

# ICPB MICE ROADSHOW – GOA

## Official Activity Report

25–26 March 2026 | Taj Cidade de Goa Horizon & Heritage



ORGANISED BY

**India Convention Promotion Bureau (ICPB)**

In Collaboration With

**Goa Tourism | Indian Hotels Company Limited (IHCL)**

*Supported by Ministry of Tourism, Government of India*

**23**

Delegates

**2**

Days

**10+**

Sessions

**18+**

Associations

## OVERVIEW

The India Convention Promotion Bureau (ICPB) successfully organised a two-day MICE Roadshow in Goa on 25–26 March 2026. The event was held at the iconic Taj Cidade de Goa Horizon & Heritage and was organised in close collaboration with Goa Tourism and Indian Hotels Company Limited (IHCL), with active support from the Ministry of Tourism, Government of India.

The Roadshow brought together a curated delegation of 23 participants representing diverse segments of the MICE ecosystem, including medical and non-medical Associations, Professional Conference Organisers (PCOs), Destination Management Companies (DMCs), and key industry stakeholders from across India. The event provided a strategic platform for networking, knowledge exchange, and business facilitation, firmly positioning Goa as a preferred MICE destination.

### Key Objectives

- ▶ Showcase Goa's world-class MICE infrastructure, venues, and connectivity
- ▶ Facilitate business networking between conference organisers, associations, and hospitality stakeholders
- ▶ Strengthen collaboration between government bodies and the private sector
- ▶ Confer ICPB Lifetime Membership to Goa Tourism — a milestone recognition
- ▶ Explore strategic partnerships to boost India's MICE industry to USD 103 billion by 2030

***"The next decade belongs to India in the MICE sector." — Mr. Neeraj Dhawan, Hon. Treasurer, ICPB***

## DAY 1: ARRIVAL, CHECK-IN & NETWORKING | 25 March 2026

The ICPB Goa Roadshow commenced with the arrival of delegates and check-in at Taj Cidade de Goa Horizon on 25 March 2026. The evening featured a curated show-around of both the Horizon and Heritage wings of the iconic Taj property, followed by a Hi-Tea by the beachside, offering delegates a relaxed and immersive welcome to Goa.

IHCL hosted an exclusive dinner for the delegation, joined by the senior membership team from IHCL. The evening was further enriched by the participation of ONGC, which was invited to network with the delegation regarding its newly operational Convention Centre — a significant addition to Goa's MICE infrastructure.



The day was thoughtfully curated to facilitate informal interactions, providing a conducive platform for participants to connect, exchange insights, and build professional rapport in a relaxed setting. These initial engagements set a positive and collaborative tone for the business sessions and activities scheduled for 26 March 2026.

## DELEGATION PROFILE

The roadshow witnessed the participation of 23 delegates representing a strong pan-India MICE ecosystem. The delegation included representatives from the Ministry of Tourism, ICPB leadership, prominent medical and non-medical associations, Professional Conference Organisers (PCOs), and Destination Management Companies (DMCs).

S.No.	Name	Designation	Organisation / Association	Category
1.	Mr. Arun Srivastava	Joint Director General	Ministry of Tourism, Govt. of India	MoT
2.	Mr. Neeraj Dhawan	Hon. Treasurer, ICPB	MD, Falcon Exhibitions Pvt. Ltd.	PEO
3.	Dr. Poonam Rajput	Executive Director	ICPB	ICPB
4.	Dr. Sandeep Kavthale	President	Indian Radiological & Imaging Association (IRIA)	Medical
5.	Mr. Ravi Shankar Chaudhary	Secretary General	Consumer Electronics & Appliances Manufacturers Assoc. (CEAMA)	Non-Medical
6.	Mr. Vilas Bhadane	Director	Society of Indian Radiographers	Non-Medical
7.	Mr. Praful Patel	Vice President	Indian Small Scale Paint Association	Non-Medical
8.	Dr. Ashish Jain	Secretary	Indian Society of Periodontology	Medical
9.	Dr. Raghu S. Thota	Secretary	Indian Association of Palliative Care	Medical
10.	Mr. Mohan Singh Kathayat	General Manager	All India Printing Ink Manufacturers' Association Ltd.	Non-Medical
11.	Dr. Viral Desai	Treasurer	Indian Association of Aesthetic Plastic Surgeons	Medical
12.	Dr. Ajit Yadav	Vice President	Indian Society of Vascular and Interventional Radiology	Medical
13.	Mr. Navtresh Goyal	ED & CEO	Cyber Security Association of India	Non-Medical

14.	Ms. Preeti	General Manager	TEMA & CMAI Association of India	Non-Medical
15.	Capt. Swadesh Kumar	Managing Director	Shikhar Travels (India) Pvt. Ltd.	DMC
16.	Mr. Mohammad Quaim Syed	CMD	Exhicon Events Media Solutions Ltd.	PCO
17.	Ms. Arpita Tiwari	Product Head	Meetings & Incentives World (A.T. Seasons & Vacations)	DMC
18.	Mr. Arpit Sharma	General Manager	ICS Global	PCO
19.	Ms. Vibha Bhatia	President	MM Activ	PCO
20.	Mr. Chetan Mansharamani	Managing Director	Alpcord Network	PCO
21.	Mr. Naveen Rizvi	Director	ICE – Incentive Conference & Event Management Pvt. Ltd.	PCO
22.	Mr. Ashish Jagota	Executive Director	Concept Conferences Pvt. Ltd.	PCO
23	Dr. Ranvir Singh Tyagi	President Elect	Indian Society of Critical Care Medicine	Medical

## DAY 2: PROGRAMME PROCEEDINGS | 26 March 2026

### 4.1. Welcome & Opening Remarks

*Dr. Poonam Rajput, Executive Director, ICPB*

The session commenced with a warm welcome address by Dr. Poonam Rajput, followed by the screening of the ICPB Introduction Video. She extended a welcome to all dignitaries including representatives from the Ministry of Tourism, Taj Group, Goa Tourism, and key industry stakeholders. Dr. Rajput emphasised ICPB's vision since 1988, to position India as a global MICE hub and build ecosystems, not just promote destinations. Key highlights included: ICPB's public-private partnership model under the Ministry of Tourism; strong domestic collaboration for global competitiveness; reach of MICE Pulse newsletter to 22,000+ stakeholders; and 14 editions of the Convention India Conclave.



### 4.2. Welcome Address by IHCL Leadership

*Mr. Ranjit Phillipose, Senior Vice President Operations (Goa), IHCL*

Mr. Phillipose delivered a compelling address on Goa's transformation from a leisure destination to a MICE powerhouse. He highlighted Goa's key strengths including 15,000+ branded hotel rooms, premium venues, and strong air connectivity through two international airports. He identified the key gap as not capability, but coordination and unified strategy. His key message: "Goa must not just participate in MICE, it must lead it." He outlined three strategic focus areas: (1) Scale with Structure, organised pipeline of events; (2) Collaboration over Competition, destination vs. destination approach; (3) Sustainable Growth, revenue-linked reinvestment model.



**4.3. Address by ICPB Hon. Treasurer**

*Mr. Neeraj Dhawan, Hon. Treasurer, ICPB; Managing Director, Falcon Exhibitions Pvt. Ltd.*

Mr. Dhawan shared data-driven insights on India's MICE market. India's MICE market is projected to grow from USD 49.4 billion (2024) to USD 103 billion (2030) at a CAGR of 13.2% (EY Report). India hosts approximately 35,000 MICE events per year (~100 events/day). MICE tourists generate 5x higher spending compared to leisure tourists. Mr. Dhawan highlighted Goa's improved connectivity (including MOPA Airport), expanding hotel inventory, and strong logistical capabilities. He acknowledged the contributions of Taj Hotels, Goa Tourism, and the ICPB Secretariat. He concluded: "The next decade belongs to India in the MICE sector."



**4.4. Keynote Address — Government of India**

*Mr. Arun Srivastava, Joint Director General, Ministry of Tourism, Govt. of India*

Mr. Srivastava delivered the Keynote Address, articulating the Government of India's strategic vision to position India as a top global MICE destination. He emphasised the critical role of policy support, large-scale infrastructure development, and the power of public-private partnerships in driving India's MICE ambitions. His address reinforced the government's commitment to creating an enabling ecosystem for the MICE industry across the country.



**4.5. Presentation by Department of Tourism, Government of Goa**

*Representative, Department of Tourism, Government of Goa*

The Goa Tourism presentation offered a comprehensive showcase of the state's tourism strengths, existing MICE infrastructure, and connectivity advantages. The presentation highlighted key initiatives aimed at promoting Goa as the preferred destination for national and international conferences, exhibitions, and incentive travel, while reinforcing the state's commitment to enhancing MICE capacity.



#### 4.6. Presentation by IHCL Leadership Team

##### *IHCL Leadership Team*

The IHCL team presented a detailed overview of their hospitality portfolio and their significant Goa presence. The presentation focused on IHCL's world-class convention facilities, premium venues, and integrated service offerings that support large-scale MICE events. IHCL emphasised their commitment to enhancing Goa's positioning as a leading MICE destination through quality infrastructure, operational excellence, and curated guest experiences



#### 4.7. Felicitation by ICPB

##### *ICPB Secretariat*

ICPB presented a memento to the IHCL team in recognition of their valuable support, hospitality, and partnership extended during the Roadshow in Goa. This gesture underscored the strong and collaborative relationship between ICPB and IHCL in furthering India's MICE agenda.



#### 4.8. Mindfulness Session

##### *Ms. Aastha Gulati, Creative Director, Dhurii*

An engaging mindfulness session was conducted by Ms. Aastha Gulati, focusing on enhancing mental well-being, clarity, and focus for MICE professionals. The session encouraged participants to adopt mindful practices to improve productivity and maintain balance during demanding professional engagements — a thoughtful addition that enriched the delegate experience.



#### 4.9. Presentation — ONGC Convention Centre

##### *Mr. Saket Gupta, ONGC Convention Centre*

Mr. Saket Gupta presented the newly operational ONGC Convention Centre in Goa — a modern, large-capacity venue equipped with advanced facilities for hosting conferences, exhibitions, and corporate events. He highlighted the venue's capability to support large-scale MICE events with efficient services and integrated event solutions, positioning it as a significant new addition to Goa's MICE ecosystem.



#### 4.10. Delegate Introductions, Association Spotlights & Q&A

##### *All Delegates*

The session concluded with introductions by PCO and DMC representatives — including Mr. Neeraj Dhawan, Mr. Naveen Rizvi, Ms. Arpita Tiwari, Mr. Arpit Sharma, Capt. Swadesh Kumar, Ms. Vibha Bhatia, Mr. Mohammad Quaim Syed, Mr. Chetan Mansharamani, and Mr. Ashish Jagota — followed by an interactive Q&A. Hosted Buyer (Association) delegates shared their conference hosting requirements and upcoming event pipelines, including the Radiological & Imaging Association, Cyber Security Association of India, Critical Care Medicine Society, Consumer Electronics Association, and the Association of Aesthetic Plastic Surgeons.



## ICPB LIFETIME MEMBERSHIP CONFERRED TO GOA TOURISM

In a landmark moment for the roadshow, the ICPB Lifetime Membership was formally conferred to Goa Tourism. The presentation ceremony took place at the office of Hon'ble Tourism Minister Shri Rohan A. Khaunte, in the presence of Mr. Arun Srivastava (Joint Director General, Ministry of Tourism, Govt. of India) and Mr. Neeraj Dhawan (Hon. Treasurer, ICPB).

The Lifetime Membership memento and certificate were formally presented to the Hon'ble Minister, acknowledging Goa Tourism's continued and distinguished efforts in promoting the state as a leading MICE destination and strengthening its enduring collaboration with ICPB.



*The Lifetime Membership to Goa Tourism marks a significant milestone in ICPB's commitment to fostering long-term, institutionalised collaboration with state governments.*

## KEY THEMES EMERGING FROM THE ROADSHOW

### A. Collaboration is Critical

A strong consensus emerged across all sessions on the need for the industry to transition from a competitive approach to a more collaborative, ecosystem-driven model. Government bodies, hotel chains, PCOs, DMCs, and associations must work in concert to unlock Goa's full MICE potential.

### B. Goa's Untapped Potential

While Goa is well-established as India's premier leisure destination, it is rapidly emerging as a formidable contender in the MICE segment. With 15,000+ branded hotel rooms, two international airports, and iconic venues, the state has the foundational infrastructure to attract large-scale international conferences and conventions.

### C. Infrastructure + Ecosystem = Growth

The integrated development of hotels, connectivity, event venues, and stakeholder coordination is essential for sustained MICE growth. New additions such as the ONGC Convention Centre and the Shyama Prasad Mukherjee Stadium further strengthen Goa's MICE infrastructure portfolio.

### D. MICE as an Economic Multiplier

MICE tourism generates significantly higher economic value compared to leisure tourism — with MICE delegates spending approximately 5x more than leisure tourists. Beyond direct revenue, MICE events drive employment generation, local business growth, infrastructure development, and enhanced global visibility for destinations.

### E. India's Growth Trajectory

India's MICE sector is poised for exponential expansion over the next decade, projected to grow from USD 49.4 billion in 2024 to USD 103 billion by 2030 (13.2% CAGR, EY Report). This presents a historic opportunity for India — and Goa in particular — to emerge as a global MICE leader.

## HALF-DAY FAM TOUR & SITE INSPECTIONS

A curated half-day Familiarisation (FAM) Tour was organised for the delegation, providing an immersive experience of Goa's rich heritage, modern MICE infrastructure, and unique cultural offerings.

### Site Visits

- ▶ Shyama Prasad Mukherjee Stadium — a world-class venue capable of hosting large-scale events and international exhibitions
- ▶ Basilica of Bom Jesus — one of the finest examples of Baroque architecture in Asia, a UNESCO World Heritage Site
- ▶ Aguada Jail Museum — a unique heritage attraction showcasing Goa's colonial and maritime history

### Cultural & Leisure Experiences

- ▶ Hi-Tea by the beach — offering delegates a taste of Goa's iconic coastal ambience
- ▶ Speedboat ride — capturing the exhilarating essence of Goa's adventurous spirit





***With world-class infrastructure such as the ONGC Convention Centre and the Shyama Prasad Mukherjee Stadium, Goa is fully equipped and ready to welcome the highest-calibre national and international events.***

## GALA DINNER — CELEBRATING GOA'S SPIRIT

The Roadshow culminated in a spectacular Gala Dinner hosted by Goa Tourism, marking a memorable conclusion to two days of productive engagement. The evening began with a grand "Nagada" welcome, a traditional Goan ceremony that set an immediately majestic tone for the evening's proceedings.

The Gala Dinner was held in a breath-taking riverside setup, which created an extraordinary ambience that reflected the natural beauty and cultural richness of Goa. The setup was widely appreciated by delegates as a testament to Goa's ability to create world-class event experiences.

As a thoughtful gesture of hospitality, Goa Tourism presented delegates with curated mementos of local Goan specialties, allowing participants to carry a piece of Goa's cultural heritage back to their hometowns — a warm and memorable send-off that underlined Goa's warm hospitality credentials.





### Testimonials

**Praful Patel VP ISSPA MP CHAPTER**  
 Thank you to ICPB, IHCL N GOA TOURISM for the wonderful Roadshow and some great insights and exchange of thoughts. It was a wonderful opportunity to meet people from the industry, associations and hoping for some fruitful collaborations. Well curated and arranged by ICPB and IHCL, along with Goa Tourism!  
 Best regards from ISSPA vice president  
 Praful patel.  
 1:11 PM

**Dr. Sandeep Kavthale President IRIA**  
 Dear Teams at ICPB and Taj Hotel Group,  
 I wanted to extend my sincere thanks for the invitation to your recent event. It was a pleasure to be included.  
 The hospitality provided by the Taj team was, as always, world-class, and the insights shared by the ICPB were incredibly valuable. I had a wonderful time connecting with everyone and truly appreciate the effort that went into organizing such a seamless experience. Looking forward to fruit full coordination .. warm regards ..dr sandeep kavthale president IRIA . [www.iria.org](http://www.iria.org)  
 7:10 PM

**Dr Ajit Yadav Association IRSv**  
 Dr Ajit Yadav  
 Heartfelt thanks to ICPB, Taj Horizon leadership, Goa Tourism, and all supporting stakeholders for organizing such a wonderful road show.  
 I truly loved the concept – it was refreshing, well-curated, and executed beautifully. The hospitality was on another level altogether, making the entire experience even more memorable.  
 This journey also gave me the opportunity to connect with amazing people and make new friends along the way. A special thanks to Dr. Poonam Rajput, and a big shoutout to Mosam and Iraj from the Taj team for their warmth and support throughout.  
 And a warm hello to all the new friends I met – I really hope we stay in touch and continue these connections beyond this event.  
 If anyone ever needs any help or support related to my hospital

The roadshow was truly refreshing – thoughtfully curated and seamlessly executed, created an engaging and memorable experience and provided a wonderful opportunity to connect with incredible individuals and build meaningful new relationships.  
 Special thanks to Dr. Poonam Rajput, and big shoutout to Goa Tourism, Mosam, Ejaz, Priya, and the entire IHCL team for their constant support and gracious hospitality.  
 And a warm hello again to all the new friends I met.  
 Looking forward to stay connected for meaningful conversations and impactful collaborations ahead.  
 Best regards,  
 M Q Syed  
 Chairman – Exhicon Events Media Solutions Ltd  
[www.mqsyed.com](http://www.mqsyed.com)  
[www.exhicongroup.com](http://www.exhicongroup.com)  
 7:59 PM

**Dr Ranvir Tyagi Agra Respected Team, Pranam, Radhey Radhey.**  
 I would like to express my sincere gratitude to ICPB, Hotel Taj (IHCL), and Goa Tourism for organizing such a wonderful and memorable event. The meticulous planning, warm hospitality, and seamless execution truly made it a remarkable experience for all. A special note of thanks to Dr. Poonam Rajput for her outstanding efforts, dedication, and leadership in making this event a grand success. Once again, thank you all for your commitment and excellence. With warm regards,  
 Dr. Ranvir Singh Tyagi  
 President, ISCCM  
 Director, Department of Critical Care Medicine  
 Synergy Plus Hospital & Galaxy Hospital, Agra  
 11:27 PM

**It was truly an enriching experience, filled with valuable insights and meaningful exchanges of ideas.**  
 The event provided an excellent platform to connect with industry professionals and associations, fostering opportunities for fruitful collaborations ahead. Every aspect of the program was thoughtfully curated and seamlessly executed.  
 My sincere appreciation to ICPB, IHCL, and Goa Tourism for putting together such a well-planned and impactful event. Looking forward to many more such engaging initiatives.  
 Specially Thanks to Dr. Poonam mam  
 Best regards,  
 Vilas Bhadane  
 President,  
 Society of Indian Radiographers

**Mohan Kathayat Association Non M...**  
 So nice of you wonderful guys had a lifetime memorable moments  
 Big thanks to ICPB, India tourism, Goa tourism department, IHCL and Taj citade for hosting such a wonderful hospitality  
 I have started exploring how to organise international conference by All India printing Ink Manufacturers' Association at Goa in the near future may be sep 26  
 I have sure every one would render possible guidance  
 Thank you Dr Poonmima Capt Kumar and all fellow delegates nice get together and networking  
 1:13 PM

**Thank you for the wonderful Roadshow and some great insights and exchange of thoughts. It was a wonderful opportunity to meet people from the industry and hoping for some fruitful collaborations. Well curated and arranged by ICPB and IHCL, along with Goa Tourism!**  
 12:52 PM  
 Regards, Dr. Viral Desai  
 12:52 PM

**Preeti ED Association**  
 Dear ICPB Team,  
 A big thank you for organizing such a wonderful roadshow in Goa. The event was very well planned and executed, and I am truly thankful to all the organizers for their efforts.  
 It was really nice meeting and interacting with all the delegates. The discussions and connections made during the event were very valuable and enriching.  
 Everything was managed smoothly, and it truly reflected the hard work of the entire team. Looking forward to many more such events and opportunities to connect again.  
 Greetings from TEMA.  
 Ms. Preeti  
 ED, TEMA  
 10:41 AM

## CONCLUSION & STRATEGIC TAKEAWAYS

### FROM LEISURE TO LEADERSHIP: Goa's Rise as India's Next MICE Powerhouse

The ICPB MICE Roadshow — Goa 2026 was a resounding success, achieving its objectives of stakeholder engagement, destination promotion, and ecosystem strengthening. The event demonstrated the tremendous potential of Goa as a premier MICE destination and reinforced the value of strong public-private collaboration in advancing India's MICE aspirations.

#### Strategic Recommendations

- ▶ Establish a dedicated Goa MICE Task Force comprising ICPB, Goa Tourism, IHCL, and other key stakeholders to develop and implement a unified MICE strategy
- ▶ Develop a Goa MICE Calendar — a coordinated pipeline of national and international conferences, exhibitions, and incentive events
- ▶ Leverage the newly operational ONGC Convention Centre and Shyama Prasad Mukherjee Stadium as flagship venues to bid for large-scale international events
- ▶ Strengthen air connectivity to Goa, particularly through MOPA Airport, to facilitate international delegate travel
- ▶ Create a Goa MICE Promotion Fund with contributions from the state government and private partners to support international bid facilitation
- ▶ Facilitate regular ICPB Roadshows and hosted buyer visits to Goa to sustain momentum and business pipeline

#### Final Takeaways

**India's MICE Growth:** India's MICE industry is entering an unprecedented high-growth phase, with the market projected to reach USD 103 billion by 2030.

**Goa's Readiness:** Goa possesses the infrastructure, connectivity, natural beauty, and hospitality ecosystem to emerge as India's leading MICE destination.

**Success Factors:** Future success will depend on a unified strategic approach, strong and sustained public-private collaboration, and scalable, sustainable execution.

**ICPB's Role:** The India Convention Promotion Bureau continues to play a pivotal and irreplaceable role as an ecosystem builder and national facilitator in positioning India on the global MICE map.

*The India Convention Promotion Bureau (ICPB) extends its sincere gratitude to Goa Tourism, IHCL, the Ministry of Tourism (Govt. of India), all delegates, speakers, and partners for making the ICPB MICE Roadshow — Goa 2026 an exceptional success.*