



(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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Northeast India: An Emerging Gem in the MICE Landscape

M.R. Synrem, IAS
Chairperson, ICPB



The Northeast region of India, with its breathtaking natural beauty, rich cultural heritage, and rapidly improving infrastructure, is steadily emerging as a promising MICE (Meetings, Incentives, Conferences, and Exhibitions) destination. This transformation is not only a testament to the region's untapped potential but also a reflection of the Government of India's focused efforts on inclusive and sustainable tourism development.

States like Assam, Meghalaya, Manipur, and Nagaland are now home to modern convention centers, high-quality hotels, and enhanced connectivity, making them viable venues for national and international events. With its unique blend of tradition and modernity, the Northeast offers delegates and event organizers an experience that goes far beyond the conference room — from community-led tourism to eco-conscious experiences and cultural immersion.

At ICPB, we recognize the strategic importance of diversifying India's MICE map beyond metros. The Northeast holds immense potential, and by investing in capacity building, strengthening local MSMEs, and fostering collaborations with state tourism boards, we aim to position this region as a key contributor to India's MICE growth story.

We look forward to continued partnerships with stakeholders across the Northeast to ensure that this beautiful region takes its rightful place on the global MICE stage.



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

Empowering MSMEs to Fuel India's MICE and Tourism Growth



Dear Industry Colleagues,

India's emergence as a leading MICE destination is not merely the result of world-class venues or the increasing number of international conferences—it is fundamentally driven by the countless MSMEs that work tirelessly behind the scenes. From logistics and lighting to sound, stage, DMCs, and decorators, these enterprises are the unsung heroes forming the backbone of every successful event.

To truly unlock India's full MICE potential, it is imperative that we build a cohesive and collaborative ecosystem for these MSMEs. Creating integrated platforms that foster partnerships, launching targeted skill development programs, enabling access to government support, and promoting technology-driven solutions will go a long way in strengthening the supply chain. This is particularly vital in Tier II and III cities, where talent is abundant but opportunities are still catching up. Empowering MSMEs in these regions can be truly transformative.

It is high time we recognise that the success of India's MICE sector will only be as strong as the MSME ecosystem that supports it. Our focus must now shift to empowering, aligning, and amplifying these businesses—not as an afterthought, but as a core strategy. Because when MSMEs thrive, the entire MICE industry flourishes.

Chander Mansharamani
Vice Chairman, ICPB

MICE Pulse

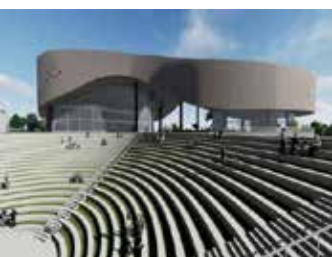
India's first wedding & MICE Conclave to be held in Kochi



Kerala Tourism, in partnership with the Kerala Travel Mart Society, will host India's inaugural Wedding and MICE Conclave in Kochi from August 14 to 16. Tourism Minister Mohammed Riyas said the conclave will serve as a premier B2B networking platform to catalyse

tourism growth in the state. With industry leaders expected to attend, the event aims to showcase Kerala as a one-stop destination for weddings and corporate gatherings, aligning with the state's integrated tourism development goals.

₹252 Cr international Convention Centre planned in Kolhapur



The Public Works Department has floated a tender to appoint a project management consultant for Kolhapur's upcoming ₹252 crore International Convention Centre. Spread across 2 lakh sq m near Rajaram Lake, the venue will house an auditorium, banquet hall, amphitheatre, art gallery, and a 2,000-seat capacity. With ₹50 crore already

sanctioned, Shiv Sena MLA Rajesh Kshirsagar assured timely completion within 30 months. The centre will cater to corporate events and cultural functions across Maharashtra and beyond.

Omar Abdullah urges unified push to revive J&K's Tourism glory



J&K Chief Minister Omar Abdullah called for a united effort to restore the region's status as India's premier tourist destination. Speaking at the 'Jammu and Kashmir Tourism Revival Dialogue' at SKICC, Srinagar, organised by FICCI and J&K Tourism Department, he emphasized stakeholder cooperation to elevate visitor experiences and boost tourism. The government is focused on new initiatives aimed

at reviving the sector while maintaining J&K's unique cultural and natural allure for domestic and international travellers.

Sri Lanka to hold MICE Roadshows in Hyderabad, Bengaluru

To boost MICE tourism from India, the Sri Lanka Convention Bureau (SLCB), with the Deputy High Commission in Chennai, will host two roadshows and networking evenings in Hyderabad and Bengaluru on July 1 and 3, respectively. Hosted at Taj Krishna and Taj West End, the events aim to deepen ties with Indian travel agents. India remains Sri Lanka's largest source market, contributing over 204,000 visitors between January and May 2025, out of 1 million total arrivals.



Goa to focus on MICE, spiritual, sports and wellness tourism: CM Sawant

Goa will make efforts to promote MICE (meetings, incentives, conferences, and exhibitions), as well as spiritual, sports-based, and wellness tourism in the coastal state, Chief Minister Pramod Sawant has said. Chairing an inter-departmental meeting with key stakeholders and representatives from the sector at the secretariat, he said the state government has taken a serious note of the concerns raised by the tourism industry.



Visa reforms key to unlocking India's \$100 Bn MICE Tourism potential

India is on track to become a global MICE powerhouse, targeting \$100 billion in industry revenue by 2030. Backed by the Ministry of Tourism's 'Incredible India' campaign and strong private-sector collaboration, India is being aggressively promoted as a top-tier global MICE destination. However, achieving this ambitious goal hinges on key reforms—particularly in streamlining visa processes—to make India more accessible and attractive for global event planners and participants across conferences, exhibitions, and incentive travel.



North-East India

The emerging frontier for MICE Tourism

With its breathtaking landscapes, rich cultural tapestry, and increasing government focus on infrastructure, Northeast India is fast emerging as a promising destination for MICE (Meetings, Incentives, Conferences, and Exhibitions). Comprising seven states—Assam, Meghalaya, Mizoram, Manipur, Arunachal Pradesh, Tripura, and Sikkim—the region offers a unique blend of natural beauty and growing hospitality infrastructure that is ideal for business events and corporate retreats.

ASSAM

Guwahati, the commercial and cultural hub of Assam, is the most developed MICE destination in the region. It hosts several large-scale events and government conferences throughout the year.

- Major Venues: Srimanta Sankaradeva Kalakshetra, Maniram Dewan Trade Centre, and ITA Cultural Complex.
- Top Hotels: Radisson Blu, Vivanta Guwahati, Novotel, and Greenwood Hotel & Resort offer excellent MICE facilities with spacious banquet halls and conference rooms.
- Connectivity: Guwahati is well connected by air, rail, and road, making it an ideal entry point for MICE in the Northeast.

MEGHALAYA

Shillong has increasingly positioned itself as a serene MICE destination. The recent entry of top hotel brands has further elevated its appeal.

- Major Venues: U Soso Tham Auditorium, State Convention Centre, and the Mawkhonu venue for open-air events.
- Top Hotels: Courtyard by Marriott Shillong, Vivanta Shillong, Hotel Polo Towers.
- Unique Factor: The scenic backdrop of Umiam Lake and living root bridges make it ideal for incentive-based retreats and offsite meetings.

MIZORAM

Mizoram is gaining attention for its peaceful environment and distinct cultural charm, making it an attractive venue for small- to medium-sized conferences.

- Convention Infrastructure: A new convention centre in Aizawl is under development with central government assistance.
- Top Hotels: Hotel Regency and Hotel Floria offer meeting facilities suitable for intimate corporate gatherings.
- Experience add-on: Cultural immersion at Reiek Heritage

Village and Mizoram State Museum can enhance incentive packages.

MANIPUR

Imphal, the capital of Manipur, offers a unique mix of history and modernity that fits well with themed business events.

- Key MICE Projects: The Loktak Lake Experience project is being developed as a prime tourism and MICE attraction under the SACI scheme.
- Top Venues: Pragati Bhawan and Classic Grande Hotel.
- Top Hotels: Classic Hotel Imphal, The Sangai Continental.
- Unique Experience: Loktak Lake and INA Memorial provide immersive cultural experiences ideal for incentive groups.

ARUNACHAL PRADESH

With its lush valleys and snow-capped mountains, Arunachal Pradesh is ideal for high-end incentive travel and corporate retreats.

- MICE Potential Zones: Tawang, Bomdila, and Dirang are developing as eco-retreats for corporate groups.
- Top Stays: Norphel Retreat (Dirang), Hotel Tawang Heights, and The Kameng in Bhalukpong.
- Upcoming Projects: Eco and adventure tourism circuits being promoted under Swadesh Darshan 2.0.

TRIPURA

Agartala is steadily developing as a regional hub for government and private conferences.

- Key Venues: Pragya Bhawan, Town Hall Agartala.

- Top Hotels: Ginger Agartala, Hotel Sonar Tori, and Polo Towers Agartala.
- Tourism Add-ons: Ujjayanta Palace, Neermahal, and Tripura Sundari Temple are attractive for cultural extensions to MICE trips.

SIKKIM

Gangtok has long been popular among leisure travellers, but it is now growing as a MICE destination due to improved connectivity and premium hospitality.

- Top Venues: Chintan Bhawan (State Convention Centre), Manan Kendra.
- Top Hotels: Mayfair Spa Resort & Casino, The Elgin Nor-Khill, Lemon Tree Hotel.
- Projects Underway: Skywalk at Bhaleydhunga and Nathula adventure circuits to promote Sikkim as an incentive destination.

The Road Ahead

The Ministry of Tourism has been actively supporting the Northeast region under key initiatives like Swadesh Darshan 2.0, PRASAD, and the Special Assistance to Capital Investment (SACI) scheme. These programs are accelerating the development of convention centres, adventure tourism hubs, and cultural circuits in the region.

With improved air connectivity, rising hotel inventory, and a strong push from the government, Northeast India is well on its way to becoming a strategic MICE destination. It offers not only the infrastructure for meetings and conferences but also the experiences that modern corporate travellers seek—authenticity, sustainability, and engagement.



Message

Randhir Gupta

**Vice President – Commercial & Business Development,
MAYFAIR Elixir (Mayfair Hotels & Resorts)**



How do you assess the current readiness of the Northeast region in terms of infrastructure and hospitality for MICE tourism?

I think there is a very clear focus of the Central Govt. to develop the NorthEast region. The infrastructure is getting stronger every passing day. The region offers you everything - from serene nature to breathtaking waterfalls, crystal clear rivers, amazing people & culture, beautiful luxury hotels. The NorthEast is well ready to cater any size of the Convention & MICE Events. We have one of our beautiful Mayfair Spring Valley Guwahati in the gateway city of the North East. The property is spread in over 50 acres of the lush green mountains with 260 keys. We have recently added the biggest ballroom of the region measuring 18000 sft of the pillarless hall with 15000 sft of the pre function. The halls are attached with the 2 lacs sft of

the lawns. The room size starts from 560 sft goes upto 4000 sft. Every room offers a Bathtub & very scenic view of the mountains & the tea gardens. Our finger licking food is one of our USP. The property have 11 swimming Pools to offer to the guests. We can accommodate from 10 to 10000 pax at any given time. We have the privilege of the hosting biggest Medical Conferences, Corporate Meets & the Events, lot of Weddings, Music Concerts etc.

What are the top three destinations in the Northeast you believe are best suited for hosting large-scale MICE events, and why?

NorthEast is over beautiful & still less explored. I think the Flight connectivity & the Infrastructure plays a vital role in developing any destination. Most of the destinations have a direct flight to the NorthEast particularly Guwahati, Bagdogra etc. In my opinion Guwahati, Siliguri & Dibrugarh have the state of the art facilities for the MICE events. The fragrance of the tea gardens and beauty of the nature keep fascinating you to come back again.

FAITH CONCLAVE 2025

FAITH is now very excited to announce its national tourism conclave on 12th & 13th August, 2025 at Taj Palace, New Delhi. This high level conclave will bring together national Government and corporate leaders in Indian tourism, travel & hospitality to define time bound milestones for Indian tourism which will serve as the building blocks towards the vision 2047 of a Viksit Bharat, as envisaged by the Hon'ble PM of India, Shri Modi. FAITH and its member associations are committed to position Indian tourism in the top 5 of the World Economic travel and tourism ranking and this is one of the pivotal steps in that direction. We look forward to your participation in the FAITH conclave and contribute to the growth of the industry. This Conclave, aims to focus on the potential and action-oriented solutions to address the challenges and opportunities in the tourism sector, in line with the Government's vision.



The poster for the FAITH Conclave 2025 features a central logo with the word "faith" in lowercase, surrounded by a circular arrangement of colorful triangles. Below the logo, the text "Federation of Associations in Indian Tourism & Hospitality" is written. The main title "FAITH CONCLAVE" is prominently displayed in a large, bold, orange font. Below this, the theme "INDIAN TOURISM: INVINCIBLE SPIRIT!" is written in a bold, black font. The dates "12th – 13th August 2025" and the venue "Taj Palace, New Delhi" are also included. At the bottom, there is a row of logos for various member associations, including ATOAI, IATA, and others.

Empowering the Future of Indian PCOs: Highlights from the ICPB Training Program



The India Convention Promotion Bureau (ICPB) successfully conducted a focused and future-forward training program titled “Excelling as a PCO in India – Strategies for Growth” on Wednesday, 9th July 2025, at the IBIS Hotel, Aerocity, New Delhi. This full-day workshop marked a significant stride in ICPB’s ongoing mission to strengthen the Professional Conference Organizer (PCO) ecosystem in India.

Facilitated by Mr. Amit Saroj, Member of the ICPB Training Program Committee and a respected industry professional from IA Meetings, the program was attended by a vibrant mix of stakeholders from across the MICE industry. The event brought together seasoned professionals and emerging leaders, offering them a platform to exchange knowledge, collaborate on ideas, and build strategies aimed at propelling India’s PCO capabilities to global standards.

The session began with thought-provoking opening remarks by Mr. Chander Mansharamani, Vice Chairman of ICPB. He highlighted the critical role of professional development, operational excellence, and the integration of cutting-edge technology in transforming India’s PCO sector. His message set the tone for a day dedicated to learning, ideation, and forward planning.

Each group’s presentation reflected a nuanced understanding of their assigned domain, with insightful solutions grounded in real-world challenges and opportunities. Constructive feedback was provided by the facilitator and fellow participants, enhancing the collaborative learning experience. The emphasis on digital transformation—including CRM/ERP systems, AI-driven engagement tools, and standardized operating procedures—underscored the urgent need to align with global best practices.



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One of the most engaging segments of the program was the strategic case study workshop that encouraged participants to envision a “10X Business Growth Model” over the next five years. Teams outlined ambitious roadmaps for innovation, expansion, and organizational evolution. Ideas ranged from developing proprietary conference IPs and entering new verticals like medical tourism to hiring CXO-level talent and creating performance-driven team structures.

The program concluded with a heartfelt vote of

thanks, recognizing Mr. Amit Saroj for his expert facilitation and the participants for their energy, creativity, and collaborative spirit.

This training program not only equipped participants with practical insights but also reinforced ICPB’s larger vision: to foster a culture of excellence, adaptability, and global competitiveness in India’s MICE industry. As the sector continues to evolve, initiatives like these will be pivotal in shaping the next generation of PCO leaders.

ICPB Unveils Robust Line-up of Upcoming Events to Boost India’s MICE Industry



The India Convention Promotion Bureau (ICPB), in its first Governing Board meeting held on July 15, 2025, under the chairmanship of Mr. M. R. Synrem, IAS, Joint Secretary, Ministry of Tourism, unveiled an ambitious calendar of upcoming initiatives aimed at strengthening India’s MICE landscape.

The Board approved a series of strategic events and programs to enhance industry collaboration, build regional capacities, and showcase India as a world-class MICE destination. Key highlights include:

15th Conventions India Conclave (CIC) – Proposals Underway

ICPB is currently in advanced discussions with three

state governments—Rajasthan, Karnataka, and Odisha—for hosting the prestigious 15th Convention India Conclave (CIC).

North-East India MICE Conclave in Guwahati – September 2025

A regional MICE outreach program is set to take place in Guwahati. This initiative aims to highlight the potential of North-East India in the MICE sector and foster engagement with local stakeholders.

Next ICPB Training Program – In Collaboration with ICCA

Building on the success of the July 9th training workshop titled “Excelling as a PCO in India – Strategies for Growth”, ICPB has proposed the next edition in collaboration with ICCA (International Congress and Convention Association). The program aims to foster excellence and global best practices among India’s Professional Conference Organizers (PCOs).

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