



TIMES

GED 2023 : 'We run the meeting places and marketplaces for everyone.'

Global Exhibition Day (GED) 2023 is just around the corner! taking place on June 7th, this annual event highlights the significance of the exhibitions and

The Exhibitions and events industry has demonstrated its resilience and value proposition, as in-person events make a strong comeback worldwide.



events industry worldwide. As GED aims to promote the vital role exhibitions, play in fostering communication, collaborations, and economic growth across industries and marketplaces.

Exhibitions are scaling up to meet the growing demand, with investors and customers recognizing the industry's significance and pushing for further growth and innovation.

This Year's theme, "We run the meeting places and marketplaces for everyone," underscores the integral role exhibitions play in supporting all business and industries. Events & Exhibitions provide dynamic meeting places where professionals from diverse backgrounds, industries, and countries come together to exchange ideas, showcase products and services, and explore emerging trends. Exhibitions transcend sector-specific boundaries, offering opportunities for knowledge transfer, collaboration, and innovation across industries.

The COVID-19 pandemic presented challenges to the traditional business model of exhibitions. However, the industry has proven its adaptability and resilience, emerging strong and more relevant than ever. Now, as we recover from the impacts of the pandemic, GED provides an opportunity to highlight the critical role exhibitions play in driving the economy and supporting industries.

Calling All IESA Members and Exhibition Industry to come together and celebrate the power of exhibitions in connecting industries and fostering

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economic growth. Let us showcase our best work with the hashtag #GED2023 on social media platforms. Let the



world see the incredible impact and innovation that the exhibition industry brings to marketplaces and meeting places for everyone. Together, let's demonstrate how exhibitions continue to drive collaboration, inspire innovation, and shape the future of industries worldwide.



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A Message from the President



Sunil More

President, IESA

Dear Readers,

I hope this message finds you in good health and high spirits. After a long break, it brings me great pleasure to reconnect with all of you through this newsletter. As we navigate the challenges of the past months, I am filled with optimism and renewed energy for the future.

The events and exhibition industry has shown incredible resilience amidst unprecedented changes and disruptions. Our ability to adapt, innovate, and come together as a community has been truly remarkable.

I would like to extend my heartfelt wishes and good luck to Mr. Raghav, who has taken the initiative to organize this remarkable award ceremony. AS president of IESA, I encourage each and every one of you to participate in the awards and nominate deserving individuals, companies, or projects. This is an excellent opportunity to recognize the hard work, creativity and achievements of our peers who have made significant contributions to the exhibition industry. Looking forward to see you all at award show.

Furthermore, I would like to congratulate Ms. Gunjan and New Variety team for organizing 'Bharat Parv 2023', and Mr. Rakshit and the entire team of Vasisht Agency for their services in 'Aahar 2023'. Witnessing young talent taking over family businesses and executing events gracefully reminds us of the abundance of unrecognized talents in our industry.

In closing, I would like to say that, I am confident that our industry will continue to thrive and adapt to the changing times. Let us all work together to support and uplift each other, and create memorable experiences for our audiences. Together, we can make a positive impact and shape the future of event and exhibitions.

Stay inspired, stay connected, and let us shape the future of events together.

Warm regards.



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Vasisht Agencies delivered 80,000 sqm of carpeting in 'AAHAR 2023'



Vasisht Agencies Pvt. Ltd., a leading distributor and dealer of carpets and floorings in India, played a pivotal role in enhancing the atmosphere of AAHAR 2023, Asia's biggest international Food and Hospitality Fair. With their extensive experience in providing exhibition floor coverings, Vasisht Agencies supplied and installed carpeting services for the event hosted at Pragati Maidan. Spanning an impressive area of approximately 80,000 square meters, their expertly chosen carpets created a visually captivating and comfortable environment for the fair's attendees.

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MR. RAKSHIT VASISHT
Director,
Vasisht Agencies Pvt. Ltd.

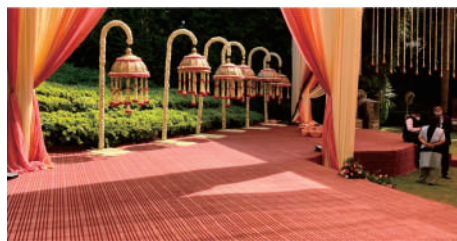
boasts a prestigious clientele that extends beyond the domestic business circuit. Their exceptional services have been sought after by various industrial houses, government offices, and private establishments across the country. Mr. Rakshit

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The Carpet Leaders

Vasisht has taken over the business and is working dedicatedly for client satisfaction. He is working hard to take Vasisht agency to new heights. Under his leadership Vasisht Agencies demonstrated their dedication to providing tailored solutions for their clients.

With their comprehensive range of carpets and floorings, Vasisht Agencies has established themselves as a trusted name in the exhibition industry. Their contribution to AAHAR 2023 exemplifies their ability to create a captivating ambiance for major events, elevating the overall experience for both exhibitors and visitors alike.



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New Variety Decorators Presents 'Bharat Parv' A Celebration of India's Rich Cultural Heritage

New Variety Decorators, in collaboration with the Ministry of Tourism, Government of India, organized Bharat Parv from January 26 to 31, 2023, at Delhi's Red Fort. This six-day extravaganza showcased India's tradition, culture, heritage, and diversity.

Bharat Parv celebrated the spirit of unity in diversity, featuring captivating folk, tribal, and classical dance performances, as well as melodious folk singing groups. Artists from 20 states and union territories mesmerized visitors with choreographed presentations, highlighting the vibrant tapestry of Indian culture.

With active participation from various government ministries, including Defense, Culture, Textiles, and Electronics, Bharat Parv spread awareness about India's rich heritage and diverse domains of knowledge.

Food stalls offered a gastronomic journey through regional cuisines, with a special focus on innovative millet recipes cooked by renowned chefs. The event showcased 68 food stalls, tantalizing visitors with the flavors of India.

The Craft Bazaar displayed ethnic products, propagating the concept of Aatmanirbhar Bharat and Vocal for Local. Handloom and handicraft stalls by the Ministry of Textiles, Trifid, KVIC, and state governments showcased India's artistic prowess.

Bharat Parv featured theme pavilions by states, union territories, and central ministries, presenting their unique culture and heritage. Republic Day Parade Tableaux from different states were also on

display, mesmerizing the public with their grandeur.

Emphasizing sustainable tourism, Bharat Parv promoted the 'Mission for Life' pledge and 'Travel for Life' campaign. Interactive activities, including graffiti walls, engaged visitors, spreading awareness about the importance of responsible tourism practices.

New Variety Decorators' Bharat Parv provided an unforgettable experience, fostering a deep connection with India's rich cultural heritage. It celebrated unity in diversity and showcased the country's progress, inspiring visitors to take pride in their roots and contribute to building a sustainable and inclusive India.



Rakesh Kumar Verma, Addnl. Secretary (Tourism); Gyan Bhushan, Senior Economic Advisor; G. Kishan Reddy, Hon'ble Minister of Tourism



Arvind Singh, Secretary (Tourism)

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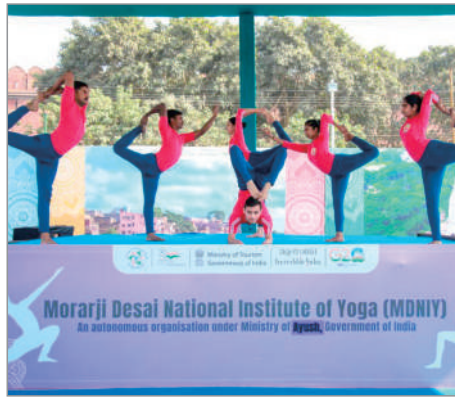


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Highlights from BHARAT PARV : A Snapshot of India's Cultural Diversity



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One and Only 'Exhibition Excellence Awards' are back

The Exhibition Excellence Awards are back in 2023 in a grander avatar to recognize the excellence and creativity of the exhibitions industry. The Exhibition Excellence Awards have gained a pioneering spectrum and the initiative has made a significant contribution to promote the exhibition industry on a global level. This edition of Exhibition Excellence Awards is being supported by IEIA – The voice of Indian exhibition industry, UFI – The global association for exhibition industry, AFECA, IELA, IAEE, IESA, SEPC, TAAI, PHD Chamber of Commerce, ICPB, ADTOI, PATA, SITE & AEFI. EEA 2023 is all set to celebrate its 7th anniversary edition on the 7th July 2023 at the India Expo Mart, Gr. Noida (Delhi NCR, India).



There are award categories for exhibition & convention organizers, event suppliers & MICE venues. For details you can visit: www.exhibitionexcellenceawards.com

At EEA2023, the processes have been further refined and Kai Hattendorf, CEO, UFI has been appointed as the Head of Jury. Live competitions have been introduced to make the awards process completely transparent and highly engaging. Internationally renowned exhibitions advisory firm jwc (Germany) has been appointed as the Process Advisor & Evaluator to make the nomination process extremely fair and transparent.

Live competing categories:

This is a hugely exciting aspect of EEA where top teams in the category will compete live in front of the jury and audience (during EEA) to win the coveted winner trophy.

There are different award categories in four broad segments:

Exhibition Organisers

This segment has been divided in segments, namely,

- ▶ **Group A** : For MNC's/Organizations operating as foreign subsidiary
- ▶ **Group B** : For Associations/Trade bodies/Councils
- ▶ **Group C** : For Domestic/Indian origin organizers

Event Service Providers

This segment has been divided in segments, namely,

- ▶ **Group A** : General Segment
- ▶ **Group B** : Design Excellence
- ▶ **Group C** : Technology Excellence

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- EXHIBITION / CONFERENCE / CONVENTION
- EVENT MANAGEMENT
- STYLING /DECORATION
- CONCEPTUALIZATION / THEMING
- WEDDING PLANNER

Event Expo 2023

Over 500 exhibition organisers, trade & professional associations, trade bodies, corporate heads, venues, and MICE stakeholders will attend the red-carpet gala event in person. Much anticipated: Event Expo with 70 dedicated stalls for service providers will be open during the day, where the exhibitors can do B2B meetings with event & exhibition organisers, PCO's, industry association heads. To explore participation & sponsorship options at EEA, please click here: <https://forms.gle/EU4kGJwinCrPkpQq7>



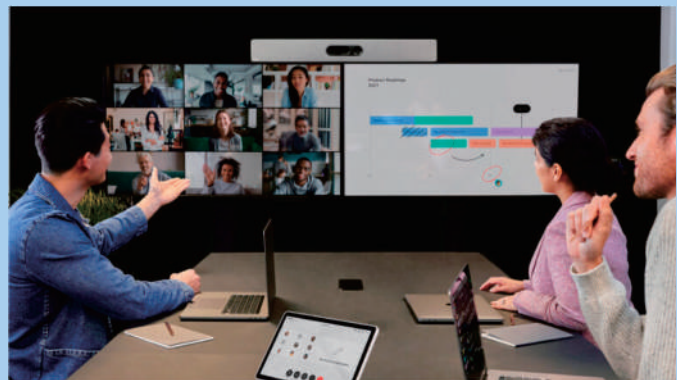
The Exhibition Excellence Awards are a valuable way to recognize and celebrate the achievements of the MICE industry. These awards help to promote the industry and inspire excellence & innovation. Therefore, if you are involved in the MICE industry, either as an organizer, supplier, or a venue, then consider submitting your work for an Exhibition Excellence Award. For any queries you can contact:

Mr. Dharam Dutt at: +91-9999194995

or mail at: dutt.dharam@exhibitions Showcase.com

'Hybrid Events: Shaping the Future of the Event Industry and Beyond'

The COVID-19 pandemic has accelerated changes in the event industry, bringing about shifts that would have taken years to occur. While the industry is gradually returning to normalcy, there will continue to be significant and permanent changes. Despite this, the event industry is projected to experience a Compound Annual Growth Rate (CAGR) of 11.2% from 2021 to 2028. One major trend is the increasing popularity of hybrid events, with a 190% rise in searches for "hybrid event" in the last five years. Virtual events experienced a remarkable surge in 2020, indicating that virtual components are likely here to stay even as in-person events resume. Event professionals recognize the importance of digital strategies, with 71% of event planners intending to employ them even after live events return. The future of events is believed to be hybrid, with 67% of industry professionals endorsing it. As the demand for seamless in-person and online experiences grow,



new startups are emerging to support the planning and execution of hybrid events. The configurations of hybrid events may vary, from localized "pods" connected virtually to online events with optional in-person elements. The coming years are expected to witness diverse combinations of in-person and virtual offerings in the hybrid event landscape.

Source: www.explodingtopics.com



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Upcoming Exhibitions/Events

DATE	EXHIBITION / EVENT	LOCATION
01 - 02 June 2023	India Dairy Summit & Awards 2023	Radisson Blu New Delhi Dwarka, New Delhi, India
01 - 03 June 2023	IndExpo Mumbai	CIDCO Exhibition & Convention Center Navi Mumbai, India
01 - 03 June 2023	Fastener Fair India 2023	Pragati Maidan, Delhi
01 - 06 June 2023	In-Store Aisa 2023	Bombay Convention & Exhibition Centre (BCEC) Mumbai
02 - 04 June 2023	Health & Wellness Expo 2023	Hall NO 7ABC, Pragati Madan Delhi
02 - 04 June 2023	Global Natural Farming Expo 2023	India Expo Centre & Mart, Greater Noida, Uttar Pradesh
02 - 04 June 2023	Farmfest Show 2023	Hitex exhibition center, Hitec city, Hyderabad
08 - 20 June 2023	Awar Expo 2023	Pragati Maidan, Delhi
02 - 04 June 2023	Electric Expo 2023	Transstadia Convention Centre, Ahmedabad
03 - 04 June 2023	Health & Wellness Expo 2023 Mumbai	Mumbai
09 - 11 June 2023	Hyderabad Jewellery, Pearl & Gem Fair 2023	Hyderabad International Convention Center (HICC)
05 - 07 June 2023	World Environment Expo	Hall No. 3 (GF), Pragati Madan Delhi
14 - 16 June 2023	Indian Warehouse Show	Hall No. 8 to 12A, Pragati Madan Delhi
14 - 16 June 2023	IMHLS - India Material Handling & Logistics Show	Pragati Maidan, Delhi
21 - 22, June 2023	INNOPACK PHARMA CONFEX 2023	Sahara Star Hotel Opp. Domestic Airport Mumbai, Maharashtra
22 - 27 June 2023	ALA Annual Conference & Exhibition — Global IP Alliance	66 Slater St. Suite 1200, Ottawa, ON, Canada
28 - 29 June 2023	iVT Expo 2023	Messepl. 1, Köln, Germany

IMPORTANT NOTICE: We advice to all readers, please double check the Dates / Venue and general information by directly visiting to the exhibitions' website. The above info might be changed due to unknown reason to us.



From the Editor's Desk

Dear Readers,

We hope this letter finds you well and safe. It is a pleasure to reconnect with all of you after such a long time. In this edition, we talked about 'Global Exhibition Day'. This year's theme emphasizes the importance of personal meetings and their significance in every market. We encourage our readers to celebrate this day that we truly deserve.

Furthermore, we have showcased the remarkable efforts of New Variety in organizing Bharat Parv, a celebration of India's cultural heritage. Additionally, we have highlighted the significant Carpeting services provided by Vashisht Agency in implementing Aahar.

We are excited for 'Exhibition Excellence Awards' an event that acknowledges and honors outstanding individuals in the industry. We take great pride in having members like Raghav in our association, who work tirelessly for the betterment of the industry. We encourage all of you to register and showcase the work you have

done, as this is an excellent opportunity to gain recognition for your hard work.

Moreover, it is noteworthy that the industry is increasingly recognizing the significance of hybrid events. We believe that hybrid events are the future of our industry, and their integration offers exciting possibilities for the future.

We strive to provide you with information that motivates and inspires you to work hard and achieve new milestones. Your continued support and appreciation drive us to work even harder for the upcoming editions. We extend our heartfelt thanks to all the IESA members for their kind support. Additionally, we would like to express our gratitude to Mr. Raghav, Ms. Gunjan, and Mr. Rakshit for contributing their articles and project reports to this edition. Your support is greatly appreciated.

Thank you once again, and we look forward to bringing you more insightful content in the future.

It is requested to share your feedback & suggestions with us at—
shashi.iesa@gmail.com



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