

ICCA CHIEF OPENS BUSINESS, EDUCATION AND NETWORKING EVENT IT&CM INDIA

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ASIA - International MICE business, education and networking event, **IT&CM India**, has opened with a keynote address by veteran industry speaker Martin Sirk, CEO of the International Congress and Convention Association.

Sirk spoke about competitiveness in the international MICE space and how a market like India needs to up its game to compete effectively. He went on to urge destinations and companies to leverage the power of teams, develop their service touch points and technology, harness their intellectual talent and use creativity to

compete on an international level.

IT&CM India runs on 21-23 August at India Expo Centre and Mart.

The keynote address was followed by the joint official press conference by IT&CM India and Chander Mansharamani, vice-chairman of the India Convention Promotion Bureau.

"The Ministry of Tourism is aware of the opportunity in MICE tourism and has taken a number of initiatives to make India a preferred MICE destination," said Mansharamani.

Addressing the issue of the Indian visa application process, he added: "The government has taken many proactive steps to make it easier for many countries to obtain visas on arrival. These changes will be put into effect soon."

Darren Ng, MD of TTG Asia Media and the organiser of the show, shared in his address that IT&CM India 2012 has attracted delegates from 57 countries. "The event is small this year, with a focus on quality," Ng said. "Our exhibitors are in the position of being able to make up to a hundred appointments over the two business days."

The Sellers-Meet-Buyers appointment scheduling starts today, and other event highlights include a pre-show tour of Old Delhi city for international buyers and media.