

Indian Exhibition Industry Association pitches for inclusion of Exhibitions under the list of Champion Sectors



Bhupinder Singh, Honorary Secretary, IEIA; KV Nagendra Prasad, President, IEIA and Nidhi Sharma, Executive Director, IEIA, meeting Sh. Suresh Prabhu, Honourable Minister for Commerce and Industries, to include Exhibitions under the list of Champion Sectors.

Exhibitions and Trade Fairs play a powerful multiplier effect on the overall economy by contributing 10 to 12 times of their turnover to the geographical area served. Estimating the Global exhibition industry turnover to be US\$ 28 to US\$ 35 billion, the economic impact of this activity as per a conservative estimate is US\$ 280 billion. Many countries across the globe have effectively used Exhibitions in shaping the economy of their countries. Globally Governments understand the potential of Exhibitions - Invest in Exhibition Infrastructure and Support Events. Countries like USA, China, Germany, Italy, France, Russia etc. have effectively leveraged the power of exhibitions to further support their overall growth.

According to industry estimates, over Rs. 3,00,000 crore of business is transacted through exhibitions/trade fairs in India annually, while the direct spend of the Indian Exhibition industry is estimated to be over Rs. 25,000 crore with more than 700 shows held annually in the organised sector. With a steady growth rate of almost 8%, the exhibitions sector is growing faster than the GDP of the country, while also being a

colossal employment provider in the country directly employing over 1,18,000 people.

Key contributing factors and highlights of the Indian Exhibition Industry

- India is third largest trade fair market after China and Japan in Asia.
- Exhibition Industry growth rates in India are above the regional average in Asia, around 8% in last 2-3 years.
- With upgrades and expansions of infrastructure, India would post double-digit growth rates for several consecutive years.
- Exhibitions are Economic Growth Engines and act as a catalyst for overall economy, business and trade.
- Acts as a catalyst for MAKE IN INDIA and the manufacturing industry in India
- Benefit Travel, Tourism, Food & Hospitality, etc.
- Provide Business and Employment opportunities in related and ancillary sectors.
- Bring Innovations, Convergence, Collaborations, New Business Prospects, Trade and Marketing Opportunities.
- Exhibitions boost education and bring professional development to the local community and help create jobs.

- Exhibitions industry generates significant social and economic benefits.
- Create exposure to new Innovations, Technology, Business Opportunities and Markets.
- Enhance Brand Image of Country/State/City.

In light of the aforementioned contributing factors, IEIA has submitted a representation to Ministry of Commerce, Govt of India- which has been given the charge as a nodal body for identifying and working on Champion sectors in India. An IEIA delegation recently met Sh. Suresh Prabhu, Honourable Minister of Commerce on June 20, 2018 to present the case for inclusion of Exhibitions in the list of Champion sectors being an important Service sector of the country. The Govt. of India is currently emphasising the importance of Service industry through its 'India Services' campaign. Various studies substantiate that with support and favourable policy of the Government the exhibitions sector in India can grow 4X (four times) its current size by 2025 and could enable business transaction of over Rs. 10,00,000 crore (Ten lakh cores) through exhibitions and trade fairs. <<Continued on page 6

Q&A



DILYS YONG MEE HONG



JOERG ZIMMERMANN



ZANETA BERUS



Many developed and developing countries have given special status to the Exhibitions industry by supportive policy formulation and investment in infrastructure for exhibitions. This sector also brings in huge forex reserves for the country and supports the government initiatives like Make in India etc. We are sure that Government will support our sector in the interest of the growth of the economy.

Bhupinder Singh,
Honorary Secretary, IEIA

It is high time that Exhibition sector be realised as Priority sector by the Government. Inclusion under the Champion sectors will help boost the exhibitions sector which has the potential to act as a catalyst to the overall growth of the country. The Government of India through its progressive approach is recognising the contribution made by Services Industry and exhibitions sector is one such sector which boosts the travel, tourism, logistics and local business of the region where these are held while also supporting employment generation in the country.



K V Nagendra Prasad, President, IEIA

New Board at IELA : Vicki Bedi elected as Chairman



H. S. Bedi (known to all as Vicki Bedi), CEO of PS Bedi Logistics, was elected as Chairman of International Exhibition Logistics Association (IELA) for 2018-2020 at its 33rd Annual Congress in San Francisco, USA, held on 22 June 2018.

Vicki Bedi is a Chartered Accountant with extensive experience in fiscal laws. As CEO of PS Bedi Logistics, he has focused his company on providing innovative solutions while deepening relationships with customers across logistics verticals. Previously, Vicki served on the Board's of IELA, International Association of Exhibitions and Events (IAEE), Pharma Logistics Network (PLN) & Global Projects Logistics Network (GPLN). Vicki is a Rotarian and associated with various NGOs working with street children education.

IELA, with 175+ members from 70+ countries, is the leading global industry network of exhibition logistics providers. IELA members focus on providing high-quality execution with expertise for various exhibition logistics needs. Their operational excellence exceeds expected industry standards for care and safety of exhibits, and their reliable last-mile delivery is critical to the success of exhibitions.

GUIDO FORNELLI : Vice Chair & Treasurer

Guido owns a degree in Business Administration and based his entire career in freight forwarding and exhibitions and events logistics within Expotrans, where he became Managing Director in 2005.

Under his leadership, the Company has grown from 2 to 6 branches in Italy and 1 office in Moscow becoming official freight forwarder and handling contractor at Fiera Milano, Rimini Fiera, Fiera di Vicenza and Crocus Expo.

Before becoming Managing Director, Guido has been playing different roles within Expotrans,

developing special projects in new markets and industries in collaboration with Organisers and Associations as well as coordinating different editions of different worldwide events such as EMO, ITMA, etc. He has been an active participant of IELA since 1992 and elected Member of the Board of IELA from 2003 to 2008. Meanwhile, he has always deeply supported the Association's life also as a member or chairperson of different working committees.

JEFF BROOM: Board Member

Proud to be a long time member of such a respectful international association, IELA, is a unique group of professional worldwide known companies.

- 30 years in the exhibition world.
 - 24 years with IELA.
 - 30 years as contractor of the most leading exhibition organisers and venue owners in Turkey.
 - 30 dedicated staff feeling like a family.
- It's a great feeling that GRUPTRANS is known as a reliable business partner in this special exhibition industry. Many thanks to our partners, many thanks to IELA.

MARIANE EWANK : Board Member

Mariane Ewbank is director of Fulstandig Shows e Eventos.

She enjoyed the events market years ago as an exhibitor, after a few years was invited to be a show organiser where for 10 years was in charge of trade shows and conferences. After experiencing the exhibitor and organiser sides, she decided to start Fulstandig where she can make a reality, the needs of clients.

JIM KELTY : Board Member

Jim has professional qualifications in all segments of transportation and logistics services within the United States and internationally, with specializations in the events, trade shows and exhibitions

industries. He has expertise in international shipping, customs clearance, documentation, site administration and event management. He also has experience in managing global partnerships for worldwide coverage. He has been with Airways Freight Corporation for more than twelve years.

JAMES NG : Board Member

James Ng was working for KCDAT SIN as an Operations Manager from 1974 to 1981 whose main activities are in the House-hold removal business which included a General Cargo Department. It was here that his interests were fired by handling the first "Indee Exhibitions" in 1974 and the French "Technical Exhibitions" in 1976 and followed by some other well-known International shows without a proper venue in Singapore during those days. He moved to RE Rogers Singapore from 1981 to 2000 as a Director/General Manager and it was here that Exhibitions were permanently engraved on his mind and helping the Group to grow in the Far East and spear-headed the initial sales in China. In year 2002, he started Transit Air Cargo SIN and holds the position of Managing Director for the Group in the Asia-Pacific Region. In 2006, TACS bought and moved into a 10,000/m2 premises as the HQ for their branches in Beijing, Shanghai, Shenzhen, Ho Chi Minh City, Manila & Myanmar and a few more in the pipeline. Currently, TACS has strength of 60 fully employed staff plus another 20 across the Region. It is a young and dynamic company.

EMMANUEL PITCHELU : Board Member

Emmanuel has now been in the exhibition forwarding business for over 25 years. During those years he worked with some of the major French contractors in this field, including: Lep Expo/Geologistics as a project Manager, Panalpina/Panfairs as Exhibition Director, Clamageran Foirexpo as Sales and Development Director for

almost a decade. Since 2010 he acts as Director and covers all operations in Paris and France with his Import Department.

Always passionate about his job, he has always been eager to pass on his know-how to future generations over the years by training a high number of young people in the companies he has worked for. This has given him a real taste for education and has led to him being lecturer and chairman of the Educational working group for a good eight years now.

CHRISTOPH RAUCH : Board Member

BTG Messe-Spedition GmbH offers worldwide exhibition and event logistics.

Christoph has been the Managing Director of BTG since 2006 and has always been very active in IELA. He was a member of several Working Groups (Training, Membership and Standards) and was elected to the Board of Management of IELA in 2007. He was Treasurer and Vice-Chairman of IELA twice and was finally elected as Chairman of the Board of Management of IELA in Amsterdam in 2014.

RAVINDER SETHI : Board Member

R.E. Rogers India was incorporated in 1986 with a vision of handling exhibition cargo in India and abroad.

Since inception, we are the market leaders in this growing and complex industry- providing services to organizers, venues, governments, trade associations, exhibitors and event managers globally. In recent years, we have also expanded into areas as defence, sports and entertainment events.

Having our own infrastructure in all the major hubs of the country, we also have all relevant accreditations of quality, environment and health/safety.

In addition, we play a very prominent role in the national/global fraternity as leading members of various key associations.