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Like earlier, IES being part of Global Exhibition on Services (GES) are supported by Department of Commerce, Ministry of Commerce & Industry, Government of India, Confederation of India Industry (CII) and Services Export Promotion Council (SEPC) which have been working together towards the trade promotion and overall growth of the industry in India and overseas.

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**For more information, Please contact:**

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## MESSAGE FROM THE PRESIDENT DESK



Dear Members & Friends,

The month of February, 2018 has been very eventful for IESA. Chennai Chapter of IESA organized its first ever Chapter Meeting on 18th February. During the meeting, 35 new associate members joined this wonderful family of IESA. I personally extend a very warm welcome to all of them and look forward to their active involvement in Association activities and participation at India Expo Shop (IES-2018). I would like to especially mention the names of Mr. Surinder Singh Dara, Vice President (South) and Founder Member Mr. Santosh NM. They have played a very vital role in promoting IESA and IES-2018 in South India. This chapter meeting is a result of their hard work. For our readers' information, we have published a report with images on IESA Chennai Chapter Meeting on page 4 and 5 of this newsletter.

On behalf of IESA, I extend my sincere congratulations to Mr. Sanjoy Roy, who has recently been elected as President of The Event and Entertainment Management Association (EEMA). I also congratulate the other members of his committee. We certainly look forward to work in close association with EEMA in future.

The brand of India Expo Shop, which is designed to reach out to customers and community of the exhibition industry, is expected to attract over 250 exhibitors this year. This event is free to the visitors and has grown in attendance each year since its inception. I believe that the show, like previous years, will help the participants in getting a good start of the next business season and the discussions and interactions during IES will help, in some way, in understanding the industry's pressing problems, focusing on the future perspectives and contributing to finding the optimal solutions.

What IESA has always wanted is to have a well aware Indian exhibition community and this newsletter is one such step towards sharing wealth of knowledge and working towards technical, social & economic development of the Indian Exhibition Industry. We should encourage and motivate more exhibition industry service providers in joining hands us as stronger the association, easier it will be to be heard by Government machinery.

I applauded all the enthusiastic people who have contributed in writing wonderful and inspiring articles, without which there wouldn't have been this newsletter issue.

Please keep your good work up and motivate others also to contribute. I request everyone to stay connected with us through IESA social media platforms like Facebook, Linked in, Instagram & WhatsApp and as I always say, please provide us your valuable feedback that will help us gauge your requirements and improve our performance even more.

Best Wishes,  
**H.K. Bhattad**  
President, IESA

### Newly Joined IESA Family as Member:

Sl.	Member's Name	City	Nature of Business
1.	Mr. Jatin Patel / Mr. Vishwas Patel 9 SQUARE HOSPITALITY 9825006879 / 9825766731, vishwas@9square.org	Ahmedabad	Event Infrastructure & Service Provider
2.	Mr. James Anandh DIMENSUN DESIGNER & INTERIORS 9841123066, dimensun@hotmail.com	Chennai	Event Designer & Interiors
3.	Mr. K. Goutham GOUTHAM ASSOCIATES 9003024233, kgoutham275@gmail.com	Chennai	Carpets & Flooring
4.	Mr. Aftab Uddin Ahmed A & M COMMUNICATION 9771949980, aftab@anmcommunication.com	Ranchi	Advertising & Event Management



**RMB EVENT**

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RMB Event Management Pvt. Ltd.  
104, Bajaj Bhavan, Nariman Point, Mumbai - 21  
Tel: 022- 30903455. E-mail: rmbtld@vsnl.com

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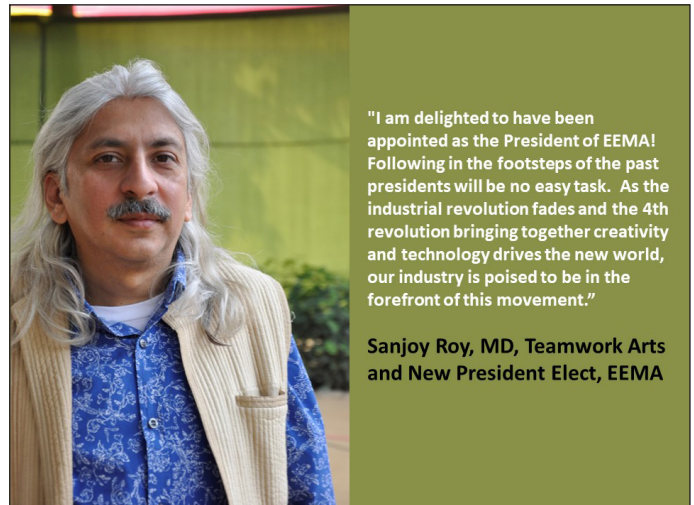
- Mobile AC Units - 6,000 TR.
- RMB Platform - 40,000 sq.mtr.
- RMB Structure - 60,000 sq.mtr.
- Stalls - 10,000 sq.mtr.
- Roder Structure - 21,000 sq.mtr.
- Pagoda, Hexagonal & Octagonal

# SANJOY ROY UNANIMOUSLY NOMINATED AND ELECTED NEXT PRESIDENT OF EEMA



"I am delighted to welcome Sanjoy Roy as the next President of EEMA. We have seen many successes in the last 4 years and I think achieving unanimity in the selection of the next president is one of the biggest successes! Sanjoy is an entrepreneur who has redefined the cultural scenario of our country and has presented India on the global cultural map."

**Sabbas Joseph, Current President of EEMA**



"I am delighted to have been appointed as the President of EEMA! Following in the footsteps of the past presidents will be no easy task. As the industrial revolution fades and the 4th revolution bringing together creativity and technology drives the new world, our industry is poised to be in the forefront of this movement."

**Sanjoy Roy, MD, Teamwork Arts and New President Elect, EEMA**

In what can be best described as the biggest news for the Indian events and experiential marketing ecosystem in the recent past, Sanjoy Roy, Co-Founder and Managing Director, Teamwork Arts has been unanimously nominated and elected as the new President of Event and Entertainment Management Association (EEMA).

Roy's appointment comes after a rigorous process articulated by Ernst & Young and over viewed by the

former EEMA President, Brian Tellis who was appointed as the Chief Election Officer for the election process of the new EEMA President. In a letter to the members of the association Tellis revealed:

1. There were a total of 5 nomination forms received for the EEMA Presidentship.
2. All the 5 Nomination forms were in favor of Mr. Sanjoy K Roy.

3. The nominations were submitted by following members:

- Mr. Sabbas Joseph** from Wizcraft International Entertainment Pvt Ltd.
- Mr. Michael Menezes** from Showtime Events
- Mr. Rajeev Jain** from Rashi Entertainment
- Mr. Mandeep Singh** from CPM India Sales & Marketing
- Ms. Sushma Gaikwad** from ICE Global.

It is reported that since only one individual was nominated for the Post of President – EEMA, all the subsequent steps required in the election process were no longer required and relevant. And consequently, Sanjoy K Roy has been unanimously elected as President-Elect of EEMA and will take over as President in the next General Body Meeting. It is believed that the President-Elect will work with the current executive team till the next general body meeting.

Source by EVENTFAQS Bureau



"Sanjoy is a very senior person from the events industry and he brings to EEMA not just vast experience but also a very important overview of both the Indian and International events landscape and their sensibilities. I am happy with his appointment as the new President of EEMA."

**Brian Tellis, Former President EEMA and the Chief Election Officer**



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Contact: +91 99000 88106 (Whatsapp) / +91 98450 44472 (Whatsapp)

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- \* Pagoda Tents
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- \* Furniture



# FIRST MEETING OF IESA REGIONAL CHAPTER – CHENNAI

IESA First Chennai Chapter Meeting was held on 18th February, 2018 at Mayflower Hall, Hotel Harrisons, Chennai, India. It was organized by Mr. Sunttosh NM and Mr. Goutham with the splendid support of his team.

Mr. Sunttosh NM, Founder and South Zone Committee Member of IESA invited all service providers of Chennai for the meeting. He focused on the promotion of India Expo Shop 2018 and also the need for IESA to join hands for better building protocols and urged participants to become a part of IESA. In the meeting. He also discussed the various challenges faced by members in the south zone and the opportunity to tackle these challenges presented by the Chennai Chapter activities.

Mr. Varinder Singh warmly welcomed all the participants and IESA delegates Mr. Surinder Singh Dara, Vice-President (South), Mr. Surinder Vasisht, General Secretary and Ms. Anita, Executive Secretary who had come from New Delhi to attend the meeting to promote IESA and its 3rd edition of India Expo Shop 2018.

Mr. Sunttosh was complemented for motivating 22 new members who joined IESA on the spot. They all were formally welcomed to IESA family and thanked for adding to the strength of the Association. All were also invited to participate at India Expo Shop in Mumbai from 15-18 May, 2018. There were presentations on GST-E-Way Bill, Event Insurance and IESA Chennai Chapter. Mr. Narinder Bir Singh from Man at Work Stagecraft

Management Pvt. Ltd. also shared his views on the necessity of Safety training for employees/staff.

The attendance registered during the meeting was nearly 85+ and the event was sponsored by : For Kit Bag – Ideal Wings Craft, Goutham Associates, Meta Plast; Webcasting – LiveIbc.com; Visiting Card Folder – Y Buy U Rent; Audio Visual - Sunlight Audio Visuals; Photography by KK Videos.

Mr. Surinder Singh Dara concluded the evening by thanking all the speakers, sponsors and the members present who graciously provided the complementary space for the event. Following the meeting, a dinner was organised for all those who attended, including the sponsors, guests etc.

The first regional meeting was an overall success with many people commenting that they enjoyed the program and valued the opportunity to get together, as they look forward to the next opportunity.



## NEW MEMBER'S FROM IESA CHENNAI CHAPTER

Sl.	Member's Name	Contact Person	Contact Number	Nature of Business
1	Aga Creations	Mr. N. Aravind Kumar	9003344651 agacreations.events@gmail.com	LED Screen Rental & Event Management
2	Abi Enterprises	Mr. R. S. Mangayarkarasi	9962360242 abienterprises25@gmail.com	Advertising & Events
3	Big Screen	Mr. Ravi Ponnath / Mrs. Vidhya Ravi Ponnath	9840058080 / 7358063901 md@bigscreenindia.com, gm@bigscreenindia.com, info@bigscreenindia.com	Audio Visuals Rental
4	Brand Energy	Mr. Arjun G	9841739561 brandenergy@yahoo.co.in	Event Staging, Backdrops
5	Bow And Arrow Management Services [P] Ltd.	Mr. M. S. Karthik / Mr. S. Logasundari	9841792624 bowandarrowcompany@gmail.com	Event Management
6	Creatta Exhibition Stalls	Mr. R. Sethupathi & Mr. P. Ravichandran	9940520847 / 9677234197 creatstalls@gmail.com, winnersethu@gmail.com, pravichandran1976@gmail.com	Octonorm Stalls Fabricator
7	Capital Productions	Mr. S. Murali	9884434801 captial.productions2010@gmail.com	Event Productions
8	Chandra Furniture	Mr. Ravi	9444417378 ravichandrangroup@yahoo.com	Furnitures rental services for exhibitions, events etc.
9	Deepa Sudar Traders	Mr. S Balamurali	9840163337 deepasudartraders@gmail.com	Event Requirement of Chairs rentals, Stage Decora- tion, Arabian Tent, Shamiana Tent Rental
10	Glador Sourcing And Productions Llp	Mr. Chandra Mohan / Mrs. Vasuki Natarajan	9884064760 / 9916901691 chandru.glador@gmail.com, vasuki.glador@gmail.com	Rental Audio, Visual, Lights, LED Screens, Stage Fabrications etc.
11	Jericho Events	Mr. S.Richard Jeffrey / Mr. S. Salomon	9790783076 / 9790788088 team@jerichoevents.com	Audio Visual Rental
12	Jeyam Video	Mr. V.K. Janikiraman	9841189956 / 9962789956 jeyamvideos@yahoo.com	Audio Visual & Videography
13	Jayam Audio	Mr. Ganesh	9940613791 jayamganesh1434@gmail.com	Audio Visual Equipments Supplier & Hiring Audio Visual, Light & Sound
14	J J Enterprises	Mr. G. Gopalakrishnan	9444091248 jjprises@gmail.com	Rentals IT Support
15	Karan Deepak Ahuja	Mr. Karan Deepak Ahuja	9841092282 / 9940480645 karancusp@gmail.com	DISC Jockey & Event Insurance Consultant
16	Linz Corporation	Mr. A Gnanaraj	9841192082 / 9976981894 gnanaraj@linzcorporation.com	Audio Systems, Lighting & Generator Rental
17	Men At Work Stagecraft Management Pvt. Ltd.	Mr. Narinder Bir Singh	9841389144 menatwork57@gmail.com, narindersingh1957@gmail.com	Stage Management, Staging, Trussing, Scaffolding & Serwork Fabrication
18	M J Digital	Mr. M. Mohamed Jahangir	9840897870 mjdigitalchennai@gmail.com	Photography & Videography
19	Purple Vector	Mr. Sirvinder Pal Singh	9840756622 mail@purplevector.in	Event Management & Event Technical Solution provider
20	Picture Productions India Pvt. Ltd.	Mr. J Alfred Selvaraj	9841082721 teamwork@vsnl.com	Renting of audio-visual equipment's providing infrastructure for Product Launches, Corporate AGMs, Doctors..
21	Pro Audio Solutions India Pvt. Ltd.	Mr. M. Daveedu	9941344433 / 9940126021 proaudiochennai@gmail.com, m.daveedu@gmail.com	Sound, Light, Video on Rental
22	Prolite	Mr. Viju George	9790918941 prolitechennai@gmail.com	Audio Visual & Lighting
23	Radioaktiv Enterprises	Mr. Michael Nicholas	9840024373 michael@radioaktivindia.com, events@radioaktivindia.com	Sound & Light Rental Service
24	Raghav Power Systems	Mr. Raja Ragavan	9710855335 raghavpower@gmail.com	Electricals & Generators
25	Roots	Mr. V. Prabhakaran	9176015572 / 7358762472 roots365@gmail.com	Exhibitions & Events Service Providers
26	Studio 7	Mr. J Victor Paulraj	9841166955 studio7chn@rediffmail.com	All types of lights arrangments for events

To be continued on page 7 >>

# GROUPM ADEX FORECAST: ACHHE DIN FOR INDIAN ADVERTISING

Beating the blues of 2016 and 2017, the year is expected to see the revival of advertising fortunes

It will be a baker's dozen for Indian advertising this year. Media investment giant, GroupM has forecast that the Indian advertising expenditure will see a growth of 13 per cent for

the calendar year 2018 over the corresponding period in 2017. The country's adex is estimated to touch INR 69,346 crore in 2018. The Indian adex in 2017 as estimated by GroupM was INR 61,263 crores, a growth of 10 per cent over 2016 and the lowest in recent times.



Medium	2016	2017f	2018f	17f vs 16	18f vs 17f
TV	25,350	27,961	31,596	10%	13%
Print	17,472	17,779	18,437	2%	4%
Digital	7,300	9,490	12,337	30%	30%
OOH	2,750	2,942	3,389	7%	15%
Radio	2,240	2,419	2,782	8%	15%
Cinema	560	672	806	20%	20%
All media	55,671	61,263	69,347	10%	13%

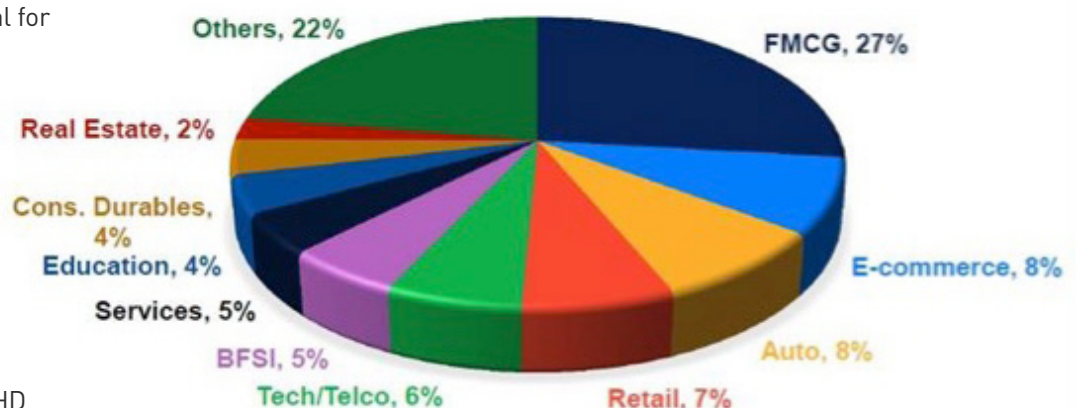
As per the GroupM advertising expenditure (adex) forecast report 'This Year, Next Year' (TYNY) 2018, GroupM estimates the Digital Adex to continue to grow by 30 per cent in 2018 to INR 12,337 crore. Video advertising on digital is estimated to grow at 54 per cent, as bandwidth improves and data and mobility device become more economical for the consumer.

Television continues to be the largest medium, with its contribution remaining at close to 45 per cent share of the pie. This year, the growth rate for TV is 13 per cent, as there is growth in both volume with free-to-air channels as well as value with HD channels. In 2018, the last leg of

cable digitization will improve quality of delivery to rural India, also driving viewership.

This year radio is expected to grow at 15 per cent, which is higher than the last couple of years. This growth is predominantly due to the launch of

new radio stations across the country. Other media such as OOH will witness good traction of 15 per cent growth from premium transit sites. Cinema will continue to grow at 20 per cent in 2018, as the infrastructure investment made last year will attract a larger audience to theatres for a blockbuster experience.



Source: Campaign India; Image courtesy: GroupM





## PROFILES

exhibitions | events | conferences

# DEDICATION OF RO – RO FERRY SERVICES TO THE NATION



The Honorable Prime Minister of India Shri Narendra Modi had dedicated (RO-RO) Roll On – Roll Off Ferry Service between Ghaogha (Port) Nr. Bhavnagar – Gujarat to Dahej, Nr. Bharuch – Gujarat on 22nd of Oct. 2017. It is the first & the only service of its kind in India, & probably very few amongst Asia.

The distance between these two points is about 300 Kms. – 6 hours. With this Ro –Ro it is 30 Kms. – 1.5 Hrs. It is aimed at reducing distance, travel time, fuel cost & traffic load

on the road. In one single trip ferry vessel can carry about 70-80 trucks + 100 LMV + 500 passengers.

Gujarat Maritime Board – A Gov. of Gujarat undertaking, entrusted this prestigious work to us jointly. However, due to some technical & other practical problems the venue was changed twice in two cities & dates were changed for four times. Finally, we were given 17th Oct. 2017 (which also changed) as event date- barely 120 hours to execute this job. The scope of work & statistics of the event was pressurizing.

- (1) Wind pressure – The site was at the seashore.
- (2) No permanent power supply.
- (3) 55,000 square meters of venue, had 6'-8' high jungle to cut & level the ground.
- (4) We erected about 35,000 square meters of aluminum hanger with wooden flooring & carpeting.
- (5) About 50,000 chairs, 1500 sofas were set to create sitting accommodate.
- (6) We installed about 5000 square feet of LED wall.

However, it was a pulse racing, heart throbbing, most challenging & prestigious work of our life. All credit & thanks goes to our team and GMB for the wonderful support.

### SURAL DHEBAR

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2013@gmail.com



Continued from page 5 >>

Sl.	Member's Name	Contact Person	Contact Number	Nature of Business
27	Show Media Solution Pvt. Ltd.	Mr. S N Nitesh Vishal / Mr. S. Ashok Kumar	9500136626 / 9940436368 nitesh@showmediasolution.com, ashok@showmediasolution.com	Event Service Provider, Sound, Light, LED Wall, Fabrication, Truss etc.
28	Shri Visual Systems	Mr. B Srinivasan	9940068357 info@av4uchennai.com, svsyst@gmail.com	Audio Visual Equipments Supplier & Hiring Audio Visual, Light & Sound
29	Sunlight Audio Visuals	Mr. K. D. Saravanan	9840392008 sunlightaudiovisuals@yahoo.in	Audio, Sound & Light
30	Sam Stalls	Ms. M Padmini	9444039510 fabricatorsam@gmail.com	Octonarm Stalls
31	Svp Banquets	Mr. L. Kesava Narayanan	9094004158 / 9094005158	Event Management
32	Vst Audio Vision	Mr. V S Thiyaagharajen / Mr. S Gopinath	9841048155 / 9841085776 vstavind@yahoo.com, vstavind@gmail.com	Audio Visual Rental
33	Visual Time	Mr. D Yogananth	9840068568 anand@visualtime.in, enquiry@visualtime.in	LED Walls
34	Y Buy V Rent	Mr. S John Prabhu	9884390610 jpbuyvrent.in	Display Stands & Barriers

## UPCOMING EXHIBITIONS / EVENTS

Event Date	Event Name	Location
08-09 March, 2018	AD TECH	New Delhi, India
08-10 March, 2018	PAINT INDIA	Mumbai, India
08-10 March, 2018	International Engineering Sourcing Show 2018 - IESS	Chennai, India
08-11 March, 2018	International Furniture Fair - IFFS	Singapore
08-12 March, 2018	INDIA WOOD 2018	Bangalore, India
08-18 March, 2018	International Motor Show	Geneva, Switzerland
09-12 March, 2018	Build + Décor 2018	Beijing, China
10-14 March, 2018	ELECRAMA 2018	Noida, India
12-14 March, 2018	SustPack - Trade fair for the packaging industry	Chicago, USA
14-15 March, 2018	Osaka International Gift Show	Osaka, Japan
14-16 March, 2018	IWF - Health, Wellness, Fitness Expo	Shanghai, China
16-18 March, 2018	ABI Expo	Chennai, India
16-18 March, 2018	Medical Fair India 2018	Mumbai, India
16-19 March, 2018	Livre - Paris Book Fair	Paris, France
20-23 March, 2018	SITL Europe	Paris, France
22 March, 2018	World Water Summit 2018	New Delhi, India
22-23 March, 2018	AD TECH	Sydney, Australia
22-27 March, 2018	Basel World - Fair for Watches & Jewelry	Basel, Switzerland
23-25 March, 2018	India Travel Mart 2018	Chandigarh, India
24-26 March, 2018	PDLAX Asia - 2018	Karnal, India
27-29 March, 2018	Eurocoat	Paris, France
27-30 March, 2018	Industrie Paris	Paris, France
30 March - 8 April, 2018	New York International Auto Show	New York City, USA
06-08 April, 2018	Secutech India	Mumbai, India
09-10 April, 2018	Hair & Beauty Show India	Mumbai, India

### IMPORTANT NOTICE

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

## FROM THE NEWSLETTER EDITOR

Dear Readers,

Greetings!

Welcome to the February, 2018 Issue #3 of the IESA TIMES!

In the current issue, apart from the exhibition industry news / reports, we have recounted prominent and noteworthy features of the IESA activity in which members of the South Zone, India were actively involved. We are delighted with the huge success of IESA 1st Chennai Chapter Meeting. Response and involvement of the members have been very remarkable. A great THANK YOU to all and our appreciation to the IESA

Chennai Chapter team for their outstanding & motivational efforts in moving forward and set a pattern for others. We do hope to have more such news from other zones that we will share with you in coming editions.

We would like to encourage all for contributing information about the industry, resources and news to share with the IESA TIMES. **Call for articles, reports and news for the March, 2018 issue is currently open and the deadline will be 25th March, 2018.**

To reach us, please mail at [anita.iesa2015@gmail.com](mailto:anita.iesa2015@gmail.com)

IESA TIMES E-Newsletter values your contribution and looking forward to your continuous support in the coming issue.

### Write to IESA Secretariat:

**INDIAN EXHIBITIONS, CONFERENCES AND EVENTS SERVICES ASSOCIATION (IESA)**

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**Phone:** 011- 43052661 – 62 / 42686661

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