

As on 02-06-2015 15:27

PROGRAMME

Day One – Friday, 08May 2015

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| 08:30– 09:55hrs. | Registration, Visit to sponsors stands and networking tea / coffee refreshments |
| Plenary Session | |
| 10:00 – 11:05 hrs | <p>Welcome Address: Mr. Rajiv Malhotra, Hon. Secretary IEIA and CEO Lotus Exhibitions and Marketing Services LEMS</p> <p>Lighting of the Lamp</p> <p>Milestones and More <i>Address by Mr. Rakesh Kumar, President IEIA, Chairman India Expo Mart Limited and Executive Director, Export Promotion Council for Handicrafts</i></p> <p>Address by Mr. J S Deepak, Chairman & Managing Director - ITPO and Addl. Secretary, Department of Commerce, Ministry of Commerce and Industry</p> <p>Release of IEIA's Industry Study Report "Exhibition Industry in India: Facts and Figures"</p> <p>DIPP accelerating the growth of the industry through "Make in India" initiative:</p> <p>Vote of Thanks <i>By Ravinder Sethi, EC Mem. IEIA & UFI ; B.M IELA ; and MD R.E. Rogers India</i></p> |
| 11:05 – 11:25 hrs. | Tea / Coffee Break |
| 11:25 - 12:10 hrs. | <p>A perspective on 'India – US Relationship' and the way forward Mr. Cherif Moujabber, President of Creative Expos & Conferences, Inc, Member of IAEE. <i>Serving as Chairman of the International committee in 2015 and formerly in 2012. On the SISO Board of Directors from 2003 to 2014. His session will give a brief historical perspective on how a foreign organizer did business in India and cover how Indian show organizers are viewed in the West and US, and what they should do to attract partnerships and joint ventures with foreign (US) organizers. Mr. Lewis Shomer, Executive Director, SISO;</i></p> <p>Moderator:<i>Mr. Rajan Sharma, Director, Inter Ads Exhibitions Pvt. Ltd.</i></p> |
| 12:10 – 13:00hrs. | <p>Panel Discussion: A perspective on India from the point of view of International Associations</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Mr. Lewis Shomer, Executive Director, SISO; ▪ Mr. David Dubois, President & CEO, IAEE; ▪ Mr. Mark Cochrane, Regional Manager, Asia/ Pacific UFI; ▪ Mr. Rakesh Kumar, President IEIA & Chairman IEML; <p>Moderator:<i>Mr. Ravinder Sethi, EC Mem. IEIA & UFI ; B.M IELA; and MD R.E. Rogers India</i></p> |
| 13:00 – 14:30 hrs. | Networking Lunch and tour of IEML complex (14:00 to 14:20 hrs) |

Day One – Friday, 08 May 2015 ...contd.

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| <p>14:30 - 15:15 hrs.</p> | <p>A to Z of Digital Strategy</p> <p>Dr Baris Onay, Digital Director, ITE Group.</p> <p><i>Author of a 135 page, 3 year digital strategy for ITE, he will focus on digital strategy, digital marketing and challenges of emerging markets with particular reference to the Indian conditions. Baris will tell us where and when the threat is coming from for our share of the marketing dollar; how today's media buyers are sourcing information and making purchasing decisions and where to start in creating your digital strategy. The crucial factor is how digital should fit into your Company's portfolio.</i></p> <p>Moderator: Mr. Michael Duck, Executive Vice President, UBM Asia Ltd.</p> |
| <p>15:15 - 16:00 hrs.</p> | <p>Panel Discussion: How Exhibitions boost the city/state economy – Venue Owners' Perspective</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> ▪ Mr. Sudeep Sarcar, GM, IEML & Hony. Secretary, India Convention Promotion Bureau ▪ Mr. Sambit Kumar Mund, Head – Trade Fairs, Hitex; ▪ Mr. S. Balasubramanian, Sr. Dir and Head – Trade Fairs, BIEC; ▪ Mr. Jayanta Das, Director, ITPO <p>Moderator: Mr. Igor Palka, CEO, BC Expo India</p> |
| <p>16:00 - 16:45 hrs.</p> | <p>Panel Discussion: Faster turnaround of exhibitions using modern techniques and latest Stand Construction equipment and designs</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> ▪ Mr. Praveen Kumar Mittal, Joint Director, FICCI; ▪ Mr. Nanu Binu, Managing Director, Meroform (India), ▪ Mr. Debasish Majumder, Director, Society of Indian Automobile Manufacture; ▪ Mr. Sujit Gopal, Managing Director, Trident Exhibitors Pvt. Ltd. <p>Moderator: Mr. Ashish Gupta, Director, Winmark Service</p> |
| <p>16:45 - 17:45 hrs.</p> | <p>Tour to IEML-GNIDA's State of the Art International Conference Facility near Gautam Budha University followed by High Tea at the Venue To and fro transport facility provided, Contact Registration desk to confirm</p> |
| <p>19:30 – 22:30 hrs.</p> | <p>Networking Dinner at IEML</p> |



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08-09 MAY 2015
IEML, Greater Noida, Delhi NCR