

'Excellence in Exhibitions – MAKE IN INDIA'



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8 & 9 May, 2015

India Expo Mart

Greater Noida, Delhi NCR





Dear Industry Colleague,

The fifth edition of IEIA Open Seminar will be held on 8th – 9th May 2015 at India Expo Mart, Greater Noida, Delhi NCR.

As the only event run by the industry for the industry, it is the premier networking and knowledge event for the Indian Exhibition sector. The first four editions have been extremely successful with participation by industry representatives from India and abroad. As in the previous years, we expect delegates to come from India and other countries including USA, France, Germany, Hong Kong, UK, Italy, Netherlands, Russia, Australia, UAE etc.

With the new government initiatives and encouragement to developed foreign nations to 'Make in India' and develop India as a manufacturing hub, it was too much to resist the flavour of the season, so the theme of the fifth Open Seminar is -

“Excellence in Exhibitions – MAKE IN INDIA”

Through this theme we would like to encourage debate and brainstorming on scope for improvement and more efficient working in view of technological advancements, use of social media and peculiar challenges the industry in India faces. We would also like to talk about the exciting developments taking place in infrastructure and related fields in the Indian Exhibition Industry and mull over how 'Make in India' is as much applicable to the exhibition industry as it is to the manufacturing sector in India.

IEIA is delighted to invite you and your team to participate in this important event. You can be involved through:

- Sponsorship of the event or any of the sessions, functions, lunches, dinner or print material;
- Advertising;
- Register yourself and your colleagues to attend the seminar. I may mention that the last date of Early Bird Discount of 15% is 9th April 2015; and
- Providing meaningful contribution in shaping the programme, making a presentation, participation as speaker in one of the proposed sessions.

If you are not already a member, I invite you to take this opportunity to join the Association.

On behalf of the IEIA Executive Committee and Open Seminar Organizing Committee, I look forward to welcome you at the event. Do block your diary and attend the event. To know more, please visit www.ieia.in

Sincerely,

Rakesh Kumar
President IEIA

Day 0 - Thursday 7th May, 2015

19:30 - 22:30 Networking Dinner for early attendees (Venue TBC)

Day 1 - Friday 8th May, 2015

08:30 – 09:30 Breakfast Meeting of EC Members IEIA with Secretary DIPP (TBC)
 09:00 – 09:45 Registration & Tea / Coffee Session
 09:45 – 10:00 Lighting of the Lamp
 10:00 – 11:00 Inaugural Session

- Milestones and more: Welcome Address by Mr. Rakesh Kumar, President IEIA & Chairman IEML
- Facts and Figures on Indian Exhibition Industry: Mr. Rajiv Malhotra, Hon. Secretary IEIA and CEO Lotus Exhibitions and Marketing Services
- Address by Mr J S Deepak, Add. Secretary, Department of Commerce, Ministry of Commerce and Industry (TBC)
- DIPP accelerating the growth of the Industry in "Incredible India": Mr. Amitabh Kant, Secretary, DIPP
- Shri Abhishek Mishra, UP State Minister, Vocational Education and Skilled Development (TBC)
- Vote of Thanks: Ravinder Sethi, EC Mem. IEIA & UFI ; B.M IELA ; and MD R.E. Rogers India

11:00 - 11:30 Tea Break / Visit to Sponsors Stalls

- 11:30 – 12:15 Panel Discussion: A perspective on India from the point of view of International Associations
- 12:15 – 12:45 A perspective on 'India – US Relationship' and the way forward
- 12:45 – 13:15 B2B Brand Architecture – Sustainability of 'exhibition' brands?

13:15 - 14:30 Networking Lunch

- 14:30 – 15:15 A to Z of Digital Strategy - Dr Baris Onay, Digital Director, ITE Group
- 15:15 – 16:00 Panel Discussion: How Exhibitions boost the city/state economy – Venue Owners' Perspective
- 16:00 – 16:45 Panel Discussion: Faster turnaround of exhibitions using modern techniques and latest Stand Construction equipment and designs:

16:45 – 17:30 Guided Tour of IEML
 17:30 – 18:45 EGM of IEIA
 19:45 – 22: 30 Networking Dinner (Venue TBC)

Day 2 - Saturday 9th May, 2015

10:00 – 11:00 Welcome Address by Mr. Rakesh Kumar, President IEIA & Chairman IEML
 Keynote Address by Mr. Talleen Kumar, Chairman, DMIC (Delhi Mumbai Industrial Corridor) / JS DIPP (TBC)
 Chairman ITPO (TBC)
 Human Resources & Skill Development: Key factor to generate employment – Exhibitions growth stimulators:
 Mr. Ajay Shankar, Special Guest, Member Secretary, National Manufacturing Competitiveness Council (TBC).

11:00 – 11:15 Tea/Coffee Break
 11:15 – 12:00 When the Price is RIGHT: Pricing Strategies in the Trade Fair Industry – Focus Asia
 Mr. Jochen Witt, President & CEO, JWT

12:00 – 12:40 Panel Discussion: Service Providers - Vendors or Partners?
 12:40 – 13:15 Panel Discussion: How do you give your visitors an outstanding customer experience from Registration to Departure?

13:15 – 14:30 Networking Lunch
 14:15 – 14:45 Panel Discussion: Value of Research Reports for the global exhibition Industry Perspective of Ufi and IAEE
 14:45 – 15:15 Panel Discussion : Need for Synergies between Mice and Exhibitions
 15:15 – 16:30 Panel Discussion: CEO's Round Table – Deliberations on the 3 big opportunities and challenges in the Indian exhibition business over the next 2 years.

16:30 – 17:00 Concluding Remarks and Takeaways

Speakers and Panellists

- Shri. Abhishek Mishra, Hon'able UP State Minister for Vocational Education and Skill Development (TBC)
- Mr. Amitabh Kant, Secretary, Department of Industry Policy & Promotion
- Mr. Rakesh Kumar, President IEIA and Chairman, IEML
- Dr. Baris Onay, Digital Director, ITE Group
- Mr. Cherif Moujabber, Owner, Creative Expos & Conference, USA
- Mr. David Dubois, President & CEO, IAEE (International Association Of Exhibitions and Events)
- Mr. Goetz Doermann, Member of the HMF Board and SVP Deutsche Messe, Hannover Milano Fairs
- Mr. Jochen Witt, President & CEO, JWT, Germany
- Mr. Lewis Shomer, Executive Director, SISO
- Mr. Mark Cochrane, Regional Manager, UFI
- Mr. Michael Duck, Exec VP, UBM Asia
- Mr. Denis Steker, Vice President, Koelnmesse Ya Trade Fairs Pvt. Ltd.
- Mr. Talleen Kumar, Chairman, DMIC (TBC)
- Mr. Rajiv Malhotra, Hon. Secretary IEIA and CEO, Lotus Exhibitions & Marketing Services
- Mr. Igor Palka, CEO, BC Expo India
- Mr. K V N Prasad, Vice President IEIA and COO, Hitex Ltd.
- Mr. Vinay Mittal, MD, Deepali Designs & Exhibits
- Mr. S. Jafar Naqvi, Chief Coordinator & Chief Editor, Media Today Group
- Mr. Praveen Kumar Mittal, Joint Director, FICCI
- Mr. Sanjiv Agarwal, EC Member IEIA and Chairman & CEO, Fairfest Media Pvt. Ltd.
- Mr. Mehul Lanvers-Shah, Managing Director, Hannover Milano Fairs India
- Mr. M. B. Naqvi, Hon. Treasurer IEIA and CEO & MD, Media Today Pvt. Ltd.
- Mr. S. Balasubramanian, Sr. Director, BIEC
- Mr. Ashish Gupta, Project Director, Winmark Services Pvt. Ltd.
- Mr. Ravinder Sethi, EC Member IEIA & UFI ; Board Member IELA ; and MD R.E. Rogers India .
- Ms. Katharina Schlegel, COO and Deputy CEO, MMI India Pvt. Ltd.
- Mr. Niloy Debnath, Director, First Rain Exhibits (India) Pvt. Ltd.
- Ms. Sonia Prashar, EC Member IEIA and MD, NürnbergMesse India Pvt. Ltd.
- Mr. Michael Mandl, CEO, Reed Exhibitions India
- Ms. Monimita Sarkar, Managing Director, KW Conferences
- Mr. Sanjay Kapur, Owner, Studio 360



Register Today!
 Visit www.ieia.in or
 Contact: ed@ieia.in
 Mobile: (O) 9820442993

Introduction to IEIA

Indian Exhibition Industry Association (IEIA), was registered with the Registrar of Societies, Under Societies Registration Act XXI of 1860 Under No. 55/63 of 2006, in New Delhi. The association brings together all the exhibition organizers, managers, designers & stand contractors, freight forwarders, services & facilities providers, venue owners etc. so that there is a common platform available to the entire industry to consider ways and means for the sound and scientific development of various facts of the industry.

The Association represents the entire country and all segments related to the exhibition industry. IEIA aims to be your one stop source of information pertaining to exhibition industry, various exhibitions / trade shows organized in the country, exhibition industry news, information on various agencies, private and public organizations operating in the exhibition industry in India.

The main objectives of IEIA as per its constitution are to :

- Protect and promote the common interest of its members.
- Provide a common platform where members meet informally through Councils / Committees, Seminars / Workshops to exchange views and information on developments, improvements and problems in the industry.
- Represent the industry in all matters nationally and internationally in relation to Government, media and public.
- Organize training programmes, bring out publications, compile, tabulate and analyze statistics on the exhibitions for the benefit of the industry.
- Keep close contact with the press and media with the objective of achieving a higher share of advertising and promotional market of the industry.
- Promote Indian Exhibitions and Trade Fairs as cost effective marketing medium nationally and internationally.
- Devise and implement a system of auditing of Trade Shows and Exhibitions so as to lend credibility.
- Maintain high ethical standards by laying down a code of ethics for conducting business and safeguard high quality of services to the exhibitors and visitors to events organized by its members.
- Do all other things as may be considered by the Association to be incidental or conducive for the benefit of the industry.

Elected Office Bearers of IEIA (2015-16)

Mr. Rakesh Kumar	President
Mr. K. V. N. Prasad	Vice President
Mr. Indra Mohan	Ex- Officio Member
Mr. Rajiv Malhotra	Hon. Secretary
Mr. M. B. Naqvi	Treasurer
Mr. Ravinder S. Sethi	Executive Member
Mr. Sanjiv Agarwal	Executive Member
Mr. Siddhartha Sen	Executive Member
Ms. Sonia Prashar	Executive Member
Mr. Max Fernandes	Executive Member

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PARTNER HOTELS

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