

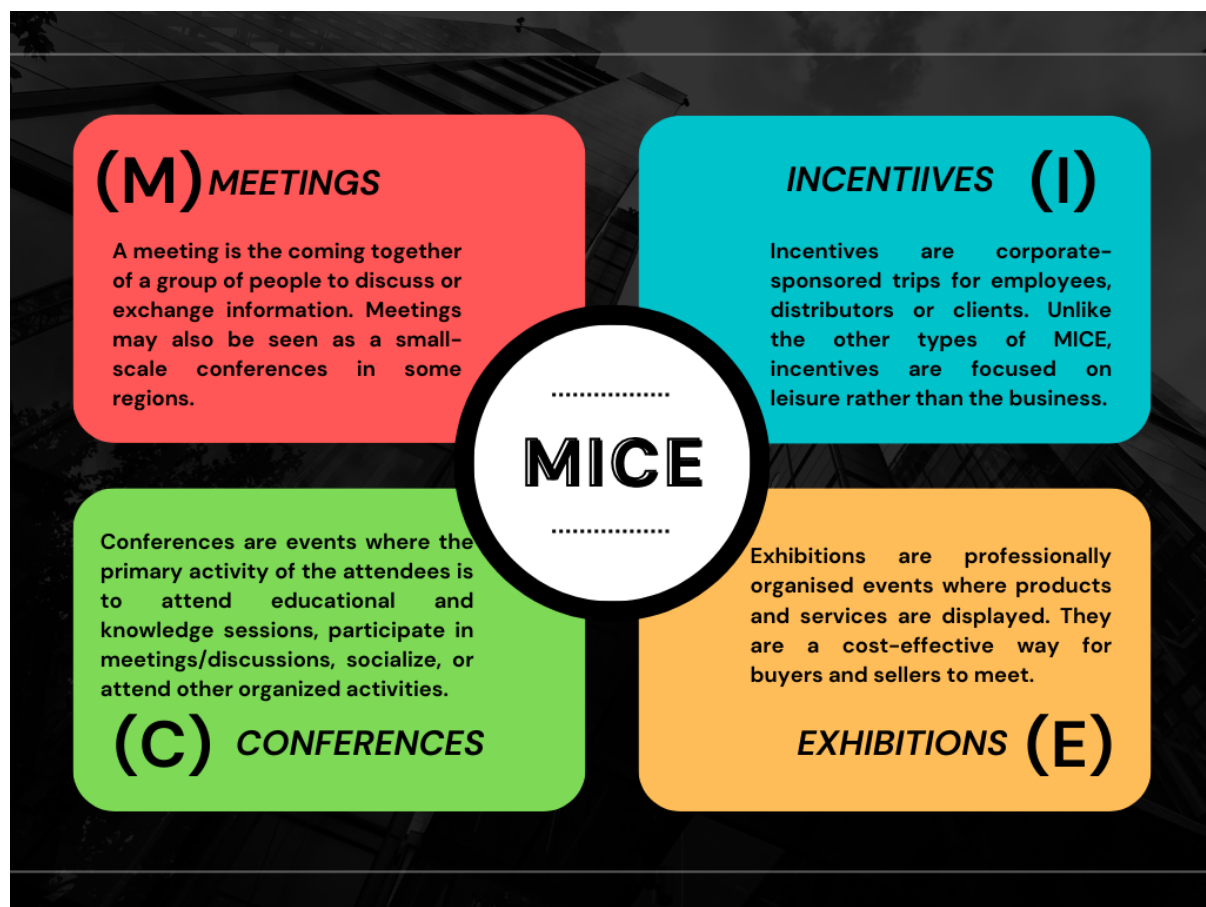
MICE INDUSTRY

ADDRESSING THE NEED FOR WORLD-CLASS CONVENTION CENTRES

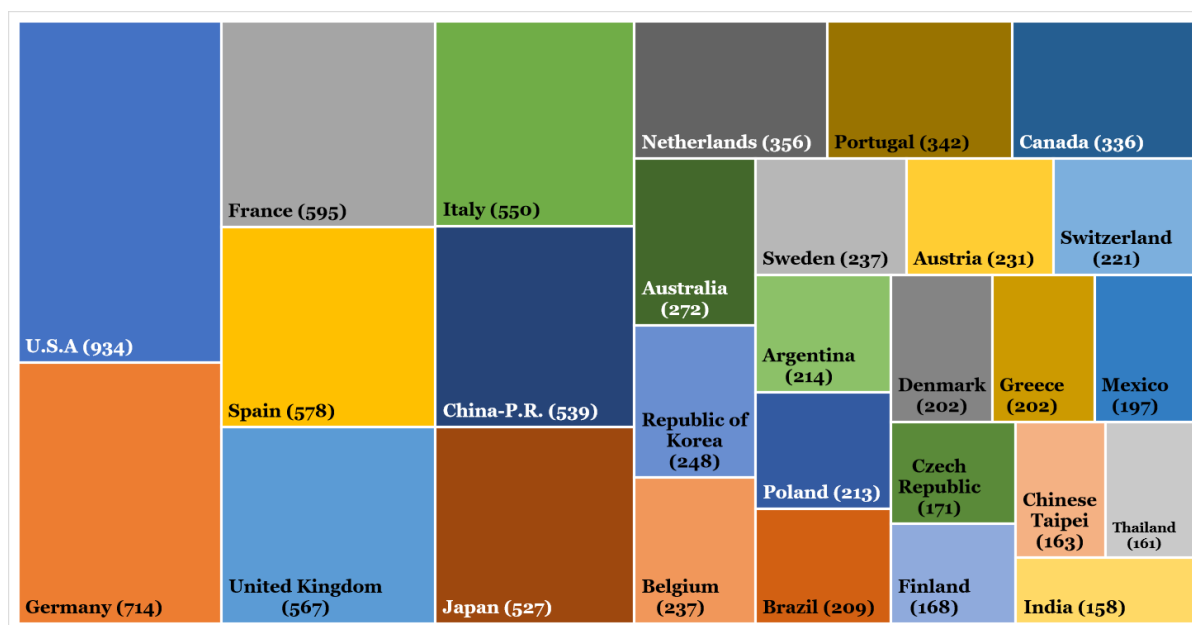
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MICE tourism is a year-round business. Over the past decades, the MICE industry has been recognized as a significant market segment and an important contributor to national economies. It not only boosts the economy through income generation but also creates huge employment opportunities in related hospitality service-providing sectors like accommodation, food and beverage, convention services, transportation, tourism, and entertainment.

MICE is an acronym for **Meetings, Incentives, Conferences, and Exhibitions**. The main purpose of MICE events is to create a networking platform for business, industry, government, and academic communities and engage in meaningful conversations. Generally, they bring large groups together for a specific purpose. MICE is also known as the 'Meetings industry' or 'Events industry'. MICE is a sub-segment of business travel but can also involve a leisure component.



The global Exhibition industry contributes **USD 325 billion** to the global economy and nearly 32,000 exhibitions are held in a year across the globe. Exhibitions showcased 4.5 million exhibitors in 2018 and 300 million visitors participated in 2018 for sourcing their business needs. Major exhibition centres are located in the US, Germany, China, Russia, UK, UAE etc.



The above graph represents the share of different countries in the MICE Industry with the number of meetings held in brackets as per International Congress and Convention Association (ICCA) Country & City Rankings 2019. The latest report on the same can be found [here](#).

AN OPPORTUNITY FOR INDIA & ASIA-PACIFIC

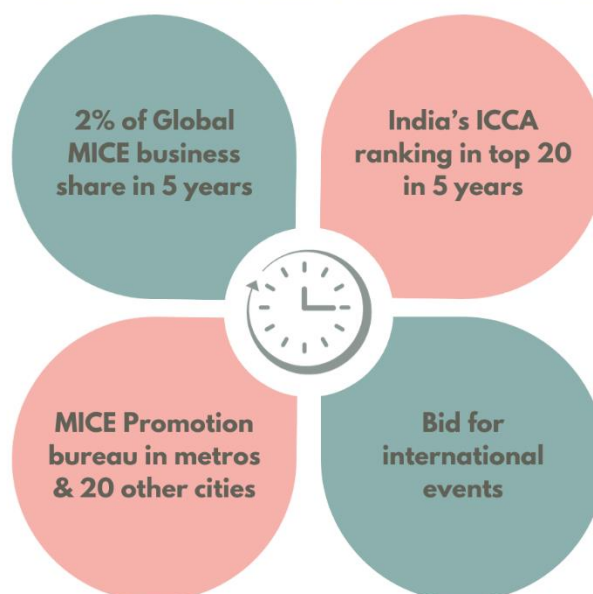
As per the ICCA report, established nations are mature MICE markets, hence their growth rate has stabilized but the number of conferences and exhibitions being organized by them to date is still staggering. New destinations, especially Asia-Pacific is showing tremendous growth potential. Currently, India is ranked

28 out of 94 countries with 158 meetings in the 2019 ICCA ranking of countries.

To increase the share of the Indian MICE industry in the estimated global MICE business and capitalize on its **natural and cultural advantages as well as its growing economy**, in the year 2022 the Ministry of Tourism formulated a [National Strategy for the MICE Industry](#) with the following goals:

- To enhance India's share in the MICE business to 2% in five years

NATIONAL STRATEGY FOR MICE INDUSTRY



- To enhance India's ICCA ranking to the top 20 in five years
- To encourage the State Governments to set up 6 City level MICE Promotion Bureaus at major MICE destinations of Delhi, Mumbai, Bengaluru, Chennai, Kolkata, and Goa, in the Country in two years and 20 major cities in the next five years.
- To encourage the Convention Bureaus to bid for international events and target 50% of the events coming to the country should be through MICE Bureaus.

In order to position India as a MICE destination and create awareness and positive perception, a sub-brand "Meet in India" under Incredible India is proposed to be launched. Ministry of Tourism will provide the necessary resources and support to promote the "Meet in India" brand overseas in partnership with the States, Cities, and Industry Stakeholders. A web portal and social media handle for promoting the "Meet in India" brand will be set up.

A HUGE MARKET TO BE TAPPED

As per a [MICE study](#) carried out in 2019 sponsored by the Ministry of Tourism, India's MICE industry is characterised by the following:

- ✓ Market is sized at Rs. 37,576 crore, of which 60 percent is attributable to Meetings, Incentives, and Conferences.
- ✓ International MIC accounts for ~22% of the market size.
- ✓ 65 percent are B2B events.
- ✓ Meetings & Incentives form ~70% of the entire MICE segment for 5-star properties.
- ✓ India's outbound MICE market is one of the fastest-growing markets globally.
- ✓ The exhibition industry in India has rapidly grown steadily at a rate of more than 8% over the past few years outpacing the GDP growth rate of the country.
- ✓ The sector generates Rs. 3 lac crores worth of business through exhibitions held in the country. There are 25 purpose-built venues in the country for hosting exhibitions with a total indoor capacity of 4,37,000 sqm.

Established MICE Destinations	Emerging MICE Destinations
Delhi NCR	Agra
Mumbai	Udaipur
Chennai	Bhubaneshwar
Kolkata	Pune
Bengaluru	Thiruvananthapuram
Goa	Varanasi
Hyderabad	Indore
Ahmedabad	Jaipur
	Kochi
	Raipur
	Lucknow
	Guwahati



The SWOT analysis of the Indian MICE industry based on the studies sponsored by the Ministry of Tourism brings out the following aspects.

SWOT Analysis of MICE Industry in India

S

- India's varied aesthetic and natural beauty
- Availability of Infrastructure
- Emergence of better investment climate
- Knowledge resources
- Growing Economic Strength of India



W

- Lack of focussed approach on MICE as an industry
- Lack of proper information, intelligence and bidding support
- High Tax Structure and Costs
- Standardization of processes and services for every touch point of MICE
- Lack of institutional support



O

- Improved Infrastructure and growing economy
- Emergence of Asia Pacific in MICE events



T

- Regional competition
- Safe and secure location



WAY FORWARD

The Prime Minister's vision for a world-class infrastructure for hosting meetings, conferences, and exhibitions in India has given rise to two International Exhibition-cum-Convention Centres (IECCs) at Pragati Maidan and Dwarka in New Delhi, named Bharat Mandapam and Yashobhoomi. Here is a snapshot of them:

BHARAT MANDAPAM - PRAGATI MAIDAN - DELHI

Spanning 123 acres and built at a budget of approximately Rs. 2700 crore, the IECC complex stands as India's largest Meetings, Incentives, Conferences, and Exhibitions (MICE) destination and ranks among the top exhibition and convention complexes globally in terms of covered event space.

At its heart, the Convention Centre named Bharat Mandapam is an architectural marvel inspired by Indian traditions, boasting multiple meeting rooms, lounges, auditoriums, an amphitheatre, and a business centre. The shape of the building is derived from the Shankha (conch shell), and different walls and facades of the Convention Centre depict several elements of India's traditional art and culture including 'Surya Shakti' highlighting India's efforts in harnessing solar energy, 'Zero to ISRO', celebrating our achievements in space, Pancha Mahabhuta signifying the building blocks of universal foundation - Aakash (Sky), Vayu (Air), Agni (Fire), Jal (Water), Prithvi (Earth), among others. Also, various paintings and Tribal art forms from different regions of the country adorn the Convention Centre.

With a combined capacity exceeding that of the Sydney Opera House, it's a versatile venue for international exhibitions and prestigious events. The IECC complex also features state-of-the-art facilities like 5G-enabled Wi-Fi, advanced AV systems, and energy-efficient technologies. Additionally, seven exhibition halls showcase India's engineering prowess while sculptures, installations, and murals outside reflect the nation's rich cultural heritage.



With over 5,500 parking spaces, seamless access, and a focus on visitor comfort, IECC at Pragati Maidan is poised to promote India as a global business hub, boost trade, foster economic growth, and support SMEs, knowledge exchange, and technological advancements, aligning with the spirit of Aatmanirbhar Bharat and the vision of building a New India.¹

YASHOBHOOMI - DWARKA - DELHI

Spanning a colossal 8.9 lakh square meters, with a built-up area exceeding 1.8 lakh square meters, 'Yashobhoomi' ranks among the world's largest MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities. This magnificent project, developed at a cost of approximately Rs. 5400 crores, boasts an awe-inspiring Convention Centre, numerous Exhibition halls, and cutting-edge facilities.

The Convention Center, covering over 73 thousand square meters, houses 15 convention rooms, including the Main Auditorium, the Grand Ballroom, and 13 meeting rooms, with a capacity of 11,000 participants. Featuring the largest LED media facade in the country, the plenary hall seats around 6,000 guests and offers innovative automated seating configurations. With wooden floors and acoustic wall panels, it promises a world-class experience. The Grand Ballroom, with its unique petal ceiling, accommodates 2,500 guests and includes an open area for 500 more. 'Yashobhoomi' also hosts some of the world's largest Exhibition halls, spanning over 1.07 lakh square meters, connected to a grand foyer with a stunning copper ceiling.

¹ <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1943050>



The campus's design draws inspiration from Indian culture, using terrazzo floors with Brass inlay, suspended sound-absorbent metal cylinders, and lit-up patterned walls. High-tech security and underground car parking for over 3,000 cars, equipped with 100+ electric charging points, ensure visitor safety and convenience. Furthermore, 'Yashobhoomi' connects to the Delhi Airport Metro Express line through the new 'Yashobhoomi Dwarka Sector 25' metro station, featuring three subways for easy access to the Exhibition halls, convention centre, and Central Arena, representing a giant leap towards India's progress and commitment to excellence.

CONCLUSION

MICE Tourism continues to be one of the major revenue spinners of modern times. Not only does this bring into play the various aspects of tourism into one solid concept but also allows the opportunity for the host city to develop its economy in leaps and bounds. UNWTO recognizes the inherent strength of the industry and has been instrumental in identifying and popularizing MICE destinations from across the world. India has tremendous potential in the MICE Sector which will propel tourism, employment, and economic growth.

For more details: [Report on MICE Market In India and The Role Of ICPB In Promoting MICE Tourism Products](#)

NR/HP/RK/PPD