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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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## Message from Ms. Mugdha Sinha Director General, Ministry of Tourism, Government of India

Dear Industry Leaders,

India's MICE sector continues to grow, strengthening our position as a global destination for conferences, conventions, and exhibitions. With enhanced infrastructure, policy initiatives, and strategic collaborations, we are working towards making India a preferred choice for international events. Our recent acceptance of membership in the International Congress and Convention Association (ICCA) marks a significant step in aligning India with global best practices and expanding our international outreach. This move will open new avenues for collaboration, knowledge exchange, and investment, reinforcing India's credibility as a world-class MICE destination.

Recognizing the vital connection between culture and tourism, we continue to leverage India's rich heritage to attract global visitors. With landmark projects like the development of Ayodhya and other spiritual circuits, we are integrating cultural tourism with MICE to create unique event experiences. India is also witnessing an increasing demand for sustainable and tech-driven event solutions. The government is actively supporting green initiatives in the sector, ensuring that large-scale events align with global sustainability goals. Additionally, we are strengthening partnerships with state tourism boards, Professional Conference Organizers (PCOs), and local stakeholders to create a seamless experience for organizers and attendees. Data-driven policy interventions will help us track and enhance India's MICE performance on the global stage.

With several high-profile conferences and exhibitions scheduled across the country such as World Audio Visual & Entertainment Summit (WAVES), Mumbai and the Grand Indian Travel Bazaar, (GITB), Jaipur both in May, 2025 which is focused on MEET in INDIA, we are aligning and accelerating India's pitch for MICE, in partnership with ICCA, SITE etc.

Collaboration remains key to India's success in the global MICE industry. By aligning efforts and leveraging targeted incentives, India can position itself as a serious contender for international conferences and events. A key priority is establishing a robust data-tracking system to monitor domestic and international MICE activities, enabling informed decision-making and strategic planning. Strengthening partnerships with global MICE associations will further enhance India's visibility and credibility, attracting more international events. Additionally, seamless coordination with State Tourism Boards and local Professional Conference Organizers (PCOs) will ensure efficient event execution and improved delegate experiences. Policy advancements, including the introduction of a dedicated e-MICE visa, are also essential to facilitating smoother international participation. These initiatives will not only solidify India's standing as a competitive MICE destination but also enhance the role of the India Convention Promotion Bureau (ICPB) as a key industry facilitator, fostering business growth and global recognition for Indian MICE stakeholders. Wishing everyone a prosperous and fulfilling year ahead!

Warm regards,

**Ms. Mugdha Sinha**  
Director General, Ministry of Tourism



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# Session @ SATTE 2025

## India's MICE industry poised for remarkable growth



The opening day of SATTE 2025 witnessed a crucial discussion on "India's MICE Market: Prospects & Potential." The session, led by Smt. Mugdha Sinha, IAS, Director General, Tourism, Government of India, brought together key industry leaders to deliberate on the growth trajectory and opportunities within India's burgeoning Meetings, Incentives, Conferences, and Exhibitions (MICE) sector.

India's MICE industry, currently valued at \$3.3 billion, is projected to reach \$10.5 billion by 2030, highlighting its immense potential on the global stage. The panel featured distinguished experts, including Mr. Chander Mansharamani, Managing Director, Alpcord Network Travel & Conferences, Mr. K.B. Kachru, Chairman – South Asia, Radisson Hotel Group, Mr. Mohammad Ali, Vice President – Development & Operations, Accor, Mr. Yogesh Mudras, Managing Director, Informa Markets – India, and Mr. Hyung Phil Chung (CEO, KINEXIN Convention Management). Together, they explored strategies to position India as a premier global MICE destination.





Smt. Mugdha Sinha emphasized the critical need for collaboration between the government, hospitality sector, event organizers, and other stakeholders to drive MICE growth. She also underscored the importance of international associations such as ICCA (International Congress and Convention Association), AIPC (International Association of Convention Centres), and UIA (Union of International Associations), which play a vital role in ranking and promoting global MICE destinations. A key announcement from her address was the Ministry of Home Affairs' ongoing efforts to introduce a special MICE visa, aimed at streamlining entry procedures for international delegates and enhancing India's competitiveness in the global MICE market.

Mr. Chander Mansharamani highlighted the urgent need for a dedicated central agency to market India as a convention destination effectively. He also stressed that India must introduce financial incentives and policy support, similar to what other leading MICE destinations offer, to attract large-scale international

conferences and exhibitions.

Mr. Mohammad Ali reinforced the importance of stronger synergies between hotels, convention venues, and event planners to maximize India's potential. While he acknowledged the world-class convention infrastructure India now boasts, he pointed out that more aggressive global marketing efforts are required. He also emphasized the necessity of simplified customs procedures and streamlined entry formalities to facilitate hassle-free participation of foreign corporations and exhibitors.

The discussion concluded with a unanimous agreement that while India possesses the infrastructure and potential to emerge as a global MICE powerhouse, achieving this goal will require strategic marketing, sustained government support, and robust industry collaboration. With the right policies and initiatives, India can firmly establish itself among the top destinations for international business events, congresses, and conventions.

# Bengal MICE Conclave 2025

## Shaping the Future of Business Tourism

*The Bengal MICE Conclave 2025, held from February 4 to 6, marked a significant milestone in West Bengal's business tourism sector. Organized by West Bengal Tourism in collaboration with the India Convention Promotion Bureau (ICPB), the event brought together industry leaders, policymakers, and tourism experts to explore strategies for positioning the state as a leading hub for Meetings, Incentives, Conferences, and Exhibitions (MICE). The conclave featured insightful discussions, networking opportunities, and key partnerships, setting the stage for West Bengal's growth as a premier destination for global business events.*

ICPB and West Bengal Tourism have come together to curate a landmark event – the Bengal MICE Conclave 2025, setting a new benchmark for the state's business tourism sector. Held from February 4 to 6 at ITC Royal Bengal and ITC Sonar, the event coincided with the prestigious Bengal Global Business Summit (BGBS) at the Biswa Bangla Convention Centre. Industry leaders, policymakers, and tourism experts gathered to discuss strategies for positioning West Bengal as a premier hub for Meetings, Incentives, Conferences, and Exhibitions (MICE).

The conclave began with an inaugural ceremony led by West Bengal's Tourism Minister, Shri Indranil Sen, alongside key dignitaries such as Rudra Chatterjee, Smt. Nandini Chakravorty, IAS, Chander Mansharamani, and Sanjiv Puri. Their addresses emphasized Kolkata's strategic advantages, including its rich cultural heritage, evolving infrastructure, and connectivity, making it an ideal destination for international business events.

The event featured insightful panel discussions on various aspects of the MICE industry. The opening session, moderated by Chander Mansharamani, explored how West Bengal can establish itself as a preferred choice for global conferences. Esteemed speakers like Anil Chadha of ITC Hotels, Harshvardhan Neotia of Ambuja Neotia Group, and Darshan Dudhuria of Bari Kothi discussed the role of boutique venues, hospitality expansion, and private sector collaborations in boosting the sector. Industry experts also explored strategies to attract major international medical and business conferences.

A significant highlight was a session led by Jyoti



Mayal and Anoop Kumar Agarwal, IAS, which focused on building a skilled workforce for the MICE industry. The discussions underscored the importance of education, training, and policy support in developing a competitive workforce. Another key session, moderated by Rajani Nair Deb of Hilton Hotels, examined the potential of West Bengal as a leading MICE destination in Southeast Asia. Panelists, including Dr.



Ashok Gupta, Amaresh Tiwari, K. Mohanchandran, and Abhishek Kumar Tiwary, IAS, emphasized infrastructure development, branding strategies, and innovative land-use planning.

The event also facilitated valuable networking opportunities, with the first day concluding with a grand networking dinner at Taj Taal Kutir. The second day was dedicated to Business-to-Business (B2B) meetings, enabling buyers and suppliers to explore collaborative ventures. Later, the Bengal Global Business Summit was inaugurated, bringing together investors and industry leaders to discuss opportunities in tourism, logistics, and connectivity, further reinforcing Bengal's growing presence in the global MICE industry.

On the final day, the conclave spotlighted innovative marketing strategies, with a session on reverse marketing urging businesses to adopt unconventional approaches for growth. The event

concluded with a landmark signing of a tri-party Memorandum of Understanding (MoU) between West Bengal Tourism, ICPB, and six leading organizations, including Alpcord Network Travel & Conferences Management Co., IA Meetings, the AIDS Society of India, the Indian Dental Association, ISBTI, and the International Neonatology Association. These agreements signified a commitment to implementing actionable initiatives that will drive Bengal's MICE industry forward.

To provide delegates with a firsthand experience of West Bengal's tourism potential, a post-event familiarization tour was organized to North Bengal, covering scenic destinations like Bagdogra and Siliguri. The Bengal MICE Conclave 2025 successfully positioned West Bengal as a rising force in the MICE industry, laying the foundation for future investments and growth in the state's business tourism sector.

# Karnataka

## A rising star in India's MICE landscape

**K**arnataka, a dynamic state in South India, has emerged as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE). With its world-class infrastructure, excellent connectivity, rich cultural heritage, and diverse landscapes, Karnataka offers a unique blend of business and leisure experiences. The state's capital, Bengaluru, often referred to as the 'Silicon Valley of India,' is at the forefront of this transformation, hosting numerous international summits, corporate events, and large-scale exhibitions. However, beyond Bengaluru, other cities like Mysuru, Mangaluru, and Hubballi-Dharwad are also carving a niche in the MICE segment.

### Convention Centres: World-Class Venues for Global Events

Karnataka boasts several state-of-the-art convention centres that cater to a variety of events, ranging from corporate conferences to international exhibitions. Some of the top venues include:

#### 1. Bangalore International Exhibition Centre (BIEC)

Spread over 57 acres, BIEC is one of India's largest and most modern exhibition centres. It offers world-class facilities, including four massive exhibition halls, a conference centre, and an outdoor area for large gatherings. With its international standards, it has hosted global events like EXCON and IMTEX.

#### 2. Bangalore Palace Grounds

A perfect blend of history and modernity, the Bangalore Palace Grounds is a preferred venue for corporate galas,

product launches, and cultural events. The sprawling area and regal architecture add grandeur to any MICE event.

#### 3. NIMHANS Convention Centre

Located in the heart of Bengaluru, this centrally situated venue offers well-equipped conference halls and meeting rooms. It is a preferred choice for medical and educational conferences.

#### 4. Tripuravasini, Palace Grounds

Known for hosting large-scale exhibitions and trade fairs, this venue provides ample space, advanced infrastructure, and convenient accessibility, making it an ideal choice for MICE events.

#### 5. Chamundi Vihar Indoor Stadium, Mysuru

Mysuru, with its royal charm, is emerging as a MICE hub, and this stadium offers modern facilities for exhibitions, corporate meets, and conventions.

### Connectivity and Infrastructure: A Strong Backbone for MICE Growth

One of Karnataka's biggest advantages is its excellent connectivity. Bengaluru's Kempegowda International Airport is among the busiest in the country, offering direct flights to major domestic and international destinations. The upcoming metro expansions, robust road networks, and world-class transport infrastructure further enhance the state's appeal for business travellers.

Additionally, Karnataka's IT and tech hubs have encouraged



corporate giants to establish their presence in the state, leading to an increased demand for high-quality MICE facilities. Bengaluru's status as a global IT hub ensures a steady influx of international conferences, technology summits, and business conclaves.

## Beyond Business: Leisure and Tourism Attractions

Karnataka's diverse landscapes offer excellent opportunities for post-conference leisure and team-building activities. Delegates can explore:

- Mysuru's Royal Heritage – A visit to the Mysore Palace and the city's cultural landmarks.
- Coorg's Tranquillity – Perfect for incentive trips, Coorg offers lush coffee plantations and luxury resorts.
- Hampi's Historical Wonders – An excellent destination for corporate retreats and heritage exploration.
- Gokarna's Serene Beaches – Ideal for relaxation after a hectic conference schedule.

## Conclusion

With its unparalleled convention facilities, luxury accommodations, excellent connectivity, and abundant leisure options, Karnataka has firmly positioned itself as a top-

tier MICE destination in India. As the state continues to invest in infrastructure and tourism, it is set to attract an even greater share of the global MICE market. Whether for corporate summits, large-scale exhibitions, or incentive travel programs, Karnataka offers an exceptional mix of business and pleasure, making it a preferred choice for event planners and business travellers alike.

# Grow your Business with ICPB Membership!

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## MICE Update

### Rushikonda Bungalow in Vizag may be transformed into a MICE Centre



The Rushikonda bungalow, a luxurious structure overlooking Vizag's scenic beachfront, may soon be repurposed into a MICE centre to boost tourism, according to Kandula Durgesh,

Minister for Tourism, Culture, and Cinematography. Speaking at the Vizag Regional Investors Meet, Durgesh criticized the previous administration for neglecting the tourism sector and demolishing key tourism department buildings. While he did not directly name the Rushikonda bungalow, he indicated that the government is assessing the feasibility of converting large bungalows in Vizag into MICE facilities to attract business events and visitors.

### Cuttack Development Authority invites bids for Convention Centre



The Cuttack Development Authority (CDA) has invited proposals for the development of a convention centre-cum-kalyan mandap at Sector 8, Cuttack. The project will be built on 42,070 sq. ft. of land in a planned development

zone, which includes residential, commercial, recreational, educational, and healthcare facilities. As per the Expression of Interest (EOI) issued, the CDA will grant permissive possession of the land for 30 years, with the selected developer responsible for building and managing the convention centre. The initiative is expected to enhance the city's event-hosting capabilities.

### Dharamshala to get a ₹150 Crore International Convention Centre

Himachal Pradesh Chief Minister Sukhvinder Singh Sukhu has announced the construction of a world-class International Convention Centre near Tapovan at an estimated



cost of ₹150 crore. The centre will host major corporate seminars, international conferences, and tourism events, significantly boosting Dharamshala's profile as a business and tourism hub. The project is also expected to generate employment opportunities for local youth and contribute to the region's economic growth.

### Bengaluru to host Karnataka International Travel Expo 2025 in February

Bengaluru is set to strengthen its position as a global tourism hub with the second edition of the Karnataka International Travel Expo (KITE) 2025, scheduled for



February 26-28. The announcement was made at Vidhana Soudha by H.K. Patil, Minister for Law, Parliamentary Affairs, and Tourism. The high-profile event will bring together over 400 hosted buyers and 150+ domestic tourism enterprises, providing a platform for networking, collaborations, and business development in the travel and hospitality sector.

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