



Business Meetings @ IT&CM India

The second installment of IT&CM India witnessed a host of international and domestic MICE professionals who came together to explore business and networking opportunities during the three-day event.

This year saw a new exhibition format where the traditional tradeshow was replaced by a table top event, and 95 per cent appointments were filled before the commencement of the show. "India is a relatively new market and after our first exhibition we realised that a table top format is most suitable here," says **Ooi Pend Ee**, General Manager, TTG Events.

About 22 representatives from international CVBs/NTOs and corporate were present as exhibitors with around 120 buyers from 17 countries. However Indian buyers dominated the list with a host of leading corporate, incentives and association buyers from Mumbai, Kolkata, Delhi, Bengaluru and Chennai. The show saw productive face-to-face interactions with National Tourism Organisations and Destination Management Companies and association buyers.

In addition, a number of city tours and networking sessions were conducted and saw a positive response from the delegates. "After much research, we created seven sessions with 12 speakers from Associations, MICE and corporate. The idea was to bring them together and reach out to the varied group of delegates so they may understand the market and get an insight on the latest trends. This also provided



a great networking opportunity," says **Monimita Sarkar**, Managing Director, KW Conferences. Certain sessions witnessed a full house and the wide range of topics that included 'The Third Wave of Destination Marketing Competitiveness' with the keynote speaker Martin Sirk, CEO, ICCA; 'Benefits of Attracting International Meetings to India' and 'Harnessing the Power of Incentive Travels', among others.