



TIMES

EXHIBITION INDUSTRY SHOWING SIGNS OF RECOVERY

Hyderabad: Even as the events and exhibition industry was hit the hardest due to the pandemic, it has also bounced back with virtual meetings becoming the new normal. Whether it is business-to-business

looking at physical events. Till April or May, India will see a gradual recovery. However, compared to its global counterparts, the country's recoveries in the exhibition industry will be faster."



(B2B) or business-to-consumer (B2C) conference, most of them, across sectors, had moved online with technology and video conferencing platforms gaining traction. And according to experts, this trend may continue for the next six months, even as the exhibition industry is showing signs of recovery.

Speaking about how the industry was hit in the last nine months and the road ahead, Anbu Varatan, newly-elected president of Union des Foires Inter-nationales (UFI) said, "In the last nine months, the industry was down completely with no major activity happening. However, from December there are some shows to start in the last quarter with Aeroshows, Energy, and Pharma sector

However, he was quick to add that the recovery will depend on the economic recovery of the country, vaccine scenario and travel guidelines. He added that technology will play a major role in the exhibition space with digital platforms becoming the new normal to connect people both physically and virtually. It will also enable the industry to grow going forward.

In terms of the growth in tier-2 cities for the industry, Varatan said that non-metro cities will definitely play a major role as the spread of pandemic is much lower in those areas when compared with metro cities and also new sectors will be opened up once the non-metro cities start having these events.

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The global economic impact on the exhibition industry due to the pandemic was \$300 billion and the Indian exhibition industry is pegged at Rs 24,000 crore out of which the direct segment is only Rs 3,200 crore with the rest Rs 20,000-plus crore coming in from the connector segment like transport, travel and local hospitality. "All countries and markets were impacted and we are seeing a gradual comeback with some countries opening up for trade and events," he said.

Source : <https://telanganatoday.com/>



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A Message from the President



Sunil More

President, IESA

Dear Friends,

Allow me to wish you all a very healthy, wealthy and successful new year!

We are finally moving from the dreadful year 2020 and hope that the new year brings cheer and happiness not only to our industry but the mankind as a whole.

None of us expected that the year 2020 would be so bad for all of us with the pandemic hitting the entire world bringing it to almost standstill. Despite tough times, our exhibitions industry strived hard to survive by diversifying, downsizing and controlling expenditure. We all experienced the new avenue; the virtual events.

I would like to express my thanks to all my industry colleagues and friends for their valuable support to the industry during this difficult period. I believe, we will come out of this difficult situation, continue to exist and try to thrive in the coming year.

The Indian Government has now approved the use of Covid 19 vaccine and the vaccine rollout is set to begin in the coming days as per the new guidelines of the Government. We feel this is an optimistic move which will help the upcoming events and exhibitions to happen.

In 2021, IESA is also planning constructive projects for its members, details of which will be shared with members soon. Due to the pandemic, we were not able to organize the 4th edition of IES Expo last year and hope that we will be able to do the same in 2021.

Exhibition Showcase organized Excellence Exhibition Awards 2020 on 29th December, 2020 on the virtual platform. I appreciate the efforts taken by Mr. Ragahv Khosla and congratulate the winners of EEA 2020 and specifically award winning members of our Association.

At the end, once again, my heartiest best wishes for the fresh start in the new year.

Best Regards.

IESA WELCOMES NEW MEMBER AS UNDER:

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- EVENT MANAGEMENT
- STYLING / DECORATION
- CONCEPTUALIZATION / THEMING
- WEDDING PLANNER

AWARDS FOR EXHIBITION EXCELLENCE AWARD (EEA) 2020

An Exhibition Excellence Award 2020 was virtually organized on 29th December, 2020 by the team of Exhibition Showcase. Mr. Raghav Khoshla, Chief Editor, Exhibition Showcase brought together global industry leaders to reveal the winners in 57 nomination based categories for exhibition organisers, conference organisers, service providers and event venues.

EEA awards are an initiative to recognize the unsung heroes of the Indian Exhibition industry and to acknowledge their contribution. The EEA 2020 were supported by Ministry of Skill Development & Entrepreneurship, Ministry of Tourism, Ministry of MSME, NSIC, PHDCCI, IEIA, ICPB, EEMA, IESA, TCEI, PIOCCE and other national industry associations.

We believe that the future of events, exhibitions & live interactions is understanding and catering to the demands of the working professionals, entrepreneurs, innovators & ideators.



TRADE EXCHANGE MEDIA invites to all members of IESA to connect with us and allow us to come up with customized outreach plans to enhance customer engagement & experience through a plan of AWARENESS, BRANDING, COMMUNICATION, DIRECT ENGAGEMENT & EXPERIENCE ENHANCEMENT.

In the Event Service Providers category, few of IESA's prominent members were also awarded. Below are the Winners in Event Service Providers Category:

- Excellence in Design – Meroform India Pvt. Ltd.
- Excellence in Services – Pavilions & Interiors India Pvt. Ltd.
- Excellence in Exhibition Management – Arch Concept Pvt. Ltd.
- Leading Structure Supplier – Jess Ideas Pvt. Ltd.
- Star in Emergency Services – Saibaba Ambulance
- Excellence in Events – Namdhari Events N Promotions (P) Ltd.
- Star in AV, Light & Sound – Big One
- Star Innovation Award – Scone Global Pvt. Ltd.

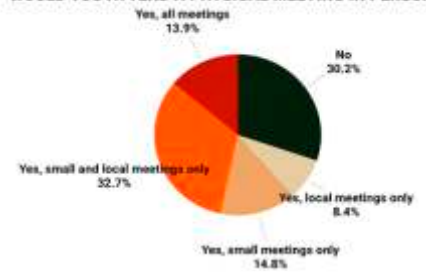
IESA wishes to all the EEA 2020 winners, honoring their achievements and congratulations. We appreciate your dedication and long hours you have devoted to your projects.

THE BIGGEST CHALLENGE TO THE RECOVERY OF EVENTS IN 2021

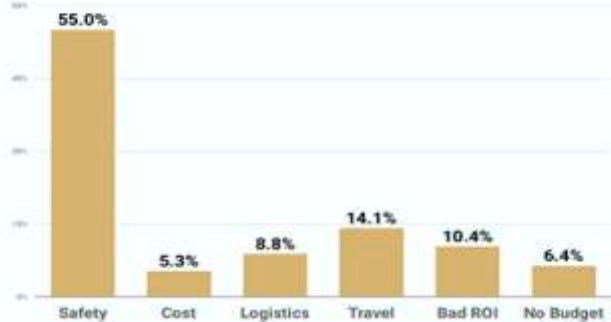
As 2020 comes to a close and different government begin to roll out Covid vaccines, the event industry needs to double-down on health and safety.

The Data: Taking the Industry's Pulse. Per EventMB's most recent research into the event industry, 55% of event professionals cited safety concerns as the most important obstacle to planning in-person events. Travel limitations and a concern about the viability of low-capacity events were second and third, at 14% and 10% respectively.

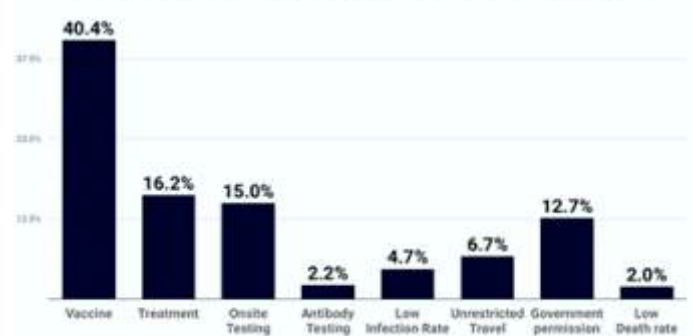
WOULD YOU ATTEND A PHYSICAL MEETING IN PERSON?



WHAT IS THE BIGGEST OBSTACLE FOR RESUMING EVENTS?



WHICH OF THE FOLLOWING WOULD MAKE YOU FEEL CONFIDENT IN PLANNING LIVE PHYSICAL EVENTS?



Source : <https://www.eventmanagerblog.com/post-author/dylan-monorchio/>

COVID-19 VACCINE ROLLOUT SET TO BEGIN ACROSS INDIA, SAYS INDIAN GOVERNMENT

NEW DELHI: The Indian Government will roll out the Covid-19 vaccine soon, with health secretary Rajesh Bhushan saying this was set to happen within 10 days of emergency use authorisation being granted. This is the first time the government has officially spoken of a schedule for launch of the much-awaited vaccination drive against the pandemic.

The vaccination drive will simultaneously be across the country to initially inoculate three crore health-care and frontline workers. The government has already uploaded



data related to these recipients on Co-WIN—the IT Platform that will be used

extensively to implement the immunization Programme against Covid-19.

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TRADE EXCHANGE MEDIA

TRADE EXCHANGE MEDIA (TEX MEDIA) is the first of its kind of initiative focused on providing a platform of industry learning, interaction & networking for professional and personal growth for individuals. The vision of TEX MEDIA (www.tradeexchangemedia.com) is to provide quick & easy networking for business growth and personal success.

During the business lockdown period, Trade Exchange Media has networked & connected with over 30,000 industry professionals across the Globe in various capacities—enabling them to learn various courses, conduct business meetings & have peer-to-peer interaction to grow their personal and professional networks.

TEX Media is a media initiative with the objective to:

- Enable the industry players and professionals' access and view experts talks, videos & professional/business books in brief
 - Provide an online information bank of educational and skill development courses across the multiple verticals and industries
 - Provide the subscribers an option and facility to participate in business to business networking meetings and community meets for business growth
- The activities of Trade Exchange media include:
- Identification of suitable courses (free courses) & education programs for working professionals and enabling them to access the courses easily
 - Enabling professionals to interact & connect with each other to enhance networking & professional learning
 - Enabling professionals to have business meetings & networking across the globe through updates of global events—providing the

verified buyers a VIP pass for various events & expos

Trade Exchange Media will continue to endeavor towards enhancing learning & business networking experience among industry professionals. Trade Exchange Media is a sister concern of Shivom Management Services & has actively worked with various partner organizations since its inception including IIT MADRAS ALUMNI ASSOCIATION, IIT MADRAS FOUNDATION, VIABLE SOFT SOLUTIONS, XPOTECK & many more with an attempt to creating true networking & business growth for the stakeholders & customers.

We believe that the future of events, exhibitions & live interactions is understanding and catering to the demands of the working professionals, entrepreneurs, innovators & ideators.

TRADE EXCHANGE MEDIA invites to all members of IESA to connect with us and allow us to come up with customized outreach plans to enhance customer engagement & experience through a plan of AWARENESS, BRANDING, COMMUNICATION, DIRECT ENGAGEMENT & EXPERIENCE ENHANCEMENT.

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Upcoming Exhibitions/Events

A decent number of Exhibitions/ Trade Shows have been postponed or cancelled worldwide due to the COVID 19 Pandemic till further notice.

We will share the updates on upcoming Exhibitions/ Events in the edition of next month.

Keep Reading and Stay Safe !!



From the Editor's Desk

Dear Readers,

We all are familiar with that 2020 has been a challenging year for all of us. Let bygones be bygones— it is well said, so let starts the new beginning in the new year 2021 with the hope of new opportunities and success.

As the spread of coronavirus forced event cancellations worldwide and because of that our industry suffered a lot financially as well as doing physical events. But during the pandemic lockdown, exhibition industry also learned many new ways to work in the manner of virtual or hybrid events. A shift to virtual experiential keeps engaged us with online events. We all were quickly adapted this digital era and stay connected with each others for doing

business, webinars, training programs etc. No doubt, we have received a great response on all such events that have been released online, creating a strong brand presence in the minds of the people even in tough time.

Your valuable support for IESA during these hard period have been priceless. We are truly delighted each time you allow us to serve you.

On behalf of the entire IESA family, we would like to wish you all a safe, healthy, victorious and robust New Year 2021.

Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is 25th January, 2021:

1. **Document Format :**
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2. **Article Length :**
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3. **Photographs :**
TIFF/JPG format in high resolution
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IESA SECRETARIAT

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