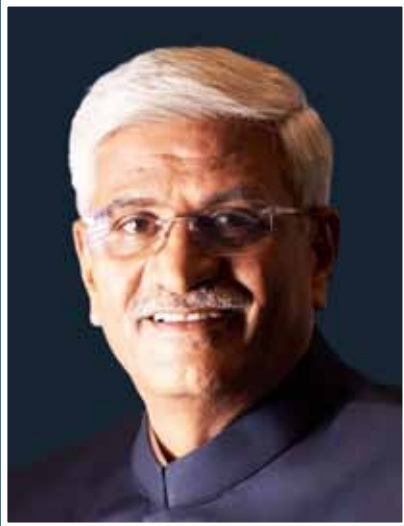


(Established in 1988)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

Volume I • Issue I • JULY 2024 • 08 Pages



ICPB welcomes New Tourism Minister

Shri Gajender Singh Shekhawat took over the charge of the Culture and Tourism Ministries on June 10, 2024, in Delhi. A consecutive two-time Member of Parliament from Jodhpur, Rajasthan, the honourable Minister has previously served as the Jal Shakti Minister in the Modi cabinet. Upon assuming his new role, the Minister emphasized his commitment to contributing to the vision of a Viksit Bharat.

He outlined an ambitious vision for India's cultural and tourism sectors. Emphasizing the transition from India to Bharat, Shekhawat underlined the commitment to shedding colonial legacies and reinstating India's rich cultural heritage. Expressing his pride and humility, the honourable Minister highlighted the ministry's role in preserving, protecting, and promoting the vibrancy of Bharateeyata both domestically and globally.

Message CHAIRPERSON

Dear Industry Colleagues,

The success of last year's G20 Summit has thrust India into the global spotlight, establishing our nation as a premier destination for Meetings, Incentives, Conventions, and Exhibitions (MICE). India caters to every interest: spiritual journeys, wellness retreats, cultural heritage sites, vibrant communities, diverse culinary experiences, breathtaking natural trails, adventure tourism, rural authenticity, luxury travel, unique stays, romantic wedding destinations, and top-notch MICE venues. Modern architecture, cultural festivals and culinary diversity further enrich our offerings.



India's MICE industry has made significant strides with infrastructure like the YashoBhoomi Convention Centre in Delhi, the Bharat Mandapam at Pragati Maidan, the Jio World Convention Centre in Mumbai and other State of the art facilities in many other cities such as JECC in Rajasthan, HICC in Hyderabad etc., positioning India as a leading global hub for business events. The Ministry of Tourism's strategic steps include a National Strategy and Roadmap, the India MICE Board, MICE roadshows, and the 'Meet in India' campaign. India is also an ideal wedding destination, leveraging natural beauty and cultural heritage. The first 'Wed in India' expo at Rambagh Palace, Jaipur, marked a significant milestone in promoting wedding tourism.

Post-COVID, travellers seek unique and authentic experiences. They yearn for new discoveries, safety, security, ease of travel, local cuisines, rituals, and enriching experiences. To leverage our vast potential, we must strategically segment our offerings and target the right markets while maintaining sustainability. Conducting a thorough market analysis is crucial to understanding diverse client needs, guiding us in creating a tailored tourism asset bank showcasing each city's potential.

Together, we can elevate India's profile as a premier global destination for MICE.

Warm regards,

Manisha Saxena, IAS

Director General, Ministry of Tourism
 Chairperson, India Convention Promotion Bureau



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ICPB BOARD MEMBERS

Chairperson:

Manisha Saxena: IAS,
Director General (Tourism)

Vice Chairman:

Amaresh Tiwari

Hon. Secretary:

Chander Mansharamani

Hon. Treasurer:

Saurabh Bhargava

Governing Board Members:

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Sudeep Sarcar

Ubaid Ahmad

Ajay Vinayak

Riyaz U.C.

Mohd. Ali

Raghav Khosla

Nimit Soni

Co-opted Members:

Amit Saroj

Ashish Jagota

Naveen Kundu

Executive Director:

Anuj Wadhwa

Benefits of becoming an ICPB Member –

- Increased exposure and opportunities for Business Networking by providing 100+ leads.
- Assistance available for submitting international Bid to bring International Conferences to India.
- Assistance offered for availing different schemes being provided by MoT such as MDA (Marketing Development Assistance Scheme) etc.
- Enhancing Professional Skills through various Training Programs.
- Free listing on ICPB's website and promotion through ICPB Social Media offerings, member's directory, etc.
- Participation in the ICPB events such as CIC, Road Shows, FAM trips etc. and getting opportunity for showcasing products / services to the clients across the world and also networking with potential buyers at nominal cost.
- Become a part of decision making by contributing your inputs for submission of proposals to the Ministry of Tourism, Government of India.
- Use of the ICPB logo (after prior permission from Secretariat).
- Stand eligible to be recommended by ICPB for organising Conferences in India.
- Allied Members can avail Networking and Promotion opportunities amongst the bureau's entire membership.

ICPB MEMBERSHIP

Come & be a part of India's biggest MICE Association

Get **50% OFF** on Admission Fee

HURRY NOW!

Contact: +91 97110 05997, +91 99100 22115

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Message

VICE CHAIRMAN



Dear ICPB Members,

India is one of the fastest growing economies of the world. If the trend continues for the next 6-7 years, India will become the third

largest world economy. Events such as the G-20 Summit created world class infrastructure across our country as we demonstrated our capabilities to organise international events in every state and Union Territory of India. ICPB has been pushing for an exclusive MICE brand – Meet In India, which will further enhance the demand for MICE in India.

Meanwhile, ICPB is happy to announce the joining of Smt. Manisha Saxena, IAS and DG Tourism as our new Chairperson. We have taken a few pivotal steps towards promoting India as a MICE destination starting with identifying the MICE areas in the country. Convention India Conclave 2024, which is the flagship event of ICPB is being planned in coming months and we would be soon announcing more details. This year, we would also be hosting a few FAM trips for our members, showcasing MICE Venues in India to them. We already have requests from few prominent states.

ICPB is also looking at starting CCS – Certified Conferences Specialist Programme, which we plan to launch in the coming six months.

Through the forum of this MICE PULSE, we hope to give a voice and platform to ICPB Members to highlight their achievements, share their successes and voice their concerns. We look forward to hearing your feedback on the same.

Amaresh Tiwari
Vice Chairman, ICPB

Message

HON. SECRETARY



Dear Friends,

I am glad to connect with you all through the platform of MICE Pulse. In my role as Hon. Secretary ICPB, my aim is to work in close association with the Ministry of Tourism to make India “A Preferred Destination” in all national and international MICE Events and also to empower ICPB members with more knowledge and resources at their disposal. In times to come, ICPB is looking forward to Skill Development Training Programs for its Members to enhance their skills to international standards.

India today is very lucrative MICE destinations with addition of some world-class venues such as Bharat Mandapam, Yash Bhoomi Convention Centre, the Nita Mukesh Ambani Convention Centre, HICC and Luxury Hotels like Taj, Marriott, Accor, ITC Groups with large Convention facilities and many more. Thus, the potential is huge and ICPB aims to play an instrumental role in positioning the MICE segment of India on a global platform.

Chander Mansharamani
Hon. Secretary, ICPB

Message

HON. TREASURER



Dear Friends,

All of us in the industry recognizes the important role played by associations such as the India Convention and Promotion Bureau (ICPB), formed under the auspices of the Ministry of Tourism, as the working bodies which help formulating national policies and growing MICE in the country. The growing MICE segment offers increased business opportunities and global exposure for all of us in the industry. The increasing number of conferences, incentives, seminars and exhibitions is not only increasing the number of attendees but also significantly increasing the revenue. In view of this growth, ICPB is eagerly waiting to partner with the industry to attract a number of international events. This joint effort is expected to elevate India further as a leading MICE destination and contribute to both the growth and success of the hospitality industry.

Saurabh Bhargava
Hon. Treasurer, ICPB



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India Convention Promotion Bureau
(Chartered by Ministry of Tourism, Government of India)

ICPB's participation at IMEX Frankfurt a huge success

The India Convention Promotion Bureau (ICPB) participated at the IMEX Frankfurt from 14-16 May 2024. The event witnessed 3059 Hosted Buyers from 84 Countries. A delegation from Ministry of Tourism lead by Shri M.R. Synrem IAS, Joint Secretary, MoT, Government of India and MD, India Tourism Development Corporation Ltd. ICPB delegation comprised Amaresh Tiwari, Vice Chairman, Chander Mansharamani, Hon. Secretary; Saurabh Bhargava, Hon. Treasurer and Anuj Wadhwa, Executive Director along with many other ICPB Members. The event was also attended by other industry colleagues from the Travel Trade.

IMEX Frankfurt is an event where the global meetings, events and incentive travel industry comes together annually for the largest tradeshow, one of its kind in Europe. This is one event where 3800 plus global meeting planners connect with 2900 suppliers from across the world, building powerful working relationships to create better events, meetings and experiences.

The highlights of the event were-

- Number of Hosted Buyers – 3059 from 84 Countries
- Number of Buyers attendees – 824 from 67 Countries
- Number of Exhibiting Companies – 2900 representing 150 Countries



Indian companies participating at IMEX Frankfurt –

1. Ministry of Tourism – Government of India
2. India Convention Promotion Bureau
3. Geanis Holidays Private Limited
4. Alpcord Network Travel & Conference Management Company
5. Ovation India DMC (MCI Gets India Pvt. Ltd.)
6. Meetings and More
7. Discover India Tours Pvt. Ltd.
8. Novotel Jaipur Exhibition & Convention Centre
9. Hilton & Hilton Garden Inn Bengaluru, Embassy Manyata Business Park
10. Concept Conferences Pvt. Ltd.
11. Minar Travels (India) Pvt. Ltd. (Elbon Conferences & Events Pvt. Ltd.)
12. Travel Zone Varanasi
13. Erco Travels
14. Vacation Expert

ICPB Office Bearers meet new Tourism Minister

The India Convention Promotion Bureau (ICPB) office bearers met Hon'ble Tourism Minister Shri Gajendra Singh Shekhawat to congratulate him on his new role and discuss the future of the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry in India.

Leading the delegation was ICPB Amaresh Tiwari, Vice Chairman along with Chander Mansharamani, Hon. Secretary; Saurabh Bhargava, Hon. Treasurer and Anuj Wadhwa, Executive Director briefed Minister Shekhawat on the bureau's activities and its important role in promoting MICE tourism. They expressed their confidence in his dynamic leadership to significantly enhance India's MICE tourism landscape.

ICPB will soon present a detailed presentation to the Ministry of Tourism, outlining comprehensive strategies to attract global MICE events to India. They believe that with Minister's support will bring a substantial growth in various MICE segments and make India a top MICE destination.



Smt. Manisha Saxena IAS takes over as ICPB Chairperson

The India Convention Promotion Bureau (ICPB) held a meeting on April 26, 2024 welcoming Smt. Manisha Saxena IAS, DG, Ministry of Tourism, Government of India as the new Chairperson. The Board Meeting was well-attended by many senior ICPB Board Members, who shared valuable inputs on making the association more proactive. Amaresh Tiwari, Vice Chairman along with Chander Mansharamani, Hon. Secretary welcomed the new Chairperson and shared their future plans for ICPB activities. Saurabh Bhargava, Hon. Treasurer rounded off the meeting while new Anuj Wadhwa, Executive Director took stock of what the future plan of action needs to be. Smt. Manisha Saxena also interacted with the industry stake holders **"Open house session"** on the same day.





Capt. Swadesh Kumar

As a founder member and Vice Chair of ICPB for five terms over ten years, I have witnessed the organization navigate through challenging times and emerge stronger.

I salute the current leadership for their efforts in making ICPB relevant and effective in promoting the MICE segment in India.

The intriguing tale of Birth of ICPB

In the mid-1980s, the conference industry in India was dominated by a few large tour operators and travel agents, most of whom were members of the International Conferences and Convention Association (ICCA). The ICCA played a pivotal role in the industry, and new entrants like us faced significant challenges in gaining membership. Existing ICCA members often created barriers, preventing new players from joining and limiting the industry's growth and inclusivity.

Recognising this issue, the then Director General of Tourism, Mr. Ramesh Chandra, took a visionary step to democratise the industry. He proposed the creation of the India Convention Promotion Bureau (ICPB) to promote conference and convention business inclusively. Thus, on May 16, 1988, the ICPB was established with 22 founding members from the industry. Mr. Ramesh Chandra led the initiative, with Mr. S.P. Dutt from Air India serving as the Vice Chair. I had the honour of being an Executive Committee Member from its inception.

To enhance its scope and effectiveness, the ICPB later included the Incentive segment in its charter, transforming it into a comprehensive MICE (Meetings, Incentives, Conferences, and Exhibitions) promotion organization.

During the mid-1980s and early 1990s, tour operators and travel agents, operating as Destination Management Companies (DMCs), were successfully promoting conferences and conventions. However, Professional Conference Organizers (PCOs) were dissatisfied as there was no dedicated segment for them within the ICPB, denying them active membership. Addressing this oversight, the ICPB amended its constitution in 2009 to include PCOs, recognising them as a crucial industry segment. This move was both timely and necessary.

As a founder member and Vice Chair of ICPB for five terms over ten years, I have witnessed the organization navigate through challenging times and emerge stronger. I salute the current leadership for their efforts in making ICPB relevant and effective in promoting the MICE segment in India. While much has been achieved, there is still more to be done. My best wishes to the team for their continued success.

New ICPB Members for financial year 2024-25

Active Members

- Shikhar Travels India Pvt. Ltd. (DMC)
- Khyaath Design Holidays (DMC)
- Meety Events Private Limited (PCO)
- EASY TRIP Planners Limited (PCO)

- CS Direct Events & Exhibitions Pvt. Ltd.
- ERCO Travels Pvt. Ltd.
- IRCTC

Allied Member

- Candid India

ITC Hotel Group expands in Rajasthan with Mementos Jaipur

ITC Hotel Group has opened Mementos by ITC Hotels, Jaipur - its second Mementos property in India. Spread across an area of over 8 acres, the



magnificent property features 64 exquisitely designed suites and villas as part of its phase one opening. As a wedding destination, this property has versatile meetings, banquets, and events space Jalsa Mahal, Jalsa Bagh and Shahi Bagh exuding opulence with

towering ceilings and grand chandeliers. The soon to open 'Kebabs & Kurries', an exclusive Indian restaurant stands as a testament to the culinary excellence perfected over years of research by the renowned chefs of ITC Hotels.

Courtyard By Marriott debuts in Goa

Courtyard by Marriott has announced the opening of Courtyard by Marriott Goa Colva, marking the debut of the Courtyard by Marriott brand in the



state. Strategically located in one of the most popular parts of Goa, known for its white sand beaches, susegad lifestyle and Indo-Portuguese architecture, this 91-room hotel is an embodiment of the all things Goan.

IHCL opens new hotel in Thimphu, Bhutan



Indian Hotels Company (IHCL), India's largest hospitality company, has announced its expansion into Bhutan with the signing of an 83-key hotel in Thimphu. This new property will be rebranded as part of the IHCL SeleQtions portfolio. The hotel will feature enhanced interiors and a variety of dining options, including an all-day dining restaurant and bar, as well as a rooftop restaurant.

AVIATION UPDATE

- IndiGo has announced new routes connecting Durgapur with the cities of Bhubaneswar, Bagdogra, and Guwahati, starting from August 30, 2024.

- Starting July 2, 2024, SalamAir will operate two weekly flights on Tuesdays and Thursdays to New Delhi.

- Virgin Atlantic is launching a new direct route between Toronto Pearson International Airport (YYZ) and London Heathrow (LHR) starting March 30, 2025.

- LOT Polish Airlines will operate flights between Warsaw and Innsbruck from 29 November 2024 to 28 March 2025.

- Air India has launched a direct daily service between Vijayawada and Mumbai enhancing their network connectivity in Andhra Pradesh.

- IndiGo announces direct flights from Bengaluru to Jabalpur and Nashik starting September 1, 2024.

- Akasa Air is now operating daily flight operations between Mumbai and Riyadh.



2023 ICCA Business Analytics Report

As the world continues to shift towards “the next normal,” ICCA presents the latest edition of the ICCA Country and City Rankings for the year 2023. ICCA’s research team reviewed all the meetings submitted by its members, resulting in a report that includes more than 10,000 meetings that took place in calendar year 2023. The research team’s findings included the welcome addition of an Asia Pacific destination into the year’s top five spots. This highlights the positive ways in which the region has made strides to return to a sense of normalcy in the years following the pandemic. With the continuing improvement of these statistics in the region — and an overall positive movement for the meetings and events space in a post-Covid world — ICCA is confident the trend will continue to follow an upward trajectory. Here’s a look at some of the findings of the Report -

Worldwide Ranking		
Number of meetings per country/territory		
Rank	Country	#Meetings In-person 2023
1	U.S.A.	690
2	Italy	553
3	Spain	505
4	France	472
5	Germany	463
6	United Kingdom	425
7	Japan	363
8	Netherlands	304
9	Portugal	303
10	Canada	259
11	Republic of Korea	252
12	Sweden	227
13	Australia	219
14	Austria	203
15	Belgium	202
16	Greece	190
17	Poland	179
18	China-P.R.	170
19	Czech Republic	157
20	Brazil	156
21	Singapore	152
22	Switzerland	152
23	Norway	151
24	Finland	149
25	Argentina	145
26	Thailand	143
27	Mexico	136
28	Ireland	135
29	Denmark	133
30	India	123
31	Turkey	119
32	Chinese Taipei	106
33	Malaysia	104
34	Colombia	103
35	South Africa	98
36	United Arab Emirates	92
37	Croatia	86
38	Hungary	84
39	Chile	77
40	Indonesia	68

Asia Pacific Ranking		
Number of meetings per country/territory		
Rank	Country	#Meetings In-person 2023
1	Japan	363
2	Republic of Korea	252
3	Australia	219
4	China-P.R.	170
5	Singapore	152
6	Thailand	143
7	India	123
8	Chinese Taipei	106
9	Malaysia	104
10	Indonesia	68

Editorial Board

- Mr. Amaresh Tiwari
- Mr. Chander Mansharamani
- Mr. Saurabh Bhargava
- Mr. Anuj Wadhwa
- Ms. Kumud Sharma

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