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TFT Presents

"What the Exhibitors Say!"

**Exclusively Curated
for India Expo Shop 2025**

Uma Menon

General Secretary, Indian Exhibitions, Conferences & Events Services Association (IESA)
Founder and Proprietor, Rudra Communications



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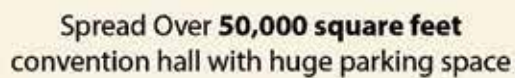
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20 Years of TradeFairTimes – A Journey of Grit, Vision, and Unwavering Belief

This July marks 20 years since we started what was then known as Exhicon Events Update – a humble beginning that would go on to become TradeFairTimes, India's first magazine & website dedicated exclusively to the Trade Fair and Exhibition industry. Two decades ago, we dared to imagine that the Indian exhibitions and MICE sector deserved its own voice – unbiased, consistent, and dedicated. Back then, no one believed an “industry magazine” like this would survive even two editions.

But here we are, 240+ months, countless stories, and a million memories later – still standing strong, still independent. This journey wasn't easy. There were moments we were printing issues with little more than faith and borrowed resources. There were nights we stayed awake chasing deadlines, and years we ran it with zero commercial gains – simply because someone had to tell the truth, celebrate the sector, and question when required. What kept us going was not profit – but passion. What built this legacy was not marketing – but trust. We thank every organiser, venue, service provider, industry veteran, and reader who believed in us, criticized us, and most importantly, stood by us. We've grown together. The industry we covered as a niche has now become a billion-dollar ecosystem – and we are proud to have documented its rise from Day One. To our incredible team – past and present – this is your story too. You gave it shape, soul, and a stubborn spine. As we step into our 21st year, we remain as committed as ever to bringing forth honest journalism, industry insight, and a platform for every unheard voice in the trade fair world.

Here's to 20 years of TradeFairTimes.
Here's to the road less taken – and still travelled with pride.

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SHAPING INDIA'S EXHIBITION FUTURE

UMA MENON

**General Secretary, Indian Exhibitions, Conferences & Events Services Association (IESA)
Founder and Proprietor, Rudra Communications**

The Indian Exhibitions, Conferences and Event Services Association is organising the 5th edition of India Expo Shop 2025 on 12th August 2025 at Yashobhoomi, New Delhi. In this exclusive Interview with Ms. Uma Menon, we have discussed about the objective behind organising India Expo Shop, it's contribution to the Industry and the Road Ahead!

TFT : Please tell us about IESA, its Inception, Mission and Vision!

Ms. Uma Menon : In April 2013, a group of leading event-services providers began efforts to establish a national association representing exhibition, conference, and event service firms in India.

Mission:-

IESA works to advance and professionalize India's exhibitions, conferences, and events services industry. Its core purposes include:

- Representing service providers collectively before government bodies, regulators, clients, and international stakeholders.
- Addressing operational and policy problems, from taxation and compliance (e.g. GST, e way billing) to safety standards and contract frameworks.
- Hosting annual exhibitions (India Expo Shop), conferences, seminars, training workshops.
- Facilitating industry-wide collaborations, forming sub-committees, zones, alliances with other associations, and publishing newsletters and

directories to enhance visibility and engagement.

Vision:-

- To become the apex national body representing exhibition, conference, and event service providers across India—offering a unified voice and shaping industry standards.
- To elevate India's exhibitions & events services to global standards through professionalization, innovation, safety, and policy reform.

TFT : IESA is organizing the India Expo Shop 2025 on 12th of August, please tell our readers about the expo, its inception and purpose behind organizing it!

Ms. Uma Menon : India Expo Shop 2025 is India's premier B2B exhibition exclusively focused on showcasing the capabilities, innovations, and excellence of the exhibitions, conferences, and events services industry. Organized by the Indian Exhibitions, Conferences & Events Services Association (IESA), this platform brings together key

stakeholders, including event infrastructure providers, service specialists, venue operators, exhibition organizers, and technology suppliers under one roof.

This year's it is 5th edition, scheduled for 12th August 2025, is expected to be bigger and more dynamic than ever—creating unmatched networking, business development, and knowledge-sharing opportunities.

Inception of India Expo Shop:

The first edition of India Expo Shop was launched in April 2016 inspired by the global model of EuroShop. The goal was to create a national platform where the backbone of the exhibition industry—the service providers—could present their expertise, innovations, and infrastructure to event organizers and corporate clients.

Since then, the event has evolved into a benchmark B2B trade show, with editions held in Mumbai and Greater Noida With every passing year, it has grown in participation, scale, and industry relevance.

Purpose Behind Organizing the Expo

The core purpose of India Expo Shop is to:

- Recognize and showcase the service ecosystem powering India's exhibition and MICE (Meetings, Incentives, Conferences, and Exhibitions) industry—spanning fabrication, logistics, booth design, lighting, AV, electricals, branding, security, and more.
- Facilitate business opportunities by bringing together buyers (organizers, venue owners, corporates, Governments and PSU's) and sellers (service providers) on a unified, focused platform.
- Promote innovation and excellence, with live demonstrations of new materials, event technologies, and infrastructure solutions.
- Uplift industry standards by encouraging knowledge exchange, training, safety awareness, and the adoption of global best practices in events and exhibition execution.
- Foster community building among service providers from across the country and beyond, reinforcing IESA's mission of creating a structured, professional, and collaborative ecosystem.

TFT : The Indian Exhibition and Events Market is valued at USD 5.66 billion and is estimated to reach USD 8.44 billion by 2030. How exhibitions like India Expo Shop will help in this journey?

Ms. Uma Menon : India's exhibition and events market is on a sharp growth trajectory—from USD 5.66 billion currently to an estimated USD 8.44 billion by 2030. This growth is being driven by rising domestic demand, global interest, infrastructure expansion, and a maturing service ecosystem.

In this context, exhibitions like India Expo Shop, organized by the Indian Exhibitions, Conferences & Events Services Association (IESA), are not just industry showcases—they are growth enablers.

India Expo Shop contributes to this journey by:

- Strengthening the Backbone of the Industry
- Driving B2B Opportunities
- Promoting Standardization & Global Best Practices
- Catalyzing Innovation & Technology Adoption
- Building a Stronger National Ecosystem
- Policy Advocacy & Government Engagement

TFT : What types of service providers and stakeholders can attendees expect to meet at this year's edition?

Ms. Uma Menon : At India Expo Shop 2025, attendees can expect to meet a diverse and comprehensive lineup of service providers and industry stakeholders—representing every facet of the exhibitions, conferences, and events ecosystem.

The types of participants visitors can expect to interact with:

- Temporary Infrastructure Providers
- Booth Designers & Fabricators
- Electrical & Lighting Contractors
- Audio-Visual (AV) & Technical Suppliers
- Flooring & Carpeting Experts
- Furniture & Decor Suppliers
- Branding & Signage Partners
- Rigging, Trussing & Stage Setup Providers
- Registration & Badge Printing Solutions
- Event Management Agencies etc.

- Sustainable & Eco-Friendly Infrastructure - Eco-conscious infrastructure is a key focus: exhibitors will showcase modular booth systems made with biodegradable materials, zero-waste event solutions, energy-efficient lighting, and power-saving tech components, reflecting India's growing green events agenda
- Smart Registration & Visitor Engagement - Digital registration setups, onboarding kiosks, visitor lead scanning tools, and predictive analytics dashboards will be on display, offering seamless visitor management and event reporting capabilities.
- Audio-Visual & Stage Innovation - From LED wall solutions and projection mapping to synchronized multi-zone lighting and interactive stage setups, these technologies enable immersive visitor experiences and sophisticated brand presentations

TFT : How does IESA ensure quality



TFT : Are there any new technologies or innovations being showcased at this edition of India Expo Shop?

Ms. Uma Menon : At this year's India Expo Shop, IESA introduces a wave of cutting-edge innovations shaping the future of India's exhibitions, conferences, and events industry. With over 100 leading suppliers onsite, attendees will see how technology, design, and sustainability are converging to elevate the MICE ecosystem nationwide.

- EventFull Bharat 1.0 – MICE Innovation Platform - This year marks the debut of EventFull Bharat, a curated initiative spotlighting startups and new-age ventures in the event services space. Participants will pitch live to a jury of industry leaders, investors, and global buyers—making it a launchpad for disruptive thinking in exhibitions and events

and standards in the event service ecosystem represented at India Expo Shop?

Ms. Uma Menon : The Indian Exhibitions, Conferences & Events Services Association (IESA) is deeply committed to raising the bar of professionalism and operational excellence in the Indian event services industry. At India Expo Shop, this commitment is brought to life through a structured approach to quality assurance, industry standards, and compliance.

Here's how IESA ensures high standards at the show:

1. Curated & Vetted Exhibitor Participation

Only qualified, experienced, and compliant service providers are invited to exhibit. IESA ensures that participants meet defined criteria in terms of:

- Years of experience in the industry

- Track record of safe and timely service delivery
 - Ethical business conduct and client satisfaction
- This curated approach ensures that only credible, dependable partners are showcased.

2. Code of Conduct & Operational Guidelines

IESA enforces a formal Code of Conduct for all members and exhibitors—covering safety norms, worker welfare, delivery timelines, and ethical practices. These guidelines are built into the India Expo Shop exhibitor agreement, ensuring that all stakeholders adhere to industry best practices.

3. Technical Training & Certification

Through its year-round initiatives, IESA invests in the skilling and upskilling of technicians, fabricators, electricians, and AV specialists. The impact is reflected at India Expo Shop, where:

- Exhibitors demonstrate advanced workmanship
- Safety-trained staff are deployed
- Certified personnel represent their firms

4. Industry Collaboration & Continuous Improvement IESA works with:

- Venue authorities (e.g., India Expo Centre, Yashobhoomi, Bharat Mandapam etc.)
- Trade bodies (EPCH, IEIA, FICCI, CII)
- Government stakeholders to regularly update quality frameworks, infrastructure protocols, and service models.

TFT : What challenges have the organizing committee faced while curating such a specialized exhibition, and how have they tackled them?

Ms. Uma Menon : Organizing a niche B2B exhibition like India Expo Shop—dedicated solely to exhibition, event, and conference service providers—is a complex task. The IESA organizing committee has consistently tackled several key challenges over the years to ensure the success and integrity of this specialized platform.

Here are the main challenges—and how IESA has addressed them:

1. Fragmentation of the Event Services Industry

- **Challenge:** India's exhibition services sector is highly fragmented, with hundreds of small and medium-sized vendors spread across regions. Standardizing practices and bringing them under one professional banner has been a

long-standing challenge.

- **Solution:** IESA undertook an extensive national outreach, forming regional chapters, onboarding local players through awareness drives, and offering training, certification, and professional networking to align regional vendors with national-level expectations. India Expo Shop became the central platform for uniting this fragmented network.

2. Securing Participation from the Right Audience

- **Challenge:** Being a specialized show, India Expo Shop must attract the right mix of exhibition organizers, venue owners, corporate decision-makers, and buyers—not just general visitors.

- **Solution:** The committee curated a targeted visitor outreach strategy—collaborating with venue partners, associations (like IEIA, EEMA, ICPB), and trade bodies. It also ran personalized B2B matchmaking, hosted buyer-seller meets, and offered curated exhibitor experiences for top-tier decision-makers.

3. Financial Constraints for SMEs in Exhibiting

- **Challenge:** Many quality-driven small and mid-sized vendors hesitate to participate due to budget limitations or uncertainty about ROI.

- **Solution:** IESA introduced affordable booth packages, Eventfull Bharat, shared pavilions, and sponsorship subsidies to encourage broader participation. It also ensured high-value networking and B2B lead generation so that every rupee spent leads to tangible business.

TFT : What is the one thing you are most excited about in this year's edition of India Expo Shop?

Ms. Uma Menon : The one thing I'm most excited about at this year's edition of India Expo Shop is the launch of our co-located initiative — EventFull Bharat. This platform has been specially created for startups and small companies who may not have the resources to participate as full-fledged exhibitors, but are eager to connect, collaborate, and contribute to our industry's growth.

Through EventFull Bharat, these emerging players will get a unique opportunity to pitch their ideas and services directly in front of

industry stalwarts, mentors, and VIPs — all of whom are genuinely invested in driving innovation and elevating standards in the exhibitions and events space. It's our way of democratizing access and nurturing the next generation of change-makers in this industry.

TFT : What are your long-term aspirations for India Expo Shop in the next five years?

Ms. Uma Menon : Our long-term aspiration for India Expo Shop over the next five years is to establish it as the definitive, go-to platform for the entire event services ecosystem—not just in India, but across South Asia. We envision it evolving into an international B2B hub that brings together the most innovative minds, technologies, and infrastructure providers in exhibitions, conferences, and events."

We want to see India Expo Shop expand in three key directions: one, deeper regional integration by empowering more service providers from Tier 2 and Tier 3 cities to participate and grow; two, greater focus on sustainability and digitization through live demos, training, and global partnerships; and three, to host high-impact dialogues and policy engagement sessions that shape the future of India's MICE sector.

Ultimately, our goal is to make India Expo Shop not just a showcase, but a catalyst—for skill development, industry formalization, cross-border collaboration, and innovation. We want to build a platform that doesn't just reflect where the industry is today—but actively leads where it's going next.

TFT : Lastly, what message you would like to convey to our readers?

Ms. Uma Menon : Whether you're a service provider, an event organizer, a venue partner, or simply someone passionate about the exhibitions and events industry—I invite you to be a part of the movement we're building through India Expo Shop.

This platform is more than just a trade show; it's a celebration of the people, the passion, and the purpose that drive our industry forward. With new ideas, young innovators, seasoned professionals, and game-changing technologies coming together under one roof, this is where the future of the Indian MICE ecosystem is being shaped.

Let's connect, collaborate, and contribute to creating a smarter, stronger, and more sustainable industry—for India, and for the world.

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India and UK Sign Comprehensive Economic and Trade Agreement (CETA)

A significant step in advancing bilateral trade and economic ties

During Prime Minister Narendra Modi's official visit to the United Kingdom, India and the UK have formally signed the Comprehensive Economic and Trade Agreement (CETA), a broad-based framework aimed at strengthening trade, investment, and cooperation across key sectors.

The agreement represents a strategic effort by both nations to enhance economic integration, reduce trade barriers, and support mutual growth in a complex global environment.

Key Provisions of the CETA:

- **Market Access :** The agreement provides duty-free access for more than 99% of Indian exports to the UK, potentially improving competitiveness for Indian goods in the British market.
- **Support for Small Enterprises :** Provisions aim to benefit micro, small, and medium enterprises (MSMEs), including those led by women and artisans, by simplifying trade procedures and reducing entry barriers.
- **Agriculture and Fisheries :** Indian farmers and fisherfolk

- may gain improved export opportunities through reduced or zero-duty access in relevant categories.
 - **Sectoral Growth :** The agreement is expected to boost trade in high-potential sectors such as textiles, pharmaceuticals, processed food, engineering goods, and electronics.
 - **Mobility and Services :** Eased visa and work norms are proposed for skilled professionals in fields such as IT, education, and financial services, supporting talent mobility.
 - **Startups and Innovation:** Provisions to improve market access and funding opportunities for startups could enhance cross-border entrepreneurship.
 - **Social Security Coordination:** The agreement includes provisions to avoid double social security contributions for professionals working temporarily in either country.
- While the CETA holds promise for both economies, its actual impact will depend on effective implementation, responsiveness to sector-specific challenges, and alignment with global trade



This CETA marks a milestone in the trade relations between two major economies, setting an ambitious and balanced framework. It unlocks tariff-free access on 99% of Indian exports to the UK, covering nearly 100% of trade value-including labour-intensive sectors advancing the 'Make in India' initiative and setting the stage for bilateral trade to double by 2030

Piyush Goyal,
Union Minister,
Commerce and
Industry



By **M Q Syed**
Editor-in-Chief, TradeFairTimes

norms. Stakeholders will closely monitor outcomes to assess long-term benefits and address any emerging concerns.

TFT's assessments:

There are potential challenges and drawbacks for India that merit careful consideration. Here are some of the key concerns:

Pressure on Domestic Industries:

- **Increased Competition :** Greater market access for UK goods and services may intensify competition for Indian manufacturers, especially in sectors like automobiles, alcoholic beverages, high-end consumer goods, and insurance.
- **Impact on MSMEs :** While the pact claims to support small businesses, many Indian MSMEs may struggle to compete with UK counterparts who operate with advanced technology and stronger capital backing.

Intellectual Property Rights (IPR) Concerns:

- The UK may push for TRIPS-plus standards (Trade-Related Aspects of Intellectual Property Rights), which could:
- Delay access to generic medicines in India due to extended patent protections.
- Affect the Indian pharma industry, which is globally known for affordable generic drugs.

Agriculture and Food Standards:

- Indian exporters, especially in agriculture and food processing, may face stringent UK sanitary and phytosanitary (SPS) standards.
- There's a risk of non-tariff barriers if Indian produce fails to meet UK compliance requirements, even with duty-free access.

Asymmetric Gains

- Trade liberalization may favor the UK more in high-value services and capital goods.
- India's primary exports like textiles or agri products may see limited value addition, while UK services and financial sectors stand to gain more, potentially skewing benefits.

Regulatory Challenges:

- Mobility clauses for professionals may not translate effectively

on the ground due to UK's strict immigration policies, limiting the real-world impact for Indian IT and service professionals.

- The social security agreement, while helpful, may have limited applicability and benefit only a small professional class.

Sovereignty and Policy Space:

- Commitments under the agreement could restrict India's policy flexibility in areas like:
- Subsidies for local industries
- Public procurement rules
- Data localization and digital economy regulation

Environmental and Labour Standards Clauses:

- The UK may push for inclusion of labour and environmental clauses

that go beyond India's current frameworks, potentially leading to disputes or compliance burdens, especially for smaller exporters.

Revenue Loss:

- Duty-free imports from the UK could lead to loss of customs revenue for India, especially in sectors where tariffs were previously high.

Final Note:

The CETA's long-term success for India depends on:

- Careful sector-specific negotiations,
- Adequate safeguards for vulnerable industries, and
- Transparent review mechanisms to address imbalances or unforeseen consequences.



New York City Tourism + Conventions Hosts Inaugural India Business Expo

From June 9 to 13, New York City Tourism + Conventions successfully conducted its first-ever India Business Expo, marking a significant step in strengthening ties with one of its fastest-growing international markets. The event brought together 14 key Indian travel trade professionals for three immersive days of business networking, destination exploration, and cultural exchange.

Five Boroughs, One City: Showcasing NYC's Diverse Offerings

Over 30 member businesses from all five boroughs participated, ranging from iconic landmarks to emerging attractions. Major hospitality brands and experience

providers joined the mission to spotlight New York City's rich tourism appeal for Indian outbound travelers.

The itinerary included:

- Tailored one-on-one business meetings
- A Broadway experience with exclusive cast interactions
- The Five Borough Marketplace buyers meet
- Visits to top cultural and lifestyle attractions

Memorable Cultural Experiences for Indian Delegates:

The event itinerary featured several unforgettable experiences designed to immerse the Indian delegation in New York City's vibrant culture and storytelling legacy:

- A private screening of "Encounters in the Milky Way" at the American



As we gear up for America 250 celebrations and the 2026 FIFA World Cup, we're proud to offer this free, innovative tool in 60 languages that empowers global visitors to craft unique itineraries and discover unforgettable experiences across all five boroughs.

Julie Coker, President, CEO, New York City Tourism + Conventions

Museum of Natural History

- An exclusive Broadway Night, featuring cast Q&As from Aladdin and The Lion King
- A behind-the-scenes "Wild Encounter" at the Bronx Zoo, including interactions with a sloth and an armadillo

These moments offered a deeper, more personal view into the city's cultural fabric, leaving a lasting impression on participants.

A Promising Market: India's Rising Visitor Numbers

Reflecting on the expo's success, Makiko Matsuda Healy, Senior Vice President of Tourism Market Development, remarked:

"India continues to be one of New York City's most promising and engaged visitor markets. The 2025 India Business Expo was a resounding success – not only did it strengthen relationships with our key trade partners, but it also gave us the opportunity to showcase the depth and diversity of experiences across the five boroughs. We're excited about the continued growth from India and remain committed to fostering long-term collaboration with this market."

Record Tourism Recovery and Growing Indian Arrivals:

New York City, home to the world's busiest airport system and the top U.S. port of entry for international travelers, welcomed 64.5 million visitors in 2024, recovering 97% of its pre-pandemic (2019) visitation levels.



CABLE & WIRE FAIR: A MEGA EXPO

From Humble Beginnings to India's Flagship Wire, Cable & Allied Industry Expo

Since its inception in 2015, the Cable & Wire Fair (CWF), organized by Tulip 3P Media Private Limited, has grown from a modest 3,000 sq. m. launch to a 35,000 sq. m. mega-expo. Featuring 500+ exhibitors from 20 countries and 15,000+ visitors from around 50 countries, the 6th edition (Nov 4–6, 2025), to be held with Tube & Pipe Fair (TPF) and Bharat Metal Expo (BME), includes two-day conference. Because of its deep industry understanding, the event is now a key gathering for India's industrial development. Priyank Jain, CEO of Tulip 3P Media, recounts the development, goals, and influence of India's premier wire and cable exhibition in this interview.

TFT : How would you assess the wire & cable industry's growth in connection with the Fair?

PJ : The Cable & Wire Fair is a catalyst for growth, perfectly in line with major Indian initiatives such as Make in India, Smart Cities, BharatNet, renewable energy grids, housing projects and the 5G launch. India's wire and cable industry enjoys almost 15% growth rate, thanks to the demand from infrastructure, urbanization, energy, power, increased investment in T&D, telecom, and housing. Driven by its USD 5 trillion economy ambition and position as the 4th largest economy globally, India's manufacturing and exports are booming.

Intelligent, durable, high-performance cables are crucial for mass electrification projects, modern infrastructure, data centers, and EV charging networks. Indian firms are currently putting money into R&D, automation, and backward integration. Government initiatives such as Power for All, Digital India, and PM Awas Yojana aren't merely stimulating demand; they're reshaping it. On the global front, India's competitiveness is rising due to the China+1 strategy, enabling export growth to key markets like the US, Middle East, and Europe.

Over 500 exhibitors and more than 15,000 visitors are expected at the 2025 event highlight strong market belief. The Fair has evolved from a mere reflection to a powerful attractor of India's industrial aspirations. It links global supply chains and India's rapidly growing domestic market, fostering partnerships that boost competitiveness, innovation, and exports.

TFT : What is the Fair's core value proposition for exhibitors and attendees?

PJ : It's more than a marketplace; it's a valuable ecosystem, now more expansive, thanks to the allied events TPF and BME. Alongside CWF, a two-day CEO Conclave and Technical Conference is organized, featuring industry-focused themes and power-packed sessions led by top leaders and experts, fostering high-level knowledge sharing and networking. The Fair has become a place for business, thought leadership, cross-industry collaboration in multi-industry ecosystem.

Research provides strong support for this 'ecosystem' model. PwC reports that high-performing companies are nearly twice as likely to generate over 60% of their revenue from ecosystem partnerships, with

85% expecting their ecosystems to drive future growth. Meanwhile, McKinsey highlights that ecosystem-focused strategies not only help companies innovate but also contribute to 1-2 percentage points of additional shareholder return annually, especially when they involve cross-industry collaboration and adjacency expansion.

When stakeholders attend expert panels or technical sessions, they gain insight into emerging trends, explore real-world applications, and often spark collaborations that wouldn't occur through static B2B outreach alone. For exhibitors, it's a chance to elevate domain expertise. Buyers can make better decisions thanks to its contextual information.

In simpler terms, for exhibitors, it means showcasing expertise beyond products; for buyers, it means understanding the "why" behind the "what." That's why we say the Fair doesn't just showcase industry, it shapes it.

TFT : How does backing from Wire & Cable India (WCI) and Tulip 3P Media enhance the Fair?

PJ : Since 2000, we have specialized in creating industry-focused publications across diverse verticals. Tulip 3P Media's overarching and long experience, tipped with its incisive industry networking, gives it a distinctive edge as a trusted growth platform through its publications and events.

Tulip's event prowess coupled with WCI's editorial reach, covering deep industry verticals, creates unmatched amplification. WCI's extensive experience with manufacturers, technologists, and policymakers gives it a natural ability to curate expo ecosystem. WCI's backing is quite reassuring and ensures each edition mirrors the industry's evolving priorities, pain points, and innovation needs, while also spotlighting future trends, policy shifts, and global benchmarks.

We have content tie-ups with Wire Journal International, US and media outreach via major trade journals and newspapers. That blend makes exhibitors confident they're gaining visibility, insights, and credibility, not just booth space. We fight for every square meter of value creation for this industry.

TFT : Walk us through the Fair's evolution and scale.

PJ : From a 2,994 sq. m. debut in 2015 to 24,232 sq. m. across 4 halls in 2023, with ~350 exhibitors and 12,000+ visitors from 35+ countries,

we've scaled consistently. The 2025 edition expands to five halls (2-6), 35,000 sq. m., and anticipates 500+ exhibitors and 15,000+ visitors. We've been titled "Fastest Growing Show" and host one of the highest overseas exhibitor ratios in India. Our consistency comes from responding to the industry's pulse and never compromising on delivery.

TFT : Can you share your personal journey in terms of challenges, lessons, motivators?

PJ : The transformation of a niche concept into a national expo demanded early commitment; maintaining quality, and establishing reliable logistics. Scaling to 25,000 sq. m. in 2023 across new halls at Pragati Maidan tested our operational backbone. Motivation? Every time a lead initiated at the Fair turns into a multi-crore project, it validates years of effort. What keeps us going is the impact: when we see exhibitors, startups, and buyers all deriving valuable returns from our show. With unwavering perseverance, we go the extra mile to create value for the industry through initiatives that break convention and set new benchmarks.

TFT : What's the strategic rationale behind co-locating with Tube & Pipe Fair (TPF) and Bharat Metal Expo (BME)?

PJ : We're using a deliberate convergence strategy here; in fact, I'd call it convergence engineering. From November 4-6, 2025, Pragati Maidan will transform into a dynamic epicenter of industrial innovation, hosting the 6th edition of Cable & Wire Fair, the Tube & Pipe Fair (TPF), and the debut of Bharat Metal Expo (BME). It will be one of the country's largest gatherings for these sectors. The success of CWF and TPF in 2023 set the precedent. In 2025, we're taking it several notches higher. Co-location of these events not only increases scale but also unlocks cross-sector synergy, a concept I explained earlier in the Fair's ecosystem model.

TFT : What role do exhibitions play in boosting industrial growth and innovation?

PJ : Exhibitions are live labs; they speed up market discovery, tech adoption, and trust-building. Meetings here compress months of outreach into days, catalyzing transactions, alliances, and export expansion. At CWF, our focus extends beyond product showcases to actively molding the future of industry connectivity, scalability, and innovation.



India Expo Shop 2025 Showcasing the Power Behind Brand Bharat

As India rises as a global hub for business and innovation, the spotlight is now on the visionaries behind the scenes; the event service providers driving scale, precision, and world-class experiences across the MICE (Meetings, Incentives, Conferences & Exhibitions) industry. Organised by Indian Exhibitions, Conferences & Events Services Association (IESA), India Expo Shop 2025 scheduled for August 12-13, 2025, at Yashobhoomi, Dwarka, New Delhi, will feature over 100 leading suppliers showcasing how they are investing in cutting-edge technology, adopting AI, and shaping the future of events through innovation, global collaboration, and flawless execution.

From managing marquee productions like the G20 Summit, BharatTex, AeroShow, DefExpo, and India Energy Week, to transforming spaces through design, logistics, AV, and fabrication, these entrepreneurs and builders are not just enabling events; they're setting new industry benchmarks.

"India's MICE sector is rapidly emerging as a key economic driver, hosting over 35,000 corporate events annually and nurturing a robust talent ecosystem. Valued at USD 49.4 billion in 2024 and projected to more than double to USD 103.7 billion by 2030, the sector reflects its growing strategic significance to Brand Bharat. India Expo Shop 2025 aims to showcase this momentum, celebrating the creativity, precision, and

entrepreneurial spirit of our 3,000+ service providers," said Mr. Jatinder Kapur, President, IESA

India Expo Shop 2025 is where ideas meet execution, a platform for the bold, tech-led, and business-ready service ecosystem powering Brand Bharat's global journey. With over 300 decision-makers and more than 2,000 professionals expected, the India Expo Shop 2025 offers a complete view of the industry's capabilities and future direction. Backed by a decade of collective effort, IESA members continue to support the Hon'ble PM Narendra Modi's vision of positioning India as a hub for global events, from BRICS to a future Olympics.

Ms. Uma Menon, General Secretary, IESA, said, "Over the past decade, IESA has focused on bringing together event service providers from across India under one unified platform. With a strong and growing community of over 550 members nationwide, we are now shifting our focus towards creating meaningful business opportunities across all segments of the industry. At this edition of Expo Shop, we are proud to launch 'Eventfull Bharat', a unique initiative that gives new and smaller players a platform to showcase their products and skills to the mainstream community. With an esteemed panel of mentors from industry and governance, we aim to nurture talent, encourage innovation, and ensure India's event service ecosystem stays ahead of the global learning curve."

A stage for innovation introducing EventFull Bharat 1.0 – A Platform Leading MICE



India's MICE sector is rapidly emerging as a key economic driver, hosting over 35,000 corporate events annually and nurturing a robust talent ecosystem. Valued at USD 49.4 billion in 2024 and projected to more than double to USD 103.7 billion by 2030, the sector reflects its growing strategic significance to Brand Bharat. India Expo Shop 2025 aims to showcase this momentum, celebrating the creativity, precision, and entrepreneurial spirit of our 3,000+ service providers.

Jatinder Kapur, President, IESA

Innovation & Connection

Debuting this year, EventFull Bharat 1.0 will serve as a curated platform for emerging ideas, disruptive tech, and entrepreneurial ventures in the event services space. New-age startups will pitch live before a jury of industry leaders, global buyers, and investors. This first-of-its-kind initiative is designed to foster innovation, unlock fresh collaborations, and shape the next era of India's MICE capabilities.

Legacy of Impact

Having established itself as a premier industry platform through previous editions at IEML (Noida), NESCO (Mumbai), and Pragati Maidan (Delhi), India Expo Shop has consistently brought together thousands of service providers, buyers, and policymakers under one roof. With a 10-year legacy, it continues to drive the conversation forward on innovation, quality, and global competitiveness in the Indian MICE ecosystem.

Voices of the Industry

Mr. Amit Kumar Jain, Principle & Co-Founder; Mr. Alok Singh, Principle & Co-Founder, Axis Designers Pvt Ltd said "We're excited to showcase our end-to-end design solution and fabrication capabilities for Event-exhibition, architecture, and interiors in India Expo Shop 2025. We invite you to explore how we bring ideas to life. We don't just build booths, we build experiences!"

India's MICE Sector a Growth Powerhouse

India's thriving startup ecosystem, rising global investments, and growing appetite for world-class experiences are accelerating the growth of its MICE industry. Behind every successful summit, trade fair, or conclave lies a robust service network including planners, designers, AV experts, and logistics teams ensuring flawless execution.

As India accelerates toward a future defined by Smart Cities, Net Zero Construction, and Sustainable Infrastructure, India Expo Shop 2025 emerges as a critical platform to align national ambition with world-class delivery, turning vision into reality.



IAAPA Expo Asia 2025 Concludes Successfully in Shanghai

IAAPA Expo Asia 2025 wrapped up three dynamic days of innovation, networking, and global collaboration at the Shanghai New International Expo Center (SNIEC). The event attracted a total of 7,093 verified attendees out of 8,016 registered participants, alongside 5,651 qualified buyers from 85 countries, reaffirming its role as the premier event for the attractions and entertainment industry in the Asia-Pacific region.

An Engaging Trade Floor with Global Representation:

With over 350 exhibiting companies, the expansive show floor became a hub for cutting-edge technologies, creative

solutions, and next-generation products shaping the future of theme parks, entertainment venues, and leisure destinations across the globe.

Theme: "Find Possible" – Inspiring Boundless Innovation

Under the theme "Find Possible", the Expo featured a robust schedule of programming aimed at challenging conventional thinking and encouraging innovation. Attendees participated in insightful education sessions, exclusive networking events, and EDUTour experiences, all designed to unlock creative opportunities and share actionable strategies.

Key Highlights and VIP



IAAPA Expo Asia 2025 delivered an impressive experience. We are proud to foster spaces where people and ideas come together. The connections made here in Shanghai will continue to drive long-term collaboration and innovation throughout the global attractions industry.

Jakob Wahl,
President and
CEO, IAAPA

Speakers: The event's standout moments included:

- A high-energy Opening Ceremony
- The Opening Reception at Shanghai Disneyland
- An exclusive behind-the-scenes EDUTour of the upcoming LEGOLAND Shanghai

The Expo also hosted prominent industry leaders including:

- Jill Estorino, President & Managing Director, Disney Parks International
- Cecilia Qin, Vice President, Trip.com Group (the world's second-largest online travel agency)

Industry Leaders reflect on the Expo's Impact:

Jack Chan, Executive Director and Vice President of IAAPA Asia-Pacific, also emphasized Shanghai's importance:

"Shanghai remains a vital hub in the Asia-Pacific attractions landscape. Hosting this Expo here reinforces our commitment to the region, bringing together international expertise and local creativity to fuel industry growth."

IAAPA has announced that the next edition of the Expo will be held in Hong Kong from June 9–12, 2026. Already, 206 companies have confirmed participation, reserving nearly 5,382 square meters (around 58,000 square feet) of exhibit space—signaling continued momentum and industry interest.

North Korea Reopens Trade Fair to Foreign Visitors with \$4,700 Tour Package

A China-based travel agency, Young Pioneer Tours, has begun accepting bookings for a rare guided trip to Pyongyang this October, with access to the city's international trade fair serving as the center piece of the itinerary.

Exclusive Access to a Rare Event:

The October trade fair will be one of North Korea's first major international events open to foreign visitors since the country closed its borders due to the COVID-19 pandemic. The 7-night, 8-day tour, priced at €3,995 (\$4,700), runs from October 24 to November 1 and includes additional sightseeing, such as a visit to Mount Myohyang.

According to the company's website, the annual fair is "one of North Korea's largest and most significant international expos," offering a glimpse into its economic activities and domestic industrial efforts. The event is expected to feature 450 exhibition booths showcasing machinery, IT, and consumer goods from both local and international firms.

Strict Restrictions on Attendees:

Journalists, travel bloggers, and social media influencers are explicitly prohibited from joining the tour, as stated by Young Pioneer Tours. The agency has long specialized in organizing travel to North Korea, often under tightly controlled conditions.

Cautious Return to Foreign Tourism:

North Korea had briefly resumed foreign tourism in February 2025, allowing a limited number of visitors into the Rason Special Economic Zone. However, that program was quickly shut down after a German influencer posted critical images and comments from the trip online, depicting scenes of poverty and outdated infrastructure such as ox-drawn carts.

The viral nature of his post is believed to have influenced Pyongyang's decision to suspend tourism again, making the upcoming October trip an unusually rare opportunity albeit one with tightly managed access and strict limitations on participant behavior.



ITPO and Fairfest Media Sign MoU to Co-Organize Municipalika 2026

India's Premier International Conference and Exhibition on Safe, Smart, and Sustainable City Solutions returns to Bharat Mandapam, New Delhi, from 16 to 18 February 2026

In a landmark collaboration, India Trade Promotion Organisation (ITPO) and Fairfest Media Ltd., the organisers of Municipalika, signed a Memorandum of Understanding (MoU) today to co-organize Municipalika 2026, the 18th edition of India's premier international conference and exhibition on Safe, Smart, and Sustainable City Solutions.

The prestigious event is scheduled to take place from 16 to 18 February 2026 at Bharat Mandapam, Pragati Maidan, New Delhi, India's iconic convention and exhibition venue.

Municipalika is far more than just an exhibition – it is India's most influential national platform for urban transformation, where the country's top minds and changemakers converge. It features a sprawling international exhibition, a power-packed multi-track conference, high-impact B2B meetings, prestigious awards celebrating innovation and excellence in urban development, the much-anticipated Visionary Address by leading policymakers, and the exclusive City Leaders Conclave uniting mayors, municipal commissioners, and civic leaders

from across India and the globe.

Municipalika has been a pioneering force in the sustainable urban development space for over two decades, having hosted 17 successful editions in major cities including Mumbai, Hyderabad, Bengaluru, Chennai, Jaipur, Ahmedabad, and Kolkata. Over the years, it has brought together more than 2,000 exhibitors, over 50,000 urban development stakeholders, delegates from 25 states and 10+ countries, and from 1000+ cities and towns, including mayors, municipal commissioners, smart city CEOs, and thousands of municipal officials and urban experts. The platform has continuously catalyzed dialogue, innovation, and action in areas like sustainable urban infrastructure development, housing, sanitation, solid waste, water and waste-water, e-governance, urban mobility, etc. Its track record makes it one of the most impactful and trusted events in India's urban transformation journey.

The MoU was signed by senior officials from ITPO and Fairfest Media in the presence of representatives from both organisations. This collaboration marks a significant step towards furthering the Government of India's mission of Viksit Bharat by promoting sustainable urban development, innovation in municipal services, and inclusive urban planning.

Speaking on the occasion,

The MoU was signed by the Officer on Special Duty (Admn.)/General Manager (Fair Service Division-II) from ITPO and Fairfest Media in the presence of representatives from both organisations. This collaboration marks a significant step towards furthering the Government of India's mission of Viksit Bharat by promoting sustainable urban development, innovation in municipal services, and inclusive urban planning.

representatives from ITPO and Fairfest Media expressed their joint commitment to making Municipalika 2026 the largest and most impactful edition yet. With ITPO onboard as a Co-Organiser, the event is expected to witness enhanced national and international participation, extensive government and industry collaboration, and greater visibility across urban development sectors.

- Municipalika 2026 will be co-located with three major concurrent events:**
- CAPEX – Construction, Architecture, Planning and Engineering Expo, focused on showcasing cutting-edge construction technologies, infrastructure innovations, and smart engineering solutions.
 - Public Works Expo, focusing on roads, highways, public infrastructure, utilities, and civic services delivered by Public Works Departments across India.
 - Bharat Rural Expo, dedicated to rural transformation, innovations in infrastructure, sanitation, housing, clean energy, and digital services in India's villages and small towns.
- Together, these co-located events will create a comprehensive platform to address urban, rural, and rural development challenges, foster public-private partnerships, and showcase India's progress toward building sustainable, inclusive, and future-ready cities and communities.
- Municipalika 2026 will bring together key decision-makers from central and state governments, municipal bodies, urban local governments, urban planners, architects, engineers, innovators, technology providers, diplomats, and global thought leaders to deliberate on integrated urban solutions.





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PrintExpo Chennai and co-located MediaExpo Chennai deliver a breakthrough edition, tapping South India

Delivering one of the most prolific industry gatherings, the co-located editions of PrintExpo Chennai and MediaExpo Chennai drew 16,089 visitors from 262 Indian cities, 27 states and union territories and 22 countries, turning Chennai into a powerful showcase of the printing, signage and branding solutions. With a commanding showcase from 185 exhibitors, the show floor buzzed with demos and deal conversations.

The 15th edition of PrintExpo Chennai continued to serve as a platform for high-performance commercial printing and packaging technology, while the debut edition of MediaExpo Chennai presented the dynamic range of digital signage systems, LED innovations, digital displays, materials, fabrication tools and more. The strategic co-location of these two expos offered a 360-degree industry experience. The energy was unmatched, and the industry’s pulse unmistakably upbeat. Visitor and exhibitor reactions expressed overwhelmingly positive experiences, defining the show’s success.

A regular visitor of PrintExpo Chennai, Mr Vaidhya Nathan, Speed Xerox, shared: “I am coming for this show every year and every time we are getting new technology and information from which we are upgrading and developing our business. We appreciate the management team and thank them that we are getting the latest technology machinery dealers contacts, which is helpful for our business

growth.” Another visitor from Chennai expressed: “It is very useful for procuring machine spare parts and new machines for digital printing, offset printing and we are into offset printing now thinking to go into digital printing. I am visiting Konika Minolta for new digital printing machinery. Everyone who is into the printing business should visit this expo for sure and the students who all are willing to start their base into printing business should also come and visit.”

Mr Arjun Khosla, Associate Director, Head – Production System Group, Xerox India Ltd: “We have been associated with PrintExpo since its inception. It has always been an honour and privilege to be a part of this exhibition. We have got an excellent response and visitors from different segments. We look forward to being a part of the expo next year too.”

Selling more than 10 machines at the show: Mr Prasanna Rajagopalan, Head of Sales in Production Printing Division, Minosha Print Solutions, expressed: “PrintExpo has been one of the prominent expos where we always participate, and we have been tied up with the expo for a long time. Here we are getting visitors from the entire South Indian states. I could also see a lot of visitors from North India. It is one of the best shows.”

Mr Chakrapani Vemula, Regional Sales Manager (South India), Komori India Pvt Ltd, said: “I am happy to display our stall here in PrintExpo, by Messe Frankfurt and the response has

I felt like I was not in Chennai. It felt as if I was in Mumbai or New Delhi. The show was awesome as MediaExpo and PrintExpo both came together. We've got so much to learn." Her colleague, Mr Kumar, added: "We came here to explore unique products for branding purposes, which we do for industries and corporates. We have already purchased a few products from the show and are looking forward to generating better business from the deals we close."

Uma Maheshwari, First-Employee, Heutetrend Pvt Ltd

been very good. We are getting very good enquiries from all over Tamil Nadu and the surrounding states.”

Mr Dilip Hariramani, Owner, Simmac, discussed about their new roll-to-roll printing machine, which is compatible with non-woven fabrics. He stated: “We are here in Chennai in PrintExpo and in the past two days we have received a superb response from the visitors. The visitors like this machine and they are willing to buy it.”

Mr P. Murlidhar Rao, Business Manager, Pinnacle Technologies Pvt Ltd: “We have launched DTF with gold foil, cutting and creasing machines. We have received excellent responses over the last two days. We are happy with the footfall, as the people who are walking in are looking for something specific, and they are also advising something which we are looking for.”

First time participant in MediaExpo, Mr Sri Vignesh I, Director, Thandora (a unit of Chitra Graphics), shared: “I felt MediaExpo is very useful because my target customers are from the South and Tamil Nadu. When I happened to visit Mumbai and Delhi MediaExpo editions, I happened to meet a lot of dealers who are coming from Kanyakumari. So, I thought, why not, when the brand value of MediaExpo comes here. We have already signed three to four dealers with us, so the response is good.”

PrintExpo is jointly organised by Messe Frankfurt Trade Fairs India Pvt Ltd and Showcase Trade Fairs and Business Media Pvt Ltd. MediaExpo Chennai is organised by Messe Frankfurt Trade Fairs India Pvt Ltd. The next edition of the co-located, PrintExpo Chennai and MediaExpo Chennai is scheduled from 9th to 11th July 2026 at Chennai Trade Centre, Chennai, Tamil Nadu.



India's Premier Platform for Exhibition,
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5TH EDITION OF
INDIA EXPO
SHOP 2025

TFT Presents

What the Exhibitors Say!



Ar. Alok Singh
Principal and Co founder, Axis Designers Private Limited

"We're excited to showcase our end-to-end design and fabrication capabilities from modular booths to immersive brand environments. This platform allows us to meet decision-makers, exchange ideas, and explore new collaborations. Being part of this event is also a great opportunity to reflect on our journey since 1997, and reinforce the values that have kept us growing: creativity, reliability, and a deep commitment to client satisfaction."

Jatinder Chugh
Director & CEO, FAB INDIA

"As a trusted manufacturer of high-quality hanger structures, our message to readers is simple: we are here to elevate your event experience with reliable, scalable, and efficient structural solutions. We invite industry professionals to visit our booth, explore our innovative designs, and discover how our we can transform your vision into reality with your custom designed structure, especially tailored for your needs & demands"





Punit Jhaveri
Director, LUCKY-TECH Membranes Pvt. Ltd.

"Our previous experience at India Expo Shop was remarkable. The event gave us significant exposure to decision-makers, architects, and event professionals who value quality and innovation. We were able to showcase our expertise to a larger audience and build meaningful relationships that have translated into successful projects. The professional organization and high footfall made it a truly valuable platform."

Rohit Sharma
Director, ClearSpan Structures India Pvt Ltd.

"To all visitors and exhibitors — we're excited to be part of a community that's driving the next phase of India's exhibition and events landscape. Let's continue pushing the boundaries of creativity, efficiency, and innovation. Clearspan Structures invites you to visit our booth, experience our designs first-hand, and explore collaboration possibilities that go beyond structures - toward shared success."





India Health Exhibition 2025: Drawing Stakeholders from across the Healthcare Spectrum

The second edition of India Health Exhibition 2025, organized by Informa Markets in India, was inaugurated on July 11, 2025, at Bharat Mandapam, New Delhi, underscoring the growing demand and vast potential within the healthcare sector. Aligned with current industry trends, India's health-tech landscape is poised for substantial growth, with hiring expected to increase by 15–20% in 2025–26—a clear indicator of the rising need for innovative healthcare solutions and deeper integration of technology into medical services.

The inaugural ceremony witnessed the presence of dignitaries such as:

- Dr. Jitendra Sharma, MD, Founder CEO, AMTZ
- Dr. Girdhar Gyani, Director General, Association of Healthcare Providers India
- Mr. Rajiv Nath, Managing Director, Hindustan Syringes & Medical Device Ltd & Forum Coordinator, AIMED
- Ms. Veena Kohli, CEO, Vanguard Diagnostics (P) Limited, Immediate Past President – ADMI
- Mr. Himanshu Baid, Managing Director, Poly Medicure, and Vice President, NATHEALTH
- Mr. Yogesh Mudras, Managing Director, Informa Markets India
- Mr. Gop Menon, CFO, Informa Markets IMEA
- Mr. Rahul Deshpande, Senior Group Director, Informa Markets India.

The 2025 edition proved to be remarkable as over 300 leading brands from the spectrum of healthcare, including medical equipment and devices, diagnostics, orthopaedics, IT systems, infrastructure, and

wellness solutions participated.

It saw International participation from countries such as Italy, UAE and Ethiopia. With a strong focus on the Startup India mission, this year featured a dedicated Startup and Medical Laboratory Pavilion along with a B2B Matchmaking App designed to streamline buyer-seller engagement.

In a key announcement, Dr. Jitendra Sharma, MD, Founder and CEO of AMTZ, announced the launch of the world's first dedicated Medical Technology University at the Andhra Pradesh MedTech Zone (AMTZ) in Visakhapatnam. This pioneering institution will offer advanced degrees such as M.Tech, MBA, and Ph.D. in medical technology, aiming to transform the industry's skill-building ecosystem. The university will serve as a global centre for innovation, research, and high-quality manufacturing expertise. By fostering strong collaboration between industry, academia, and regulators, this initiative is set to strengthen India's self-reliance, boost exports, and establish the country as a leading destination for advanced medical device manufacturing.

The opening day of India Health 2025 featured two robust and parallel knowledge forums:

- Global MedTech Connect (July 11 & 12)
- Healthcare knowledge conference – Healthcare 360° (July 11, 12 & 13).

Under the theme “Transforming MedTech: Pioneering Innovation and Global Compliance,” the Global MedTech Connect conference brought together leading industry experts to discuss key developments



Healthcare will always remain a national priority, and India is currently experiencing a transformative shift in this domain. With a vibrant population, proactive government initiatives, and a growing focus on preventive and self-care, the sector is on track to reach a valuation of \$638 billion by 2030. Additionally, India's medical tourism market is projected to grow to \$16.21 billion, highlighting our global appeal. The India Health Exhibition, inspired by the rich legacy of WHX Dubai, serves as a dynamic platform where policy, innovation, and enterprise converge—with India at the forefront. This year, our dual-track conferences, including the Global MedTech Connect, are designed to foster deeper engagement and visionary dialogue. Furthermore, the launch of the India HealthNext Awards marks a significant step in our ongoing mission to honour and celebrate excellence across the healthcare value chain.

Yogesh Mudras,
Managing Director,
Informa Markets

- shaping the MedTech landscape. Key Discussion Areas Included:
- Regulatory Reform & Quality Compliance
 - Navigating global regulatory landscapes
 - Aligning ISO 13485 and Indian MDR for MedTech organizations
 - Role of BIS in India's MedTech quality ecosystem
 - Technology & Innovation
 - Artificial Intelligence in MedTech
 - Cybersecurity in medical devices: A checklist or a culture?
 - Sustainability & Manufacturing Excellence
 - Building a culture of quality in medical device manufacturing
 - Sourcing quality raw materials for better outcomes
 - Labeling & Global Standards
 - Streamlining labelling compliance in India: Toward a unified framework
 - Strengthening India's regulatory ecosystem via IMDRF membership
 - Geopolitical Landscape
 - Navigating geopolitical uncertainties impacting the MedTech industry

Healthcare 360° Conference: Integrating Technology, Tradition & Transformation

Running in parallel, the Healthcare 360° Conference provided a holistic view of healthcare's evolution by integrating technology, public health, diagnostics, and hospital innovation.

- Highlighted Topics:
- Public Health & Digital Integration
 - Bridging public health with diagnostics
 - Accelerating digital diagnostics adoption
 - Smart Hospitals & Innovation
 - Creating paperless hospitals using smart technologies
 - Merging human touch with high-tech healthcare delivery
 - Policy & Procurement
 - Driving transparency and access through GeM (Government eMarketplace)
 - Positioning India as an export hub for medical devices

The speaker lineup featured top voices from the industry, including representatives from:

Fortis Healthcare, Transasia Bio-Medicals, BPL Medical Technologies, GE Healthcare, Medicovert Hospitals, Danaher Corporation, Apex Hospitals, BIORx Venture Advisors, MTaI, and Sarvodaya Hospitals.



OTA Expo 2025 Curtain Raiser highlighted the Role of Small Enterprises in Driving India’s Tourism Growth

On June 27th the world was observing MSME Day whereas here at the iconic Bharat Mandapam a high impact panel was organized which was titled “Tourism Thrives Where Small Enterprises Rise” as part of the Official Media Curtain Raiser event for the Prestigious One Travel Alliance (OTA) Travel and Tourism Expo 2025 and the Global Tourism Awards.

It acted as a platform where stalwarts like Anil Sharma, Mr. Barun Gupta, General Manager at Expolnn Suites & Convention, Mr. Subhash Verma, who offered the tour operators’ perspective, Mr. Chander Mansamrani, a veteran from the MICE and Business travel domain, Rimjhim Saikia, Partner at OTA gathered and shared the preview of India’s premier travel, tourism, and trade exhibition, scheduled to take place from September 29 to October 1, 2025, at Yashobhoomi, Dwarka, Delhi.

The OTA Expo is an

international initiative by the Mani Global Association for Trade and Culture (an initiative of Mani Enterprises), with its India chapter managed by Rimjhim Saikia.

On the occasion the panel discussion titled “Tourism Thrives Where Small Enterprises Rise” spotlighted the pivotal role of Micro, Small, and Medium Enterprises (MSMEs) in shaping the future of India’s travel, tourism, hospitality, and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors. Moderated by Anil Kumar Sharma, Group Editor of Global News Network and Founder of Travel World Online, the session brought together leading voices from across the industry who emphasized that MSMEs are not just contributors, they are the backbone of India’s tourism ecosystem.

Anil Sharma opened the discussion by highlighting the unseen impact of grassroots businesses from local homestays in the Himalayas to destination



Boutique is the new big. These enterprises make India event-ready, but to grow, they need low-interest infrastructure loans, policy stability, and public-private partnerships.

Barun Gupta, General Manager, Expolnn Suites & Convention

management companies in Delhi that generate employment, curate unique experiences, and expand India’s tourism footprint globally. “MSMEs are the invisible hands shaping India’s travel story, and they must now take centre stage in policy and investment frameworks,” Sharma stated.

Representing the hospitality sector, Mr. Barun Gupta, General Manager at Expolnn Suites & Convention, underscored that MSMEs including boutique hotels and local catering services are crucial to the MICE segment. “Boutique is the new big. These enterprises make India event-ready, but to grow, they need low-interest infrastructure loans, policy stability, and public-private partnerships,” Gupta said.

Mr. Subhash Verma, offering the tour operators’ perspective, stressed that small travel agencies are India’s global face. “To compete on the international stage, our operators need digital tools, GST reform, and visibility at overseas trade shows,” he said. Verma advocated for tourism-specific MSME packages and emphasized the importance of implementing national incentives at the state level.

From the MICE and business travel domain, veteran Mr. Chander Mansamrani pointed out that MSMEs are the logistical engine behind India’s global event success. “Whether it’s riggers, transporters, or decorators — every major event thrives on the work of MSMEs. We need a centralized digital registry and rating system to integrate these vendors into international circuits,” he added, referencing the legacy potential of India’s G20 hosting.

World Renowned Bharat Mobility Global Expo (BMGE) to be held from 4th – 9th February 2027

The third edition of the Bharat Mobility Global Expo (BMGE) will take place from February 4th to 9th, 2027, in the National Capital Region of Delhi. This event aims to unite key stakeholders from across the mobility sector, including industry leaders, policymakers, and technology experts.

Organized with the support of the Ministry of Commerce & Industry and the Ministry of Heavy Industries, BMGE has become a leading platform to showcase advancements across the automotive and mobility value chain. The first two editions, held in 2024 and 2025, saw strong participation from

a diverse range of industry players and focused on themes such as clean mobility, innovation, and integration with global supply chains.

The 2025 edition spanned 200,000 square meters across three venues—Bharat Mandapam, Yashobhoomi, and the India Expo Centre & Mart in Greater Noida—drawing over 1,500 exhibitors and attracting more than 980,000 visitors. The event featured product launches, technology demonstrations, conferences, buyer-seller meetings, and international delegations.

Following the format of previous editions, BMGE 2027 will feature exhibitions, technical sessions, and

stakeholder consultations. New additions are being considered to further expand the scope of the Expo, including a dedicated section on “Multi-Modal Mobility and Logistics,” which will cover rail, road, air, water, urban, and rural mobility. Additionally, a new focus on tractors and agricultural mobility solutions will be introduced.

BMGE is an industry-led initiative coordinated by the Engineering Export Promotion Council (EEPC) of India, with support from several organizations, including SIAM, ACMA, ICEMA, ATMA, IESA, ISA, NASSCOM, CII, MRAI, TMA, Invest India, IBEF, ITPO, Yashobhoomi, and IEML.



Gartex Texprocess India partners with Drycleaners and Launderers Association of India to debut the Textile Care Forum

Reflecting the evolving dynamics of India's textile care industry, this strategic development marks a pivotal step forward in strengthening the segment under Gartex Texprocess India organised by MEX Exhibitions Pvt Ltd and Messe Frankfurt Trade Fairs India Pvt Ltd. With the upcoming Gartex Texprocess India scheduled from 21 – 23 August 2025, Bharat Mandapam, New Delhi, Drycleaners and Launderers Association of India (DLAI) will assume the role of Knowledge Partner to organise the Textile Care Forum thereby driving networking opportunities for the industry professionals

India's laundry and textile care segment is experiencing growth with the industry's emphasis on eco-friendly chemicals, waterless cleaning systems, sustainable laundry operations, circularity, textile lifecycle management and maintenance standards. According to IMARC Group, the Indian dry-cleaning services market size reached USD 1.31 billion in 2024 and is expected to reach USD 2.09 billion by 2033, exhibiting a growth rate of 5.40% during 2025-2033. Professional garment cleaning and textile care services have emerged as critical sectors in the textile value chain.

This move will further strengthen Gartex Texprocess India's portfolio, drawing on the expertise of Messe Frankfurt Group's flagship 'Texcare' brand – a global reference point for the laundry, cleaning and textile services industry. As the demand for professional sustainable and

technologically advanced textile care solutions grows in India, the Texcare community is finding an increasingly fertile ground in this market.

The Drycleaners and Launderers Association of India has been instrumental in connecting over 3,000+ stakeholders from India's cleaning and textile care fraternity ranging from traditional launderers and modern-day dry cleaners to commercial laundry chains and service providers. Their expertise will enhance the positioning of textile care and professional cleaning as an integral part of the garment and textile ecosystem of Gartex Texprocess India. For the upcoming New Delhi edition of Gartex Texprocess India 2025, the Drycleaners and Launderers Association of India will be associated as the Knowledge Partner for Textile Care Forum which will be organised on the second day of the show - 22nd August 2025. This will engage the members of DLAI, professional launderers, dry cleaners, wet cleaners and various textile care experts and industry stakeholders.

This will shed a spotlight on innovations in cleaning machinery, stain treatment solutions, biodegradable chemicals as well as automation and more, through the Textile Care Forum and encourage participation from the segment.

Mr Suresh D Bhatia, President, Drycleaners and Launderers Association of India, expressed: "At the Drycleaners and Launderers Association of India, we have always believed in the power of collaboration and innovation to



In India, we are seeing a clear demand for organised, efficient and sustainable laundry solutions ranging from hospitality and healthcare to industrial and domestic segments. The association with the Drycleaners and Launderers Association of India opens a great opportunity not only for our show but also to strongly align our global brand – Texcare's vision and global expertise with a platform like Gartex Texprocess India. This will help us address this shift while facilitating deeper business engagements and open an all-new industry network.

Raj Manek,
Executive
Director & Board
Member, Messe
Frankfurt Asia
Holdings Ltd.

uplift the textile care industry. The synergies between Gartex Texprocess India and DLAI are deeply aligned. While Gartex serves as a catalyst for technological evolution in textile and garment production, DLAI represents the critical last-mile link in the lifecycle of these textiles—ensuring longevity, hygiene and quality upkeep. Together, we form a complete circle of care, from creation to preservation. It is through such shared spaces that our industry moves forward—not just in commerce, but in craftsmanship, community, and credibility."

Ms Himani Gulati, Director, MEX Exhibitions Pvt Ltd, stated: "Gartex Texprocess India has always been ahead of the curve in reflecting the real industry shifts. With Drycleaners and Launderers Association of India, we're adding a new dimension to the show for textile care and professional laundry machinery and technologies. The Textile Care Forum backed by them will not only enhance the show offerings but also bring a sharper focus to sustainability and hygiene in textile maintenance." Over the years, the show has seen participation from the laundry and dry-cleaning machinery segment, hinting at the industry's growing interest in bridging the gap between fashion, functionality and care. With the formalised presence of the Drycleaners and Launderers Association of India, new collaborations and growth for the segment are set to accelerate.

Through its partnership with Gartex Texprocess India, Drycleaners and Launderers Association of India will now bring sector-specific insights, textile care experts, knowledge forums and workshops as well as curated pavilions aimed at industry upskilling, sustainability and future readiness.

From featuring fabrics to denim, textile manufacturing machinery to screen-printing machinery to accessories and trims – Gartex Texprocess India moves forward to become a 360-degree hub for India's textile machinery manufacturing and technologies, denim, screen printing, fabrics, trims and accessories and textile care ecosystem. The New Delhi edition of the show will be held from 21 – 23 August 2025 at Bharat Mandapam (Pragati Maidan), New Delhi.

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Goa–Almaty Tourism Ties Get a Boost

The Kazakhstan–India Tourism Business Forum held in Almaty on June 23rd marked a significant step forward in boosting bilateral tourism between Kazakhstan and India, particularly between Almaty and Goa. Jointly organized by the Akimat of the Almaty Region and the Embassy of India in Kazakhstan, the forum provided a strategic platform for cultural exchange, tourism collaboration, and economic engagement between the two countries.

Key Participants and Engagements:

The event brought together over 100 industry professionals, including tour operators, charter airlines, hospitality leaders, investors, healthcare specialists, and government officials. Through a mix of B2B and B2G meetings, the forum encouraged productive dialogue and forged new partnerships in the tourism sector.

The Indian delegation was led by Shri Kedar Naik, Director of Tourism, Government of Goa, along with Shri Sheik Ismail, a prominent charter operator and representative of Concord Exotic Voyages. The team engaged with Kazakh tour operators and charter firms, many of whom expressed keen interest

in launching additional direct flights from Almaty to Goa in the upcoming travel seasons.

Spotlight on Travel, Wellness & Culture:

The forum featured presentations from Indian Railway Corporation showcasing new luxury tourist trains, and participating Indian states introduced diverse travel circuits. Goa stood out for its unique blend of natural beauty, cultural richness, coastal charm, and sustainable practices.

Sessions on medical and wellness tourism generated strong interest from both sides, with discussions focusing on healthcare collaboration and wellness retreats tailored for Kazakh visitors.

From Kazakhstan, tourism leaders promoted Almaty Region's attractions, including the wellness destination Oi-Qaragai, while Air Astana announced upcoming flight routes aimed at improving connectivity with India.

Proposal for Bilateral Cooperation:

In a key outcome of the forum, the Almaty Region's Tourism Department formally proposed a Memorandum of Understanding (MoU) with the Government of Goa. The MoU



The forum featured presentations from Indian Railway Corporation showcasing new luxury tourist trains, and participating Indian states introduced diverse travel circuits. Goa stood out for its unique blend of natural beauty, cultural richness, coastal charm, and sustainable practices.

will focus on joint destination marketing, sharing of best practices in sustainable tourism, and boosting tourist flow through direct charter flights and co-branded campaigns.

Future Prospects:

The Kazakhstan India Tourism Business Forum underscored strong mutual interest in expanding travel ties and fostering cultural exchange. Goa's appeal as a global tourism hotspot known for its pristine beaches, heritage architecture, local cuisine, and vibrant festivals resonated deeply with the Kazakh travel community.

This collaboration sets the stage for increased tourist arrivals from Kazakhstan to Goa and reflects India's broader vision to engage Central Asian countries through strategic tourism diplomacy.

India Pavilion at New York Show Celebrated the 200 Years of Assam Tea

The India Pavilion at the 2025 Summer Fancy Food Show at the Jacob K. Javits Center in New York was inaugurated by Assam Chief Secretary Ravi Kota and India's Ambassador to the United Nations, Binaya S. Pradhan. The Pavilion celebrated the 200th anniversary of Assam Tea.

In his remarks, Chief Secretary Kota emphasized that the pavilion not only showcased India's renowned tea heritage but also strengthens the growing ties between India and the U.S. He highlighted Assam Tea's long history, noting it was first cultivated in 1823 along the Brahmaputra River and has since become a global symbol of flavor and tradition, supporting over a million

livelihoods.

During the 2024–25 period, Assam exported more than 100 million kilograms of tea to over 90 countries, generating nearly \$285 million in revenue. Major export markets include the United Kingdom, Russia, UAE, Germany, Iraq, and China. The Guwahati Tea Auction Centre, India's largest by volume, plays a pivotal role in global tea trade, with over 250 million kilograms being auctioned annually via a digital platform.

The Assam Government also outlined initiatives aimed at deepening India-U.S. collaboration in fields such as blockchain, artificial intelligence, and academia. Key programs include the 'Heritage to Wellness' Tea Showcase

across the U.S. and the India-USA Specialty Tea & Wellness Summit.

Leading Indian tea companies, including Tata, Unilever, Goodricke, Luxmi, and the Indian Tea Association, are participating in the event, along with Assam's emerging tea startups and small tea growers.

Chief Secretary Kota also shared that the idea to commemorate Assam Tea's 200-year journey in New York was first proposed earlier this year in a discussion between Ambassador Pradhan and Assam Chief Minister Himanta Biswa Sarma. He expressed his gratitude to the Consulate General of India, the Tea Board of India, ITPO, and other partners for their invaluable support in organizing the event.

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Sri Lanka Tourism Concludes Successful Roadshows in Lucknow, Chandigarh & Jaipur

In a strategic move to deepen its engagement with Indian travellers, Sri Lanka Tourism successfully concluded a series of B2B Roadshows and Networking Evenings in Lucknow, Chandigarh, and Jaipur on June 23rd, 25th, and 27th, respectively. Organized by the Sri Lanka Tourism Promotion Bureau (SLTPB) and the Sri Lanka Convention Bureau (SLCB), these events were tailored to promote Sri Lanka as a year-round travel destination and boost tourism arrivals from India's northern states—Uttar Pradesh, Punjab, and Rajasthan.

Strengthening Bilateral Tourism Ties

Led by Hon. Vijitha Herath, Minister of Foreign Affairs, Foreign Employment and Tourism, and Hon. Prof. Ruwan Ranasinghe, Deputy Minister of Tourism, the Sri Lankan delegation included senior

officials from SLTPB, SLCB, and over 35 prominent stakeholders from Sri Lanka's tourism sector. The participants represented leading hotels and resorts, DMCs (Leisure & MICE), tour operators, and various travel service providers.

Each city witnessed active participation from more than 200 Indian travel agents, tour professionals, and media delegates. The events facilitated high-impact B2B meetings, aimed at creating collaborative partnerships and expanding Sri Lanka's presence in the Indian outbound travel market.

India: Sri Lanka's Leading Tourism Source Market

India continues to be Sri Lanka's largest inbound tourism market, accounting for 20% of total tourist arrivals. Between January and May 31st, 2025, Sri Lanka welcomed 1,029,803 international visitors, of which 204,060 were from India. This

The aim was to reaffirm Sri Lanka's brand promise of offering unforgettable experiences and building loyalty among Indian travellers through repeat visitation. These roadshows marked a significant step forward in Sri Lanka's ongoing commitment to deepening its tourism and trade ties with India. By promoting year-round travel, highlighting regional connectivity, and fostering B2B partnerships, Sri Lanka is paving the way for a new era of bilateral tourism cooperation.

upward trajectory underscores the growing interest in Sri Lanka as a preferred travel destination for Indian tourists. With tourism earnings already surpassing USD 1.54 billion in the first half of 2025, the roadshows represent a crucial component of Sri Lanka Tourism's strategy to sustain this growth momentum and diversify its tourism offerings.

A Showcase of Culture, Hospitality, and Natural Beauty

Adding cultural vibrancy to the events, a traditional Sri Lankan dance troupe performed at each venue, captivating the audience with the island's rich heritage and artistic traditions. The events were also marked by presentations and destination spotlights, highlighting Sri Lanka's:

- Pristine beaches and scenic landscapes
- Ancient temples and UNESCO heritage sites
- Luxury resorts and wellness retreats
- Adventure tourism and wildlife experiences
- Diverse culinary traditions and warm hospitality

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COMEXPOSIUM ANNOUNCES THE APPOINTMENT OF PABLO NAKHLE CERRUTI AS CEO

Comexposium announces the appointment of Pablo Nakhle Cerruti as CEO of the Comexposium group. His appointment will take effect on August 25, 2025. He succeeds Renaud Hamaide, who has led the company since 2010. The Board of Directors states: "We welcome Pablo Nakhle Cerruti and express our full confidence in his ability to continue the growth trajectory of the Comexposium group, for the benefit of its employees, the communities engaged through its events, and all its stakeholders."

About Pablo Nakhle Cerruti:

Pablo Nakhle Cerruti, 42, graduated from Sciences Po Strasbourg (2004) and the School of Economic Warfare (2005). In 2007, he was appointed Managing Director of the Prometheus corporate foundation. From 2009 to 2011, he was a member of Christine Lagarde's private office, as speechwriter at the Minister of Economy, Finance, and Industry. In 2011, he joined Unibail-Rodamco as Director of Communication



and Institutional Relations. Between 2014 and 2018, he was Deputy Director and then Deputy CEO of Viparis, the European leader in congresses and trade shows. He was CEO of Viparis between 2018 and 2023. Since 2023, he has been President of Copheam, where he supports investors and companies in real estate, hospitality, or transformation development projects. Since 2024, he has been appointed Managing Director in charge of Diversification at Mediawan, Europe's premier independent studio, also member of the group's Executive Committee.

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India’s Pharma-covigilance Momentum Takes Center Stage

The 4th Edition Drug Safety Symposium 2025 – India Chapter, hosted by Eminence Business Media, once again proved to be a cornerstone event in the evolving landscape of pharmacovigilance in India. With the theme “Beyond Compliance – Creating a Future-Ready, Globally Aligned PV Ecosystem”, the two-day gathering brought together more than 150 pharmacovigilance professionals across the value chain, regulators, global pharma leaders, consultants, technology partners, and PV strategists.

Setting the Tone: Vision, Voice & Velocity

Ms. Guneet Hayer, Managing Director, Eminence Group, opened the symposium with a compelling call to action: for Indian PV leaders to step out of compliance silos and begin architecting scalable, strategic systems that align with global best practices.

This sentiment was reinforced by Dr. Jai Prakash, Senior Principal Scientific Officer and PvPI lead at the Indian Pharmacopoeia Commission, who outlined India’s growing regulatory commitment and global responsibility in drug safety oversight.

From a Regulatory Standpoint: Decoding India’s PV Evolution

Moderated by Dr. Rahul Somani, a panel featuring Dr. Jai Prakash, Dr. Jamal Baig, and Dr. Chetanraj Bhamare took a deep dive into India’s maturing PV regulations. The discussion emphasized the importance of

regulatory foresight, system maturity, and data integrity, urging companies to evolve from ‘checklist compliance’ to strategic alignment with global harmonization goals.

Voices that Matter, Conversations that Count

- A fireside chat on GCCs led by Dr. Mukesh Gori, featuring Dr. Retesh Bhumbak, spotlighted India’s transformation from a delivery hub to a strategic global safety engine.
- In the MI-PV Integration Panel, Dr. Rahul Somani, Dr. Anil Pareek, Dr. Sridhar Yeshamaina and Mr. Varun Dua emphasized the necessity of breaking data silos to offer a full-circle view of patient safety.
- Dr. Shubhadeep D. Sinha tackled the nuanced monitoring of biosimilars vs. biologics, focusing on traceability, signal differentiation, and RWE integration.
- With focus on U.S, Dr. Prasad Deshmukh explored Combination Product Safety under FDA regulations and the challenge of dual data attribution.
- Dr. Anju Agarwal addressed the dynamic nature of Risk Management Plans, sharing strategies to embed RMPs and aRMMs into routine PV functions.
- Dr. Chitra Bargaje led a session on PSMF Harmonization, providing a framework to bridge local-global documentation, ownership, and versioning gaps.
- Dr. Siva Kumar Buddha

The 4th Edition Drug Safety Symposium 2025 – India Chapter wasn’t just another industry event; it was a blueprint for India’s PV transformation. With every session, Eminence Business Media pushed the boundaries of what’s possible, empowering delegates with frameworks, tools, and conversations that will shape the next era of patient safety. As the PV community looks forward to the 5th Edition Drug Safety Symposium 2026 - Middle East Chapter in January 2026, one thing remains clear: patient safety doesn’t pause, and neither do we.

mapped regulatory fragmentation in global PV practices, offering a compliance map to handle RoW variability.

- In a candid session, Dr. Nitu Sinha explored ICSR Grey Zones, including duplicate cases, causality in NIS, and follow-up strategies, offering clarity in otherwise ambiguous areas.

AI, Automation & the Real-World Roadmap: From Hype to Hands-On

- AI was not just a buzzword, it was dissected, debated, and demonstrated.
- Dr. Ashish Akar shared real-world use cases of machine learning to reduce operational burden in PV functions.
 - Dr. Abhay Chimankar presented a vendor engagement framework to help PV leaders evaluate AI partners with compliance at the forefront.
 - Dr. Gopal Muralidharan explored the operational impact of AI on ICSRs and literature monitoring, while also addressing system integration and data governance challenges.
 - In a provocative counterpoint, Dr. Graeme Ladds highlighted the power of proven automation, cautioning against overdependence on unvalidated AI systems.
 - The segment included live technology demonstration by Navitas Life Sciences, showcasing an AI-powered literature monitoring platform, led by Dr. Pushpa Basavanapalli and Mr. Subash J.
 - To close this thematic track, Souvik Chatterjee delivered a focused session on AI Validation, emphasizing the need for GxP-compliant, audit-ready frameworks to ensure AI tools meet safety-critical standards.

Workshops, Mock Audits & Compliance Tracks: Where Insight Met Action

Dr. Rajendra Kumar Kasi’s interactive session, Operational Excellence in Drug Safety through an Effective QMS, helped participants benchmark their current systems using a PV maturity diagnostic tool, followed by the creation of a quality scorecard tailored to global standards like GVP and FDA 21 CFR Part 11.

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Sankalp Sardana
Co-Founder, CubeX Truss, Sardana's Exhicon Services

"The industry is moving towards modular, sustainable, and faster solutions. Clients now want setups that are clean, efficient, and eco-friendly. There's also a strong focus on quality and finishing. These trends are pushing the industry to become more professional and organized — which is a great thing."

Ar. Amit Kumar Jain
Principal and Co founder, Axis Designers Private Limited.

We're entering India Expo Shop 2025 with clear intent - to create conversations, build new partnerships, and highlight how great design can truly transform brand experiences. Over the past 28 years, Axis Designers has helped brands stand out at exhibitions and events through thoughtful design, meticulous execution, and a client-first approach. To all TFT readers - whether you are a brand decision-maker, industry professional, or simply passionate about design we invite you to explore how we bring ideas to life.





Amar Singh
MD & Ops Director, Shivom Management Service

We were motivated to participate in India Expo Shop 2025 as it is one of the most prominent platforms that brings together key stakeholders from the exhibition and event industry. For us at Shivom Management Services, this is a great opportunity to showcase our capabilities, network with industry leaders, and stay updated with the latest innovations in exhibition infrastructure and management."

Anurag Madaan
Founder, Managing Director and CEO, XS Worldwide

"Our contribution has always come from a mindset of doing first and learning constantly. By bringing systems like BeMatrix to India, investing in behavior-first spatial design, and building a globally diverse yet locally rooted team, we aim to raise the bar. We don't just deliver booths we create platforms for brand storytelling, emotional connection, and measurable ROI. Our long-term goal is to foster a culture of 'extreme hospitality' in Indian exhibitions, where every visitor feels seen, valued, and truly engaged."



IFES and IELA Forge Strategic MoU to Strengthen Global Exhibition Ecosystem

The International Federation of Exhibition and Event Services (IFES) and the International Exhibition Logistics Association (IELA) have signed a landmark two-year Memorandum of Understanding (MoU) to deepen their collaboration within the global exhibitions and events industry. This strategic alliance is set to streamline processes across all phases of exhibitions from design and setup to execution thereby raising standards and promoting innovation across the sector.

A New Chapter in Logistics and Exhibition Services:

This MoU underscores the growing significance of logistics in the exhibition landscape. With both organizations sharing numerous members and operating in a deeply interconnected global environment, the partnership formalizes long-standing cooperation and seeks to enhance operational efficiency and knowledge-sharing across borders.

Although the MoU is

non-binding, it represents a strong mutual commitment to joint initiatives in education, professional development, and industry visibility. The goal is to extend the collective impact of both associations while creating new opportunities for collaboration.

Key Areas of Collaboration:

- Educational Exchange
- Both IFES and IELA will develop and deliver customized educational content at their respective annual conferences. These programs will address pressing challenges and emerging opportunities within the exhibitions and events sector.
- Annual Knowledge Forum
An annual knowledge-sharing platform will be launched, enabling members to exchange best practices, insights, and innovations. This forum may be held virtually or at key industry events to encourage wider participation.
- Co-Presented Conference Content
The two associations will collaborate on joint sessions



This partnership between IELA and IFES marks a historic step for our industry. By combining our expertise, we unlock new possibilities for education, innovation, and global collaboration. Together, we are shaping the future of exhibition logistics and event services.

Sudhir Dhavan,
Chairperson,
IELA

- at their respective events, thereby increasing the reach of their educational initiatives and delivering value to a broader audience.
- Enhanced Mutual Visibility
Both organizations will promote each other's initiatives through their websites, newsletters, and event platforms. This enhanced communication strategy aims to raise awareness about the critical role of logistics in delivering successful exhibitions.
- The collaboration emphasizes purposeful cooperation while maintaining organizational independence. IFES and IELA believe that by aligning their efforts, they can build a more cohesive, innovative, and future-ready global exhibition ecosystem.

India International Industrial Expo 2026 to Be Held in Kochi

The second edition of the India International Industrial Expo is set to take place from January 16 to 18, 2026, at the Adlux International Exhibition Centre, Kochi. The event is jointly organized by the Kerala State Small Industries Association (KSSIA) and Metro Mart, with support from the Department of Industries, Government of Kerala, and the Ministry of MSME, Government of India. The three-day expo will serve as a premier platform for industrial networking, business collaboration, and knowledge exchange.

Extensive Participation from India and Abroad:

The expo will feature participation

from over 500 exhibitors representing various sectors across India and countries such as the UK, UAE, China, Germany, Korea, and Japan. Indian states confirmed to participate include Kerala, Tamil Nadu, Karnataka, Maharashtra, Gujarat, Delhi, Haryana, Uttar Pradesh, Andhra Pradesh, and Punjab.

Exhibitors will showcase cutting-edge industrial machinery, technological innovations, and automation solutions, catering to a wide range of industries.

Knowledge Sharing and Business Development Activities:

The event will also host a series of seminars, technology launches, buyer-seller meets, vendor development programs, and product demonstrations, aimed at fostering collaboration and

growth.

Help desks from leading banks will be available to provide financial advice and funding support for startups and MSMEs. Dedicated stalls supported by the Ministry of MSME will highlight key services and schemes available to small and medium enterprises.

Industrial Summit and Startup Engagement:

According to A Nisarudheen, President of KSSIA, the expo will coincide with a large-scale industrial summit featuring over 5,000 entrepreneurs from across Kerala. The summit will be an opportunity for regional businesses to engage with global partners and explore scalable solutions.



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MoS Harsh Malhotra Inaugurates India Energy Storage Week 2025

Shri Harsh Malhotra, Minister of State for Road Transport & Highways and Corporate Affairs, inaugurated a key session on India's Roadmap for Vehicle Electrification during India Energy Storage Week 2025, held at Yashobhoomi, Delhi.

Government's Commitment to Green Mobility and EV Ecosystem:

In his address, the Minister reiterated the Modi Government's strong commitment to promoting green mobility and the development of a robust electric vehicle (EV) manufacturing ecosystem. Initiatives such as PM E-Drive and FAME-II are clear indicators of this vision.

He emphasized that India's journey towards clean mobility is gaining momentum, with the country now recognized as the fastest-growing major economy actively pursuing sustainable transportation solutions.

Shri Malhotra highlighted various government policies

and regulatory support being implemented to boost electric mobility, including:

- EV retrofitting regulations
- Toll tax exemptions for electric vehicles

These initiatives are designed to make sustainable transportation more accessible and affordable, thereby accelerating EV adoption across India.

According to the Minister, the transition to electric vehicles is not just a technological upgrade, but a strategic national imperative aimed at:

- Meeting climate change targets
- Enhancing economic resilience
- Ensuring energy security

He underscored the broader impact of clean mobility on India's global standing and environmental responsibility. Multi-Modal Logistics and EV-Ready Infrastructure:

The Minister also spoke about the development of Multi-Modal



Modi Government is committed to generate 500GW of Renewable energy by 2030 and India stands at the threshold of becoming a global hub for clean mobility solutions and urged the stakeholders to develop a transport future that is not just electric—but safe, inclusive, and environmentally responsible.

Harsh Malhotra, State in the Ministry of Road Transport and Highways Markets

Logistics Parks by the Ministry of Road Transport & Highways. These hubs, integrating road, rail, and warehousing, are now being equipped with:

- Green energy provisions
- EV-compatible infrastructure

Such developments will help reduce logistics costs, lower carbon emissions, and position India as a clean and connected transportation hub.

Renewable Energy Targets and Industry's Role:

Shri Malhotra reiterated the government's ambition to generate 500 GW of renewable energy by 2030, reflecting India's determination to lead in clean energy and mobility solutions.

He called upon stakeholders and industry leaders to:

- Invest in R&D
- Manufacture locally
- Adopt circular practices, such as battery recycling and reuse

He stressed that battery storage technologies tailored to Indian needs will play a pivotal role in securing the country's clean energy future.

Toward Net Zero: A National Mission

Concluding his speech, the Minister highlighted India's industrial growth over the past 11 years, which is now being strategically redirected toward achieving the Net Zero target by 2070 a central goal of Prime Minister Narendra Modi's vision for a sustainable and resilient India.

He urged all stakeholders to collectively shape a transport ecosystem that is electric, safe, inclusive, and environmentally responsible.

Strengthening India–Myanmar Pharmaceutical Trade Relations

In a significant move to enhance pharmaceutical trade between India and Myanmar, Raja Bhanu, Director General of the Pharmaceuticals Export Promotion Council of India (Pharmexcil), and Dr. Win Kyaing, Chairman of the Myanmar Chamber of Commerce for Pharmaceutical and Medical Device (MCCPMD), have initiated discussions on deepening bilateral cooperation. A key focus of the talks is to fast-track the approval process for Indian pharmaceutical products in Myanmar.

India: A Key Partner in Myanmar's Healthcare Sector

India plays a crucial role in meeting Myanmar's medicinal needs, currently supplying approximately 60% of its pharmaceutical requirements. The demand for Indian-made medicines in Myanmar continues to grow, driven by their affordability and quality.

MoU Planned at iPHEX 2025 to Expand Cooperation:

Raja Bhanu confirmed that Dr. Win Kyaing has expressed his willingness to sign a Memorandum of Understanding

(MoU) at iPHEX 2025, scheduled to be held from September 4 to 6 at Bharat Mandapam, Pragati Maidan, New Delhi. The MoU is expected to enhance cooperation between the two countries and facilitate faster regulatory approvals.

iPHEX 2025: A Gateway for Global Pharmaceutical Engagement

Pharmexcil's recent engagement with Commerce and Industry Minister Piyush Goyal has focused on leveraging emerging global opportunities and strengthening India's position in international pharmaceutical markets.

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Narsing Agrawal
Vice President, Modern Hiring Service

"Being part of IESA we know, this is one of the Platform to show case our products & services and attempting to reach out target audience through the same."

"The event industry is evolving rapidly, with new trends, technologies, and expectations emerging on a daily basis. As innovation drives change, the sector continues to grow in scale, sophistication, and impact offering immense opportunities for stakeholders across exhibitions, conferences, and event sectors."

Mohit Jain
CEO, Mahavira Tents (India) Pvt Ltd.





Shiv Shankar
Director, AVS Decor Pvt. Ltd.

"India Expo Shop serves as an excellent platform for us to showcase our latest products to a highly targeted and professional audience from the exhibitions and events industry. At this prestigious event, we introduced our range of high-class, durable flooring and furniture solutions, designed specifically to meet the evolving needs of modern event spaces. The exposure and networking opportunities provided by the show have allowed us to highlight our commitment to quality, innovation, and reliability in every offering."

"Our message is simple: Choose performance, not shortcuts. At Deccan Prefab Systems, we don't compete on price gimmicks—we deliver clarity, consistency, and long-term value. Whether it's an event tent, exhibition hall, or a turnkey infrastructure solution, every product we deliver stands for quality, engineered performance, and full transparency. We want decision-makers to know they no longer have to compromise between cost and quality—we offer both, with honesty."

Vivekanand Lilladhar
Managing Director, Deccan Prefab Systems





India’s Broadcasting and Digital Revolution Takes Center Stage at BES EXPO 2025

India is on the verge of a media and connectivity transformation, driven by the convergence of artificial intelligence (AI), 5G, Direct-to-Mobile (D2M) technology, and the rapidly growing AVGC (Animation, Visual Effects, Gaming, and Comics) sector. This shift was at the forefront of BES EXPO 2025, held from July 3 to 5 at Pragati Maidan, New Delhi, which attracted over 5,000 delegates, 300 exhibitors, and more than 114,000 visitors including global institutions, policymakers, tech innovators, and startups.

Organized by the Broadcast Engineering Society (India) and supported by the Ministry of Information & Broadcasting, the 29th edition of BES EXPO was held under the theme:

“Transforming the Media Landscape through AI: Create, Collaborate, Monetize.”

The event showcased future-forward innovations ranging from virtual production stages to indigenous digital radio systems, alongside advanced developments in AI newsroom tools, OTT infrastructure, and D2M-enabled mobility broadcasting.

Key Highlights:

- Live demonstrations of AI-powered editing suites, IPTV systems, digital twins, and virtual studios
- A focused “Make in India” pavilion highlighting domestic broadcasting technologies
- D2M applications for infotainment, disaster alerts, and EV integration
- Ethical and operational discussions around AI in newsrooms and content distribution

Leadership Perspectives on India’s Media Future:

Shri Navneet Sehgal, Chairman of Prasar Bharati, emphasized the need for indigenous development:

“This expo is where Indian innovation meets global vision. It’s time to build our own broadcast tools, platforms, and policies.”

Shri Sanjay Jaju, Secretary, Ministry of I&B, underlined the significance of cross-sector synergies:

“AI, 5G, and collaboration across sectors will shape the future of broadcasting. BES EXPO brings together the ecosystem needed to make it happen.”

Mark A Aitken from ONE Media, USA, added:

“This is not just India’s moment — it’s India’s movement in reshaping global broadcast standards.”

AVGC Sector Gains Momentum as an Economic Force:

Parallel to the expo, India’s AVGC sector emerged as a key driver of economic and cultural growth, valued at nearly ₹19 lakh crore. Stakeholders agreed that AVGC is becoming a bigger economic contributor than film or music, with real-time storytelling and immersive digital experiences taking center stage.

Key Developments:

- 5 new AVGC centers and 25+ labs in the pipeline
- Over 100 startups to receive government support
- Indian IPs like Hanuman and Tenali Rama gaining global traction
- Integration of AVGC policy with public initiatives like Mann Ki

The event showcased future-forward innovations ranging from virtual production stages to indigenous digital radio systems, alongside advanced developments in AI newsroom tools, OTT infrastructure, and D2M-enabled mobility broadcasting.

Baat Industry leaders such as Anand Banerjee of Lakshya India and P. Jayakumar emphasized India’s journey from Cannes 2002 to becoming a hub for AVGC exports and virtual storytelling.

OTT, IP, and Regulatory Reform:

India’s content landscape is undergoing rapid change. OTT subscriptions continue to rise while traditional cable sees stagnation. Gamified and multiscreen content has become dominant, and Indian-origin IPs are increasingly in demand globally.

TRAI is reviewing regulatory frameworks for content and carriage to align with the evolving digital environment.

Shweta from Airtel noted:

“90% of consumers are still restricted to rigid DPO bouquets. We need more flexibility in content economics and pricing models.”

BES EXPO 2025 also spotlighted the role of LEO (Low Earth Orbit) satellites in enabling real-time, wide-coverage broadcasting. Partners like BSNL, Hughes, Jio, and Tejas Networks demonstrated significant breakthroughs, including:

- Reduced latency from 600ms to 30ms for live broadcasting
- D2M integration in vehicles, trains, and aircraft
- Emergency alert systems, live 360° streaming, and disaster communication tools

While device compatibility and cost remain challenges, satellite-based solutions are paving the way for inclusive connectivity.

Sessions led by Sudhendu Jyoti Sinha, K.K. Kapila, and Atul Vivek focused on aligning clean mobility with real-time media delivery. D2M-enabled EVs and vehicle-to-vehicle (V2V) communication are emerging as key components of India’s 2030 goals. The Shuny campaign aims to deliver over 93 crore electric vehicles, setting the stage for intelligent, connected mobility backed by broadcast technology.

India’s broadcasting, AVGC, and mobility ecosystems are increasingly integrated. BES EXPO 2025 showcased how these sectors are moving beyond silos to drive a comprehensive digital transformation.

Sunil, President of BES (India), remarked:

“We’re not just showcasing machines or software. We’re laying the foundation for India’s leadership in media innovation.”



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An Electric Motor Vehicle Show



FUTURE OF TRANSPORT
International Seminar on
Type Test and Safety Standard



E-CHARGE FORUM
International Summit on
Electric Vehicle Charging Technology
& Infrastructure Development



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India’s Traditional Wisdom Takes Centre Stage at International Health & Wellness Expo 2025

Vijender Gupta, Speaker of the Delhi Legislative Assembly, inaugurated the 8th edition of the International Health & Wellness Expo 2025 along with the 15th Arogya Sangosthi Integrated Seminar, held at Pragati Maidan, New Delhi from July 11–13, 2025. The event, organized by the Namo Gange Trust, brings together global and national experts, practitioners, and stakeholders in health, wellness, and holistic living. The three-day event promoted collaboration across multiple domains, including AYUSH, organic agriculture, nutrition, fitness, naturopathy, and holistic health. The Expo serves as a comprehensive platform for sharing innovations, building networks, and encouraging sustainable wellness practices.

Inaugural Address: Celebrating India’s Ancient Healing Systems
Delivering the keynote as Chief Guest, Speaker Vijender Gupta emphasized the significance of harmonizing India’s traditional medicinal systems with modern scientific advancements. He remarked that Ayurveda, naturopathy, and other indigenous practices are not merely systems for curing diseases but represent a complete philosophy of healthy and conscious living. “India’s traditional systems cultivate not only health but also positivity, enthusiasm, and spiritual well-being,” Gupta stated. “The closer we live to nature and the more mindfully we use its resources, the stronger our body, mind, and character become.”

Yoga: More Than Physical Exercise
Speaker Gupta also drew

India’s traditional systems cultivate not only health but also positivity, enthusiasm, and spiritual well-being. The closer we live to nature and the more mindfully we use its resources, the stronger our body, mind, and character become.

Vijender Gupta, Chief Guest

a meaningful distinction between yoga and mere physical activity. He described yoga as a way of life, rooted in India’s civilizational heritage, offering inner balance, mental clarity, and spiritual alignment. In a lighter tone, he quipped: “Looking after your health should not become like repairing a motorcycle. Wellness must be proactive, not mechanical.”

Recognizing AYUSH and Organizers’ Role:
Gupta commended the Namo Gange Trust for its sustained efforts in promoting India’s wellness traditions. He also acknowledged the Ministry of AYUSH for its decade-long collaboration with the Trust, which has helped amplify India’s holistic healthcare ethos globally.

Exhibition Tour: Innovations in Wellness on Display
Following the inauguration, Speaker Gupta toured the expansive exhibition area, which featured:

- AYUSH Systems & Natural Healing Therapies
- Organic Farming & Nutrition Solutions
- Herbal Products & Fitness Equipment
- Bio-energy, Bio-medicine & Eco-Friendly Innovations
- Spiritual Healing, Academic Research & Wellness Tech

The expo showcased over a hundred booths offering insights, products, services, and research aligned with sustainable health, clean living, and holistic development.

Despite the Global Industry Slowdown Carats 2025 Wraps Up in Surat

The three-day Carats 2025 diamond exhibition concluded on a high note, recording business transactions exceeding ₹100 crore, a significant rise from last year’s ₹75 crore. This growth comes even as the global diamond industry continues to face headwinds.

A Showcase of Brilliance and Innovation:
Organised by the Surat Diamond Association at Avadh Uthopia, the exhibition brought together 73 exhibitors from Surat and Mumbai. Displays ranged from loose polished diamonds and studded jewellery to

cutting-edge tools. Among the most talked-about highlights were two lab-grown diamonds, each weighing 38 carats, which attracted considerable attention from both domestic and international buyers.

Wide Buyer Participation from India and Abroad:
The event drew visitors from key Indian cities including Jaipur, Jodhpur, Delhi, Mumbai, Kolkata, Chennai, and Kochi. International attendees came from Dubai, Ukraine, Russia, and the United States, reaffirming Surat’s global standing in the diamond trade. Of the exhibits, 12 stalls featured diamond tools, 10 were focused on

jewellery, while the rest showcased loose diamonds. The expo was inaugurated by Surat Mayor Daxesh Mawani, alongside BJP MP Govind Dholakia. Mayor Mawani also proposed extending the event into an 8–10 day shopping festival, inspired by Dubai’s retail tourism model.

Calls for Expansion and Future Editions:
Surat Diamond Association President Jagdish Khunt confirmed that feedback from participants was overwhelmingly positive. “Many exhibitors have requested that Carats be organized twice a year to keep the momentum going,” he shared.


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What the Exhibitors Say!



Dilpreet Singh Oberoi
Chairman of Arch Concept Pvt. Ltd.

"It's been really good to be part of this amazing event. We're all about creating experiences that people remember, and this has been a great chance to do just that. Huge thanks to your readers for the support and excitement-you're a big part of what makes events like this so special. We can't wait to bring you more fun, inspiring moments in the future!"

Kanishka Jain
Managing Director, Padmawati Group of Companies

"Padmawati Group is driving the evolution of India's MICE and exhibition ecosystem with quick-install, sustainable aluminium structures, 15-day delivery, and pan-India execution. Our German tents and marquees offer the speed, strength, and flexibility needed for modern events — making us a trusted partner in building the future of exhibitions in India."





Ashwin Binu
Director, Meroform India Private Limited.

"With over two decades of experience, Meroform India plays a pivotal role in advancing the Indian MICE and exhibition ecosystem. Our integrated in-house capabilities across design, production, and execution enable us to deliver innovative concepts, sustainable solutions, and globally benchmarked experiences. Through our work on high-level summits, thematic pavilions, and experiential formats, we continue to shape the future of integrated event solutions and contribute meaningfully to the evolution of the industry."

Vikas Kale
Co-Founder, Kale & Sons

"Our company is deeply committed to advancing the Indian mice and exhibition ecosystem through innovation, quality and sustainability. We aim to contribute in innovation in design and technology, sustainable solutions, capacity building and skill development, client centric and scalable offerings."



“One of the biggest mistakes, I made when exhibiting is that I just assumed the organiser would do all the marketing”



Your Exhibition Marketing Timeline ©

STEPHAN MURTAGH,
The Exhibition Guy,
Dublin, Ireland

An A List Exhibitor – Major Printing Exhibition in Europe
Let’s face it and be upfront and honest about it... There can be 10,000 or 40,000 visitors to a show, but if they are not visiting our booth then 10k or 40k doesn’t really matter. It’s the organisers responsibility to bring people through the front door of the show, but it’s our responsibility as exhibitors to bring them to our booth.
When we exhibit, we spend money on the space, booth design and all the other things that go with it. Oftentimes, there’s not a lot left for marketing. The good news is, that in this digital day and age there are so many free or almost free ways of promoting your booth that money doesn’t have to be the deciding factor. The decision is more around deciding you are going to market yourself in a targeted way and where we are budgeting our time to promote the booth to attract those key buyers.

For a national or semi-international show, 75% of your financial and/or time budget should be spent in the month run up to the show. (See guide below). Since and a little before covid, companies were booking booths later and later and whilst this is not ideal for the organisers, it’s part of the new reality. This is also true of visitors. They are making their decisions to attend later and later, and our marketing effort needs to take this into account. (For more international shows/attendees this is a bit longer due to travel, flights, hotels etc)

As with all things in general business, we need to focus our target marketing to when people are buying. This is why the month before the show is so critical.

Many years ago (in the day of exclusively printed visitor tickets) some exhibitors used to say “why should I waste my money sending out postal invites when my competitors are sending them out to all my customers anyway?” There is somewhat of a logic to this but it’s not one we should adopt. Pre-Show Marketing is about them remembering us and not just some random ticket that arrived in the post.

Take a look at the outline below, where we detail the marketing effort starting at 3 months out leading all the way up to and including the day of the show. Every business will of course differ but the fundamentals of attracting key buyers doesn’t. It’s not about doing just one thing and hope it works, it’s about a strategy and reinforcement campaign.



Timeline	% Of Budget	Where/What	Where/What	Where/What	Where/What
3 Months Out	10%	General Advertising	Compilation of target visitor's database		
2 Months Out	15%	General Advertising	Direct Mail Campaign	Start Tickets Campaign	Start of Social Media Campaign
1 Month Out	25%	Direct Advertising Campaign	Direct Mail Campaign/ Targeted Ticket campaign	Pre-Arranged Appointments Organised	Strong Social Media Push
2 Weeks Out	30%	Personal Phone Calls Top 20	Social Media Push Targeted Ads	Special Show Offer Ezine	General Ads
1 Week Out	20%	Reminder Call to top clients to visit	Last distribution of tickets to new potentials	Social Media – Don't miss us at show posts	Special Show Only Offer Ezine

As mentioned previously, it’s more about how, what & when you’re allocating your time on, far more than the money involved. Looking at each time segment in isolation, it looks like this...

3 Months Out	10%	General Advertising	Compilation of target visitor's database
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Ok we have booked the booth and we are less than 100 days out. Enough time to start making an impact but not shouting our mouth off. This is the “Whisper Phase” – we need to start dropping into conversations that we will be exhibiting at said show. Maybe starting to introduce the show logo on our advertising with an “expression of interest” for tickets. It’s also a good time to begin compiling your database of who you are targeting to visit. We do this early as this will be a work in progress all the way up to the show.

2 Months Out	15%	General Advertising	Direct Mail Campaign	Start Tickets Campaign	Start of Social Media Campaign
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Stage 2 is really the start of our marketing effort. Through general advertising and social media. If the show you are exhibiting at has international visitors, then a starting your ticketing/invites campaign should begin here. This stage is about creating curiosity and interest in what you will be exhibiting. Also, if you are launching a new product at the show itself, then a direct mail campaign here on this product would be really useful. Its also a good time to begin using the show hashtags around this time so you can avail of higher social media traction and interest.

1 Month Out	25%	Direct Advertising Campaign	Direct Mail Campaign/ Targeted Ticket campaign	Pre-Arranged Appointments Organised	Strong Social Media Push
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Stage 3 and things are heating up with a month to go and this becomes more obvious with an increased ad campaign from the organisers. This is a great time to “Piggyback” on this as you advertise more and also begin to get pre-arranged meetings in place. This is the real “Marketing” time where we should be doing 3-4 things weekly that will drive visitors and engagement. Our visitor ticketing campaign should be in full swing around this time.

2 Weeks Out	30%	Personal Phone Calls Top 20	Social Media Push Targeted Ads	Special Show Offer Ezine	General Ads
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These last 2 weeks before the show are critical and one of the key exercises to do during this time is to pick up the phone to your top 20 clients/potential clients and personally inviting them to the show. This personal touch yields great results. Worst case scenario you are keeping the touch points and lines of communication open with your clients in a non salesy way. From a social media point of view, it's also a great time to increase your company and stand profile and continued use of the # 's to piggyback on social media. This is also a really good time to send out an ezine of something special you are doing at the show. It could be a specific “show offer” or a reminder of a new product launch. As human beings, we like to be the first to see something!

1 Week Out	20%	Reminder Call to top clients to visit	Last distribution of tickets to new potentials	Social Media – Don't miss us at show posts	Special Show Only Offer Ezine
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Just a week to go and you are no doubt busy with show prep but it's worth checking in with top clients who haven't responded, sending out the last of your tickets if you have any and continue with short social media messages. It can be a tough week to get lots of other things done but it's worth keeping on top of it as one extra visitor/buyer could make the show for you.

There's a lot in this article but there's also a big reward at the end of it if you focus on the prize... Its your show and your results you can look forward to!

The Future of Events: How AI is Transforming the Exhibition Industry?

By Jagriti Pandey
Project Head, Futorex Trade Fair and Events Pvt Ltd.

The exhibition industry is abuzz with innovation, and AI is revolutionizing the way we work. When it comes to finding databases or writing project reports, AI can be a game-changer. Imagine having a super-smart assistant that can scour the internet for relevant information, organize it neatly, and even help you write a compelling report. Sounds like a dream, right? Well, with AI, this is now a reality.

In the exhibitions industry, AI can help event organizers and exhibitors alike. For instance, AI-powered tools can quickly scan through vast databases to find the perfect exhibitor or sponsor matches, saving time and effort. AI can also assist in writing project reports by analyzing data, identifying trends, and generating insights. This not only reduces the workload but also ensures accuracy and consistency.

Moreover, AI can help exhibition professionals create engaging content, such as social media posts, email marketing campaigns, and even booth



designs. By analyzing attendee data and behavior, AI can suggest personalized content and recommendations, enhancing the overall event experience. With AI, exhibition professionals can focus on what matters most – creating memorable experiences for attendees and driving business growth.

However, it's essential to remember that AI is not a replacement for HUMAN CREATIVITY AND JUDGEMENT. While AI can process vast amounts of data, it lacks the nuance and emotional intelligence that humans bring to the

table. The key is to strike a balance between AI-driven efficiency and human creativity, ensuring that events are both technologically advanced and emotionally resonant.

As the exhibitions industry continues to evolve, it's exciting to think about the possibilities that AI can bring. From streamlining event planning to enhancing attendee experiences, AI has the potential to revolutionize the way we work. So, are you ready to harness the power of AI and take your events to the next level?

What are your thoughts about it?



From Exhibitions To Elevation : Vietnam's Trade Wave

By Quynh Anh

Vietnam is emerging as a key player in global trade, showcasing its dynamic economy through a surge in exhibitions and trade fairs that foster national brand value and international connections.

A Surge In Trade Fairs :

With a trade surplus exceeding \$28 billion in 2023, nearly tripling that of 2022 and miraculously surpassing its pre-pandemic statistics, Vietnam's economy is sending strong signals of growth and resilience. The country's export turnover reached an impressive \$190.08 billion in the first half of 2024, marking a 14.5% year-on-year increase, as reported by the General Statistics Office (GSO).

These figures reflect a positive trade balance, indicating that Vietnam is successful in capturing global appetite for its products.

The Impact Of Exhibitions On Trade Growth:

In recent years, Vietnam has become a hub for high-profile exhibitions, attracting over 15,000 exhibitors and millions of eager visitors looking to build trade relationships. These events play a crucial role in driving trade growth, with studies showing that 70% of businesses gain new leads and boost brand awareness through their participation.

Zhang Lexiang, General Secretary of the China Elevator Association, expressed his astonishment at Vietnam's growth during the Vietnam Elevator

Expo 2024: "When we first visited 20 years ago, there were only two elevator manufacturing companies. Now, there are over 300."

Looking ahead, these are signifiers for a blooming of MICE (Meetings, Incentives, Conferences and Exhibitions) tourism in Vietnam as a modern platform to connect with international buyers, fostering collaboration and opening new avenues for trade.

The Future Of Vietnam's Exhibitions And Trade Fairs:

Trade fairs are vital marketing tools that showcase Vietnamese innovation and boost brand visibility globally. Events like the Vietnam Expo provide local businesses with platforms to present their products to international audiences, enhancing recognition and fostering valuable connections that lead to essential partnerships.

In 2023, over 5,000 Vietnamese enterprises showcased their products at more than 300 international trade fairs, highlighting key exports like F&B, FMCG, construction materials, and textiles. These exhibitions facilitate knowledge exchange and innovation, allowing Vietnamese brands to highlight their unique capabilities and strengthen their national identity in global markets.

Notable participants included Minh Long - the leading prestigious ceramic brand in Vietnam, presented at the international trade fair Ambiente Frankfurt (Germany) annually. Or The Doi Dep The first and only Vietnamese tea brand at World Tea Expo 2024

Trade fairs are vital marketing tools that showcase Vietnamese innovation and boost brand visibility globally. Events like the Vietnam Expo provide local businesses with platforms to present their products to international audiences, enhancing recognition and fostering valuable connections that lead to essential partnerships. In 2023, over 5,000 Vietnamese enterprises showcased their products at more than 300 international trade fairs, highlighting key exports like F&B, FMCG, construction materials, and textiles. These exhibitions facilitate knowledge exchange and innovation, allowing Vietnamese brands to highlight their unique capabilities and strengthen their national identity in global markets.

in Las Vegas, USA, marking it as a "trend milestone." Additionally, Phuong Nam Bookstore made its presence felt at the Frankfurt Book Fair 2024, the world's largest book trade fair. These events highlight Vietnam's growing influence and innovation on the international stage.

Future Growth:

Ho Chi Minh City is rapidly establishing itself as a premier exhibition center in Southeast Asia. In the first seven months of 2024, the city organized 88 trade and investment promotion activities, engaging nearly 9,940 businesses. It boasts three state-of-the-art venues: the Saigon Exhibition and Convention Center (SECC), Tan Binh Exhibition and Convention Center (TBECC), and Phu Tho International Exhibition and Convention Center.

SECC stands out as a trusted venue for major corporations like Unilever, Circle K, and Under Armour. In 2023, it earned the "ASEAN MICE Venue - Exhibition Venue" award at the ASEAN Tourism Forum.

Strategically located in Phu My Hung, SECC is the only exhibition center in Vietnam—and one of the few in Asia—meeting international standards for MICE. It features a diverse restaurant area offering international cuisine, along with convenience stores, ATMs, and charging stations. With extensive parking for 1,000 cars and 3,000 motorbikes.

Impressive records of hosting trade fairs with 2,500 booths, gala dinners for 4,000 guests, and music festivals attracting over 30,000 attendees. With its commitment to excellence, SECC is a vital hub in Vietnam's exhibition and trade landscape.

Looking ahead, Vingroup is making significant strides with the construction of the National Exhibition and Fair Center in Dong Anh District, Hanoi, set to span an impressive 90 hectares. This ambitious project will rank among the world's top 10 largest exhibition venues, positioning Vietnam as a premier international destination for trade events, alongside established centers in Dubai and Milan.

The project's groundbreaking ceremony, marks a significant milestone in celebrating significant anniversaries: the 79th anniversary of the Socialist Republic of Vietnam (September 2, 1945 - September 2, 2024) and the 70th anniversary of the liberation of Hanoi (October 10, 1954 - October 10, 2024).

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What the Exhibitors Say!



Roop Kumar Dayani
Director, Sconce Global Private Limited.
"We are excited to be part of this vibrant community and look forward to engaging in meaningful conversations and dialogues. This event is a celebration of creativity, innovation, and the collaborative spirit that drives our industry forward. We encourage everyone to explore, engage, and exchange ideas that push boundaries. We also hope to collectively address key industry concerns such as the lack of trained manpower, short build-up and dismantling timelines, on-site safety measures, and logistics issues."

Upanshu Agarwal
Partner, Lallooji and Sons

"Our firm M/s Lallooji and Sons is one of India's largest and oldest temporary infrastructure solution firm and have been instrumental in introducing change in the industry for last 7-8 decades. We believe our focus on investing into better equipment and managing scale will help the industry to achieve new heights."



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Vietnam MICE Expo 2025 in Hanoi Set to Redefine Business Tourism with a Blend of Heritage and Technology

The highly anticipated Vietnam MICE Expo 2025 is set to take place on September 26 at the Hanoi National Convention Centre, poised to mark a milestone for the country's tourism sector. With the theme "Heritage and Technology – Power Double for MICE Industry in the New Era," the event aims to position Vietnam as a premier destination for global Meetings, Incentives, Conferences, and Exhibitions (MICE).

A Strategic Platform for Growth and Innovation:

Expected to attract over 800 domestic and international enterprises and 1,500 delegates, the expo will offer a platform to showcase Vietnam's cultural heritage, cutting-edge technology, and its capacity to host world-class business events. It is designed to catalyze a new era of MICE development in Vietnam, blending tradition with innovation to meet the needs of modern event stakeholders.

Over recent years, Vietnam has emerged as a dynamic MICE destination. The increasing demand for large-scale professional events has driven the country's focus on upgrading infrastructure, services, and international partnerships—efforts that will be on full display at the 2025 expo.

MICE Tourism: A Growing Force in Vietnam

Vietnam's MICE tourism sector has grown to become a vital part of its tourism strategy, especially in major cities like

Hanoi. By leveraging its cultural richness and technological progress, the country offers a unique value proposition: combining business with leisure and experiential travel.

The Vietnam Tourism Association (VTA) and Vietnam MICE Association (VMA) have played instrumental roles in organizing the expo, aiming to elevate the professionalism of Vietnam's MICE ecosystem, foster B2B collaborations, and position the country as a competitive player on the global MICE map.

Dual Vision: Culture Meets Tech

The 2025 Expo is built around a dual vision celebrating cultural heritage while embracing technological advancement.

- **Heritage Focus :** Attendees will witness how Vietnam's rich history, arts, and traditions can be woven into conference and exhibition experiences—offering authentic, one-of-a-kind MICE events that reflect national identity.
- **Technology Integration :** From AI-powered platforms to VR-enhanced experiences and smart event management systems, the Expo's TechZone will showcase the tools that are transforming MICE—from planning to execution.

By bridging heritage and innovation, Vietnam is not only preserving its cultural identity but also advancing as a digitally savvy and sustainable MICE destination.

Highlights of Vietnam MICE Expo 2025: The event agenda features

With just weeks to go, the Vietnam MICE Expo 2025 is shaping up to be a landmark event for the country's tourism and business sectors. By seamlessly blending heritage and technology, the Expo underscores Vietnam's vision to become a global MICE leader. As the event draws near, anticipation builds for what promises to be a dynamic gathering of business leaders, travel experts, government stakeholders, and technology innovators—all united to define the future of Vietnam's MICE landscape.

a wide range of impactful sessions and exhibitions, including:

- **Seminar on Heritage & Technology :** Industry experts will explore how cultural integration and digital solutions can shape the future of MICE.
- **B2B Networking Sessions :** Designed to build strong domestic and international partnerships among tourism, tech, and event companies.
- **TechZone :** A showcase of new digital tools and platforms for event management, virtual conferences, AI-based solutions, and customizable MICE itineraries.

These components aim to equip local businesses with the tools needed to digitize, expand, and compete globally.

Hanoi: The Beating Heart of Vietnam's MICE Future

As the capital and the Expo's host city, Hanoi plays a central role in Vietnam's MICE strategy. Home to the National Convention Centre, the city combines top-tier infrastructure with a rich cultural backdrop. With strong government backing and a rapidly developing hospitality sector, Hanoi is evolving into a go-to destination for international conferences and exhibitions.

The city offers:

- World-class venues
 - Luxury hotels and resorts
 - Diverse cultural experiences
- All of which make it a compelling choice for MICE planners looking for both business functionality and destination appeal.

Building a Sustainable MICE Ecosystem:

The Vietnam MICE Expo 2025 is envisioned not as a one-time event, but as a launchpad for long-term transformation. Plans are already in motion to establish a national MICE Vietnam Hub, fostering year-round engagement, technological updates, and cross-border cooperation.

The VMA and its partners are committed to growing Vietnam's MICE capacity, not only to support the tourism economy but also to strengthen Vietnam's identity on the international stage as a destination of innovation, culture, and hospitality.



Vietnam Showcases Culinary Heritage at 35th Hong Kong Book Fair

Vietnam’s rich culinary culture took center stage at the 35th Hong Kong Book Fair, where the country’s booth offered visitors more than just travel inspiration—it provided a flavorful journey through Vietnam’s gastronomic traditions. Organized by the Vietnamese Consulate General in Hong Kong and Macau, the exhibit featured curated books highlighting regional delicacies, time-honored recipes, and the cultural significance behind Vietnam’s most iconic dishes.

Held at the Hong Kong Convention and Exhibition Centre, this year’s fair, hosted by the Hong Kong Trade Development Council (HKTDC), is themed “Food Cultures and Future Living”, and brought

together over 770 exhibitors from around the world.

Vietnam’s participation resonated strongly with the fair’s theme. The culinary titles at the booth offered more than ingredient lists—they delved into the stories, origins, and traditions that shape Vietnamese cuisine, offering international readers a deeper understanding of the country’s food culture. The display attracted a steady flow of visitors, many of whom explored travel guides, posed with the traditional non la (conical hat), and browsed through visually engaging cookbooks and cultural narratives.

Consul General Le Duc Hanh emphasized that the fair is a valuable opportunity to promote Vietnam’s tourism and culinary

Viet Nam’s culinary content is also featured prominently in publications by Vietnam Pictorial, a magazine published by the Vietnam News Agency. Its food section, known for high-quality design and timely coverage of culinary trends, helps further convey the vibrancy of Viet Nam’s food culture to international readers.

identity, especially to families and younger audiences. “Vietnam’s global culinary reputation fits perfectly with this year’s theme,” she said, noting the increasing popularity of Vietnamese food in Hong Kong—from vibrant street food to upscale dining.

She also highlighted the potential for expanding the presence of Vietnamese cuisine in the city’s affordable food segment. Encouraging collaboration within the Vietnamese community in Hong Kong, Hanh called for stronger promotion of authentic ingredients, skilled Vietnamese chefs, and support for culinary enterprises.

Vietnam’s presence at the fair is further enriched by Vietnam Pictorial, a publication of the Vietnam News Agency, which featured Vietnam’s culinary traditions in its signature food section—recognized for its visually rich design and insightful coverage of contemporary food trends.

Adding a literary touch to Vietnam’s presence, the country’s youngest English-language fiction author, Nguyen Hanh Phuong, introduced her bilingual children’s book series “Star Team: A Quest For The Greatest Power” to young readers and literary enthusiasts in Hong Kong—highlighting the creative talents emerging from Vietnam’s new generation. Through the blend of food, literature, and culture, Vietnam’s booth at the 35th Hong Kong Book Fair served as a vibrant showcase of the country’s evolving cultural diplomacy and soft power on the international stage.

Vietnam Film and Television Exhibition 2025 Concludes on a High Note

The three-day Vietnam Film and Television Exhibition, the country’s only international trade fair dedicated to the film and TV industry, concluded successfully this past weekend in Ho Chi Minh City. Since its inception in 2013, the exhibition has been held 13 times, growing in scope and significance with each edition.

Extensive Industry Participation and Diverse Showcases

This year’s event brought together hundreds of domestic and international participants, showcasing a wide spectrum of content and services. Displays included television programs, original scripts, post-production technologies, and filmmaking

equipment. A major highlight was the emphasis on content copyright transactions, reflecting the industry’s growing focus on intellectual property and cross-border content distribution.

Platform for International Collaboration

Beyond exhibits, the event actively fostered investment, agent networking, and co-production partnerships. In particular, Taiwan (China) emerged as a key player, leveraging the platform to expand cooperation in drama production with Southeast Asian markets. Taiwan’s high-quality content, increasingly picked up by global OTT platforms like Netflix and Amazon, is gaining strong traction among regional audiences and content buyers.

Taiwan Pavilion Makes a Mark:

At this year’s edition, the Taiwan Television Drama Production Association adopted a group marketing strategy, partnering with 32 television and film production companies. Together, they showcased 62 recent works and projects, representing a total of 3,432 hours of content produced over the last two years.

The atmosphere throughout the exhibition was lively and collaborative, offering valuable opportunities for interaction among producers, broadcasters, streaming platforms, and regional partners. As the industry continues to evolve with global digital trends, the Vietnam Film and Television Exhibition remains a key platform for driving innovation and regional cooperation in the entertainment sector.



MTA Vietnam 2025 Showcases the Future of Smart Manufacturing

The 21st International Exhibition on Precision Engineering and Manufacturing (MTA Vietnam 2025) officially opened on July 2 in Ho Chi Minh City. Organised by Informa Markets Vietnam, with support from the HCMC Department of Industry and Trade and the Vietnam Automation Association, the event runs through July 4, spotlighting the latest advancements in machinery, automation, and sustainable manufacturing.

Global Industry Participation:

This year's edition brings together more than 500 exhibitors from 21 countries and territories, including industrial leaders from Germany, Japan,

the US, South Korea, India, and Singapore. MTA Vietnam 2025 serves as a key international trade platform, driving innovation, collaboration, and business expansion in Vietnam's industrial sector.

Focus on Technology and Sustainability:

The exhibition features state-of-the-art precision engineering tools, smart factory solutions, and green manufacturing trends, reflecting Vietnam's commitment to a future-oriented, tech-driven industrial landscape.

VINRA Zone – A Highlight on Robotics & Automation:

A major highlight is the Vietnam Industrial Robotics and

Automation (VINRA) zone, which showcases cutting-edge robotics and intelligent automation solutions. This segment aligns with Vietnam's growing digital transformation—particularly in high-growth industries such as automotive, electronics, and heavy machinery.

MTA Vietnam continues to create long-term value for the manufacturing ecosystem. It is a robust platform for global technology transfer and fostering international partnerships. The exhibition plays a pivotal role in enhancing Vietnam's manufacturing landscape, helping domestic businesses integrate deeper into global supply chains.

Ben Wong, General Director, Informa Markets Vietnam

Networking, Policy Dialogue, and Thought Leadership:

- MTA Vietnam 2025 also hosts:
- Business matching programs enabling one-on-one B2B engagements between local and international companies
 - Policy dialogues to discuss industry challenges and regulatory frameworks
 - Expert-led seminars on innovation, digitalisation, and supply chain resilience

Looking Ahead: Vietnam's Manufacturing Ambitions:

As Vietnam strives to make manufacturing contribute 30% of its GDP by 2030, experts at the event highlighted the urgency of adopting digital tools, automation, and smart production methods. This transformation is essential to reinforcing the sector as a cornerstone of Vietnam's economic growth.

MTA Vietnam 2025 continues to be a crucial convergence point for industry leaders, innovators, and policymakers shaping the future of manufacturing in Southeast Asia. With a strong international presence and a focus on automation and sustainability, the event reflects Vietnam's rising prominence on the global industrial stage.

Vietnam Power and Energy Tech Exhibitions Open in Ho Chi Minh City

A series of international exhibitions focusing on electrical technology and sustainable energy officially opened on July 16 in Ho Chi Minh City, attracting the participation of experts, businesses, and innovators from Vietnam and around the world.

The events include the 18th Vietnam International Exhibition on Electrical Technology and Equipment (Vietnam ETE 2025), the Products of Energy Saving & Green Power Exhibition (Greenery Expo 2025), and ELECS Vietnam 2025. They are co-organised by the Ho Chi Minh City Department of Industry and Trade and C.I.S Vietnam, with support from both domestic and international partners.

This year's edition brings together over 500 enterprises across nearly 650 booths, representing major economies with advanced electrical and energy industries such as China, South Korea, Germany, France, the United States, and Japan. Prominent companies like ABB, Gelex, Toshiba Asia, Solar E, and Vina Electric are showcasing a wide range of innovative products and energy-efficient solutions.

At the opening ceremony, Tran Minh, Deputy Director of the Department of Innovation, Green Transition and Industrial Promotion under the Ministry of Industry and Trade, underlined the importance of the exhibitions as platforms for connecting new

technologies with practical energy solutions. He noted their role in supporting Vietnam's national goals for a green transition by enabling partnerships in business, investment, and technology exchange.

International business representatives also spoke on the relevance of the events, highlighting how they help companies access advanced technologies and strengthen integration into global supply chains. They expressed optimism that the exhibitions will boost the competitiveness of Vietnamese and foreign enterprises alike and contribute to Vietnam's sustainable development and energy goals for 2030 and beyond.







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Vietnam Elevator Expo 2025 to Spotlight Global Innovation in Vertical Transport

The Vietnam Elevator Expo 2025 is set to return for its fourth edition from December 4 to 6 at the Saigon Exhibition and Convention Centre (SECC), Ho Chi Minh City. Held under the theme “Elevators – The Rhythm of Modern Architecture,” the expo is co-organised by the Vietnam Elevator Association (VNEA) and VINEXAD (under the Ministry of Industry and Trade).

This year's edition will feature:

- 150 booths
- 120+ exhibitors
- Participants from over 10 countries and territories
- 15,000+ professional visitors expected, marking a 30% growth from 2024

Driving Innovation and Global Linkages:

The expo aims to strengthen Vietnam’s elevator supply chain, showcase cutting-edge technology, and promote international competitiveness. Highlights include:

- A comprehensive programme of forums and seminars
- Business matchmaking sessions for exhibitors and buyers
- Focused discussions on:
 - ◆ Elevators in smart urban development
 - ◆ IoT integration and sensor technologies
 - ◆ Green building solutions and advanced control systems

Strong International Participation:

Delegations from India, South Korea, Japan, China, ASEAN nations, and Europe will participate in a targeted international networking programme,

Vietnam Elevator Expo 2025 promises to be a landmark event for industry professionals, manufacturers, and technology providers looking to capitalise on Vietnam’s booming vertical transportation sector. As the country advances towards smart urban development, the expo will serve as a pivotal platform for innovation, investment, and collaboration.

facilitating global business linkages and knowledge exchange.

Vietnam’s Elevator Market on the Rise:

According to a 2024 report by Credence Research, Vietnam’s elevator and escalator market:

- Was valued at USD 443.52 million
 - Is projected to reach nearly USD 800 million by 2032
 - Has a strong CAGR of 7.65%, among the highest in Southeast Asia
- Vietnam currently operates more than 480,000 elevators, with an annual demand of 40,000–45,000 new units a demand driven by rapid urbanisation and infrastructure growth.

Urbanisation and Infrastructure Projects Fuel Demand:

More than 42% of Vietnam’s 100 million people live in urban areas. Mega projects fueling elevator demand include:

- HCM City Metro Line 1
- Hanoi Metro
- Long Thanh International Airport (Phase 1)
- Real estate mega-developments: Vinhomes Grand Park, Ocean Park, and Ecopark

Vietnam Elevator Expo 2025 promises to be a landmark event for industry professionals, manufacturers, and technology providers looking to capitalise on Vietnam’s booming vertical transportation sector. As the country advances towards smart urban development, the expo will serve as a pivotal platform for innovation, investment, and collaboration.

Vietnamese Mask Featured at Asian Cultural Exhibition in India

A traditional Vietnamese wooden mask is among the highlights of “Pratirupa,” an exhibition celebrating the spiritual and artistic traditions of Asia which took place at India’s National Crafts Museum in New Delhi from July 12 to 23.

Representing an elderly figure, the Vietnamese “harvest festival” mask is used in folk theatre. It symbolizes wisdom and rural joy, offering visitors a cultural glimpse into Vietnam’s agricultural heritage and the storytelling traditions of its rural communities.

A Regional Display of Ritual Artistry:

The exhibition features nearly 100 ritual and performance masks from across Asia, including Vietnam, India, Thailand, China, South Korea, Sri Lanka, and Myanmar. These masks, made from materials such as wood, bamboo, ceramics, metal, and papier-mâché, depict deities, spirits, animals, and ancestral figures, showcasing the rich diversity of Asian traditions.

Celebrating Shared Cultural Values:

Organised by leading Indian cultural institutions, “Pratirupa” explores the symbolic, ceremonial, and performative aspects of mask-making, positioning it as a unifying

thread across Asian societies. The event celebrates the region’s intangible cultural heritage, rooted in centuries of ritual and performance art.

Voices from the Cultural Sphere:

Junhi Han, Programme Specialist for Culture at UNESCO New Delhi, commended the exhibition as a powerful reminder of Asia’s shared spiritual legacy and artistic depth.

Meanwhile, Professor S. K. K. Basa, Chairman of the National Monument Authority of India, emphasized the need to preserve and promote folk and tribal traditions, highlighting the exhibition’s role in keeping ancestral craftsmanship alive.



HCM City’s Sourcing Fair Strengthens Vietnam’s Role in Global Supply Chains

The 8th edition of the Sourcing Fair of Supporting Industry with Buyers (SFS 2025) opened on July 4 at the Saigon Exhibition and Convention Centre, Ho Chi Minh City. Designed to strengthen the global integration of Vietnamese supporting industries, the event provided a robust platform for local suppliers to engage directly with foreign companies and large-scale domestic manufacturers.

Diverse Industry Participation: SFS 2025 attracted 20 foreign companies and numerous major Vietnamese manufacturers from high-impact sectors, including:

- Electronics
- Home appliances

- Automotive
 - Mechanical engineering
 - Aerospace
 - Medical equipment
- In total, the event facilitated over 300 pre-arranged hybrid B2B networking sessions involving 100 Vietnamese supporting industry enterprises, enabling valuable discussions and potential partnerships.

Insightful Workshops on Emerging Trends: The fair also featured a dedicated workshop, offering key insights into global supply chain trends, with a focus on high-value-added industries such as:

- Machinery manufacturing
- Semiconductor technology
- Medical equipment

By creating a vibrant marketplace for international collaboration, SFS 2025 reaffirmed Ho Chi Minh City’s role as a dynamic hub for industrial innovation and export-oriented growth, paving the way for Vietnamese suppliers to scale up and integrate more deeply into global supply chains.

These discussions helped participants better understand market demands and the strategic adjustments needed to remain competitive internationally.

Government Support and Strategic Goals:

At the opening ceremony, Nguyễn Thị Kim Ngọc, Deputy Director of the HCM City Department of Industry and Trade, emphasized the fair’s role in “fostering practical linkages between domestic supporting industry businesses and foreign direct investment (FDI) enterprises or major manufacturing corporations in Vietnam.” She underscored the city’s commitment to deepening the integration of its industrial base into global value chains.

Proven Impact Over the Years: Since its inception, the SFS initiative has generated significant momentum:

- 136+ foreign-invested enterprises have participated
- 470+ Vietnamese SMEs have been engaged
- 2,100+ face-to-face networking sessions have been conducted

Organisers and Collaborators: SFS 2025 was co-organised by:

- HCM City Department of Industry and Trade
 - Saigon Hi-Tech Park Management Board
 - HCM City Export Processing and Industrial Zones Authority
- The fair was held in conjunction with the MTA Vietnam 2025 exhibition, further enhancing its reach and relevance.

Developer of Southeast Asia’s Largest Exhibition Center Appoints New CEO

Tran Mai Hoa, Chairwoman of Vincom Retail – the retail arm of Vietnam’s Vingroup – has been appointed as the new CEO of Vietnam Exhibition Fair Center JSC (VEFAC). The leadership change was made official on Monday, with Hoa succeeding Nguyen Thi Quy Phuong, who had served in the role since September 2024.

Experienced Leadership from Within Vingroup: Born in 1974, Hoa has been with Vingroup since 2014, initially joining Vincom Retail as Project Management Director for Vincom Mega Mall Times City and Royal City. She later served as Deputy CEO (2014–2016), before being

appointed to the Board of Directors in 2017. In March 2024, she was named CEO and Vice Chairwoman, and just a month later, in April 2024, assumed the role of Chairwoman of Vincom Retail.

VEFAC and the Vietnam Exposition Center (VEC)

VEFAC, a Vingroup subsidiary with over 85% ownership held by the parent group, is the developer of the Vietnam Exposition Center (VEC) – a flagship infrastructure project in Hanoi’s Dong Anh district. Completed in just 10 months, the center spans 900,000 square meters and represents a VND 7 trillion (\$275 million) investment.

Among the World’s Largest Exhibition

Complexes:

Designed to become one of the top 10 largest exhibition centers globally, and the largest in Southeast Asia, the VEC includes:

- 304,000 square meters of indoor exhibition space
 - The Kim Quy (Turtle) Exhibition Hall, the world’s largest circular exhibition structure, covering 104,863 square meters, with a dome supported by 24,000 tons of steel
 - Four outdoor exhibition parks spanning over 200,000 square meters, ranking among the global top three for open-air exhibition capacity
- These facilities are designed for international-scale festivals, trade shows, and cultural events.



Secutech Vietnam 2025 to Spotlight Strong Market Demand for Security and Safety Solutions

With Vietnam's rapid development in security, fire safety, and smart building infrastructure, the 18th edition of Secutech Vietnam is set to return from 14 to 16 August 2025 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. Spanning 13,000 sqm, the exhibition will host 480 leading brands showcasing cutting-edge technologies that enhance urban safety, industrial resilience, and smart infrastructure.

Held alongside Fire & Safety Vietnam and SMABuilding, the event will bring together a wide range of solutions addressing Vietnam's growing need for advanced safety and automation systems across its urban and industrial sectors.

Market Growth Backed by Rising FDI and Infrastructure Development:

Vietnam's security market is experiencing robust growth, spurred by a 7.3% year-on-year increase in foreign direct investment (FDI), which reached over USD 6.7 billion in the first four months of 2025. This economic momentum, combined with rapid infrastructure development and the adoption of smart construction practices, is intensifying demand for comprehensive safety and security solutions.

Secutech Vietnam serves as a vital platform connecting solution providers with key

stakeholders such as developers, investors, project managers, and government bodies seeking innovative and future-ready technologies.

International Interest and Expanding Demand for Advanced Technologies

Ms. Regina Tsai, General Manager of Messe Frankfurt (HK) Ltd – Taiwan Branch, commented, "The safety and security market in Vietnam is expanding significantly due to urbanisation, government-backed smart city initiatives, and stricter safety regulations. This creates a fertile landscape for high-end technologies, from voice alarm systems to AI surveillance and fire suppression systems. The strong exhibitor turnout at Secutech Vietnam 2025 reflects this rising demand and the eagerness of global players to partner with Vietnamese businesses."

The event will feature a wide range of modern technologies including:

- AI-powered surveillance tools
- IoT-enabled devices
- ICT infrastructure for smart cities
- Industrial automation systems
- Access control and cybersecurity solutions
- Smart home systems
- Advanced fire detection and suppression tools

Dedicated Pavilions and



The demand for safety and security in Vietnam is on the rise, fuelled by market expansion, urbanisation, and government initiatives such as smart city investments and stricter safety regulations. These efforts are bolstering urban resilience and creating a significant need for advanced solutions. Testament to the market's potential, the healthy showing of exhibitors at Secutech Vietnam 2025 are featuring a wide array of technologies, from surveillance cameras, to synergy voice alarm systems, to advanced fire suppression systems. This platform serves as a catalyst for international suppliers to connect with Vietnamese businesses eager to enhance their capabilities.

Ms Regina Tsai, General Manager, Messe Frankfurt (HK) Ltd, Taiwan

Thematic Zones to Highlight Innovation:

To promote knowledge exchange and market engagement, the exhibition will feature a number of country-specific pavilions from Korea, Japan, Singapore, and the MIT (Made-in-Taiwan) Innovation Pavilion. New thematic zones will focus on the most in-demand sectors:

- **AI Video Analytics Zone:** Showcasing intelligent surveillance solutions that offer real-time threat detection and automated alerts to enhance situational awareness.
- **Facility Access Control Zone:** Displaying advanced visitor and personnel management systems to safeguard critical infrastructure.

Strengthened Focus on Fire Safety and Disaster Preparedness:

Recognising Vietnam's heightened focus on fire safety, the event will include two dedicated zones:

- **Occupational Safety and PPE Zone:** Highlighting safety gear and equipment for workplace protection.
- **Disaster Prevention Zone:** Featuring technologies designed to mitigate risks in industrial and urban environments.

New Fire Safety Legislation Driving Industry Opportunities:

Vietnam's new Law on Fire Prevention, Fighting, and Rescue effective from July 2025 introduces stricter fire safety regulations for mixed-use buildings. This legislative push is expected to drive investment in state-of-the-art systems and fuel significant interest in the concurrent shows Fire & Safety Vietnam and SMABuilding. Both events are officially supported by the Fire and Rescue Police Department.

With growing foreign investment, a surge in smart urban development, and a strong policy framework promoting safety, Secutech Vietnam 2025 is set to be a pivotal event for the security and safety industry in the region. The exhibition provides unparalleled opportunities for industry players to explore new technologies, forge partnerships, and stay ahead in one of Southeast Asia's most dynamic markets.



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Vietstock 2025 : Driving Innovation and Sustainability in Vietnam’s Livestock Industry

Vietstock 2025, set to take place from October 8–10 at the Saigon Exhibition and Convention Centre (SECC) in Ho Chi Minh City, is Southeast Asia’s leading platform connecting Vietnam’s livestock sector with global innovations. The event supports sustainable growth and unlocks new business opportunities across the entire value chain.

Vietnam’s Livestock Industry on a Growth Trajectory:

In the first quarter of 2025, Vietnam’s livestock sector recorded a strong rebound with exports reaching \$131.3 million, marking an 18.5% year-on-year increase.

- Poultry production is expected to grow by over 7%.

This growth reflects a shift toward sustainable practices, including the adoption of advanced technologies, eco-friendly feed, and value-added processing.

Strengthening Industry Connections with the Bus-in Programme:

To foster inclusive participation, Vietstock’s Bus-in Programme will bring in farmers, SMEs, and industry experts from nearby regions. This initiative supports community engagement, knowledge exchange, and deeper industry collaboration.

A Trusted Legacy Since 2004:

Now in its 13th edition, Vietstock has become a trusted name in the industry. For over two decades, it has mirrored the transformation of Vietnam’s livestock sector, offering a platform that prioritises connection, education, and sustainable development.

Insightful Conferences and Technical Forums:

Vietstock 2025 will host over 100 technical seminars and forums covering a wide range of topics in livestock production.

Key highlights include:

- A dedicated Antimicrobial Resistance Forum
 - Conferences hosted by major industry bodies such as the Animal Husbandry Association of Vietnam, Vietnam Poultry Association, Vietnam Association of Ruminant Husbandry, and Vietnam Farms and Agricultural Enterprises Association
- Vietstock remains the only livestock exhibition in Vietnam to organise technical roadshows across key provinces. These outreach programmes:
- Enhance early brand visibility
 - Build rapport with local associations and cooperatives
 - Drive booth traffic through direct community engagement

Comprehensive Marketing and Media Exposure:

The 13th Vietstock Awards, hosted by the Department of Livestock Production and Veterinary, will honour outstanding contributions from industry organisations and businesses. Vietstock 2025 to connect Vietnam’s livestock sector with the world. The winners at last year’s award show Vietstock is part of Informa Markets’ trusted ASEAN livestock and food exhibition series. Backed by a global network and industry expertise, Informa Markets – a firm specialising in business-to-business exhibitions – ensures seamless execution from logistics to business matchmaking.

- Vietstock 2025 delivers high-impact visibility through an integrated marketing strategy:
- Digital campaigns on platforms such as Facebook, LinkedIn, and Instagram across Vietnam and the region
 - Press & PR coverage in outlets like Nong Nghiep Vietnam, Vietnam Investment Review, Poultry Asia, and international channels
 - Regular e-newsletters sent to a curated database of industry professionals

Cost-Effective, ROI-Focused Participation:

Vietstock offers a value-driven model that balances affordable participation rates with international-standard exhibition quality. It attracts professionals across the entire livestock value chain, offering a strategic route to market expansion in Vietnam and Southeast Asia.

Smart Lead Management with LeadGrab App:

Exhibitors gain access to LeadGrab, a digital tool enabling real-time visitor badge scanning. This helps streamline data collection and improve post-event follow-up and ROI.

Explore the Future of Livestock Production:

Vietstock 2025 is an essential platform for:

- Manufacturers
- Distributors
- Researchers and experts
- Startups in livestock tech and agri-innovation

Attendees can explore the latest in nutrition, equipment, digital transformation, and livestock technologies, while engaging with policymakers and key stakeholders.

Government Support and Industry Credibility:

The event is backed by the Department of Livestock Production and Veterinary, along with several domestic and international organisations, ensuring credibility and alignment with Vietnam’s national development goals.

Vietstock Awards: Honouring Industry Excellence

The 13th Vietstock Awards, hosted by the Department of Livestock Production and Veterinary, will celebrate organisations and businesses making significant contributions to Vietnam’s livestock industry.



HanoiPrintPack 2025 Positions Vietnam as a Regional Hub for Smart and Sustainable Printing

Vietnam's expanding role in the regional printing and packaging industry is in the spotlight at HanoiPrintPack 2025, which opened its 12th edition at the International Centre for Exhibition in Hanoi. The four-day event features over 150 booths from 11 countries and regions, covering 3,500 square metres and presenting cutting-edge printing and packaging technologies.

Strategic Platform for Global Innovation and Local Advancement:

Organised by VINEXAD and Yorkers Exhibition Service Vietnam, and supported by Vietnam's Ministry of Industry and Trade alongside various domestic and international associations, HanoiPrintPack 2025 goes beyond a conventional trade show. It serves as a strategic platform connecting Vietnamese enterprises with global innovations and investment opportunities.

Spencer Lin, Director of

Yorkers Exhibition Service Vietnam, underlined the exhibition's relevance amid rapid industrial changes. "This year, we're showcasing smart automation, new materials, and the latest technological solutions. Hanoi's strengthening infrastructure and international appeal make it a key industrial destination," he said during his welcome speech.

Showcasing Smart, Sustainable Technologies:

From leading global printing machinery manufacturers like Fujifilm and Konica Minolta, to innovative packaging suppliers such as Anhui Innovo Bochen and Jeremiah, the event highlights the full spectrum of next-generation technologies.

Live demonstrations and one-on-one interactions offer attendees firsthand exposure to solutions that are transforming the industry. A strong focus is placed on sustainability, automation, and digital integration—elements essential to

This year, we're showcasing smart automation, new materials, and the latest technological solutions. Hanoi's strengthening infrastructure and international appeal make it a key industrial destination.



Spencer Lin,
Director,
Yorkers
Exhibition
Service Vietnam

future-ready businesses.

Industry Outlook: Rapid Growth and Export Strength

Vietnam's printing and packaging sectors are seeing strong growth driven by domestic consumption, digitalisation, and sustainability goals. At the event, it was noted that:

- The printing industry is projected to grow at 14.4% annually through 2028, up from the previous 12.5%.
- Packaging exports crossed USD 2 billion in 2024, with continued growth of 10–12% annually.

This upward trajectory supports Vietnam's broader strategy to enhance industrial competitiveness and attract global supply chain investments, particularly as international manufacturers seek diversification beyond saturated markets.

Sustainability and Smart Production at the Core:

HanoiPrintPack 2025 also places significant emphasis on green manufacturing and circular economy practices, with strong interest from both domestic players and international buyers.

A key highlight is the two-day seminar programme dedicated to smart production and sustainable transformation.

Topics include:

- Integrating AI and IoT into packaging systems
- Achieving zero-emission production
- Policy frameworks for sustainable manufacturing
- Investment opportunities in eco-friendly technologies

These sessions not only present actionable insights into the future of industrial production but also offer a roadmap for businesses seeking to align with Vietnam's green transition strategy.

EVENT CALENDAR OF VIETNAM 2025

METALEX Vietnam 2025 Date : 1-3 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Reed Tradex Company	Vietnam International Hardware & Hand Tools Expo 2025 Date : 4-6 DEC 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : VINEXAD NATIONAL TRADE FAIR & ADVERTISING JOINT STOCK COMPANY	VIETNAM ELEVATOR EXPO 2025 Date : 4-6 DEC 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : VINEXAD NATIONAL TRADE FAIR & ADVERTISING JOINT STOCK COMPANY	VME - Vietnam Manufacturing Expo Hanoi 2025 Date : 6-8 AUGUST 2025 Venue : Hanoi International Center for Exhibition - ICE Hanoi, Hanoi, Vietnam Organiser : RX Tradex - Vietnam
ViMAT - Vietnam Material Handling 2025 Date : 6-8 AUGUST 2025 Venue : Hanoi International Center for Exhibition - ICE Hanoi, Hanoi, Vietnam Organiser : RX Tradex - Vietnam	3DF 2025 - 3D Print Fiesta Bac Ninh Date : 6-8 NOV 2025 Venue : Kinh Bac Cultural Center, Bac Ninh, Vietnam Organiser : OMG EVENTS MANAGEMENT CO. LTD.	GlassTech Asia and Fenestration Asia 2025 Date : 6-9 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : MESSE MUENCHEN GMBH	Vietstock Expo & Forum 2025 Date : 8-10 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Informa Markets
Growtech Vietnam Show 2025 Date : 8-10 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Adpex Joint Stock Company	NEPCON Vietnam Hanoi 2025 Date : 10-12 SEPT 2025 Venue : Hanoi International Exhibition Center, Hanoi, Vietnam Organiser : RX Tradex - Vietnam	VIBS - Vietnam International Bakery Equipment Show 2025 Date : 10-13 DEC 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	Vietnam PrintPack 2025 Date : 10-13 SEPT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.
23rd Vietnam International Packaging Industry Exhibition 2025 Date : 10-13 SEPT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	CLEANFACT & RHVAC VIETNAM 2025 Date : 11-13 SEPT 2025 Venue : National Exhibition Construction Center - NECC, Hanoi, Vietnam Organiser : IBC	Electric & Power Vietnam 2025 Date : 12-14 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : SES Vietnam Exhibition Services Co Ltd	Vietnam Foodexpo 2025 Date : 12-15 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Vietnam Trade Promotion Agency (VIETRADE)
VilF-Vietnam International Industrial Fair 2025 Date : 12-15 NOV 2025 Venue : Hanoi International Center for Exhibition - ICE Hanoi, Hanoi, Vietnam Organiser : VEFAC - Vietnam Exhibition Fair Center	Secutech Vietnam 2025 Date : 14-16 AUGUST 2025 Venue : Friendship Cultural Palace, Ho Chi Minh City, Vietnam Organiser : Messe Frankfurt New Era Business Media Ltd	The 10th Vietnam International Cycle Exhibition Date : 14-16 AUGUST 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : VINEXAD NATIONAL TRADE FAIR & ADVERTISING JOINT STOCK COMPANY	OGAV - Oil & Gas Vietnam Expo 2025 Date : 15-17 OCT 2025 Venue : Pullman Conference Centre & Events, Vung Tau, Vietnam Organiser : Fireworks Trade Media Co., Ltd
VFM - Vietnam International Footwear Machinery and Material 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	Furnitec - Vietnam 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	VitaTex - Vietnam Int'el Textile & Apparel Accessories Exhibition 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	VTG - Vietnam International Textile & Garment Industry Exhibition 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.
DyeChem - Vietnam Int'l Dyeing & Chemical Industry Exhibition 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	VietnamWood 2025 Date : 15-18 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	HANOIFABRIC - Vietnam Hanoi Fabric & Garment Accessories Expo 2025 Date : 16-18 DEC 2025 Venue : Hanoi International Center for Exhibition - ICE Hanoi, Hanoi, Vietnam Organiser : CP Exhibition Ltd	Vietnam Aviation Forum 2025 Date : 16-18 DEC 2025 Venue : Vietnam National Convention Center, Hanoi, Vietnam Organiser : BCI Aerospace division
ATC 2025 - International Conference On Advanced Technologies For Communications Date : 16-18 OCT 2025 Venue : Ho Chi Minh City, Vietnam Organiser : IEEE Communications Society	Vietnam Plas 2025 Date : 17-20 SEPT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : YORKERS EXHIBITION SERVICE VIETNAM	Vietnam International Gift & Housewares Expo 2025 Date : 18-20 DEC 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : GUANGDONG CHAOYU EXHIBITION CO.,LTD.	LifeStyle Vietnam 2025 Date : 18-21 OCT 2025 Venue : SKY Expo Vietnam, Ho Chi Minh City, Vietnam Organiser : VIETCRAFT
Vietnam International Wire and Cable 2025 Date : 19-21 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Century expo group	Optical Fiber Comm. and ICT Show Vietnam 2025 Date : 19-21 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Century expo group	Offshore Wind Vietnam Expo & Conference 2025 Date : 19-21 NOV 2025 Venue : National Exhibition Construction Center - NECC, Hanoi, Vietnam Organiser : Fireworks Trade Media Co., Ltd	VIMOX - Vietnam Marine & Offshore Expo 2025 Date : 19-21 NOV 2025 Venue : The Adora Center, Ho Chi Minh City, Vietnam Organiser : Fireworks Trade Media Co., Ltd
16th Vietnam International Woodworking Industry Fair 2025 Date : 19-22 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Chan Chao International Co. Ltd.	VietFish - Vietnam 2025 Date : 20-22 AUGUST 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Vietnam Association of Seafood Exporters and Producers (VASEP)	Interfoam Vietnam 2025 Date : 21-23 AUGUST 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : HJT Exhibition (Shanghai) Co., LTD.	VietWater 2025 Date : 22-24 OCT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : INFORMA MARKETS
Pharmedi Vietnam 2025 Date : 24-27 SEPT 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : Adpex Joint Stock Company	ISER International Conference 2025 - Hanoi Date : 26-27 SEPT 2025 Venue : Hanoi International Exhibition Center, Hanoi, Vietnam Organiser : ISERD Education and Administrative Block	Theme Park Expo Vietnam 2025 Date : 27-28 AUGUST 2025 Venue : The Adora Center, Ho Chi Minh City, Vietnam Organiser : Fireworks Trade Media Co., Ltd	Vina Coatings 2025 Date : 27-29 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : CCPIT SUB - COUNCIL OF CHEMICAL INDUSTRY
Metal & Weld 2025 Date : 27-29 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : VIETNAM ADVERTISEMENT & FAIR EXHIBITION JSC - VIETFAIR	Vinamac Expo 2025 Date : 27-29 NOV 2025 Venue : Saigon Exhibition and Convention Center - SECC, Ho Chi Minh City, Vietnam Organiser : VIETNAM ADVERTISEMENT & FAIR EXHIBITION JSC - VIETFAIR	AWE - Asean Wind Energy 2025 Date : 29-30 OCT 2025 Venue : The Adora Center, Ho Chi Minh City, Vietnam Organiser : Leader Associates	Vietnam International Electronics & Smart Appliances Expo Hanoi 2025 Date : 30 OCT - 1 NOV 2025 Venue : Hanoi International Exhibition Center, Hanoi, Vietnam Organiser : VINEXAD NATIONAL TRADE FAIR & ADVERTISING JOINT STOCK COMPANY





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Event Calendar AUGUST 2025

BakeryTech India 2025 Date : August 1-3, 2025 Venue : Bangalore International Exhibition Centre Organiser : Media Today Pvt. Ltd.	India Foodex 2025 Date : August 1-3, 2025 Venue : Hitex Exhibition Centre Organiser : Media Today Pvt. Ltd.	TOPRINT EXPO 2025 Date : August 1-3, 2025 Venue : Codissia Trade Fair Complex, Coimbatore Organiser : MIDAAS TOUCH EVENTS AND TRADE FAIRS LLP	Hyderabad Dental Show 2025 Date : August 2-3, 2025 Venue : Hitex Exhibition Centre Organiser : IDA (Indian Dental Association)	VIBRANT INDIA 2025 Date : August 1-3, 2025 Venue : Chennai Trade Centre Complex Organiser : Vibrant India Event Solution
Cosmetics Ingredients Expo 2025 Date : August 1-2, 2025 Venue : Chennai Trade Centre Complex Organiser : Future Market Events	Cospack International 2025 Date : August 1-2, 2025 Venue : Chennai Trade Centre, Tamil Nadu Organiser : Future Market Events	INDEXPLUS 2025 New Delhi Date : August 1-3, 2025 Venue : Yashobhoomi, IICC, New Delhi, India Organiser : NurnbergMesse India Pvt. Ltd.	22nd International Kolkata Foodtech 2025 Date : August 2-4, 2025 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : N.K. Kapur & Co. (P) Ltd.	Ayuryog Expo 2025 Date : August 2-5, 2025 Venue : India Expo Mart, Greater Noida Organiser : India Expo Centre and Mart
ELDERCARE INDIA EXPO 2025 Date : August 2-4, 2025 Venue : India Expo Mart, Greater Noida Organiser : India Expo Centre and Mart Limited	IHE - India International Hospitality Expo 2025 Date : August 3-6, 2025 Venue : India Expo Mart, Greater Noida Organiser : India Expo Centre and Mart Limited	AAKAR 2025 Date : August 3-6, 2025 Venue : India Expo Mart, Greater Noida Organiser : AAKAR EXHIBITION PRIVATE LIMITED	India Broadcast Expovision 2025 Date : August 5-7, 2025 Venue : Hitex Exhibition Centre Organiser : CABLE NET CONCEPTS	PHARMATECH & LABTECH EXPO 2025 Date : August 5-7, 2025 Venue : HeliPad Exhibition Center, Gandhinagar Organiser : PHARMATECHNOLOGYINDEX.COM PRIVATE LIMITED
India International footwear Fair 2025 Date : August 6-8, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : CONFEDERATION OF INDIAN FOOTWEAR INDUSTRIES	3rd Garment Fair Chennai 2025 Date : August 6-8, 2025 Venue : Chennai Trade Centre Organiser : Singara Garden Readymade Merchants Association	India Cargo Terminal Expo 2025 Date : August 6-8, 2025 Venue : Yashobhoomi, IICC, New Delhi, India Organiser : Infinity Expo Pvt. Ltd.	INDIA STAINLESS STEEL EXPO 2025 Date : August 6-8, 2025 Venue : Yashobhoomi Convention Centre, New Delhi, India Organiser : Infinity Expo Pvt. Ltd.	GH2 SUMMIT 2025 Date : August 6-8, 2025 Venue : Yashobhoomi (IICC), Dwarka, New Delhi, India Organiser : Infinity Expo Pvt. Ltd.
14th Strategic Electronics Summit 2025 Date : August 7-8, 2025 Venue : Bangalore International Exhibition Centre Organiser : ELECTRONIC INDUSTRIES ASSOCIATION OF INDIA	Traumacon 2025 Date : August 7-10, 2025 Venue : The Westin Mumbai Powai Lake, Mumbai, India Organiser : Vama Events Pvt. Ltd.	Interio and Exterio EXPO 2025 Date : August 8-10, 2025 Venue : Codissia Trade Fair Complex, Coimbatore Organiser : buoyant media	Food Tech Show 2025 Date : August 9-11, 2025 Venue : Hitex Exhibition Centre Organiser : VYAPAR EXPRESS	Bengal Tech Expo 2025 Date : August 10-12, 2025 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : EVVOK INTERNATIONAL PRIVATE LIMITED
CATERING AND DECOR EXPO 2025 Date : August 11-13, 2025 Venue : Bombay Exhibition Center Organiser : Bombay Catering Association (BCA)	Automation Road Show 2025 Date : August 11-14, 2025 Venue : Bombay Exhibition Center Organiser : I. E. D. Communications Limited	International Tooling Summit 2025 Date : August 12-13, 2025 Venue : JW Marriott Hotel, Pune Organiser : TAGMA TOOL & GAUGE MANUFACTURERS ASSOCIATIONS	ISER International Conference 2025 Date : August 15-16, 2025 Venue : New Delhi, India Organiser : ISERD Education and Administrative Block	Bridal Asia - Mumbai 2025 Date : August 16-17 2025 Venue : Jio World Convention Centre Organiser : Services International
Big Cine Expo 2025 Date : August 19-20, 2025 Venue : Chennai Trade Centre Organiser : Network208	PackEx India 2025 Date : August 20-22, 2025 Venue : Bombay Exhibition Center Organiser : Koelnmesse Private Limited	Anuga FoodTec India 2025 Date : August 20-22, 2025 Venue : Bombay Exhibition Center Organiser : Koelnmesse Private Limited	Global Economic Summit 2025 Date : August 20-22, 2025 Venue : World Trade Center Organiser : WTC Mumbai	IC3 Conference & Expo 2025 Date : August 20-21, 2025 Venue : Jio World Convention Centre Organiser : International Career & College Counseling
Global Energy Digitalization Conclave 2025 Date : August 20-21, 2025 Venue : Holiday Inn New Delhi, India Organiser : ICONEX EXHIBITION PVT. LTD	Fabrics & Trims Show 2025 Date : August 21-23, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : Messe Frankfurt Trade Fairs India Pvt. Ltd.	THE AQUA CULTURE EXPO 2025 Date : August 21-23, 2025 Venue : India Expo Mart, Greater Noida Organiser : Pixie Expo Media	Screen Print India - New Delhi 2025 Date : August 21-23, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : Messe Frankfurt Trade Fairs India Pvt. Ltd.	Fan Expo 2025 Date : August 21-23, 2025 Venue : India Expo Mart, Greater Noida Organiser : Vaarta Trade Fairs India Pvt. Ltd.
WADE ASIA 2025 Date : August 21-24, 2025 Venue : Yashobhoomi Convention Centre, New Delhi, India Organiser : BIG SEA MARCOM (INDIA) PRIVATE LIMITED	MATECIA 2025 Date : August 21-24, 2025 Venue : Yashobhoomi (IICC), Dwarka, New Delhi, India Organiser : BIG SEA MARCOM (INDIA) PRIVATE LIMITED	Gartex Texprocess India - Delhi 2025 Date : August 21-23, 2025 Venue : Bharat Mandapam, New Delhi, India Organiser : Messe Frankfurt Trade Fairs India Pvt. Ltd.	Delhi Water Expo 2025 Date : August 21-23, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : WATER TODAY PVT. LTD.	Renewable Restart Energy India Expo 2025 Date : August 22-24, 2025 Venue : Hyderabad International Convention Centre Organiser : JAYRAM ENTERPRISES
AESTHETICS 2025 New Delhi Date : August 22-23, 2025 Venue : India Habitat Centre - IHC, New Delhi, India Organiser : Aesthetics India	IPEC 2025 - India Process Expo & Conference Date : August 22-24, 2025 Venue : Hitex Exhibition Centre Organiser : Hyderabad International Trade Expositions Limited	Battery+ EXPO 2025 Date : August 22-24, 2025 Venue : Hitex Exhibition Centre Organiser : JAYRAM ENTERPRISES	Hitex SportExpo 2025 Date : August 22-23, 2025 Venue : Hitex Exhibition Centre Organiser : Hyderabad International Trade Expositions Limited	Ayur Mohotsav 2025 Date : August 22-24, 2025 Venue : Atal Bihari Vajpayee Scientific Convention Center, Lucknow Organiser : AYURVEDAM FOUNDATION
5th ASIANCON 2025 Date : August 22-23, 2025 Venue : Pimpri Chinchwad College of Engineering & Research, Pune Organiser : Pccoer Pune	ACE REFLECT - Coimbatore 2025 Date : August 22-24, 2025 Venue : Codissia Trade Fair Complex, Coimbatore Organiser : Asian Business Exhibition & Conferences Private Limited	Medical Expo Gujarat 2025 Date : August 22-24, 2025 Venue : EKA Club, Ahmedabad Organiser : Swastik Projects	FOOTWEAR INDIA EXPO 2025 Date : August 22-24, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : Footwear India Expo	Hospex 2025 Date : August 22-24, 2025 Venue : KINFRA international Exhibition Centre , Kochi Organiser : XES EVENT MANAGEMENT
IIPTF - India International Pet Trade Fair 2025 Date : August 23-24, 2025 Venue : Pragati Maidan, New Delhi, India Organiser : L. B. Associates Pvt. Ltd.	UP Dental Show 2025 Date : August 23-24, 2025 Venue : Indira Gandhi Pratishthan, Lucknow Organiser : IDA (Indian Dental Association)	Money Expo India 2025 Date : August 23-24, 2025 Venue : Jio World Convention Centre Organiser : Traskol Events Pvt. Ltd.	Jewelnet Expo 2025 Date : August 23-25, 2025 Venue : AKM Resort, Chandigarh Organiser : JewelNet Expo	SIAL INDIA 2025 Date : August 28-30, 2025 Venue : Jio World Convention Centre Organiser : INTER ADS SGM CONVENTIONS PRIVATE LIMITED

Event Calendar SEPTEMBER 2025

POWERGEN India & Indian Utility Week 2025 Date : 2-4 SEPT 2025 Venue : India International Convention And Expo Center Organiser : ITEN MEDIA	ITB India 2025 Date : 2-4 SEPT 2025 Venue : Jio World Convention Centre Organiser : Messe Berlin (Singapore) Pte. Ltd.	RAHSTA EXPO 2025 Date : 3-4 SEPT 2025 Venue : Jio World Convention Centre Organiser : FIRST CONSTRUCTION COUNCIL	Fi India 2025 Date : 3-5 SEPT 2025 Venue : India Expo Centre and Mart, Greater Noida Organiser : Informa Markets	Sanjeevani 2025 Date : 4-5 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : Services Export Promotion Council
Bridal Asia - Kolkata 2025 Date : 4-5 SEPT 2025 Venue : Taj Bengal, Kolkata Organiser : Services International	iPHEX 2025 Date : 4-6 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : Pharmaceutical Export Promotion Council of india	Food Expo Coimbatore 2025 Date : 4-6 SEPT 2025 Venue : Codissia Trade Fair Complex Organiser : Media Day Marketing	Infocomm India 2025 Date : 9-11 SEPT 2025 Venue : Jio World Convention Centre Organiser : Infocomm India	Global Legal ConfEx - New Delhi 2025 Date : 10-Sep-25 Venue : The LaLiT New Delhi Organiser : Events 4 Sure
Sustainable Mobility Fuels Summit 2025 Date : 11-12 SEPT 2025 Venue : Shangri-La Eros, Connaught Place Organiser : Messe Frankfurt Trade Fairs India Pvt. Ltd.	DVCon India 2025 Date : 10-11 SEPT 2025 Venue : Radisson Blu Bengaluru Outer Ring Road Organiser : MP Associates, Inc.	INMEX SMM India 2025 Date : 10-12 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Informa India	glasspro INDIA Show 2025 Date : 10-12 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Messe Dusseldorf India Pvt. Ltd.	India Bio Energy & Tech Expo 2025 Date : 10-12 SEPT 2025 Venue : India International Convention And Expo Center Organiser : Indian Federation Of Green Energy
Alumex India 2025 Date : 10-13 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : ALUMINIUM EXTRUSION MANUFACTURERS ASSOCIATION OF INDIA	FSIE - Fire & Security India Expo 2025 Date : 11-13 SEPT 2025 Venue : India International Convention And Expo Center Organiser : FIRE & SECURITY ASSOCIATION OF INDIA	Gifts World Expo - Bengaluru 2025 Date : 11-13 SEPT 2025 Venue : Tripura Vasini White Petals, Bengaluru Organiser : MEX Exhibition Pvt. Ltd.	EV India Expo 2025 Date : 11-13 SEPT 2025 Venue : India Expo Centre and Mart, Greater Noida Organiser : Indian Exhibition Services	RAW MAT INDIA 2025 Date : 11-13 SEPT 2025 Venue : Codissia Trade Fair Complex Organiser : CODISSIA Intec Technology Centre
India Paper Expo 2025 Date : 11-13 SEPT 2025 Venue : India Expo Centre and Mart, Greater Noida Organiser : Reed Exhibition	HLBF SHOW 2025 Date : 11-14 SEPT 2025 Venue : Helipad Exhibition Centre, Gandhinagar Organiser : Kevin Publication Pvt. Ltd.	Cakeology Cake Fest and Beyond 2025 Date : 12-14 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Cakekraft India Pvt. Ltd.	Global EV Expo 2025 Date : 12-14 SEPT 2025 Venue : Helipad Exhibition Centre, Gandhinagar Organiser : National Trade Fairs	India Mattresstech Expo 2025 Date : 12-14 SEPT 2025 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : NurnbergMesse India Pvt. Ltd.
IIFJAS - India International Fashion Jewellery & Accessories Show 2025 Date : 12-15 SEPT 2025 Venue : Bombay Exhibition Center Organiser : RADIAANT UNIFY LTD.	Globe-Tech Engineering Expo 2025 Date : 12-15 SEPT 2025 Venue : PUNE Organiser : Globe-Tech Media Solutions	Couture India Show 2025 - New Delhi Date : 13-15 SEPT 2025 Venue : Hotel Taj Palace, New Delhi Organiser : Gem & Jewellery Information Center	13th Delhi Jewellery & Gem Fair 2025 Date : 13-15 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED	INDEXPO HYDERABAD 2025 Date : 13-15 SEPT 2025 Venue : Hitex Exhibition Centre Organiser : Indore Infoline Pvt. Ltd.
GGJS - Gujarat Gold Jewellery Show 2025 Date : 15-17 SEPT 2025 Venue : Helipad Exhibition Centre, Gandhinagar Organiser : Gujarat Gold Jewellery Showroom	Mapic India 2025 - Mumbai Date : 16-17 SEPT 2025 Venue : JIO World Convention Centre Organiser : RX Mumbai	OSH India 2025 Date : 16-18 SEPT 2025 Venue : Bombay Exhibition Center Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED	Truck Trailer & Tyre Expo 2025 Date : 16-18 SEPT 2025 Venue : Mahatma Mandir Convention and Exhibition Centre Organiser : Media Day Marketing	GJS - INDIA GEM & JEWELLERY SHOW 2025 Date : 16-19 SEPT 2025 Venue : JIO World Convention Centre Organiser : All India Gem And Jewellery Domestic Council
electronica India 2025 Date : 17-19 SEPT 2025 Venue : Bangalore International Exhibition Centre Organiser : Messe Muenchen India Pvt. Ltd.	Productronica India 2025 Date : 17-19 SEPT 2025 Venue : Bangalore International Exhibition Centre Organiser : Messe Muenchen India Pvt. Ltd.	Pune Book Fair 2025 Date : 17-21 SEPT 2025 Venue : Ganesh Kala Krida Manch, Swargate, Pune Organiser : Sustainable Electric Mobility & Ecosystem	Sport and Fitness Expo 2025 Date : 18-19 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Indian Exhibition Services	REFCOLD INDIA 2025 Date : 18-20 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED
ElectricNation Expo 2025 Date : 18-20 SEPT 2025 Venue : Auto Cluster Exhibition Center, Pune Organiser : Global Media Communication	Pharma Pro&Pack Expo 2025 Date : 18-20 SEPT 2025 Venue : Hitex Exhibition Centre Organiser : MESSE MUENCHEN INDIA PRIVATE LIMITED	Pharma Tech Summit 2025 - Mumbai Date : 18-Sep-25 Venue : Mumbai Organiser : Pharmatech Summit	LOGMAT India 2025 Date : 18-20 SEPT 2025 Venue : Chennai Trade Centre Complex Organiser : Smart Expos & Fairs India Pvt Ltd.	Dairy Livestock & Poultry Expo Agrofarm India 2025 Date : 18-20 SEPT 2025 Venue : Helipad Exhibition Centre, Gandhinagar Organiser : IFWEXPO HEIDELBERG GMBH
Grainmach Asia 2025 Date : 18-20 SEPT 2025 Venue : Helipad Exhibition Centre, Gandhinagar Organiser : RADEECAL COMMUNICATIONS	43rd edition Medicall Expo - New Delhi 2025 Date : 19-21 SEPT 2025 Venue : Pragati Maidan Organiser : GLOBAL EXHIBITION ORGANISERS AND CONSULTANTS	INTERNATIONAL AUTO SHOW 2025 Date : 19-21 SEPT 2025 Venue : Palace Grounds, Bengaluru Organiser : Reed Triune Exhibitions Pvt.Ltd.	HIFF - Hindustan International Furniture Fair 2025 Date : 20-22 SEPT 2025 Venue : Codissia Trade Fair Complex Organiser : HIFF Trade and Events Pvt. Ltd.	Global Hospitality Education Expo - Bengaluru 2025 Date : 21-Sep-25 Venue : Welcomhotel by ITC, Bengaluru Organiser : ZISTA EDUCATION
Refining India 2025 Date : 22-23 SEPT 2025 Venue : Hotel Le Meridien, New Delhi, Organiser : EMAP	DigiMarCon India 2025 Date : 24-25 SEPT 2025 Venue : The Westin Gurgaon New Delhi Organiser : DIGIMARCON, LLC.	TECHSPO Delhi NCR 2025 Date : 24-25 SEPT 2025 Venue : The Westin Gurgaon New Delhi Organiser : TECHSPO LLC	IITM - India International Travel Mart - Delhi 2025 Date : 24-26 SEPT 2025 Venue : Annexe Hall, New Delhi Organiser : Sphere Travelmedia & Exhibitions Pvt. Ltd.	Globoil India 2025 Date : 24-26 SEPT 2025 Venue : The Westin Mumbai Powai Lake Organiser : TEFLA'S
Fire India 2025 Date : 25-27 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Services International	Drone India 2025 Date : 25-27 SEPT 2025 Venue : Bombay Exhibition Center Organiser : Services International	Horticonnect India Expo 2026 Date : 25-27 SEPT 2025 Venue : Bangalore International Exhibition Centre Organiser : HortiConnect Global Private Limited	World Food India 2025 Date : 25-28 SEPT 2025 Venue : Pragati Maidan, New Delhi Organiser : Ministry of Food Processing Industries	BFW-Bangalore Fashion Week 2025 Date : 25-28 SEPT 2025 Venue : TBA, Bangalore Organiser : Dream Merchants

APPAREL SOURCING FAIR 2025



The Apparel Sourcing Fair witnessed a Grand Start! The inauguration ceremony was led by Hon'ble Union Minister of State for Textiles & External Affairs, Shri Pabitra Margherita, in the esteemed presence of AEPC Chairman Shri Sudhir Sekhri. It witnessed participation of more than 80 countries and over 360 exhibitors!

INDIAN HOUSEWARE SHOW 2025



The Indian Houseware Show which hosted over 130 Exhibitors and around 10,000 Importers was inaugurated by the Hon'ble Chief Minister of Delhi, Smt. Rekha Gupta, at Bharat Mandapam, New Delhi. Chief Minister Rekha Gupta praised India's steel industry, noting how Indian innovation has transformed everyday utility items into premium, globally competitive products. She emphasized that Indian steel products are now being exported even to countries like China.

INDIA HEALTH EXHIBITION 2025



India Health Exhibition hosted over 300 brands and 8000+ stakeholders at the Bharat Mandapam, New Delhi. The inaugural ceremony witnessed the presence of dignitaries such as Dr. Jitendra Sharma, MD, Founder CEO, AMTZ; Dr. Girdhar Gyani, Director General, Association of Healthcare Providers India; Mr. Rajiv Nath, Managing Director, Hindustan Syringes & Medical Device Ltd & Forum Coordinator, AIMED; Ms. Veena Kohli, CEO, Vanguard Diagnostics (P) Limited, Immediate Past President – ADMI; Mr. Himanshu Baid, Managing Director, Poly Medicure, and Vice President, NATHEALTH; Mr. Yogesh Mudras, Managing Director, Informa Markets India; Mr. Gop Menon, CFO, Informa Markets IMEA; and Mr. Rahul Deshpande, Senior Group Director, Informa Markets India.

Consumer Electronics World Expo 2025



Second Edition of Consumer Electronics World Expo 2025 concluded successfully at Bharat Mandapam. The show organized by MEX Exhibitions hosted over 100 exhibitors and 1000+ products from more than 200 premium brands spread over a massive area of 50,000+ sq.ft. On this occasion Ms. Himani Gulati, Director of MEX Exhibitions Pvt. Ltd. said that this show has opened a fresh chapter in the consumer electronics field.

INDIA INTERNATIONAL HOSPITALITY EXPO 2025



Under the Dynamic Leadership of Mr. Sudeep Sarcar the India International Hospitality Expo was inaugurated on 3rd August 2025 by Ms. Seema Srivastava. The IHE Expo is a flagship event which brings together the HoReCa Industry. The expo also organised various Bakery and Pastry Competitions.

Wellfest India Expo 2025



The Wellfest India Expo 2025 was inaugurated on 2nd of August 2025 at the India Expo Mart Ltd by Padma Shri Dr. N K Pandey, Chairman, Asian Group of Medical Institute, in the presence of eminent dignitaries Dr. Nitin Agarwal, President, Organising Committee, Ayuryog Expo, Dr. Neeraj Khanna, Chairman, Export Promotion Council for Handicrafts (EPCH), Avdesh Aggarwal, Chief Convenor, EPCH, R K Verma, Executive Director, EPCH and Sachin Sinha, CFO, India Exposition Mart Ltd.(IEML).

PRINTEXPO CHENNAI CO-LOCATED WITH MEDIAEXPO CHENNAI



The Chennai Trade Centre opened its doors to a significant exhibition featuring a broad range of print and digital solutions tailored to meet the growing demands of the OOH advertising, signage and branding industry. With 185 exhibitors, PrintExpo Chennai co-located with MediaExpo Chennai serves as a crucial business and networking platform, bringing together printers, printing equipment machinery manufacturers, advertising agencies and marketers, brand managers and more to explore the advancements.

PHARMA AND LABTECH EXPO GANDHINAGAR 2025



Spread across 25,000 square meters, the expo was inaugurated by CM Shri Bhupendra Patel which featured over 400 exhibitors showcasing medicines, pharma products, and manufacturing machinery and equipment. Several dignitaries were present at the inauguration, namely Gandhinagar Mayor Smt. Miraben Patel, Shri Bhayalu Bapu of the Akhil Bharatiya Sant Samiti (Paliyad), Dr. Prashant Korat, President of BJP Yuva Morcha, Dr. H.G. Koshia, Commissioner of the Food and Drugs Control Administration, Dr. Ravi Kant Sharma, Deputy Drugs Controller of the Central Government, and Dr. Viranchi Shah, Immediate Past National President of IDMA, along with other officials.

INDIA FASTENER SHOW CHENNAI 2025



South India's Largest Industrial event, India Fastener Show Chennai 2025 co-located with the Auto Components Show and Auto Aftermarket Show was inaugurated on 11th July 2025 at the Chennai Trade Centre. This comprehensive three-in-one event brought together the fastener, automotive components, and aftermarket industries under one roof, offering an unmatched platform to explore technologies, forge business partnerships, and discover innovations driving transformation in the engineering, manufacturing and automotive sectors.

Kharchi Festival and Exhibition



The 7-day long Kharchi Festival and Exhibition was inaugurated on 3rd July 2025 at the sacred premises of Chaturdash Devata Bari, Old Agartala. Kharchi Puja is a significant religious festival in Tripura, particularly in Agartala, where it's celebrated with great fervor. It's a week-long event focused on worshipping the Fourteen Gods, a set of deities revered by the Tripuri people, and is a major cultural event for both tribal and non-tribal communities. The festival is celebrated at the Chaturdash Devta Temple in Old Agartala.



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