

T T T T T

T INDIAN T T

T EXHIBITION &
T CONVENTION

T INDUSTRY

RIDING THE GROWTH WAVE

DIGITAL INDIA



1.2 billion
Internet Users
(432 million)

STARTUP INDIA



Fastest growing
ecosystem

SKILL INDIA



400 million
skilled workers
(18 million)

JAN DHAN YOJANA



283 million
bank accounts

AADHAR



1.1 billion
enrolments

MAKE IN INDIA



Sectors, Processes,
Infrastructure &
Mind-set

Contributing Factors

Fastest Growing Economy

Determined Leadership

Human Resource

Limited Option for FDI globally

INDIA FACT SHEET

Conference and Tradeshows account for 85% of all MICE events.

Contribute to about 2% of India's GDP

10 Cities account for 70% of conventions

Accessibility | Local Support | Meeting Facilities
| Accommodation Facilities | Other Attractions -
are chief criteria for venue selection

Exhibition Industry

| | | | | |
|-------|-----------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------|
| INDIA | 700 National & International Business Exhibition Every Year | Direct Spend US\$0.38 Billion | Business Enabled by Exhibitions US\$ 6.15 Billion | Direct Employment 15,000 |
| | 6000 Regional/Local exhibitions | Indirect Spend US\$ 1.54 Billion | | Indirect Employment 60,000 |
| WORLD | 31000 International exhibitions | Business Enabled US\$ 1153.85 Billion | | Full-time Employment 680,000 |

Meetings Industry

INDIA

900
Meetings Every Year

Spend
\$770 Mn

Employment
25,000

WORLD

1.8 Mn
Meetings Every Year

Spend
\$770 Bn

Employment
5.3 Mn

Emerging Trends

Central & State Government are Leading Event Organisers

Government investing in MICE infrastructure

Increasing number of International MICE Players in India

Growing Micro, Small & Medium Enterprises

Under Focus : M&A and Theme Protection

Growth Trends

Exhibition & Meetings Industry Growing
at 8% CAGR (last 5 years)

Infrastructure upgrades and new venue additions
could post double-digit growth rates for several
consecutive years

Government involvement in Conferences &
Exhibitions could necessitate growth of domestic
& inbound events

FIVE "Ds" OF INDIA

- 
- **DEREGULATION**
 - **DEVELOPMENT**
 - **DEMAND**
 - **DEMOGRAPHY**
 - **DEMOCRACY**



Thank You