



(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 Industry Friends,

Let me begin by acknowledging and applauding the spirit that the travel and tourism fraternity has shown in the last few tough weeks –



Rakesh Kumar Verma
(IAS)

– be it through the webinars, video conferences or encouraging messages – all have echoed a collective emotion that we will bounce back.

There is no doubt that COVID-19 will change tourism in more ways than one. Factors such as social distancing, proper sanitisation of public areas will become some of the deciding issues while planning a travel. The

countries, which handle the COVID-19 crisis well, will receive better response from the tourists. With India's outstanding track record in handling the crisis, Post COVID-19, India can emerge as a safe destination for tourists from all over the world. The country, as diverse and dynamic as India has shown immense resilience and solidarity in adhering to the rules of the lockdown and coming together to fight this pandemic as one nation.

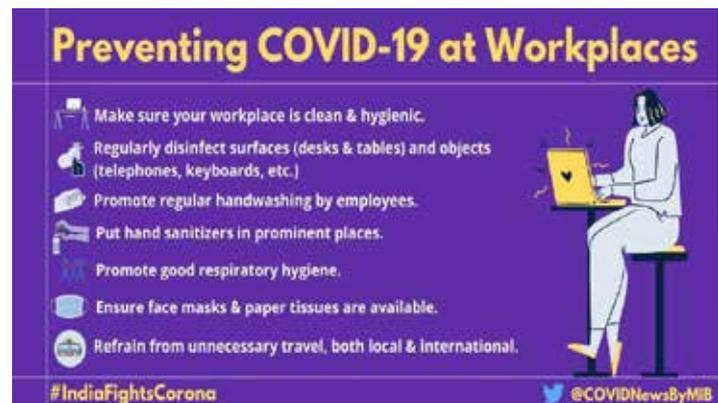
However, having said this, the governments across the world and the industry will have to evolve post COVID-19 procedures for airlines, hotels, visa and other services in the value chain. New business models will also emerge and digital technologies will gain more prominence. The countries, which handle the crisis well and prepare in 2020 shall rebound in 2021. Focus will temporarily shift to domestic tourism but we cannot lose sight of international tourism, which brings precious foreign exchange earnings. COVID-19 crisis is an opportunity for greater inclusion, sustainability and equality in tourism, bringing Responsible Tourism at the core of our future endeavours.

We will have to equally focus on the MICE segment as we understand how challenging these times are for the meetings and exhibitions industry and that even when operations resume, it will take a while for things to be “normal” again. Meanwhile, the MICE venues, hotels

should work towards developing new guidelines and SOPs for addressing the global concerns of meeting planners. The industry should use this time to prepare for the “new demands” that will arise once people start travelling again. With India better placed than most countries in Europe and the USA, it is expected that recovery too will be sooner in India and we must keep ourselves ready for it.

Over the last few weeks, I have been part of the various interesting and thought-provoking webinars and discussions with the MICE stakeholders of our country and glad to realise that ICPB is a wonderful platform that keeps both the ministry and the industry on the same platform. I am also glad to share that the Ministry of Tourism has constituted a National Tourism Task Force to meet the challenge posed by the outbreak of Covid-19 and make appropriate recommendations for the revival of the tourism sector in the country.

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



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INDIA EXPO CENTRE & MART



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National Tourism Awards, 2017-18

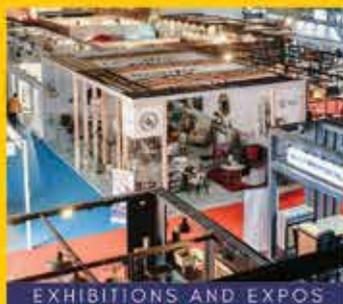
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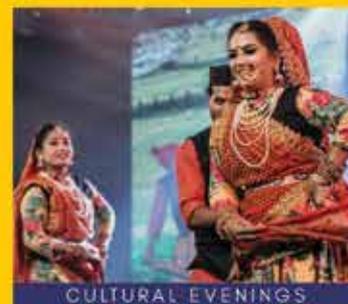
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CONFERENCES



CULTURAL EVENINGS

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Estimation of Market Size of MICE

No of Establishments: This was collated from secondary research from the Ministry of Tourism, Other secondary sources. For the estimated number of Hotels / establishments in “Other Cities” - Emerging MICE Destinations concept had been used and existence of number of 5 and 4 star categories Hotels into those cities / destinations had been referred to. The emerging destinations considered in consultation with the PCOs and event management companies are Ahmedabad, Bhubaneswar, Chandigarh, Indore, Nagpur, Surat, Thiruvanthapuram, Udaipur, Varanasi and Vizag.

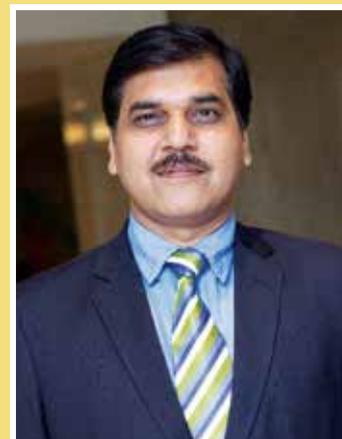
City	5 Star+ Hotels	4 Star+ Hotels	Total Hotels
Delhi NCR	50	7	57
Jaipur	16	2	18
Agra	10	1	11
Mumbai	23	8	31
Pune	9	2	11
Goa	27	5	32
Bangalore	17	3	20
Kochi	17	14	31
Chennai	21	4	25
Hyderabad	15	5	20
Kolkata	11	3	14
Guwahati	2	2	4
Other cities	42	29	71

Source - MICE Study commissioned by Ministry of Tourism, Government of India

Message

Dear Friends,

To say that these times are challenging and testing would be an understatement. For some of you, the situation has gone beyond its challenging boundary to reach the state of disappointment. But friends, remember, it is in times like these that we have to remind ourselves of what a great product we have to back us – our country India. Yes the meetings and exhibitions industry has taken a huge hit and it will be quite some time before it gets back to normal. But, trust me, it will be normal one day and when that will happen – people will be more than eager to host events, exhibitions, make up for their loses and build up their businesses – and that day my dear friends, will be the dawn of a new era of the MICE Industry. So have faith, stay positive and keep yourselves prepared for the future.



Amaresh Tiwari

When I paint this rosy picture I do not want to miss pointing out the roadblocks that will stand before us when the lockdown gets over. Travel will take an all new meaning – social distancing will make meetings (hosting and attending both) a challenge and commuting will be a major issue for many people. Covid 19-safe hotels, sanitisation, safe distancing in air / train travel and a plethora of new norms will be introduced that will make the entire process of travel very tedious. But like I said – that will be the new “normal” of travel and we need to be mentally prepared for it.

We at ICPB, in the last few weeks, have held numerous webinars wherein our office bearers have actively interacted with the Chairman ICPB and worked towards developing a “survival plan” that will help the MICE fraternity get over this tough period. I can assure you that we are constantly working towards finding new ways and means of reducing the financial burden on our members and ease the working norms so that each one of us can come out of the Covid-crisis unharmed and stronger – ready to re-build the future.

-Amaresh Tiwari, CIS, Vice Chairman, ICPB

DISCOVERING DELHI

The MICE Capital of India

When one thinks of MICE venues in India, the capital city is always the first name that crops up for reasons not unknown. A robust infrastructure – both in terms of connectivity and hospitality, is what stands in the favour of the city and often makes it an obvious choice while planning an event. Lavish venues, huge ballrooms, chic interiors, warm hospitality, well-functioning public and private transport and great international connectivity are just some of the “advantages” that puts Delhi high on the MICE map of India.

If we talk about MICE venues, Delhi has great options, like the Indira Gandhi Indoor Stadium, Siri Fort Auditorium, Indira Gandhi International Centre, Talkatora Stadium, NDMC Convention Centre, Pragati Maidan ITPO, Vigyan Bhawan, India Habitat Centre; not to mention several programs in the pipeline, such as the complete overhaul of Pragati Maidan, equipped with uber technological infrastructure.

Delhi is also the base of top national and international hotel brands, including Hyatt Regency, ITC Maurya, Taj Palace, Leela Palace, Imperial Hotel, the Hilton, The Ashok, Radisson Blu, The Lalit, Pullman, J W Marriott, Andaz and Le Meridien, among many others.



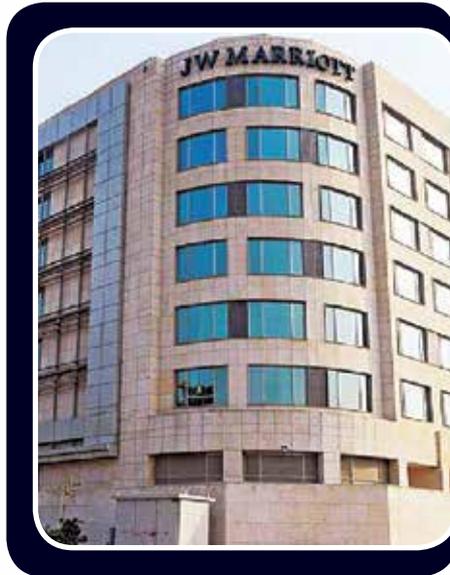
International Exhibition Cum Convention Centre (IECC), Pragati Maidan, Delhi

Currently under construction, this is going to be a state-of-the-art, world-class MICE infrastructure and will be on a par with the best in the world. It is a very comprehensive complex located around 18 km from the international airport and approximately 2.5 km from Connaught Place, which is the main hub

of business and leisure activities. The complex will also house an amphitheatre, which can be used for cultural evenings for 3000 pax – the 11 exhibition halls measuring 297,687 sqm will be under a two-phased redevelopment strategy. Phase-I will have six exhibition halls with a total area 151,687 sqm and is expected to be operational soon.

India International Convention & Expo Centre, Dwarka





The IICC (India International Convention & Expo Centre) is smart city project being driven by Government of India. With a total area of 300,000 m², IICC is India's largest convention and exhibition complex. IICC will have five large exhibition halls, a multi-purpose convention centre, the largest auditorium in India capable of holding 10,000 people at one time, as well as multi-arena facilities for 6,000 people. With a total of 3,500 guest rooms within 1 km, as well as shopping, entertainment and office facilities, IICC, once ready, will be an ideal venue for exhibitors and buyers to enjoy the convenience and fun of visiting IICC, India's largest complex of its kind.

India Expo Centre and Mart, Greater Noida



India Expo Centre and Mart is spread over 58 acres of land and has a unique combination of trade mart with exhibition and convention facilities, lawn, business centre, restaurants, transportation facilities

and sufficient parking area for over 4,000 cars and 30 buses/trucks inside the complex. It is well linked to the main Ring Road of Delhi through 8 lane expressway. Air-conditioned and Wi-Fi enabled, it has well equipped storage and warehousing facilities and central public address system with the most recent in multimedia, telecommunications and high speed internet connectivity under one roof. It is the perfect venue for trade fairs, exhibitions, conferences and such other theme-based international events.

Vigyan Bhawan

Vigyan Bhawan is a premier convention centre of Government of India in New Delhi, built in the year 1956. Over the years it has been the venue of conferences of national and international stature. The main feature of the complex is the plenary hall, with a seating capacity of over 1200 delegates, besides it has six smaller halls with capacities ranging from over 65 delegates to over 375 delegates. The building also has a VIP Lounge, the Office block for on-site offices, secretariat and a documentation centre, a Studio, a Business centre and an Exhibition hall.



From the desk of Hony. Secretary ICPB

Dear Industry Colleagues,

The meetings and exhibitions industry may have come to a halt but we at ICPB are regularly holding our virtual meets, brainstorming on measures that can be undertaken to keep India relevant on the global MICE map. Even though the positive cases in India are growing, the optimism in me feels that it could have been much worse. The early lockdown and its strict implementation stopped the virus from spreading like wildfire in our country, results of which will be visible soon. I am sure that the coming couple of months will require us to keep our patience and we can judiciously use them to plan our strategy for the future.



Girish Kwatra

Our focus, through the numerous webinars that we have held, has not just been representation to our nodal Ministry of Tourism but also to the PMO and Delhi Government. In addition to the regular online interactive meets and discussions that the Office Bearers had through zoom app, ICPB circulated details of a webinar to its members on 'The Coronavirus crisis – What do I do to protect my Business' on April 9, 2020,' wherein speaker-Christopher Doyle, an expert on the subject, shared his experiences with handling natural disasters. This was followed by the ICPB ICCA Seminar on April 17, 2020, which garnered great participation from industry colleagues and experts and most recently, a webinar on Managing the Human Capital on April 27, 2020.

Going forward, we have a series of Webinars planned on a wide variety of topics, such as, Future of MICE in India post Covid 19; Session on Convention Centres and Hotels; Financial Management – Cash Flow / Fund Flow, Budgeting etc.; Digital Marketing, Event Insurance and more. Our aim and focus behind hosting these webinars and online meets is to keep our members informed on the many ways and means through which they can keep their businesses running once the worst is over.

-Girish Kwatra, Hony. Secretary, ICPB

ICPB suggests measures to reduce the economic effect of COVID-19 on MICE Industry

ICPB Bureau has been hosting various webinars / discussions with the Chairman to work out a survival plan that will help reduce the economic impact of COVID 19 on its members. Amidst various strategies, there were talks on making soft loans available for companies so that they are able to meet their operational cost for next six months. Reduced interest rates/ subsidised rates and reduction in overdraft interest rates and lowering of GST slab rates were also discussed. There are talks of creating a Tourism Relief Fund along with some new schemes, which are likely to be introduced by the Ministry of Tourism to assist the MICE stakeholders.

Some of the demands made by the Travel Industry included –

1. Moratorium on repayment of EMIs of principal and interest for term loans for 12 months
2. Enhancement of Working Capital Limits/ Over Drafts at interest free rates
3. Support Fund majorly for salaries and establishment costs
4. Waive off PF contributions for Employer & employee for 12 months
5. Waive off ESI for 12 months
6. Refunds of cancellations and advances of travel agents & tour operators from airlines
7. Deferment of GST Liability for 12 months
8. Deferment of Advance Tax
9. Deferment of custom duties
10. Deferment of excise duties; vat & all other levies
11. Deferment of TDS deposit
12. No fixed costs on power tariffs, water or any other utilities
13. Complete GST & Income tax holiday for tourism, travel and hospitality industry for period of 12 months
14. Roll back of TCS introduced in 2020 budget
15. Property tax to be reduced and deferred for FY 2020-21

ICPB hosts second interactive luncheon; focuses on need for “solidarity” to overcome crisis



In its second interactive luncheon meeting, held at Taj Mansingh New Delhi for the travel trade and media, ICPB discussed ways and means to form a roadmap for the future and a strategy to hold India prominently on the global MICE map.

Addressing the trade and media, Mr. Girish Kwatra, Hony. Secretary, ICPB, opened the afternoon on an optimistic note and welcomed the new ICPB Chairman. He ensured that the member strength of ICPB, which currently stands at 130, should soon be touching 150.

Commenting on the occasion, Mr. Amaresh Tiwari, Vice Chairman, ICPB, said, “We all are facing this sorry plight with the Covid-19 epidemic. Crisis communications can be either reactive or proactive, therefore, comprehending the given circumstances, we need to raise awareness and act proactively. China is a strong market and they will definitely bounce back. I wish for the speedy recovery from this outbreak.” He went on to stress that going by the experiences of previous major viral epidemics, it is pertinent to have a strategic and robust recovery plan for India to make up

for lost ground, make the best of pent-up demand and encourage people who are itching to travel.

Talking to the audience, Mr. Rakesh Kumar Verma (IAS), Joint Secretary, Ministry of Tourism and Chairman ICPB said, “These are the times when we are facing a crisis situation. ICPB is a wonderful format that keeps both the ministry and the industry on the same platform. With futuristic approach, the Bureau and the ministry would develop partnership over a period of time. My suggestion to the Bureau is to figure out long term goals that are realistic and aspirational and whatever the case may be, support from the ministry would always be there. Most importantly, we need to think on the infrastructure roadmap for MICE tourism, incentives to encourage more and more people, output of roadshows and promotions for the growth of industry.”

Mr. Rajeev Kohli, JMD, Creative Travel was the keynote speaker on the occasion and shared an extremely motivational speech on how India is a country that is like no other and if we plan right, we can surely bounce back.

ICPB hosts online discussions and webinars to devise a “Survival Plan”

In the past few weeks, numerous online interactive meetings have been conducted by ICPB with the Office Bearers and members of the Bureau. Few of those meetings were chaired by Mr. Rakesh Kumar Verma, IAS, Chairman ICPB / Joint Secretary, Ministry of Tourism Via ZOOM. Important points of the discussion included talks on “SURVIVAL OF INDUSTRY” in form of availability of Soft loans to companies enabling them to meet operational cost for the next six months on reduced interest rates/ subsidised rates; reduction in Overdraft interest rates and GST slab rates. There have been talks and discussions on Creation of a Tourism Relief Fund along with some new schemes to be introduced by MoT to assist the MICE stakeholders. Possibility of revising the existing schemes such as MDA are also in the pipeline.



JW Marriott, Aerocity New Delhi, feeds migrant workers in the city

With just about 30 associates in the house, JW Marriott, Aerocity New Delhi decided to extend a helping hand. The capital city has more than 10 lakh migrant workers struggling to get a basic meal. With this thought in mind, the hotel started sending out 250 meals a day to those in need. The property has so far fed thousands of people. The initiative was carried out in coordination with the Ministry of Health and Family Welfare, Government of India.



Rise Advertising Coimbatore feeding dinner to Police Department

Showing solidarity and support to the Police Force, who in this crucial time is working round the clock so that we all are safe, Rise Advertising Pvt. Ltd. Coimbatore has been serving dinner daily to 50 people in the Police Department since March 27, 2020 at Madurai. The food is being prepared under the supervision of Director, Mr. V.C. Sree Sailam's home hygienic preparation.

Meetings and More gets IAPCO accreditation

The IAPCO accreditation is given to very few Professional Conference Organisers globally. Currently, only 140 PCOs have this honour. IAPCO is an international accreditation member-driven association for Professional Congress Organisers around the world. Its aim is to raise the quality standards within the meetings industry globally. There are stringent criterion that are needed to be met to ensure professionals maintain the highest standards across the world and thus receiving the prestigious IAPCO accreditation is no small feat.



CIDCO Convention Centre sets up shelter for needy

The Covid-19 crisis has displaced many people from their homes and made them devoid of regular income and proper food. During this tough scenario, CIDCO Convention Centre has set up temporary shelter for needy workers in Mumbai, extending a helping hand and doing its bit to help the underprivileged.



ITDC distributes meal packs to labourers and health workers

Doing its bid to extend a helping hand in the Covid-19 pandemic that has gripped the nation, the dedicated Team at ITDC (India Tourism Development Corporation), along with ACP and other members of the Delhi Police, distributed meal packs to stranded migrant labourers at the capital. In another initiative, around 2000 cooked and packed meals were distributed every day during the lock down period for the health workers of government hospitals (AIIMS & RML) in Delhi and also to other needy people through local administration. Meals were prepared at the flagship hotel of the company – The Ashok.



IEML undertakes measures to keep premises COVID-19 free

India Expo Centre & Mart as a venue is taking utmost responsibility to tackle the situation arisen due to COVID -19 and are taking all necessary measures to ensure that the venue remains safe, such as,

1. Proactively carrying out deep clean/fogging disinfection treatment across the entire venue regularly (by thermal fogging, cold fogging, general pest control and certified disinfectant Virex II 256/Viroff 753-RTU)
2. Floors are disinfected/cleaned with Germfree of Schevaran make at regular interval
3. Mats at main entrances sprayed with diluted bleach every two hours and cleaned thoroughly
4. Escalator handrails, door handles, lift buttons, chairs, tables etc. are cleaned and disinfected at regular interval using Germfree – Schevaran
5. Good ventilation is being ensured throughout venue
6. Washrooms are manned, cleaned/disinfected regularly using variety of chemicals
7. Liquid soap, disposable paper towels/hand driers for hand washing and hand sanitisers for sanitization placed in each washroom
8. Corona Virus Advisory posters depicting symptoms, prevention, Do's & Don'ts placed at main entrances, prominent location & in washrooms
9. Temperature checks (by infra-red thermometers) done at entry gate for all personnel entering premises (including venue staff, exhibitors, visitors, contractors)
10. Tray with saline solution at entry gate for disinfecting the shoes of entrants to the venue
11. Soap, water, paper towels along with sanitisers placed at entry gate for washing hands/sanitizing at entry point
12. Hand sanitisers placed at reception, office area, entry/exit gate for regular sanitization within the venue
13. All the staff deployed in premises is using mask, gloves (where required) and hand sanitisers
14. Pagoda provided for police officials by IEML through IESA
15. IEML has offered its hall to GNIDA for quarantine facility.





Swosti Group of Hotels & Resorts implements additional hygiene measures

At the Swosti Group of Hotels, Resorts, Travels & Education, in this unprecedented emergency due to outbreak of COVID 19 has implemented a number of additional measures to maintain the hygiene levels at its hotels and for the safety of its valuable guests. Measures includes –

- Closely following advisories issued by our State as well as Central Government
- Sanitising the hotel and cleaning every inch of the hotel to fight corona virus
- Regular cleaning of all touch points in public areas
- Deployment of antibacterial hand sanitizers at all public spaces
- Temperature readings for employees and guests
- Cancellation policy relaxed to accommodate change of dates, etc.
- Distribution of cooked food to poor people every day with the help of Government administration.



Top Travels & Tours is keeping its staff motivated and energised

The team of Top Travel & Tours (p) Ltd. have been following every government directive since the COVID – 19 outbreak. It has switched on to zoom and assigned some tasks to all the employees and are doing regular online conferences with the staff to check on their assignments given by keeping them all occupied, active and energised. The company regularly updates its website and digital platforms also in addition to efforts to create some new products and itineraries. Their sales team is in constant touch with the foreign clients encouraging them to keep their MICE groups on postpone mode and not to cancel the booking altogether.

In their endeavour to keep their staff motivated and inspired, the management at Top Travel & Tours is personally connecting with the staff to inspire them. Regular yoga classes are being conducted on zoom every morning for the physical as well as mental well - being of each and every member of the organisation.

The company is also doing its bit for the society. They have provided the provision for surgical masks, gloves, sanitizers and meals to the affected areas and health workers across various cities in partnership with NGOs.

FCM Travel undertaking necessary steps to keep customers safe

FCM Travel is actively monitoring the COVID-19 situation and updates from the government and public health authorities and personally communicating all the updates to the customers, keeping their health and safety a priority. FCM MICE is taking utmost care of the bookings / cancellations/refunds and is making all efforts to safeguard interest of the customers. Meanwhile, a team is also being trained for additional skills and destination knowledge. The company is in constant touch with its partners and frontline sales staff to create better experiences for the customers in the near future.

Leisure and MICE Tourism in the times of **COVID-19**

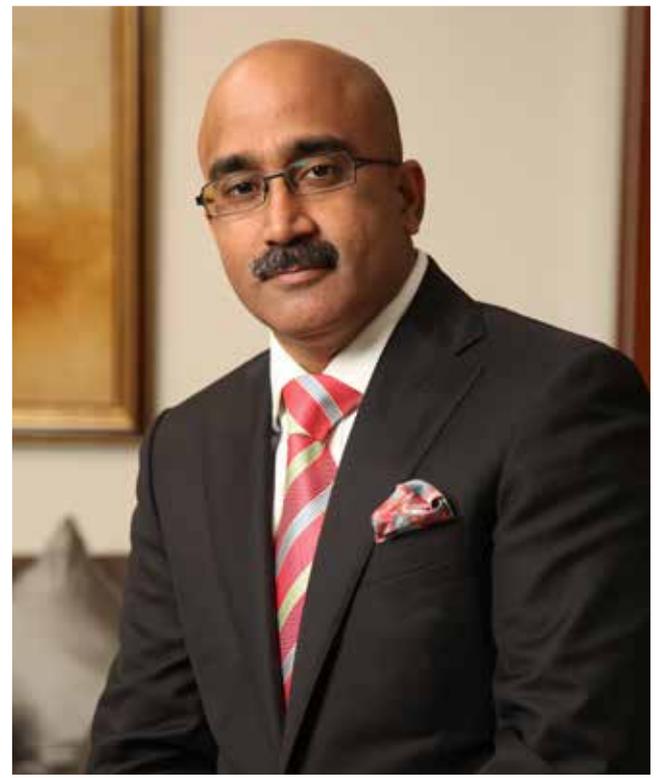
Currently, the Inbound Tourism, both for leisure and MICE is decimated, and this time it has nothing to do with India – says Rohit Kohli, Joint Managing Director, Creative Travel. Read on to know his views on the challenges and opportunities that lie ahead.

Recovery of inbound tourism will depend on many factors – How long the virus lasts in India, How long it takes the airlines to recoup and get their network going again, and most importantly it depends on how soon governments in our main source markets allow their citizens to travel to Asia and specifically India. If anyone feels business will come back to even 75 per cent level of what it was last year, they are misguidedly optimistic.

We are all part of the most important historical event since World War II, because of which the global tourism industry has probably changed forever. India, like all major tourist destinations around the world, will have to fight for its space in the shrunken world market more than ever post Covid 19. Success of destinations will depend on how each reaches out to the traveller's mind-set and how soon once the dust starts settling. India certainly has an advantage in that we have much more to offer in one country than most other countries do, but my fear is that we will waste this opportunity.



Now is our moment as a serious destination to bounce back with a highly coordinated positive campaign. This is the only way to secure the future of tourism and MICE in India.



ROHIT KOHLI, CREATIVE TRAVEL

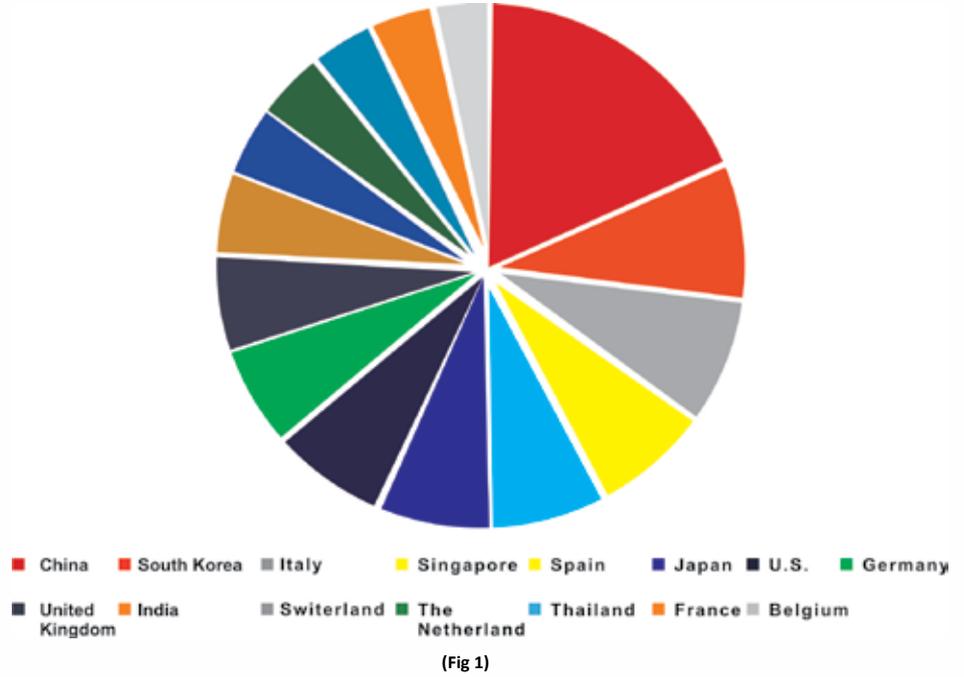
Every crisis presents a challenge and an equally an opportunity. India has been presented with a fantastic break. Till January 2020, India was at its lowest in reputation due to all the news on crime against women, pollution, riots etc. and this factored in highly when decisions on International Meetings were taken. Unfortunately India did nothing to counter that all this while. A lot of that has got forgotten, and now is our moment as a serious destination to bounce back with a highly coordinated positive campaign. This is the only way to secure the future of tourism and MICE in India.

CIMERT Survey Report by ICCA:

The Impact of the COVID-19 Pandemic on the International Meetings Industry

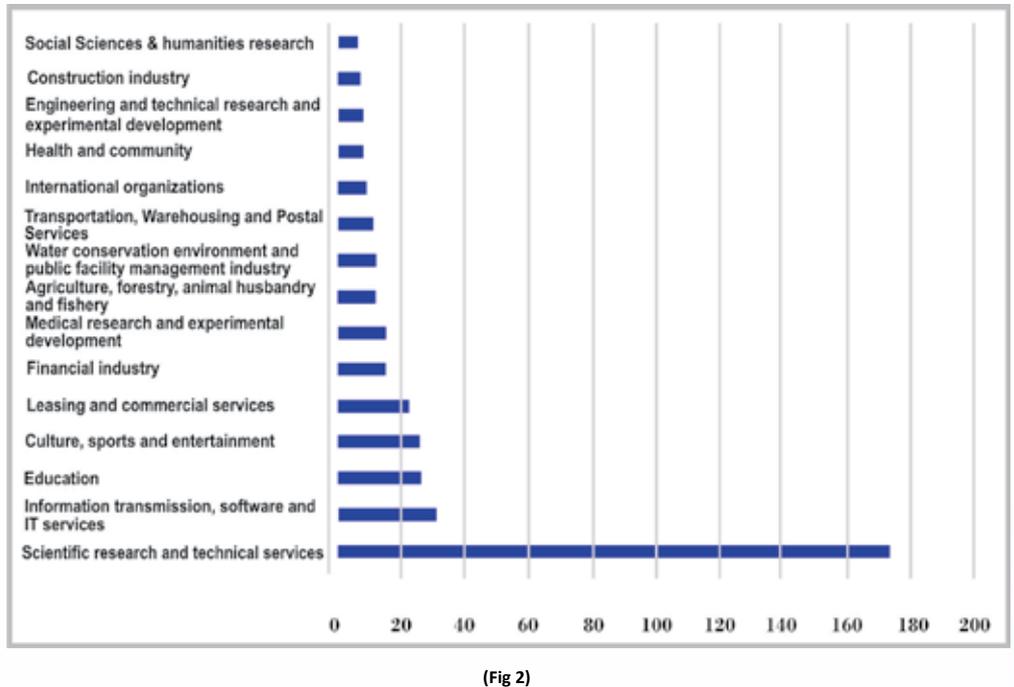
1. The epidemic has a relatively large impact on the change of international meetings and spread to more countries and regions.

According to statistical data, a total of 74 epidemic-hit countries have canceled or extended international meetings or changed the host cities at present. The Asia-Pacific region and Europe constitute the overwhelming majority, accounting for 80.47%, 85.48%, and 82.35%; the North America follows behind by 14.06%, 3.63%, and 5.88%; it is least adjusted in Latin America (3.91%, 3.63%, 5.88%) and Africa (1.56%, 7.26%, and 5.88%). The affected countries are given in (Fig. 1).



2. The changes mostly happened in the field of scientific research and technology services.

After detailed analysis of 393 international meetings in accordance with the Division of Industrial Sectors of National Economy, the latest version released by China, the research group has found that a large number of changes occurred in the field of scientific research and technology services, up to 173 times, accounting for 44.02% of the total number, followed by information transmission, software and IT services, education, culture, sports and entertainment, and rental and commercial services (see Fig. 2).



Source: CIMERT Survey Report, April 2020

Editorial Board

- Mrs. Madhu Dubey
- Mr. Amaresh Tiwari
- Mr. Girish Kwatra
- Mr. Anuj Wadhwa
- Mr. Abinash Manghani
- Mr. Tushar Kesharwani
- Mr. Ripudaman Singh Chauhan



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