



(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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## Message

*Dear Friends,*

I am very happy to join the tourism fraternity as the Joint Secretary (Tourism), Government of India and Chairman ICPB.



**Rakesh Kumar Verma (IAS)**

The socio-economic benefits of the tourism industry at large and MICE in particular are well recognized. However, in the present global scenario, when the COVID-19 has already impacted the industry with cancellation of events and hotel bookings worldwide, there is an urgent need for the stakeholders in India to re-strategize to minimize the adverse impact of the coronavirus. India has the advantage of a large domestic market which now needs to be focused on. The best option to counter the loss of business/tourist arrivals, is

to target the domestic market. Further, another priority area is building authentic data in terms of conferences, meetings, exhibitions held in India, participation numbers, locations etc. An effective marketing plan can be developed only with the availability of an authentic database. The present and future of the MICE industry can be measured and growth evaluated, when a robust updated database is available.

To start the process, I urge all ICPB members and other stakeholders of the industry to contribute by responding to a simple questionnaire that will be sent out by ICPB to gradually build a reliable database for the use of the industry.

I look forward to productive interactions with the stakeholders for sharing views that can be considered for policy formulation to boost the MICE industry.

***Wishing all my friends from India and overseas a very happy and colourful Holi!***

**-Rakesh Kumar Verma, IAS, Joint Secretary, Ministry of Tourism, Government of India and Chairman, ICPB**

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Be **PREPARED**  
Be **SMART**  
Be **SAFE**

Be **READY** to fight  
**#COVID19**

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UNITED NATIONS



World Health Organization

Protect yourself and others from getting sick

### Wash your hands

- after coughing or sneezing
- when caring for the sick
- before, during and after you prepare food
- before eating
- after toilet use
- when hands are visibly dirty
- after handling animals or animal waste



World Health Organization

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## INDIA EXPO CENTRE & MART



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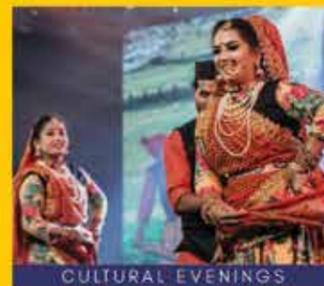
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## Impending Future Trends

A thorough analysis of global trends in MICE Tourism by different stakeholders can be summed up as below:-

### Hotels

- The rates of hotels continue to climb upwards largely due to mergers and acquisitions activity in world
- Mid-Tier and Luxury resorts are in most demand
- Uniqueness will be the cue in next 2-3 years
- Asia Pacific to lead the Mid-scale to Luxury segment compared to the other zones of the world – 4 -5 Star property construction to be on the rise
- Hotel Room rates, Free Wi-Fi, Free Amenities to remain major factors for negotiating contracts.

### Airfare

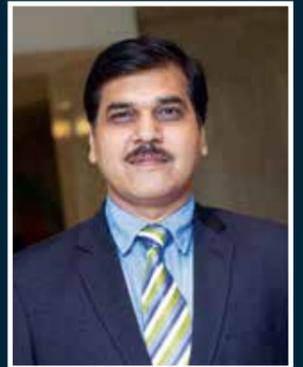
- Group Airfares will continue to rise but will have reasonable influence on choice of destination
- Intra-regional rates will decrease over time
- Air capacity and group volume will increase with Asia and South East Asia leading the fray
- Flat Rate from one destination, Conference Window rates and Mini route rates will hold key to negotiations Attendees
- More demanding attendees
- More exotic venues will be sought after
- Technology driven outputs to be sought

### Organizers

- Gathering numbers - For each meeting type, it appears that meeting owners are trying to find the right combination of the number of meetings held and the size of those meetings to drive the most value for their organizations.
- Making adjustments – With property and other related meeting costs rising, many organizations appear to be adjusting the number and size of their meetings to stay within their budget constraints. Holding fewer meetings with more attendees or a more targeted attendee list is an option being practiced.
- North, Central and South America as well as Europe will see a decrease in no. of meetings
- Asia Pacific will witness regional growth
- Days per meeting to remain flat in accordance with the budget constraints
- Spending on experience for attendees to take a boost
- Overall budget to remain steady and will remain at the centre of planning process.

Dear Industry Colleagues,

As you read this, we all know that the impact of coronavirus outbreak (Covid-19) is being felt across the global tourism industry and more so in the Asian continent, where leisure and business travel contributed \$884 billion to gross domestic product in 2017 according to the World Travel and Tourism Council. The projections for 2018 is around \$1 trillion. For China alone, as per their tourism bureau, inbound tourism brought in \$127.3 billion in 2019. Countries like Singapore, Thailand and the likes have huge revenue coming in from travel and tourism. Therefore, the economic disruption from Covid-19 outbreak shall be long-term and may ripple well into 2021-22.



Amaresh Tiwari

However, not everything is gloomy from Indian perspective because the virus has largely affected China and South Asian countries. As the numbers of cases rise in these regions as well as in countries like Italy, India has done exceedingly well with only few confirmed cases. Few of them have already recovered and others are on the way to recovery with no deaths as per the media reports. Government's timely actions in putting up process at airports, adequate quarantine and medical facilities have reduced the risk to almost negligible. It further helps that Indian doctors and healthcare professionals are said to be the best in the world.

Thus, it is not only logical but apt time to project India as a viable, world-class, safe tourism destination of choice for the world. The Indian tourism and travel trade industry should come together to promote India to a wider world population who are keen to visit Asia. India has much untapped potential here here, especially when you compare it to a city like Barcelona, which received 32 million tourists, or a country like France, which benefited from 84 million international arrivals in 2015. With rich heritage & culture, historic monuments to snow-clad mountains, exquisite beaches and varied options of eco-tourism, adventure tourism, wildlife and cruise tourism, we can create unique experiences for travellers along with unmatched hospitality. Indian carriers can also reduce their frequencies to south Asian markets and deploy this capacity elsewhere to attract more tourists.

It is also an opportune time to aggressively and collectively push India to become one of the fastest growing destinations for conventions and meetings of all shapes and sizes. With our highly developed convention centres located across the country, India should be positioned and promoted as a competent and credible MICE destination in Asia.

We hope that the Government of India and the Tourism Industry shall come together to play a very vital role in repositioning Incredible India in these dynamic times.

-Amaresh Tiwari, CIS, Vice Chairman, ICPB

## “MICE industry should become more organised & recognised as a medium for development of trade and economy”

**Anbu Varathan, President Elect, UFI; Director General & CEO, Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC) shares his views...**

**Q. As, UFI president elect what is your focus and agenda for Global Exhibition Industry?**

**A.** Having had a long association with UFI which has a membership exceeding 800 member companies having partnerships with AIPC (The International Association of Convention Centres), and ICCA (The International Congress and Convention Association), etc., I will be furthering its mission and driving developments and work towards exhibition industry finding wider recognition and global acceptance. As the President of this august body my focus will be on building collaborations, developing UFI's work in various parts of the world, taking its research work to the next level besides building relations with exhibition industry stakeholders' one step further at a global level.

**Q. What major steps you are planning to take to make India a major player especially in the backdrop of many big exhibition centres coming up in Delhi, Mumbai, Kolkata, Hyderabad and Bangalore. What is your take on this?**

**A.** India is advantageously placed for attracting big ticket events to its shores with the country aspiring to become a \$5 trillion economy by 2024-25. Indian exhibition industry has been seeing some significant changes and promises to move up the S-curve. By disseminating information and networking we plan to reach out to more industry professionals than ever before. We hope to build exhibitions as a platform for exploring, exchanging and reciprocity and make it the driving force for industrial development and manufacturing growth. It is extremely important to showcase to the world the potential of organizing exhibitions and corporate events in India and for this

we need to initiate regular exchanges between various stakeholders to align interests in areas such as standards and codes, best practices, etc.

**Q. Given the adverse impact caused by Coronavirus at the moment, how is the MICE Industry performing on a global platform?**

**A.** The outbreak of coronavirus has had an impact on businesses with many hotel and venue bookings being rescheduled. The suspension of visas for Chinese passport holders is leading to many events and meetings being rescheduled. However, we see this as a transitory setback with our Chinese friends being unable to participate in events during this period. Countries across the world are stepping up their efforts to tackle coronavirus and I am sure that MICE industry will bounce back to normal business. UFI will continue to lend its support to the Chinese in this need of the hour, furthering its legacy as a platform which stands united to tackle challenges that emerge.

**Q. Where would you rate India, on a global MICE Platform?**

**A.** India ranks fifth in MICE tourism in the Asia Pacific region behind Japan, China, South Korea and Australia. As per ICCA rankings India moved 7 positions in 2018, hosting 175 meetings in 2017, as against 143 in 2016. MICE tourism is among the niche tourism products identified by the Ministry of Tourism, Govt. of India to develop India as a 365 days destination. MICE industry in India is undergoing changes with the exhibition industry growing at the rate of 10 - 12%. New venues are being built across the country in many metro cities as well as tier 1, 2, 3 and 4 cities which bodes well for exhibitions and events. Existing venues on the other hand are



enhancing their capacities to brace up to the demands of hosting grand-scale congresses, exhibitions and corporate events.

**Q. Can you pick 5 key hurdles in positioning India as top MICE destinations and how to remove them?**

- We need to push the MICE industry to become more organised and recognised as a medium for development of trade and economy.
- Infrastructure and supporting systems are crucial for organizing technical conventions. We need to create a well-defined ecosystem and supply chain for the MICE industry to grow.
- Developing professional standards and code of ethics in the way data is gathered and disseminated, ensuring fairness in dealings, etc. is a challenge which needs to be overcome.
- Indian cities and destinations need to promote the comfort feel that they are great host cities / destinations.
- Bandwidth concerns with the usage of smartphones and other electronic devices that require additional Wi-Fi. Connectivity is vital for the success of all exhibitions and corporate events and addressing this is a challenge.



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## Member's Section

### Cholan Tours becomes proud recipient of Lufthansa City Centre Green Award 2019

Cholan Tours has been awarded the Green Award for the outstanding green initiatives and activities that they took in 2019, which inspired the entire Lufthansa City Centre network as well. Cholan Tours are the only travel company to go sun smart with solar energy. Power hunting in South India was a major unresolved issue 3 years ago. Considering the varied circumstances, the company went that extra mile by bringing Cholan tours under Solar system completely. Now the entire office, including the AC, works beautifully with the power they generate through Solar system. They are the only travel company in India using no papers and ones that have implemented complete e-governance. Cholan Tours have created an App for the entire operations in the company with the help of which they have gone completely digital. There is also a client version of the App that holds all of the client's tour documents, tour details, etc.

### IMTEX FORMING & Tooltech 2020 concludes on encouraging note

Technology enthusiasts had a lot to unearth at IMTEX FORMING and Tooltech 2020, organised by Indian Machine Tool Manufacturers' Association (IMTMA) from January 23 - 28, 2020 at Bangalore International Exhibition Centre (BIEC). The exhibition was inaugurated by Kamal Bali, President and Managing Director, Volvo Group and Ram Venkataramani, Past President, ACMA. Speaking about the show, Jamshyd N. Godrej, Chairman-Exhibitions, IMTMA said, "The kind of innovations which is so important in industry at every level: small, medium or large, finds a place in IMTEX. Visitors are captivated when they see 'live' machines."

IMTEX FORMING & Tooltech 2020 attracted 47,944 visitors which was a 33 per cent increase as against the 2018 edition of the show. The exhibition featured 605 exhibitors from 26 countries in an exhibition space of over 33,000 square metres. Visitors sourced machines for their production units and connected with latest innovations in 3D printing and Industry 4.0 which are vital for moving the Indian manufacturing industry forward. Industry 4.0 was demonstrated 'live' at IMTMA Technology Centre.

### Pune plays host to 'Dermacon 2020' attended by over 10,000 pax

The city of Pune recently hosted one of the largest conferences ever held in the city from January 30 till Feb 2, 2020. The 48th Annual Conference of Indian Association of Dermatologists Venereologists and Leprologists "Dermacon 2020" was an annual gathering of approx. 10,000 participants including delegates, faculties, trade and spouses. The convention took place at Laxmi Lawns, Magarpatta, Hadapsar, Pune. Vama Events Pvt. Ltd. was the official conference organizer.



## MICE Statistics

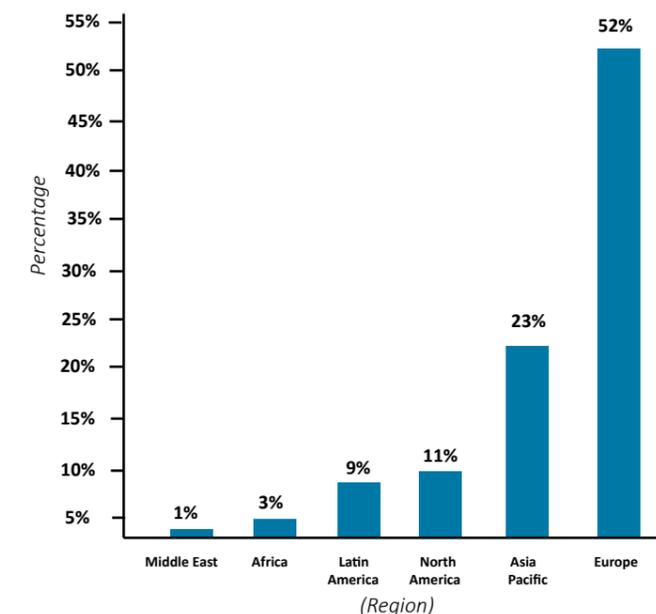
### A look at top meeting topics for international associations

As per the recent statistics, Medical Science (16.9%), Technology (14.2%) and Science (13.5%) are the three most popular International association meeting topics.

#### Factors affecting global MICE Industry

- Economic & Political changes
- Demographic changes
- Safety, Security and Health
- Payment cards
- 5 G Technology
- Artificial Intelligence
- Internet of things
- Experiential Designs
- Big Data as a service
- Smart Phones/ OS
- Virtual Reality
- Augmented Reality

Number of International Association Meetings per region



## Industry News

### ITDC to develop 5-star hotel at Pragati Maidan for ₹611 crore

The government has approved transfer of 3.7 acres of land at Pragati Maidan to ITDC and ITPO on 99-year lease for Rs. 611 crore to set up a five-star hotel. India Trade Promotion Organisation, which manages Pragati Maidan, will undertake a mega project to redevelop the land into a world-class International Exhibition and Convention Centre.



### Kochi becomes the top trending destination in the World: Tripadvisor

Tripadvisor has recognised Kochi as the top Trending Destination among the 25 other countries, including Thailand, Morocco, Russia, Portugal, Israel, Argentina, Malta and Austria. According to the website, "These incredible spots (that travellers love) saw the biggest spikes in top reviews and ratings last year." Tripadvisor announced the list as part of Travelers' Choice Best of the Best award, which is based on the reviews, ratings and saves that travellers share from around the world every year.

## ICPB Activities

### Interactive meeting; launch of E-Newsletter



In the first Interactive meeting held on January 7, 2020, by the new Governing Board of ICPB, a string of initiatives, wish-list and plans and policies were disclosed to the members of the association and media in New Delhi. Kick starting the first interactive meeting at the J W Marriott, New Delhi, Girish Kwatra, Hony Secretary, ICPB

talked about how ICPB is striving towards creating more business opportunities for the members of the association. The Vice Chairman of the Bureau, Amaresh Tiwari, had an inspiring “wish list”, which he announced during the meet, laying down his expectations and targets in his new role.

Highlight of the event was the launch of the ICPB E-Newsletter

– MICE Pulse, which has been introduced with the sole aim of highlighting the activities being undertaken by ICPB and its members. With an exhaustive content plan, the bi-monthly E-Newsletter will be circulated far and wide to position ICPB strongly and also increase its visibility in the tourism sector – both nationally and internationally. Aashish Gupta, Consulting CEO, FAITH, was the Guest Speaker at the event and shared an interesting presentation on India’s contribution and position in the Global MICE market. Anuj Wadhwa, Hony. Treasurer, ICPB, giving the Vote of Thanks, expressed gratitude and hope for not just a bright future of MICE in India but also a strong foundation of ICPB, towards which the members are working.

### Participation @AIME Melbourne, Australia

The Asia Pacific Incentives Meetings Event – AIME Melbourne is the leading trade event for the meetings and event industry in the Asia Pacific region. At AIME, industry decision makers connect, create and do business across the whole Asia Pacific region. With over 400 exhibitors and 3000 visitors, it is an important event in the Business Events’ calendar. Mrs. Madhu Dubey, Executive Director represented ICPB at AIME Melbourne held from February 17 – 19, 2020 and participated as co-exhibitor at the India Tourism stand along



with other ICPB members as co-exhibitors. These included Meetings and Incentives World (A division of A.T. Seasons and Vacations Travel Pvt. Ltd.), Destinos India Gurus Pvt. Ltd. and Vacation Experts Pvt. Ltd.

ICPB had pre-scheduled appointments with hosted buyers to discuss India’s potential as an attractive MICE destination. The synopsis of the meetings has been shared with active members of ICPB.

## ICPB Activities

### Governing Board meets Shri Prahlad Singh Patel

ICPB Governing Board members met Shri Prahlad Singh Patel, Hon’ble Union Minister of State for Culture and Tourism (independent charge) on January 15, 2020. The Bureau was represented by Mr. Amaresh Tiwari – Vice Chairman, Mr. Chander Man-sharamani, Past Vice Chairman, Mr. Naveen Rizvi, Mr. Ripudaman Singh Chauhan and Ms. Madhu Dubey, Executive Director. ICPB Governing Board discussed the importance of MICE and apprised Hon’ble Minister of the structure, functions and activities of the

Bureau. Minister shared his vision with ICPB and indicated future

interactions for discussing the growth of the MICE industry.



### ICPB Participates at SATTE; organises and hosts a MICE Session

ICPB participated as supporting partner at 27th SATTE 2020 from 8-10 January 2020 at India Expo Mart Limited, Greater Noida. Along with exhibition booth and B2B meetings; ICPB was given prominent branding during the show.

At the event, ICPB, in association with SATTE, also organised a MICE session on ‘Changing Dynamics of MICE in India’ on January 8, 2020.

The Session was moderated by Mr. Amaresh Tiwari, A.T. Seasons & Vacations Pvt. Ltd. and the panellists were Mr. Girish Kwatra – Meetings & More, Mr. Riyaz U.C. - Spiceland Holidays, Mr. Naveen Rizvi – ICE (Integrated Conference & Event Management), Mr. Sudeep Sarcar - India Exposition Mart Ltd., Mr. Abinash Manghani - ITC Hotels and Mrs. Madhu



Dubey - India Convention Promotion Bureau.

The panel discussion provided informative insights of the changing global dynamics impacting the MICE industry, covering views of the panellists on current trends including sustainable practices, CSR, food wastage etc.

The session was well attended by members, media, trade industry, SATTE visitors etc. The floor was opened for Q&A’s after the panel discussion. ICPB enjoyed a fruitful participation at SATTE, which offered a good platform for networking with other exhibitors and participants.

## Guest Column

**“A warm and charming state of mind from the local people in India towards all delegates is what made us all feel very welcome!”**

**Mr. Franck Brizé, Senior Conference Manager, K.I.T. Group GmbH, in an exclusive interview with ICPB share his opinion and views on India as a MICE destination.**

**Q. What are the three essential and two desirable criteria for a meeting planner when finalizing a host country?**

**A. As an International PCO, the essential criteria:**

- Simple Administrative procedures
- Good international flight connectivity
- State-of-the-art infrastructure

*And the ‘desirable’ criteria:*

- Large choice of accommodation options
- Safe environment

**Q. Can you share your experience of having organised or attended any Convention / Conference in India?**

**A.** Once it was decided to hold the 44th ISPAD conference in Hyderabad, India, we needed to find a strong local partner since it would have been delusionary to pretend to operate all logistical aspects from Germany and it was not conceivable either to register as a local company and apply for an Indian VAT number. We chose KWC because of their excellent reputation and since they were the only IAPCO certified PCO in India at that time.

The Indian ISPAD conference has left a strong advocacy mark in the regional scientific community, the media landscape and among the patient families, paving the way towards a greater awareness about

diabetes in children.

The challenges were effectively addressed with the collaboration between two PCOs – K.I.T. Group based in Berlin and KW Conferences based in Hyderabad.

**Q. What attracts you to India for your events? Please indicate three strengths of India in your view as a MICE destination**

**A.** In the special case of our ISPAD Conference, the main reason to come to India was to reach the local population of doctors and Health Care Professionals. If I had to list three strengths of India as a MICE destination, these would be:

- a. A strong local Partner!
- b. A very good venue: the HICC was the perfect venue to host our event and the Novotel was ideal to accommodate our speakers just next door
- c. A warm and charming state of mind from the local population towards all delegates that have made us all feel very welcome!

**Q. In your opinion, what are the areas, India needs to further work on to make it easier for Conference Planners to organise events in India**

**A.** I am coming back to my first comments: it is important to reduce the administrative burden to host the conference and to attend as a delegate.



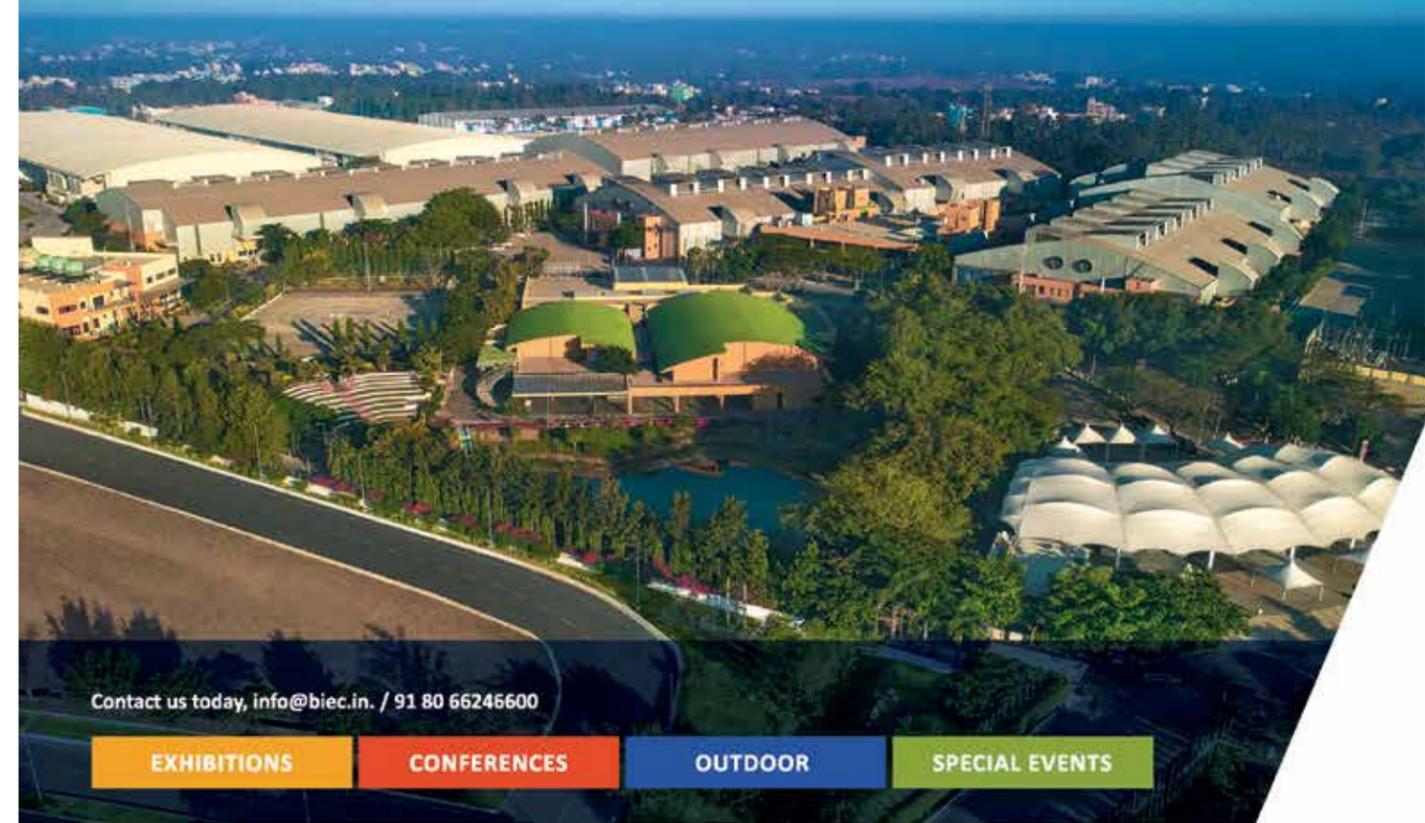
**“ If I had to list three strengths of India as a MICE destination, these would be:**  
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**c. A warm and charming state of mind from the local population towards all delegates that have made us all feel very welcome! ”**

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# COVID-19

## Appeal to all Stakeholders

**A**s you are aware, the world is in the midst of a medical crisis. Apart from China, 90 countries including Iran, Italy, South Korea, Japan, Singapore, Germany, Spain, France, Hong Kong, Taiwan, Malaysia, Australia, USA etc. have reported Coronavirus cases. With more than 1,00,000 impacted globally, the World Health Organisation (WHO) has declared a Public Health Emergency of International Concerns.



The impact on the tourism industry is more pronounced as the source country, China, is the largest outbound market in the world with more than half a million daily travellers. The airlines and travel companies are taking unprecedented measures to safeguard their other guests and at the same time they are arriving at policies to safeguard their travel distribution partners from cancellation penalties from such bookings.

It is requested that the industry may take policy decisions to waive off cancellation charges or penalties on such cancellations. This is a call for the industry to respond with caution in protecting its clients and customers and also for demonstrating compassion and benevolence towards its travel partners affected in the current extraordinary circumstances.

Travel and Tourism stakeholders are urged to take a humane response to the present global crisis directly affecting the industry.

**Girish Kwatra, Hony. Secretary – ICPB**

### UPCOMING GLOBAL MAJOR MICE TRADESHOWS 2020

EVENT	PLACE	DATE
IMEX Frankfurt	Germany	12 - 14 May
IBTM AMERICAS	Mexico	27 - 28 May
IT&CM CHINA	Shanghai	3 - 5 August
IBTM CHINA	Beijing, China	26 - 27 August
13th Coventions India Conclave	India	28 - 30 August
IMEX AMERICA	Las Vegas	15 - 17 September
IT&CM Asia	Bangkok, Thailand	22 - 24 September
ICCA Congress	Kaohsiung, Chinese Taipei	1 - 4 November

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- Mr. Amaresh Tiwari
- Mr. Girish Kwatra
- Mr. Anuj Wadhwa
- Mr. Abinash Manghani
- Mr. Tushar Kesharwani
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