

"Trade Fair Business Growth Through Enhanced Product Quality"

Indian Exhibition Industry Association's 4th Annual Seminar

Hyderabad; 29th-30th August, 2014

The Indian Exhibition Industry Association (IEIA) organized its annual 4th edition of two days seminar at HITEX Exhibition Center, Hyderabad.

Mr. Mohd. Mohamood Ali, Dy. Chief Minister of Telangana State, was the Chief Guest at the inauguration ceremony, that saw the presence of Mr. David DuBois, President and CEO, Intl. Association for Exhibitions and Events (IAEE), Mr. Rakesh Kumar, President, IEIA and Executive Director, EPCH, besides seminar delegates and participants. An Agreement was signed IEIA and IAEE which is expected to benefit the handicrafts sector while holding exhibitions in US and India Exposition Mart.

At the inaugural ceremony, Mr. Rakesh Kumar spoke of the role and importance of trade fairs and exhibitions in the development of a city. One of the greatest aspects of exhibition in the city is big business for allied industries like hotels, restaurants, shopping, tourism and travel, etc. which changes the face of the city as well boosts its overall economy. He further elaborated that face to face communication between buyers and sellers at fairs cannot be replaced by any mode of digital communication. Specialized shows attract specialized buyers, resulting in direct contacts, test marketing opportunities, assessing marketing trends, technological developments and level of competition.

On the second day of the seminar, Hon'ble CM of Andhra Pradesh, Dr. N Chandrababu Naidu, was the Chief Guest. The occasion was also graced by Mr. P Prabhakar, Advsiors to Govt. of Andhra Pradesh; Mr. Ong Wee Min, Hony. Secretary, Association of Convention, Exhibition and Suppliers, Singapore; Mr. David DuBois, President and CEO, International Association for Exhibitions and Events; Mr. Rajive Malhotra, General Secretary, IEIA; Mr. Nagendera Prashad, Vice President, IEIA & CEO Hitex.

In his address to the gathering, Dr. N Chandrababu Naidu, announced the setting up of an Academy for Exhibition and Events in cooperation with IEIA in the State of Andhra Pradesh. He also called upon the IEIA members and fraternity associated with exhibition industry for setting up of state-of-the-art Exhibition Centres in Andhra Pradesh. In this regard, an agreement was signed by Mr. Ong Wee Min, Hony. Secretary



Dr. N. Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh being welcomed by Mr. Rakesh Kumar, President, IEIA, at the IEIA annual seminar

Mr. Rakesh Kumar, President, IEIA and Mr. David DuBois, President and CEO Intl Association for Exhibitions and Events, sign an agreement in the presence of Mr. Mohd. Mohamood Ali, Dy. Chief Minister of Telangana



Association of Convention, Exhibitions and Suppliers, Singapore and Mr. Rakesh Kumar, President, IEIA.

Setting up of a National level crafts University at Andhra Pradesh covering crafts of Andhra Pradesh in particular from clusters of Pochampalli, Kondapalli, Machilipatnam and other areas of Andhra Pradesh in addition to other craft centers of southern and other parts of India were also discussed during the one to one interaction between Dr. N. Chandrababu Naidu and Mr. Rakesh Kumar.

The IEIA open seminar is an annual meeting of exhibition industry professionals in India and aims at imparting skills and competencies to the youth aspiring to excel in the exhibition industry to improve their capability, capacity, productivity and performance. During these years, IEIA has taken up many initiatives in this respect such as training of individuals involved in exhibition industry to enhance their skills. ■