

# THE INDIAN EXHIBITION INDUSTRY: A GATEWAY TO NEW MARKETS AND OPPORTUNITIES

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- **INCREDIBLE INDIA**
- **UNDERSTANDING THE INDIAN EXHIBITION INDUSTRY**
- **OPPORTUNITIES IN THE INDIAN EXHIBITION INDUSTRY**
- **STRATEGIES FOR SUCCESS**

## 1 WE OFFER YOU DEMAND

### POPULATION IN THE WORLD



- People under the age of 25 account for more than 40% of India's population
- The country's median age is 28
- India occupies 2.41% of the world's land area but supports over 18% of the world's population

EVERY SIXTH PERSON YOU MEET IN THE WORLD IS AN INDIAN

## 1 WE OFFER YOU INVESTMENT OPPORTUNITIES

### GDP GROWTH RATE AMONGST MAJOR ECONOMIES



- India's gross domestic product (GDP) grew by 7.2 per cent in FY2022-23 underscoring the country's economic resilience amid geopolitical conflicts and global headwinds
- Indian economy has moved from the 10th largest to the 5th largest economy in the world (United States of America, China, Japan, Germany)
- GDP growth aided by fixed investment and higher exports, domestic demand conditions remain supportive of growth on the back of improving household consumption and investment activity.

## 1 AND WE OFFER YOU ENTERTAINMENT

NUMBER OF FEATURE FILMS (FICTION, ANIMATION AND DOCUMENTARY)  
PRODUCED IN A YEAR



- With almost 2,000 movies a year, Indian Cinema is the largest film industry in the world
- Co-production treaties with countries such as Italy, Brazil, UK and Germany to increase the export potential of film industry
- FDI up to 100% has been granted by Government of India



₹



ECONOMY



GROWTH

# WORLD RANKINGS

1

Producer of Milk, Millets and Sugar

4

Total Renewable Power Capacity Additions

58%

Share in Global IT & BPM Sourcing

3

Pharmaceutical Production by Volume

2

Largest Mobile Market

50%

Global Capability Centers

# WORLD RANKINGS

1

Largest Rail Network in the  
World

4

Largest Market for Medical Devices  
in Asia

87%

FINTECH Adoption Rate

3

Largest Aviation Market by 2024

2

Largest Aquaculture Industry

2

Largest Road Network in the World

# BUSINESS LANDSCAPE IN INDIA



Large, traditional  
businesses



MSMEs



Startups

**\$930B**

market capitalisation of India's  
10 biggest companies<sup>1</sup>

**30%**

share of MSMEs contribution  
to India's GDP<sup>2</sup>

**93K**

recognised startups in  
India<sup>3</sup>

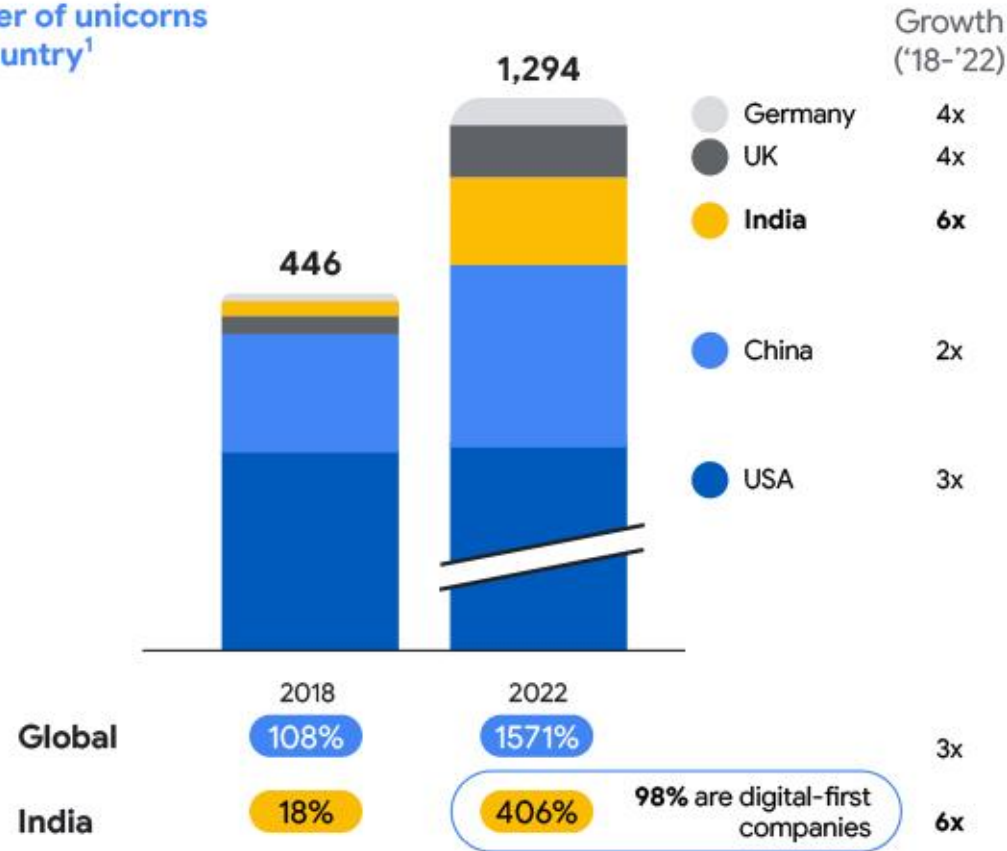
Notes: 1. As of April 2023, Top 10 biggest companies by market cap include Reliance Industries, TCS, HDFC Bank, Infosys, Hindustan Unilever, ICICI Bank, HDFC, SBI, ITC, Bharti Airtel; 2. As of CY 2022; 3. As at February 2023; MSME=Micro, Small and Medium Enterprises.  
Sources: Press Information Bureau, Bain analysis.

# BUSINESS LANDSCAPE IN INDIA

- Reforms in Corporate Affairs
- Introduction of E-Clearances
- Roll back of levy on foreign funds
- Relaxed foreign direct investment rules
- Simplified Labor Laws
- Easier KYCs for investors in Capital Markets
- More support to NBFCs/HFCs and MSMEs

# START-UP LANDSCAPE IN INDIA

Number of unicorns per country<sup>1</sup>



India's unicorn birth rate is outpacing other nations. At 108 unicorns, India became the world's 3rd largest unicorn hub in 2022, only behind US and China

# INDIA AT THE FOREFRONT

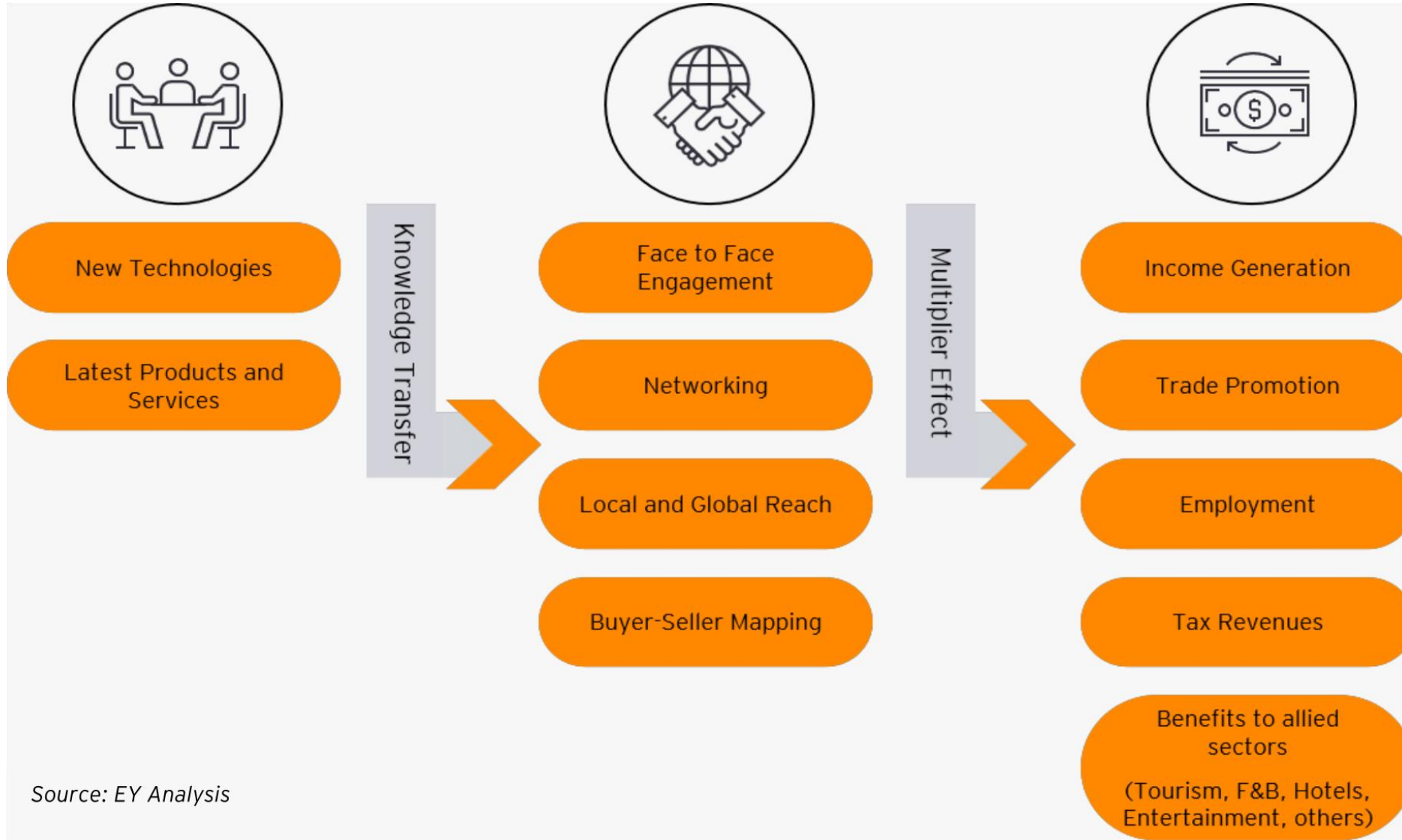
- India has launched several initiatives to promote renewable energy, such as the International Solar Alliance, which aims to mobilize \$1 trillion of investment in solar energy by 2030
- The country is rapidly becoming an electronics manufacturing hub, with the sector expected to rise to \$ 300 billion by 2025-26
- Indian Retail Market is projected to reach \$2Tn by 2032
- Auto Components Industry Turnover to reach \$200Bn by 2026
- APPLE May Produce 18% Of IPHONES In India By FY25: Bank Of America

# HOW DO WE TAP INTO ALL THE OPPORTUNITIES ON OFFER ?



“ EXHIBITIONS ARE THE  
PERFECT PLATFORM FOR:  
CONNECTING PEOPLE  
CREATING EXPERIENCES  
&  
MANAGING KNOWLEDGE ”

# ROLE OF EXHIBITION INDUSTRY



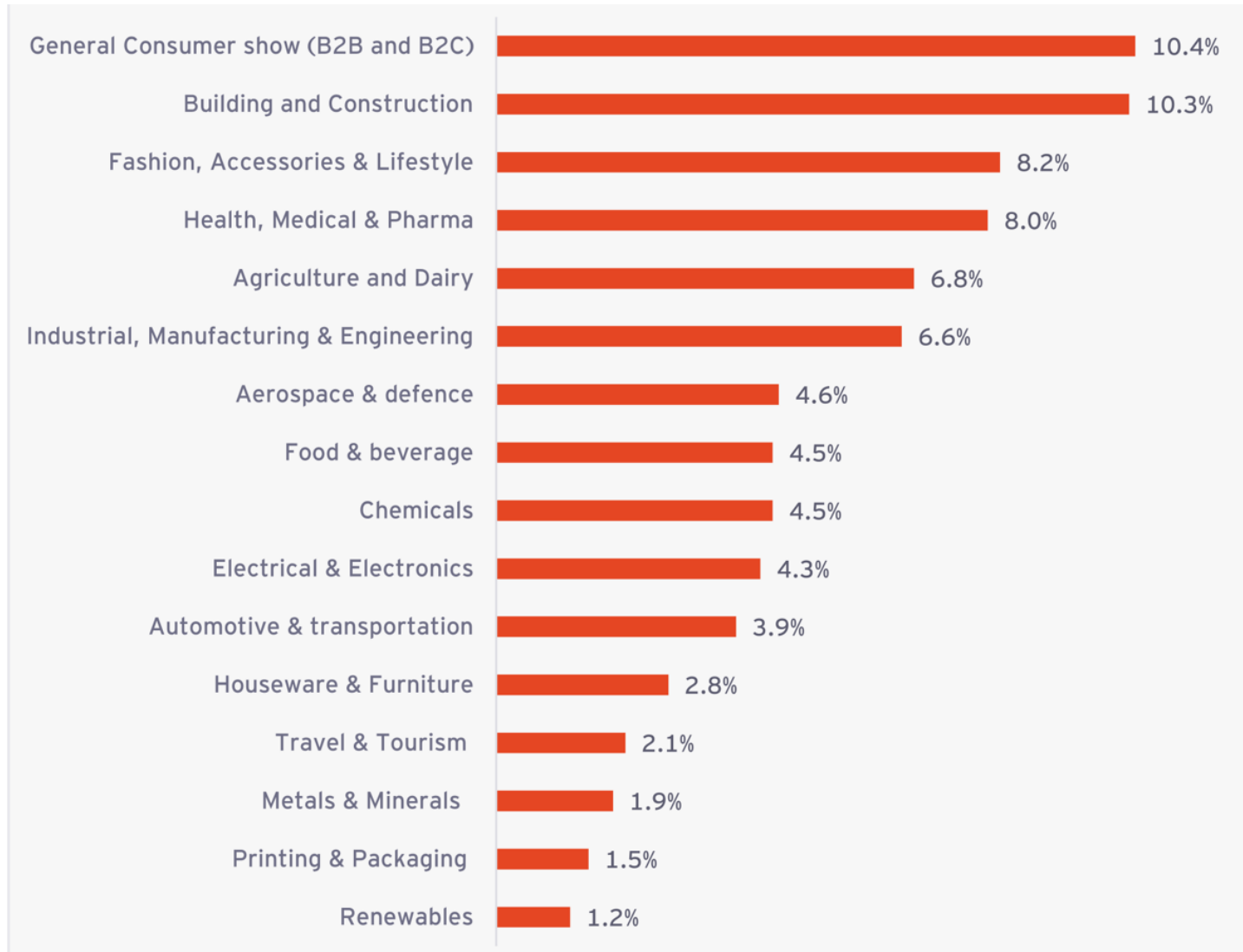
Source: EY Analysis

# CONTRIBUTION TO INDIAN ECONOMY

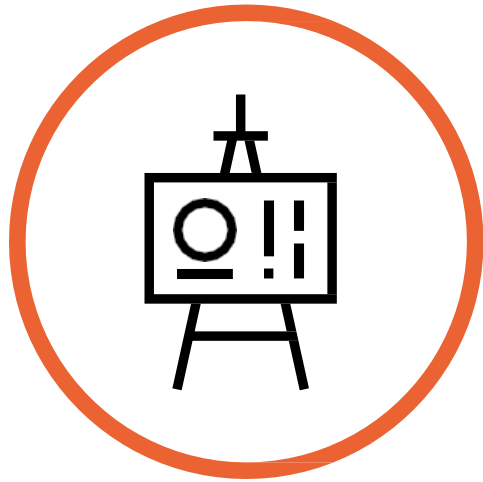


At a growth of 10% year-on year, the Indian exhibition industry can contribute significantly to the Indian economy (Year 2021-2026)

# OVERALL EXHIBITION INDUSTRY SPLIT



# GROWTH DRIVERS FOR EXHIBITION INDUSTRY IN INDIA



## Government Support

**Make in India, Skill India, Clean India, Smart Cities etc. promoted via expos**



## Emerging Sectors

**Renewables, chemicals, logistics, food processing, IT Security, AI are promoted via events**



## New Infrastructure

**New and Upcoming venues like Pragati Maidan, Delhi, JIO Reliance, Mumbai and ICC, Dwarka Delhi will drive growth**

# MAJOR EXHIBITION ORGANISERS IN INDIA

 <p>NÜRNBERG MESSE</p>	 <p>Spielwarenmesse India Pvt. Ltd.</p>	 <p>Confederation of Indian Industry</p>	 <p>informa markets</p>
 <p>Messe München</p>	 <p>Messe Düsseldorf India</p>	 <p>Indian Machine Tool Manufacturers' Association</p>	 <p>Reed Exhibitions</p>
 <p>Deutsche Messe</p>	 <p>messe frankfurt</p>	 <p>ieema your link to electricity</p>	 <p>Hyve</p>
 <p>FIERA MILANO</p>	 <p>koelnmesse we energize your business   since 1924</p>	 <p>FICCI</p>	 <p>India Trade Promotion Organisation (ITPO) (A Government of India Enterprise) Department of Commerce</p>

# VENUE LANDSCAPE IN INDIA

Name of the Venue	Indoor Exhibition Capacity (SQM)	Outdoor Exhibition Capacity (SQM)	Status
Adlux International Exhibition & Convention Centre	17,000	13,000	Functional
BEC (Bombay Exhibition Centre - A division of NESCO Limited)	60,000	40,000	Functional
BIEC (Bangalore International Exhibition Centre)	77,200	10,000	Functional
Chennai Trade Centre	10,560	3,000	Functional with 12,000 SQM new facilities under construction
CIDCO	15,103	5,000	Functional
HEC (Helipad Exhibition Centre)	74,235	25,000	Functional
HITEX Exhibition Centre	10,500	30,000	Functional with 15,230 SQM new facilities under construction
IECC (Pragati Maidan)	73,900	12,000	Functional with 37,470 SQM new facilities under construction
IEML (India Expo Centre and Mart Limited)	73,308	92,284	Functional

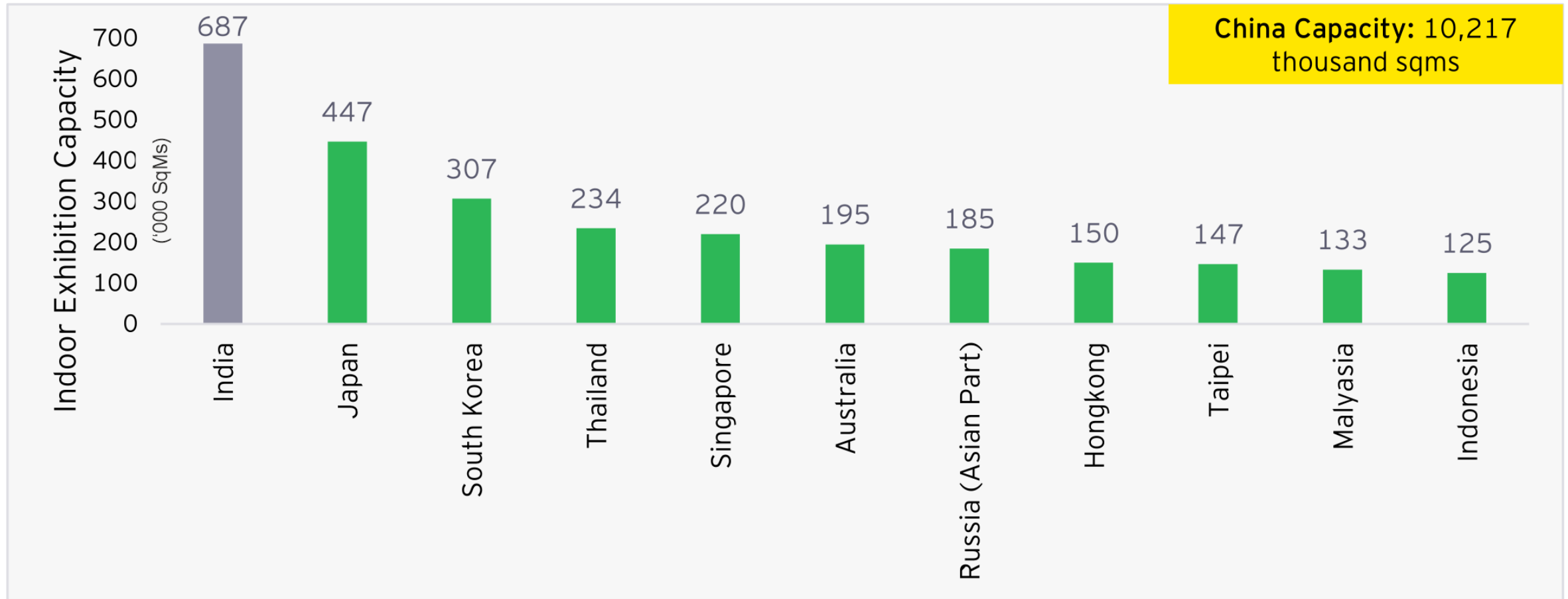
# VENUE LANDSCAPE IN INDIA

IICC (India International Convention and Expo Centre)	60,000	2,00,000	Upcoming Venue- Under Construction
JECC (Jaipur Exhibition and Convention Centre)	20,000	85,000	Functional
Jio World Convention Centre	25,000	-	Functional
Mahatma Mandir Convention and Exhibitions Centre	9,675	8,000	Functional
Milan Mela- Kolkata	32,000	30,000	Functional
SIECC, Surat	10,600	-	Functional
CODISSIA, Coimbatore	19,000	25,000	Functional
International Trade Expo Centre, Noida	10,000	10,000	Functional

# VENUE LANDSCAPE IN INDIA

KTPO	5,400	1,000	Functional
Labh Ganga Garden and Convention Centre	4,600	13,900	Functional
Gujarat University Convention Centre	4,300	2,04,300	Functional
Auto Cluster Exhibition Centre	3,000	1,000	Functional
CIAL Trade Fair and Exhibition Centre	2,800	-	Functional
Brilliant Convention Centre	2,300	5,100	Functional
NSIC Exhibition Ground	2	15,000	Functional
Maniram Dewan Trade Centre, Assam	2,600	12,600	Functional
PIECC, Pune	-	1,00,000	Functional
<b>Total Capacity (including upcoming capacity)</b>	<b>687,783</b>	<b>9,41,184</b>	

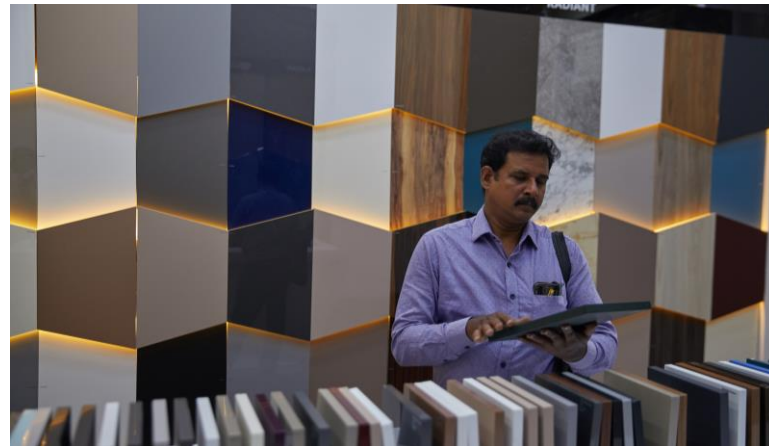
# INDOOR EXHIBITION CAPACITY



“

**WE HAVE PIVOTED TO MEET THE  
DEMANDS OF THE NEW-AGE  
CONSUMER AND CREATE PLATFORMS  
WHICH RESONATE WITH THE  
DEMANDS OF THE INDUSTRIES  
WE SERVE**

”



# KEY TRENDS SHAPING THE INDUSTRY

	KEY TRENDS	
1	Shift in focus from General Interest to Specialized Expos	As the market matures, need arises for specialized services, which provide information clients can use to grow quickly.
2	Emphasis on Quality of Participants	Overall need for high quality of participants has caused an increase in customer service and satisfying unmet needs through customization of offerings.
3	Industry Consolidation	International brands are entering Indian expo business through acquisition. This is leading to incorporation of several best practices including technology and digitization.
4	Introduction of Global Events	As the Indian market develops, international events are being held in the country.
5	Rise of International participation (Visitors and Exhibitors)	With rapid economic growth, Indian expos are a meeting place for both Indian and Global players.

# KEY OPPORTUNITIES

- **Thriving Sectors and Market Opportunities:** India's exhibition industry benefits from the growth of various sectors, including IT, manufacturing, healthcare, tourism, renewable energy, and infrastructure
- **The country's "Make in India" initiative** encourages domestic and foreign investment in manufacturing, opening avenues for exhibitions and trade shows
- **Rising disposable incomes, increasing urbanization, and changing consumer preferences** create opportunities for exhibitions in lifestyle, fashion, and consumer goods sectors.

# KEY OPPORTUNITIES

- **Infrastructure Development and Government Support:** The Indian government has prioritized infrastructure development to support economic growth and the exhibition industry
- **Investments in transportation, logistics, hospitality, and exhibition venues** enhance the country's capacity to host large-scale events
- **Financial incentives and support schemes** are provided to encourage participation in exhibitions, especially for micro, small, and medium-sized enterprises (MSMEs)

# KEY OPPORTUNITIES

- **Advancements in Technology and Digitalization:** India's rapid technological advancements and internet penetration have transformed the exhibition industry by making it more accessible to a wider audience
- **Digital tools like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI)** enhance the exhibition experience, driving innovation in the industry
- **Hybrid elements** in events have succeeded in increasing the scope of the exhibition industry and attracting a global audience.

# KEY CHALLENGES

- **Competition with Other Marketing Channels:** Such as digital marketing, social media, and online platforms
- **Industry-Specific Challenges:** Different industries such as healthcare or technology, may require compliance with stringent regulations, specialized infrastructure, or technical support
- **Regulations:** Navigating bureaucratic procedures and obtaining necessary permits can be a challenge for organizers

# STRATEGIES FOR SUCCESS

**Trade show marketing in India may require a deeper understanding and adaptation to local cultural sensitivities and preferences**

- In India, **building personal relationships** and trust is crucial before engaging in business transactions, whereas in Europe and the Americas, business interactions may be more direct and focused on efficiency
- Trade show marketing strategies in India should consider adapting to the **specific regional preferences** and characteristics of the target audience
- There is a greater focus on **educating and creating awareness** about products or services, whereas in mature markets, the focus may be on showcasing innovation and differentiation

# STRATEGIES FOR SUCCESS

- **Collaborate** with local industry associations, trade bodies, and event organizers to tap into their networks and gain credibility in the Indian market
- **Create content** that addresses the specific needs and challenges of the Indian market, demonstrating your understanding of local business landscapes
- Use **platforms** like LinkedIn, Facebook, Twitter, Whatsapp and Instagram to engage with potential exhibitors, attendees, and industry professionals – INDIA USES SOCIAL MEDIA EXTENSIVELY - **470.1 million active social media users with an annual growth rate of 4.2 %**

## Main Objectives

- Provide a common platform where members meet through Councils / Committees, Seminars / Workshops to exchange views and information on developments, improvements and problems in the industry
- Represent the industry in all matters nationally and internationally in relation to Government, media and the public
- Organize training programs, bring out publications, compile, tabulate and analyze statistics on the exhibitions for the benefit of the industry
- Promote Indian Exhibitions and Trade Fairs as cost effective marketing medium nationally and internationally

# INDIAN EXHIBITION INDUSTRY ASSOCIATION



WOMEN IN LEADERSHIP	MENTORSHIP – FANTASTIC UNDER 40	SUSTAINABILITY
<ul style="list-style-type: none"><li>○ Nurture Female Talent</li><li>○ Support via workshops and training programs</li><li>○ Encourage Industry partners to create equal opportunities</li></ul>	<ul style="list-style-type: none"><li>○ Support young talent</li><li>○ Create the leaders of tomorrow</li><li>○ Mentor exhibition professionals who will take industry to new heights</li></ul>	<ul style="list-style-type: none"><li>○ Educate the Industry</li><li>○ Define metrics and course of action with support of experts</li><li>○ Ensure global compliance</li></ul>

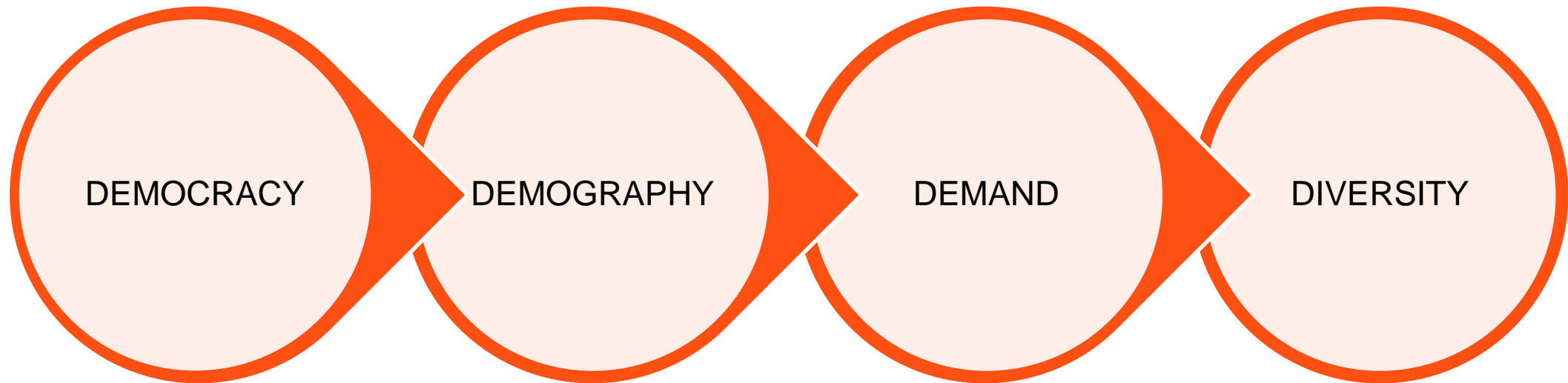
# SUMMARY



**INDIA IS THE LAND OF OPPORTUNITY.  
BUT INVESTORS NEED  
EXPERT ADVICE,  
PROPER PREPARATION AND  
PATIENCE TO SUCCEED**



# SUMMARY – WHAT DOES INDIA OFFER TO THE WORLD ?



# SUMMARY – WHAT DOES INDIA OFFER TO THE WORLD ?

- Large Developing Economy
- Logistics & Maritime Potential
- Large Consumption Base
- Massive Investment in Physical and Digital Infrastructure
- Tax Reforms
- Business-friendly Government and Ease of Doing Business
- Abundant Natural Resources
- Youngest Work Force
- High Technology Adoption Rates
- Focus on Sustainability and Environment Conservation

# SUMMARY

- The Indian exhibition industry is experiencing remarkable growth and offers immense opportunities for businesses seeking new markets
- Embracing technology, focusing on sustainability, and personalizing experiences are key trends in the industry
- By building connections, embracing innovation, and tailoring experiences, exhibitors can create successful and impactful exhibitions in India



# THANK YOU

“

**EVERYTHING WILL BE ALRIGHT  
IN THE END**

**SO**

**IF IT IS NOT ALRIGHT  
IT IS NOT THE END**

”