

EDPA International/IFES

Country Report Template

*A Local Knowledge Report
From Exhibit / Event Service Providers*

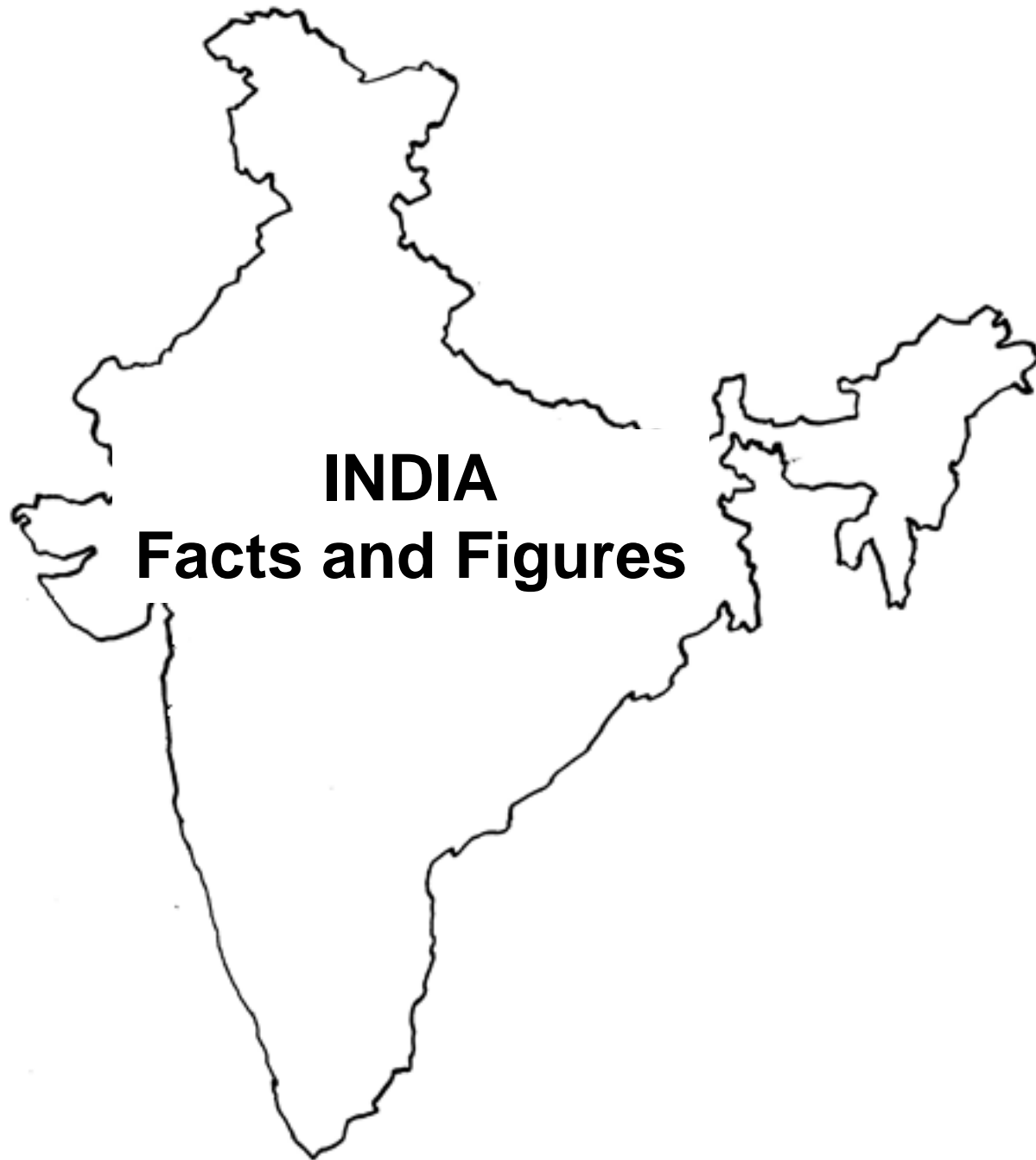


INDIA

Presentation Prepared By

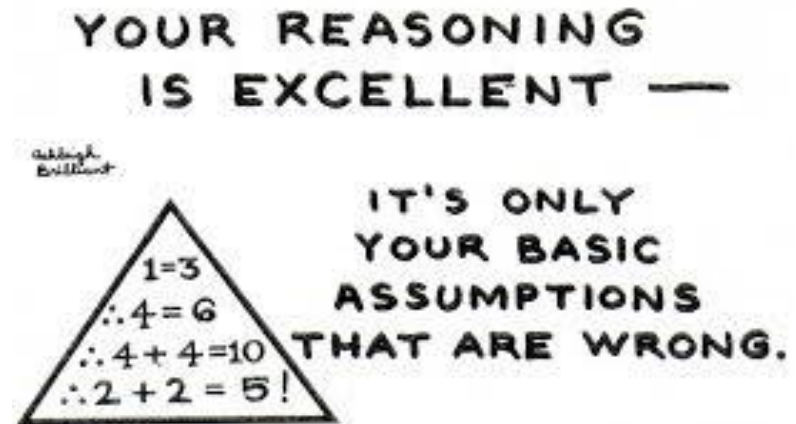
Kingsmen Fairtech Interiors (P) Ltd.

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Facts & Figures

- Population approx: **1.27 billion**
- Main language(s): **Hindi**
- Country Size: **3,287,590 km²**
- India is a vast country divided by geographical regions. Although Hindi is the main mother tongue, native languages change from region to region and can at times be a major challenge.
- Capital City, population: **New Delhi, 17,838,842 people**
- Largest City, population: **Greater Mumbai, 18,414,288**

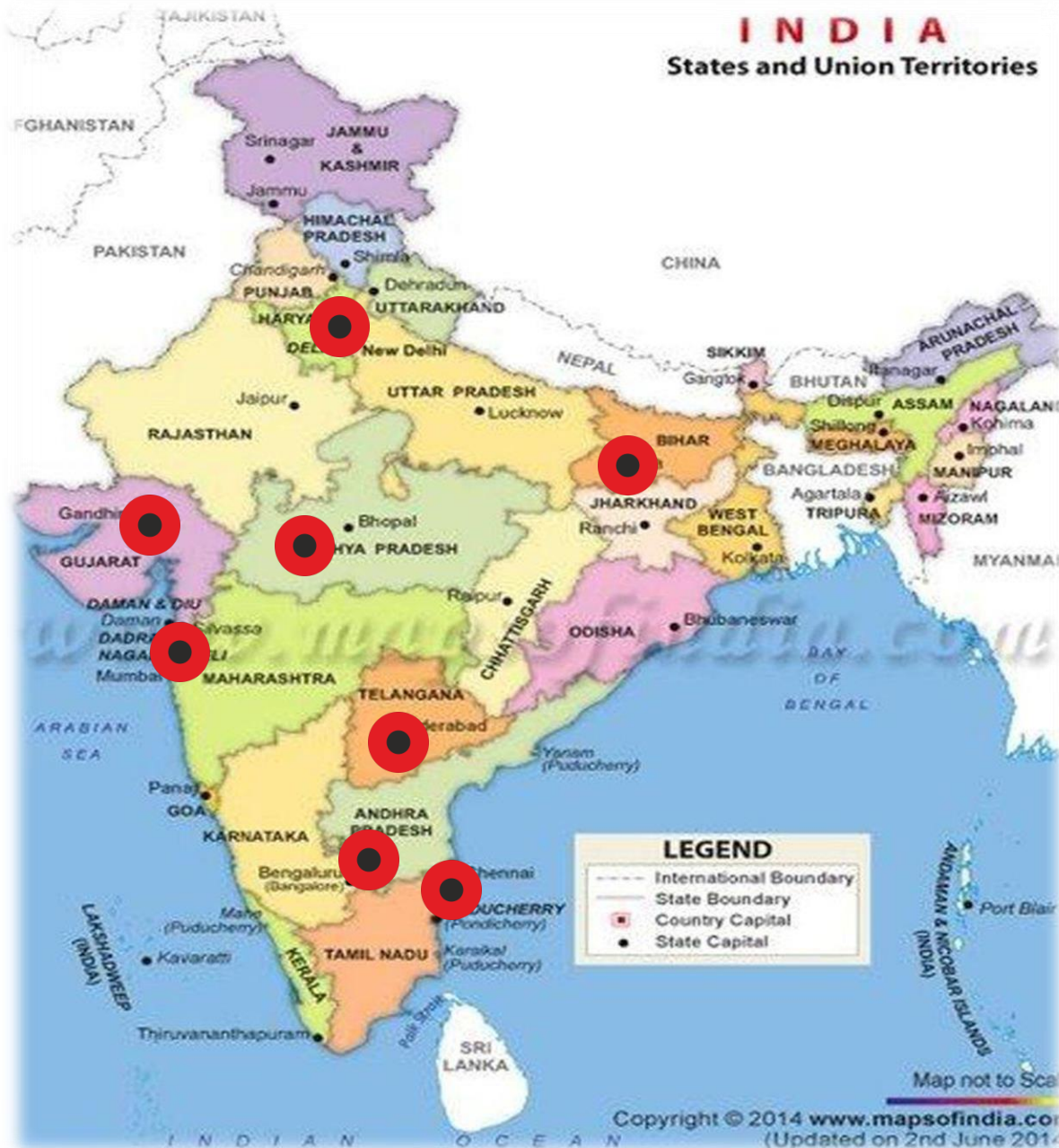


Money Issues

- What is the standard currency? What is a standard conversion rate?
 - Indian National Rupee (INR) 1 USD = 60 INR
- Are credit cards widely accepted? Should the traveller plan on dealing with lots of cash?
 - Yes, Credit cards are increasingly being accepted by shops, upmarket restaurants,, mid to top-end hotels. You can also use them to pay for flights and train tickets. MasterCard and Visa are the most widely accepted cards.
 - Major currencies such as US dollars, UK pounds and Euros are easy to exchange throughout India, though some bank branches insist on travellers cheques only. A few banks also accept Australian, New Zealand and Canadian dollars, and Swiss francs. Private moneychangers accept a wider range of currencies, but Pakistani, Nepali and Bangladeshi currency can be harder to change away from the border. When travelling off the beaten track, always carry a decent stock of rupees.

- Are credit cards required (like in the US at shows for services)?
 - It is not mandatory. Both cash and card are equally accepted.
- Hints regarding tipping (taxis, restaurants, bars, baggage handlers, etc.) and/or haggling?
 - Tipping is expected by most people within the tourism industry in India. In upscale hotels, service charge is included in the bill so tipping is not necessary. Otherwise, 10% of the bill amount is normally provided as a tip. Tipping is not mandatory.
- Is there a VAT? How high is it? Who needs to pay it? Is there a way for Americans to get it refunded? Is there a useful website (in English)?
 - Yes. It varies for different services, ranging from 5% to 13.5%. It is not refundable.

| **Size and Distance Information**



India is a vast nation. Approximate distances between some metropolitan cities and New Delhi are listed below:

Delhi – Mumbai:
By Air – 1161 km (2 hours)

Delhi – Kolkata:
By Air 1306 km (2 hours)

Delhi – Chennai:
By Air 1760 km (2 hr 50 mins)

Delhi – Bangalore:
By Air – 1745km (2 hr 30 mins)

Delhi – Hyderabad:
By Air – 1262 km (2 hours)

Delhi – Ahmedabad:
By Air – 777km(1 hour, 25 mins.)

Delhi – Pune:
By Air – 1210.49km (2 hours)

Delhi – Jaipur:
By Air – 238.38 (30Mts)

| **Location of Major Venues**

INDIA'S MAJOR MICE VENUES

New Delhi, National Capital Region

- Pragati Maidan (New Delhi)
- India Habitat Centre (New Delhi)
- India Expo Centre(Noida)

Maharashtra

- Bombay Convention & Exhibition Centre (Mumbai)
- World Trade Centre (Mumbai)
- The Renaissance Mumbai Convention Centre Hotel

Karnataka

- Bangalore International Exhibition Centre.

Andhra Pradesh

- Hyderabad International Convention Centre (HICC) (Hyderabad)
- HITEX Exhibition Center (Hyderabad)

Tamil Nadu

- Chennai Trade Centre

UPCOMING VENUES

Madhya Pradesh

- Brilliant Convention Centre (Indore)

Bihar

- Patna International Convention Centre (Patna)

Gujarat

- Gujarat University Convention & Exhibition Center, Gandhi Corporation (Ahmedabad)

Maharashtra

- International Convention Centre (Pune)

Pragati Maidan

NEW DELHI:

- Pragati Maidan is a venue for large scale exhibitions and conventions in New Delhi, and with 72,000 sqm of exhibition space, it is India's largest exhibition center.
- Pragati Maidan offers about 61,290 sqm of covered exhibition space in 16 halls, besides 10,000 sqm of open display area.
- Pragati Maidan has 4 air-conditioned auditoriums. These can be utilized for meetings and conferences. In addition, 3 open-air theatres can also be used for inauguration and other purposes.



India Habitat Center

- The India Habitat Center is a multipurpose building in New Delhi. Mixing work, commercial and social spaces, the Indian Habitat Center is India's most comprehensive convention center.
- It has multiple courtyards, common meeting rooms, a shared parking area, library, exhibition halls, a convention center, food courts, restaurants and an amphitheatre. Some of these are open to the general public.



India Expo Center – Noida

- This state-of-the-art, multi-functional venue is suitable for hosting international business-to-business exhibitions, conferences, congresses, product launches, promotional events. It predominantly acts as a centralized contact point for overseas buyers and cottage-based manufacturing exporters for conducting business.

India Expo Center and Mart is spread over 58 acres of land and has a unique combination of trade marts with exhibition & convention facilities, a lawn, business centre, restaurants, transportation facilities and sufficient parking facilities for over 4,000 cars and 30 buses/trucks inside the complex.



Bombay Convention & Exhibition Center – Mumbai

- Bombay Convention & Exhibition Center (BCEC), Maharashtra, is the largest permanent exhibition centre in India's private sector, and was set up in 1991.
- BEC consists of four halls occupying over 45,000 sqm of meeting and exhibition space.



World Trade Center

- The Expo Center of the WTC Mumbai is a world-class venue for exhibitions with state-of-the-art amenities. The Expo Center is a centrally air-conditioned venue which offers about 3,809 sqm and is backed by round-the-clock support services.
- The Expo Center is booked throughout the year and is an ideal venue for both national & international trade shows and consumer fairs. Various support and technical services are available, including contractors for stand design and construction, store rooms, telecommunication facilities, reception area, freight elevator and cafeteria serving multiple types of cuisine.



The Renaissance Mumbai Convention Center Hotel

- The Renaissance Mumbai Convention Center Hotel is one of the largest convention centers in the city. It is located in close proximity to both the domestic and international airports, as well as Mumbai's business hubs.
- It is situated on the bank of Powai Lake amidst 15 acres of lush greenery. It has exhibition halls, a convention center, food courts, restaurants and an amphitheater to facilitate the hosting of trade shows and conferences.
- With 21,365 sqm of indoor and outdoor convention space including the largest ballroom in the city, it is the perfect place for all kinds of events and conventions.



Bangalore International Exhibition Center

- BIEC in Karnataka offers exhibitors services and amenities of the highest quality. Beautifully landscaped over 34 acres, this multi-purpose facility is a common venue for industry exhibitions, conferences, product demonstrations and training programmes.
- BIEC combines 40,000 sqm of covered space in three aesthetically and functionally-designed exhibition halls, with 5000 sqm of outdoor display space, suitable for showcasing large and heavy machines.



Hyderabad International Convention Center (HICC)

- Hyderabad International Convention Center (Andhra Pradesh) was built by Emaar MGF of India. The company is partially owned by Emaar of UAE.
- The Hyderabad International conventional center a seating capacity of 5000 and is one of India's largest and most technologically-advanced convention facilities.
- It is an integrated 27,000 m² facility with a 287-room-capacity business hotel, Novotel Hyderabad, covering 15 acres.
- This air-conditioned center can be configured to increase seating capacity to about 6,500.



HITEX Exhibition Center

- Hyderabad International Trade Expositions Limited (HITEX), situated in Andhra Pradesh, is a state-of-the-art venue for international exhibitions, conferences, trade shows, and corporate events in India.
- HITEX is the corporate hub of theHITEC City and is India's most modern exhibition center. The facility is spread over nearly 100 acres (40 ha).



Chennai Trade Center – Tamil Nadu

- Chennai Trade Center is a permanent exhibition complex, hosting several trade fairs and conventions all-year round.
- Together, these centres cover 10,560 sqm and are usually booked throughout the year.
- The Chennai Trade Centre is managed by Tamil Nadu Trade Promotion Organisation (TNTPO), a Government organisation to promote trade and business in south India.



Brilliant Convention Center

- Brilliant Convention Center (BCC) is situated in Madhya Pradesh and is a technologically advanced and architecturally-pleasing venue in Central India, offering approximately 92,900 sqm of flexible meeting space.
- Be it a meeting for just 20 people or a convention for 2,500 delegates, BCC was conceived and designed to assist organizers and exhibitors in executing world-class events.



Patna International Convention Center

- Patna International Convention Center is an upcoming convention center in Bihar state.
- Its main auditorium will accommodate approximately 5,000 people. The centre is expected to be completed by end-2015 and will have several halls of different capacities, a banquet hall and service area.



Gujrat University Convention & Exhibition Center

- The GUCEC is major convention hub in Ahmedabad for all kinds of events. The main hall is an uninterrupted space without pillars, measuring 108m by 48m (L x B), with a sloping ceiling height of 15 meters.
- The vicinity can accommodate an estimated 400 exhibition stands of 3m by 3m, and accommodate approximately 6,000 people at a time. The vacuum de-watered RCC flooring, with a loading capacity of 20MT per square meter, adds to the luxurious area. Also available with the hall, is a 12m by 12m room for contract suppliers.



International Convention Center

- International Conventional Center, Pune Maharashtra, is the largest composite trade and convention center in South Asia. This venue is also known as ICC Trade Towers locally. It comprises:
 - ICC Trade Tower
 - ICC Tech Park
 - Pune Marriott Hotel & Convention Center
- The trade tower spans 44,600 sqm and comprises offices. The S. L. Kirloskar convention center covers 3,700 sqm and is used for meetings and exhibitions that can accommodate up to 1,800 people. The ICC Mall is about 665,500 sqft and consists of a mall, offices, multiplex and family entertainment facilities.



| Exhibition Facts and Figures

General Information

- Who are typically the organizers (local? international?)
 - Mostly local organizers
- Which services are typically handled by the organizers and which can you subcontract?
 - Stand Construction, events, product launches and conferences can be subcontracted
- Are there unions to be dealt with? If so, who and where?
 - Yes. Some labor unions & unions for logistics handling
 - Permissions are required and essential
- Information on Rigging?
 - Usually not allowed. Special permissions must be sought by the client at the time of booking.

- How are move in/move outs handled (lots of time? No time? Targeted move ins or outs?)
 - Tight timelines. Usually targeted move in/move outs. Sufficient time is given.
- Health and Safety standards? Some countries (like the UK) require detailed Risk Assessments and Method Statements, for example.
 - Largely ignored, however it is best to have manpower insured
- Building permissions?
 - All designs require approval from organizers

Electrics and Electricity

- Typical Voltage (110/220v)?
 - **220V**
- Do you need to have certified electricians?
 - **Yes**
- What are the standard plugs and sockets



Wall type



Box type

Labor Cost Estimates

- General Labourer: \$40 / 8 hours(9:00-17:00)
- Experienced Labourer: \$50 / 8 hours(9:00-17:00)
- Site Supervisors: \$80 / 8 hours(9:00-17:00)
- Custom Stand Builders: \$60 / 8 hours(9:00-17:00)

Rates are based on regular hours, Monday to Friday, excluding weekends, public holidays and overtime.

Materials Usage

- Carpet - standard types, rough prices?
 - Most needle punched carpets cost around \$5-15/sqm, depending on thickness and quality
- Raised flooring—standard or not standard? Heights? Materials? Costs?
 - Not Standard. Height is 100 mm and materials used are wood, laminate, tile, etc. Cost: \$40 – 100/sqm installation included
- Standard US materials available in your country? Names or equivalencies could be good (Sintra is similar to Forex in Germany, for example).
 - Local material equivalent in our country is sunboard, foamboard, plywood, vinyl, plywood, laminate, etc.
- In your experience, are any materials particularly cheaper or more expensive in your country as compared to the US?
 - Yes, it is cheaper compared to the US

Shopping Tips

- An example of a Home Improvement store where construction things can be bought (hardware, tools, paint, etc.) Home Depot or Lowes in the states.
 - No chain stores – mostly individual retail stores.
- An example of an electronics store for cables, monitors, etc. Best Buy or Fry's in the States.
 - CROMA (www.cromaretail.com)
- A general sort of store where everything can be bought, a Walmart or Target type of store.
 - Walmart, Big Bazaar, Reliance Retail, Big Apple, 24x7 and many more.
- Is IKEA available, if not, something similar?
 - No, but IKEA is expected to open its first outlet in India in Hyderabad.

EDPA International Members Active in this country

- JMD Design Desk Pvt. Ltd.
- Show Craft Productions Pvt. Ltd.
- EP&M India Pvt. Ltd.
- Swift Exhibits India Pvt. Ltd.



Event
Experiential
Environment

Exhibit Designers + Producers Association



*sharing knowledge
global network
international collaboration*

Global Exhibiting - Great Challenges