



(Established in 1988)

India Convention Promotion Bureau

(Sponsored by Ministry of Tourism, Government of India)



14th Conventions India Conclave

7th to 9th December, 2023

Post Convention Report



POST CONCLAVE REPORT

14th Conventions India Conclave – 7-9 December 2023

India Convention Promotion Bureau (ICPB), the National apex body focused on promoting India as an attractive MICE destination, organised its flagship event 14th Conventions India Conclave from 7 – 9 December 2023 with the overwhelming support from Gujarat Tourism at Mahatma Mandir Convention and Exhibition Centre, Gandhi Nagar, Gujarat.

The 14th “Conventions India Conclave”, was successfully held from December 07-09, 2023 at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar. The Conclave was supported by the Ministry of Tourism, Government of India with State Government of Gujarat as the Host State. The theme of the Conclave was: **“Sustainable MICE: Empowering Events towards 5 \$ trillion Economy”**.

The three days Conclave was attended by over 350 participants from different segments of the industry including VIPs, speakers, exhibitors, delegates, sponsors, media partners, conference planners, buyers – domestic / international.

The other supporting partners were Ministry of Tourism, Government of India, State Government of Gujarat – Host State, The Leela & Mahatma Mandir Convention & Exhibition Centre, Madhya Pradesh Tourism Development Corporation Ltd., Jammu & Kashmir Tourism, India Tourism Development Corporation (ITDC) – Green Walk Support Partner, RX Events, SCOM, KINEXIN Convention Management Pvt. Ltd. Yashobhoomi Operating Company, Paras Art Studio and Grover Audio Visual Services.

Pre-Press-conference Tuesday, 5th December 2023 at Gandhinagar, Gujarat:

Pre-Press-conference with local media, press and the local industry stakeholders was organised on 5th December 2023 at the Lalit to apprise the media of the objective and the highlights of the 14th “Conventions India Conclave”, held from 07-09 December 2023 at

Mahatma Mandir Convention & Exhibition Centre, Gandhinagar. The Press Conference was addressed by Shri. Hareet Shukla, IAS, Secretary Tourism Gujarat, Dr. Sourabh Zamsingh Pardhi, IAS, MD, Gujarat Tourism, Shri. Amaresh Tiwari, Vice Chairman ICPB and Shri. Mohd. Ali, Member – ICPB Governing Board. The Press Conference was well attended by the local media.



Highlights: Day-1- Thursday, 7th December 2023:



The inaugural session of the 14th Conventions India Conclave was graced by the presence of Shri Bhupendra Bhai Patel - Hon'ble Chief Minister of Gujarat as Chief Guest. The Guest of Honour - Shri Mulubhai Bera, Hon'ble Minister of Tourism, Cultural Activities, Forest & Environment and Climate Change, Govt of Gujarat was also present at the forum. Other dignitaries on the dais included Shri Rakesh Kumar Verma, IAS, Additional Secretary, Ministry of Tourism, Govt. of India & Chairman-ICPB, Shri Hareet Shukla, IAS- Secretary Tourism, Gujarat, Shri Amaresh Tiwari – Vice Chairman, ICPB and Chairman – Organising Committee for the 14th Conventions India Conclave-2023 and Shri Senthil Gopinath, CEO, ICCA. Vote of thanks was presented by Shri Madan Kak, Hony. Treasurer, ICPB.

The highlights of the inauguration session were launch of Gujarat MICE Film and screening of Incredible India - MICE Film. Announcement of the opening of ICPB State Chapter of Gujarat.

The following 5 MOUs were signed between TCGL, Association Heads including ICCA and ICPB, confirming interest of International Associations in bringing prestigious international conference to Gujarat:

1. Aids Society of India
2. Fire Security Association of India (FSAI)
3. Indian Endodontic Society (IES)
4. Indian Society of Blood Transfusion and Immunohaematology (ISBTI)
5. International Congress and Convention Association (ICCA):

ICPB Hall of Fame award was presented by Shri Senthil Gopinath, CEO, ICCA posthumously to late Shri Girish Kwatra, received by his wife Smt. Sarika Kwatra and son Mr. Aditiya Kwatra for his contribution to the industry.

Ms Madhu Dubey, Executive Director - ICPB briefed the buyers and exhibitors regarding House Rules for the scheduled B2B meetings during the conclave and conference sessions apart from other activities as per the 14th CIC program.

The inaugural ceremony was concluded with a Vote of Thanks by Shri Madan Kak, Hony. Treasurer, ICPB and cultural evening by Gujarat Tourism.

The day concluded with a gala dinner and a delightful & vibrant cultural program hosted by Gujarat Tourism that enthralled the guests.





Highlights: Day-2- Friday, 8th December 2023:

The day started with 'Green Walk' and 'Sapling plantation' supported by India Tourism Development Corporation (ITDC). There was an impressive turnout of about 85 participants. The walk was on a route within the venue of about 2 km.





The T-Shirts and Caps worn by the participants depicted the ITDC logo.

Registration at the Conclave:





ICPB AND GUJARAT MICE NETWORKING MEET



Governing Board Members of ICPB: Mr. Amaresh Tiwari, Vice Chairman, ICPB, Mr. Madan Kak, Hon. Treasurer-cum Hon. Secretary ICPB, Mr. Chander Mansharamani, Mr. Saurabh Bhargava, Mr. Ubaid Ahmad, Mr. Amit Saroj were on the dais highlighted structure of ICPB, benefits of ICPB membership and also mentioned the functioning and activities of ICPB State Chapters.

Session 1: "Meet in India" - India as a MICE Destination.



Session 1 was moderated by Shri. Senthil Gopinath, CEO, ICCA and the panelists included: Shri Rakesh Kumar Verma, IAS, Additional Secretary, MOT, Govt. of India, Shri Hareet Shukla, IAS, Secretary Tourism, Govt. of Gujarat, Dr. Sourabh Zamsingh Pardhi, IAS, MD, Gujarat Tourism and Shri Amaresh Tiwari, Vice Chairman, ICPB.

The session delved on leveraging the power of MICE by creating City Based Convention Bureaus for a multi-state integrated MICE strategy from India. The session focused on the strategies and actions required to develop India as an important MICE destination. It was deliberated that the key factors contributing to the success and growth of the MICE industry require a strategy for accommodation and venues, good connectivity & accessibility, right service providers and skilled human resources.

Mr. Senthil acknowledged the potential of India as a MICE destination. Shri. Rakesh Kumar Verma pointed-out that MICE industry is at the cross section of business and tourism and therefore it has to be promoted uniquely. Sh. Amaresh Tiwari suggested the need for Govt. support in funding the Bureau. The entire panel agreed that a systematic focus on marketing and promotion is required to promote India.

Session 2: Iconic Gujarat: Culture, Nature, Heritage and MICE Potential :



The session was moderated by Shri Ashish Gupta, Founder: Strategic Pluto & Consulting CEO FAITH and panelists included Dr. Sourabh Zamsingh Pardhi, IAS, Managing Director, Gujarat Tourism, Shri Ajay Prakash, IAS, Director Civil Aviation, Shri Gaurang Makwana, IAS, MD Indextb, Dr. Abhay Sinha, Director General, SEPC and Shri Ranjit Singh Parmar, Vice Chairman HTA.

The session touched upon the various cultural and religious offerings of the iconic Gujarat and how to position Gujarat as a MICE Destination. Speakers highlighted the diverse cultural heritage, state-of-the-art infrastructure, and hospitality that Gujarat provides for conducting successful business events and conferences. Additionally, it was suggested that the tourists should explore the various cities and regions of Gujarat to understand the immense charm and attractions of the region.

Session 3: Sustainable MICE: Nurturing Gender Equality for empowering the Future.



The session was moderated by Ms. Ruchi Singh, United Nations - SDG Ambassador and panelists included Dr. Abhijit Ashok Sarkar, Chief Business Officer, Jan Pro India, Ms. Madhu Dubey, Executive Director, ICPB, Ms. Ana Repetto, Chief Creative

Cheerleader, Nomadic Totem, Mr Rajiv Mehra, President, IATO and Ms. Anju Gomes, Regional Director Middle East, ICCA.

The moderator Ms Ruchi stated that women have an imperative role to play in corporate world and they must get equal opportunity to work in the corporate world. Ms. Madhu Dubey opined that it's important that women get leadership positions in the industry for which women need to support each other. Mr. Rajiv Mehra mentioned that at present the captain of the tourism industry is a lady heading the Ministry of Tourism, Government of India as Secretary in MoT. Ms. Anuj Gomes emphasised on the need for women to face challenges with determination to succeed in their professional lives.

The India International Convention Centre (Kinexin Convention Management Pvt. Ltd.) Supporting Partner at the 14th CIC 2023 sponsored the Tea/Coffee Break Session on 8th Dec. 2023.



Session 4: Sustainability in the Tourism Industry:



The session - Mr. Nakul Anand, Executive Director, ITC Ltd. made an interesting presentation on Sustainability in the Tourism Industry. Mr Anand stated that "We are the 1st generation to feel the impact of climate change and maybe the last one who has the power to do something about it". He stated that out of the total carbon footprint of global tourism, transportation accounts for a huge 49% chunk and the next highest is by food and beverage that occupies 10% share. He highlighted the concept of Food Coma in MICE industry. We know that food plays an important role in stimulating our mood and energy. Therefore, it is important not to choose an elaborate menu for your event lunch, rather go for limited and healthy options so that the audience stays attentive in your post conference sessions.

He also shared that ITC hotels recycle 99 percent of the waste that it generates, and how they believe in responsible luxury.

Presentation by Mr. Shahnawaz Ahmad, Dy. Manager (Marketing), SKICC, Jammu & Kashmir



The Exhibition Inauguration:



Sh. Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism and Sh. Hareet Shukla IAS- Secretary Tourism, Gujrat Tourism inaugurated the exhibition at the 14th CIC on 8th December 2023. The pre-scheduled B2B Meetings: Buyers - Sellers Meet took place for enabling business conversations.

Following Exhibitors showcased their products at the 14 CiC

Sl. No.	Organisation	Booth No
1.	Tourism Corporation of Gujarat Limited (TCGL)	I-1
2.	Ministry of Tourism, Government of India	I-2
3.	Gujarat Artisan Hub	I-3
4.	RX Events	I-4
5.	Madhya Pradesh Tourism Development Corporation Ltd.	I-5
6.	Jammu & Kashmir Tourism	I-6
7.	India Tourism Development Corporation - ITDC	I-7
8.	India Convention Promotion Bureau - ICPB	I-8
9.	ICS GLOBAL (A UNIT OF ITS GLOBAL)	A-01
10.	Concept Conferences Pvt. Ltd.	A-02
11.	ITC Hotels	A-03
12.	Sheraton Grand Bengaluru Whitefield Hotel & Convention Center	A-04
13.	CHIME Tours Pvt. Ltd.	A-05
14.	Top Travel & Tours (P) Ltd	A-06
15.	IA Meetings	A-07
16.	Meetings And Incentives World	A-08
17.	ICE Travel	A-09
18.	Swosti Group (Hotels- Resorts- Travels)	A-10
19.	JW Marriott Bengaluru Prestige Golfshire Resort & Spa	A-11

20.	ACCOR	A-12
21.	Pullman And Novotel New Delhi Aerocity	A-13
22.	Meeting & Motivation Experts	A-14
23.	Alpcord Network Events & Conferences Mgmt. Co. Pvt. Ltd.	A-15
24.	DTORR, India	A-16
25.	Meetings & More	A-17
26.	The Indian Hotels Company Limited	A-18
27.	Bangalore International Exhibition Centre	A-19
28.	EXPOINN Suites & Convention	A- 20
29.	EXPOINN Suites & Convention	A- 21
30.	HITEX Exhibition Centre	A-22
31.	Clarks Exotica Convention Resort & Spa	A-23
32.	Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park	A-24
33.	Hyderabad International Convention Centre	A-25
34.	India Trade Promotion Organisation - ITPO	A-26
35.	Spiceland Holiday	A-27





Visit to Akshardham Temple for Light and Sound Show:



Day concluded with Networking Dinner at Grand Ballroom Leela Hotel, Gandhinagar

Highlights: Day-3- Saturday, 9th December 2023:

Day 3 dated with Gandhi Darshan & Meditation at Sabarmati Ashram:





Reverse Marketing Session:

The Buyers were seated on their respective seats for exhibitors to interact with all the buyers:



Session 5: Technical Session on Gandhinagar & Ahmedabad – creating Twin City Convention Bureau (Local stakeholders' participation)



The session covered the detailed discussion of the proposed masterplan for the Gandhinagar & Ahmedabad as Twin City Convention Bureau in collaboration with ICPB Gujarat Chapter and Gujarat Tourism.

This session discussed the need for proposed plan interventions, convergence, destination marketing and promotion, skill development, inducing behavioural change, heritage and tourism destination management

The session had planners, thought leaders, experts and practitioners from Industry and Government.

Moderator – Shri Ashish Gupta, Founder: Strategic Pluto & Consulting CEO FAITH

1. Shri H.M. Jadeja, Joint MD, Gujarat Tourism
2. Shri Vishal Kundra, City Planner, Designer, HoD – Planning, Architecture, Environment at Gift City, Gujarat
3. Shri Aveek Sen Gupta, GM, Taj Skyline, Ahmedabad
4. Shri Vikas Sood, GM, Mahatma Mandir Convention Centre
5. Dr. Ishwar Gilada, President, AIDS Society of India

Session 6: on Exploring Sponsorship & Bidding opportunities & Attendees Experience for major conferences in India.



The session was moderated by: Ms. Anju Gomes, RD-Middle East, ICCA and Panellist included: Dr. Sanjay Miglani, Indian Dental Association, Shri Naveen Rizvi, CEO, ICEM, Shri Madan Kak, COO, Minar Travel, Shri Amit Saroj , Shri Chander Mansharamani, MD, Alpcord (PCO).

It was highlighted in this session that creating personal experiences is very important as the attendee experience landscape is always evolving. From virtual reality to attendee engagement to personalized food options, organisers must curate unique experiences. It was also stressed that G20 has taught us that we can achieve the impossible. Our industry has created new benchmarks in G20. Mr. Chander Mansharamani highlighted that the Visa issue has to be resolved because it's a deterrent and every association should have a conference bid manual on their website. Mr. Amaresh Tiwari highlighted that ICPB is the national Bureau for the MICE industry in India. ICPB is setting up its State Chapter Bureau in many states.

Session 7 : “Supply driven MICE competitiveness for India”.



The session was Moderated by Mr. Ashish Gupta, Consulting CEO, FAITH and panellist included were Mr. Ubaid Ahmad, Head, BIEC, Mr. Saurabh Bhargava – Associate VP, IHCL and Mr. Mohammad Ali, ACCOR India, Ms. Madhu Dubey, E.D.-ICPB. During this session, it was highlighted that India has recently seen the inauguration of two high profile MICE centres by the Prime Minister, the fully upgraded Bharat Mandapam at Pragati Maidan and the Yashobhoomi, IICC Dwarka. In addition, various states have new MICE capacities and MICE centred hotels coming up. Furthermore, the upcoming Jewar airport and Navi Mumbai airport and some others coming up in different states in addition to the expressways such as Delhi Mumbai one which connect across towns of many cities, promises to unleash a new MICE driven revolution in India

Presentations on MICE infrastructure in Gujarat by local stakeholders:

- Mr. Anush Nirajwalia – Lalooji & Sons
- Mr. Vishal Shetty, VP, Transtadia Pvt. Ltd
- Ms. Ritu Santra, Kalhaar Blues and Greens Gold Club.



Presentation made by Madhya Pradesh Tourism highlighting MICE destinations at Madhya Pradesh: Mr. Rahul Argal, Madhya Pradesh Tourism.



Session 8: How we can Leverage Modern Technology (AI) to further accelerate growth of the MICE Industry in India.



The session was Moderated by Dr Suresh A Shan - Chairman Computer Society of India, Mumbai Chapter and Panellist included Dr. Vrajesh Parikh, GM, Gujarat Council of Science City, Shri Mackenzy GM ITC Narmada, Shri Ashish Jagota, Executive Director, Concept Conferences & Shri Raghav Khosla, Editor-In-Chief, Travel+MICE Showcase magazine. It was highlighted that India is at the beginning of this domain and AI will soon impact all walks of our lives. In events too, AI will occupy a key stake not just during the event, but also much before and after and will govern much of our decision making. AI will enhance event outcomes by providing insights into attendee behaviour, preferences, and overall event performance. Analysing data from booth interactions, attendee demographics, and engagement metrics will help the exhibitors and organizers in seven key parameters, i.e. Visitor Profiling, Booth Optimization, Lead Generation, Content Effectiveness, Event ROI, Engagement Metrics and Post-Event Analysis. Moreover, VR will soon become an important variable in the convention industry.



The valedictory session was presided by the presence of Shri. Hareet Shukla, IAS, Secretary Tourism, Govt. Of Gujarat, Shri. Amaresh Tiwari, Vice Chairman ICPB, Shri. Madan Kak, Hony. Treasurer, ICPB and Smt. Madhu Dubey, ED, ICPB.

Shri. Amaresh Tiwari thanked the participants, sponsors and the Department of Tourism, Government of Gujarat for making the 14th CIC a great success. He highlighted some key takeaways from the last two days - spoke of the opening of ICPB Gujarat Chapter that will work as Gujarat Tourism Bureau. He also mentioned about an international roadshow to highlight the offerings of Gujarat and announcement of the ICPB National Award. ICPB will develop criteria to give rating to MICE venues and a national level supply chain management repository will be created. Shri. Hareet Shukla assured that all possible support to the MICE industry will be provided by Gujarat Tourism and Gujarat Government will work aggressively to become the top state for MICE in India.

Day concluded with dinner and cultural program at Sabarmati River Cruise.



The 14th Conventions India Conclave concluded with the following three Post Tours for the buyers. The buyers opted options below for the post tour of their choice:

1: Same Day Ahmedabad

2: 2 nights/3 days: Kevadiya (Statue of Unity, Jungle Safari)

3: 3 nights/4 days: Rann of Kutch, Nirola Village, Smritvan

The post tours provided an opportunity for buyers to experience the attractions of Gujarat for a holistic MICE experience through the 14th CIC.
