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MICE Pulse™

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Shri Gajendra Singh Shekhawat outlines policy push for India's MICE growth





ICPB recently inaugurated the 15th Convention India Conclave (CIC) 2026 at Bharat Mandapam, New Delhi, on August 19, bringing government leaders, global experts and MICE industry stakeholders together to discuss India's next phase of growth as an international business events destination.

The inaugural ceremony was led by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat and Delhi Tourism Minister Shri Kapil Mishra. Joining them were Dr Senthil Gopinath, CEO, International Congress and Convention Association (ICCA); Mr. Jawed Ashraf, IFS, Chairman, India Trade Promotion O rganisation (ITPO); Mr. Sunil Anchipaka, IAS, Managing Director, Delhi Tourism; Dr Neeraj Kharwal, IAS, Managing Director, ITPO; and Mr. Chander Mansharamani, Vice Chairman, ICPB and Chairman of the CIC 2026 Organising Committee.

Addressing the gathering, Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat placed MICE firmly within India's larger economic and tourism growth agenda, stressing that business events should be viewed not merely as gatherings of delegates but as platforms that create partnerships, facilitate investment, encourage innovation and connect policymakers, entrepreneurs, investors and industry leaders.

A key thrust of his address was the need to build an enabling ecosystem around this infrastructure. India, he indicated, must combine world-class venues with stronger institutional support, improved facilitation, destination development and closer government-industry collaboration if it is to compete successfully for major global events.

The Minister's intervention also reflected the broader policy direction being pursued by the Ministry of Tourism through the "Meet in India" initiative and the National Strategy and Roadmap for the MICE Industry. The framework focuses on strengthening institutional support, developing the MICE ecosystem, improving competitiveness and ease of doing business, marketing India internationally and creating a skilled workforce for the sector.

Minister particularly underlined the importance of partnerships and innovation, observing that innovation comes from connecting new ideas, building new partnerships and creating new opportunities. MICE platforms, he said, provide precisely this environment by bringing together diverse stakeholders who can collectively shape new business opportunities and future growth.

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A milestone edition for India's MICE Industry

Message from Mr. Chander Mansharamani, Vice Chairman, ICPB & Chairman, CIC 2026 Organising Committee





The 15th Conventions India Conclave 2026 marked an important milestone in ICPB's journey to position India as a leading global destination for meetings, incentives, conferences and exhibitions. As our flagship platform, the Conclave once again brought together the entire MICE ecosystem—destinations, convention centres, hotels, airlines, Professional Conference Organisers, Destination Management Companies, associations and industry partners—under a shared vision for growth.

This year's Conclave received an overwhelming response, with nearly 700 registrations — the highest ever recorded for CIC. The scale of participation reflected the growing importance of the platform and, more importantly, the confidence that the industry places in India's potential as a leading global destination for meetings, incentives, conferences and exhibitions.

India today stands at a defining point in its development journey. The vision of Viksit Bharat 2047 is supported by rapid improvements in connectivity, hospitality infrastructure and world-class convention facilities. The successful hosting of the G20, with 227 meetings across 60 cities, demonstrated India's capability to manage business events of global scale and complexity.

The opportunity ahead is significant. India's meetings market is estimated at USD 5.66 billion and is projected to reach USD 8.88 billion, while the global market is expected to grow from USD 1,225 billion to USD 2,057 billion by 2030. We firmly believe that MICE is not merely an industry; it is an economic activity that creates a multiplier effect across tourism, hospitality, aviation, trade, investment and employment.

To unlock this potential, India needs a coordinated National Convention & MICE Policy, recognition of international conventions and exhibitions as "Export of Services", access to appropriate incentives and financial support, and a strong global marketing strategy that fully leverages our existing infrastructure.

The success of India as a MICE destination will ultimately depend on how effectively we work as one ecosystem. The discussions, partnerships and ideas generated at CIC 2026 must now translate into action.

I extend my sincere appreciation to the Ministry of Tourism, Delhi Tourism, ITPO, our sponsors, speakers, exhibitors, associations, partners, Organising Committee, ICPB Secretariat and Falcon Team for their invaluable support in making the Conclave a success.

CIC 2026 spotlights Delhi's Vision to emerge as a Global MICE Hub

Delhi's ambition to establish itself as a leading global MICE destination emerged as a key focus at the 15th Convention India Conclave (CIC) 2026, organised by the India Convention Promotion Bureau (ICPB) from August 19–21 at Bharat Mandapam, New Delhi. The Conclave was organised in collaboration with the Ministry of Tourism, Government of India, with Delhi Tourism as the Host State Partner and ITPO as the Venue Partner.

Speaking at the inaugural session, Shri Kapil Mishra, Minister of Tourism, Government of Delhi, outlined the government's vision of transforming Delhi from a transit city into a destination in its own right.

"Delhi Tourism is moving towards systematic change. Everyone has talked about Delhi's potential, but there has been a need for a vision to turn it from a transit city into a tourism destination city. This is the vision of our Chief Minister, and our government is working towards it," Minister said.

He highlighted initiatives including new tourism circuits, services such as 'Delhi Dekho', improvement of tourism infrastructure and a stronger focus on establishing Delhi as a MICE destination. he also emphasised the need for Delhi-NCR to have its own Convention Bureau, which could help position the region as a favourable destination for international conferences, conventions and business events.

Adding to this perspective, Shri Suneel Anchipaka, IAS, Managing Director, Delhi Tourism, during the inaugural theme discussion, "Powering the Future of Innovation," highlighted the importance of world-class infrastructure, destination competitiveness and tourism-led business-events growth.

With world-class convention venues, luxury hotels, strong air connectivity and an extensive metro network, Delhi offers a compelling MICE proposition. The discussions at CIC reinforced the importance of bringing government and industry together to build a coordinated ecosystem that can further strengthen Delhi's position in the international MICE market.







ITPO is strengthening the MICE infrastructure of the country





The India Trade Promotion Organisation (ITPO) is playing a pivotal role in strengthening Delhi's MICE infrastructure and positioning the National Capital Region as a competitive global destination for meetings, incentives, conferences and exhibitions. This vision came into sharp focus at the 15th Convention India Conclave (CIC) 2026, organised by the India Convention Promotion Bureau (ICPB) from August 19–21 at Bharat Mandapam, New Delhi, with ITPO as the Venue Partner.

Bharat Mandapam has emerged as an important addition to India's world-class convention infrastructure, providing the capital with the scale and facilities required to host major international conferences, exhibitions and business events. Going forward, ITPO is looking at an even larger role—moving beyond being an infrastructure provider to becoming an ecosystem enabler for India's MICE industry.

Speaking at the inaugural programme, Mr. Jawed Ashraf IFS, Chairman, India Trade Promotion Organisation, highlighted ITPO's commitment to supporting tourism and the international MICE industry, emphasising the sector's "multiplier effect on the economy, employment, tourism, exports and a country's global image."

Significantly, Mr. Ashraf also outlined plans for a dedicated convention promotion mechanism for the capital region. "ITPO is prepared to anchor and to lead the process of creating this city-centric or NCR-centric convention promotion bureau," he said, envisioning a platform bringing together airlines, hotels, transporters, industry, the Delhi Government and the Central Government.

The proposed initiative could provide Delhi-NCR with a coordinated mechanism to bid for, attract and service major international business events while collectively promoting the destination in global markets.

Dr. Neeraj Kharwal, IAS, Managing Director, India Trade Promotion Organisation (ITPO), also graced the inauguration with his presence, adding further significance and prestige to the event.

Through Bharat Mandapam, stronger stakeholder collaboration and a proposed NCR-focused Convention Bureau, ITPO is helping create the infrastructure and institutional framework required to establish Delhi as a leading global MICE hub.

Shri Suman Billa IAS calls for Stronger MICE Policy Ecosystem



Highlighting the growing economic and strategic importance of the MICE sector, Shri Suman Billa IAS, Additional Secretary and Director General (Tourism), Ministry of Tourism, Government of India called for a stronger policy ecosystem and deeper collaboration between government and industry to accelerate India's emergence as a leading global MICE destination.

Speaking at the recently concluded 15th Conventions India Conclave (CIC) in New Delhi, Shri Suman Billa IAS said the MICE industry contributes significantly to tourism, trade, investment, employment and knowledge exchange. He emphasised that major international conferences and exhibitions go far beyond bringing delegates to a destination, generating wider economic activity, business opportunities and international partnerships while showcasing the country's capabilities to the world. He stressed the need for meaningful dialogue between government and industry to identify practical challenges faced by organisers, venues, hotels, PCOs, DMCs and other stakeholders.

He underlined three key priorities: improving ease of doing business for international conventions and exhibitions, strengthening public-private partnerships to encourage investment in MICE infrastructure and destination development, and creating a collaborative roadmap for sustainable and inclusive growth.

He further added that industry recommendations should provide actionable inputs to policymakers and help shape the future direction of India's MICE sector.



Dr. Senthil Gopinath: India has significant headroom in Global MICE

India has strong potential to substantially increase its share of the global meetings and business-events market, highlighted Dr. Senthil Gopinath, CEO, International Congress and Convention Association (ICCA), during the 15th Convention India Conclave (CIC) 2026.

Delivering his address, "Convening the Future: How Global Business Events Drive Innovation," Dr. Gopinath focused on how global intelligence, networks and advocacy can strengthen India's competitiveness in international association meetings and conventions.

He pointed out that India has hosted more than 3,300 meetings over the past 50 years and currently ranks 26th globally, indicating significant room for the country to increase its share of the international meetings market. India's base of more than 1,138 associations, he noted, represents an important strength, with associations capable of serving as partners and ambassadors for attracting global conferences.

Dr. Gopinath also stressed the need to view meetings infrastructure as a strategic national asset, rather than focusing only on the creation of convention halls. Future-leading destinations, he indicated, would need inclusive, future-ready infrastructure supported by a strong business-events ecosystem.



Knowledge Session @ CIC2026



Keynote Panel Discussion: 'Powering the future of Innovation'

This session was moderated by Ms. Anju Gomes, Regional Director, ICCA. Panelists included Mr. Premjit Lal, Executive Director, India Trade Promotion Organization. Shri Suneel Anchipaka, IAS - Managing Director, Delhi tourism; Mr. Arun Srivastava, Joint DG Tourism, Government of India and Dr. Yudhbir Singh, National President, ISBTI.

Women in Leadership: Shaping the future of MICE in 'Viksit Bharat'

This session was moderated by Ms. Vibha Bhaita, President, MMACTIV. Panelists included Ms. Rajni Deb Nair, GM, DoubleTree by Hilton Agra; Ms. Rucheeka Chuggani, Director, Corporate Affairs and Communications, NürnbergMesse India Pvt. Ltd.; Ms. Stella Ariadne Styliani, CEO & Owner, Impressive World Leads SRL; Captain Yashika H Tyagi, Mindset Strategist and Ms. Nisha Dhingra, Company Secretary & Chief Legal, ONGC Videsh Ltd.





Technology: Redefining Tourism, MICE & Destination Marketing

This session was moderated by Ms. Deepika Chowdhry, Founder & CEO, Candid India. Panelists included Mr. Anil Parashar, President & CEO, InterGlobe Technology Quotient; Mr. Navneet Kaushal, Founder & CEO, PageTraffic; Mr. Eyal Halevy, CEO, Paragon Global and Mr. Vipul Awasthi, Account Director, Google.

Infrastructure Opportunities for India's MICE Sector

This session was moderated by Mr. M. Q. Syed, Chairman & Managing Director, Exhicon Events Media Solutions. Panelists included Mr. Sachin Sinha, CFO, India Exposition Mart Ltd.; Mr. Mohammad Ali, Director of Global Sales, Accor Group; Mr. P. Uday Kumar, Former CMD, NSIC, Delhi and Director, Exhicon Events Media Solutions and Mr. Thomas Joseph, Vice President, Jio World Convention Centre.





ICPB – Role in Promoting MICE

This session was moderated by Mr. Raghav Khosla, Group Editor, Exhibition Showcase. Panelists included Mr. Vikas Sood, Complex General Manager, The Leela Palaces, Hotels and Resorts; Mr. Ashish Jagota, Executive Director, Concept Conferences.; Mr. Dharmendra Kumar, Founder Director & CEO, Geanis World & MICE; Mr. Ajay Vinayak, CEO, Palomino Hospitality and Mr. Tushar Kesharwani, Director – Vacation, Experts.

Inaugurating the Exhibition at the 15th CIC



Valedictory Session at CIC 2026



The Valedictory Session of CIC 2026 reflected on the key conversations, ideas and opportunities emerging from the Conclave, which saw participation from international organisations, 110+ Indian association heads, corporate buyers and a record number of exhibitors. It concluded with a collective commitment to position India as a global leader in the MICE industry.

CIC Press Meet

The ICPB CIC Press Conference focused on the proposed restructuring of ICPB, implementation of the MICE Policy and the Council's role in developing city convention bureaus across India. The well-attended and interactive session also highlighted the growing relevance of CIC and ICPB's pivotal role in strengthening India's evolving MICE ecosystem, fostering industry dialogue and supporting the country's emergence as a competitive global business events destination.



Glimpses from CIC 2026











ICPB successfully concludes inaugural Certified Conference Specialist Programme



The India Convention Promotion Bureau (ICPB) successfully concluded its inaugural Certified Conference Specialist (CCS) Programme, held on 17–18 August 2026 at Novotel New Delhi City Centre. The two-day industry-focused certification programme was designed to strengthen professional skills and build a future-ready workforce for the Conference, Convention and MICE industry.

The programme was conceptualised and designed under the guidance of the ICPB Skill Development Committee, with Mr. Amaresh Tiwari, Project Director, playing a key role in designing and developing the overall programme, supported by Mr. Randhir Gupta and Mr. Naveen Rizvi.

Around 35 students and industry professionals participated, gaining valuable practical insights from industry subject matter experts. The programme was inaugurated in the presence of Mr. Arun Srivastava, Jt. DG Tourism, Ministry of Tourism, and Mr. Chander Mansharamani, Vice Chairman, ICPB.

Sessions were conducted by Mr. Amaresh Tiwari on conceptual foundations of conference management; Chander Mansharamani on marketing, PCOs, DMOs, destination selection and government support; Mr. Nakul Anand on sustainability and leadership; Ms. Urvi Mahajan on "Think Beyond the Event"; Ms. Monimita Sarcar on budgeting, bidding and RFPs; Mr. Randhir Gupta on negotiations and contracting; Mr. Abhishek Kumawat on audio-visual technologies; Mr. Tushar Gupta on AI technology; Ms. Pallavi Mehra on exhibition and venue management; Mr. Dharmendra Kumar on corporate meetings and DMCs; Mr. Ashish Jagota on association management; and Mr. Naveen Rizvi on case studies.

Certificates of Participation were presented after participants successfully passed the online evaluation exam. The top three students received Amazon vouchers worth ₹5,000, ₹3,000 and ₹2,000. The programme garnered 99.9% excellent feedback.

The CCS Programme was supported as a CSR initiative by OSEL Foundation, with ICPB for three CCS programmes in FY 2026–27. Mr. Chander Mansharamani also announced scholarships of ₹50,000 each for four students annually, sponsored by Alpcord Network & Events.

ICPB plans to conduct three training programmes PAN India during FY 2026–27, expanding opportunities for young and emerging industry professionals.



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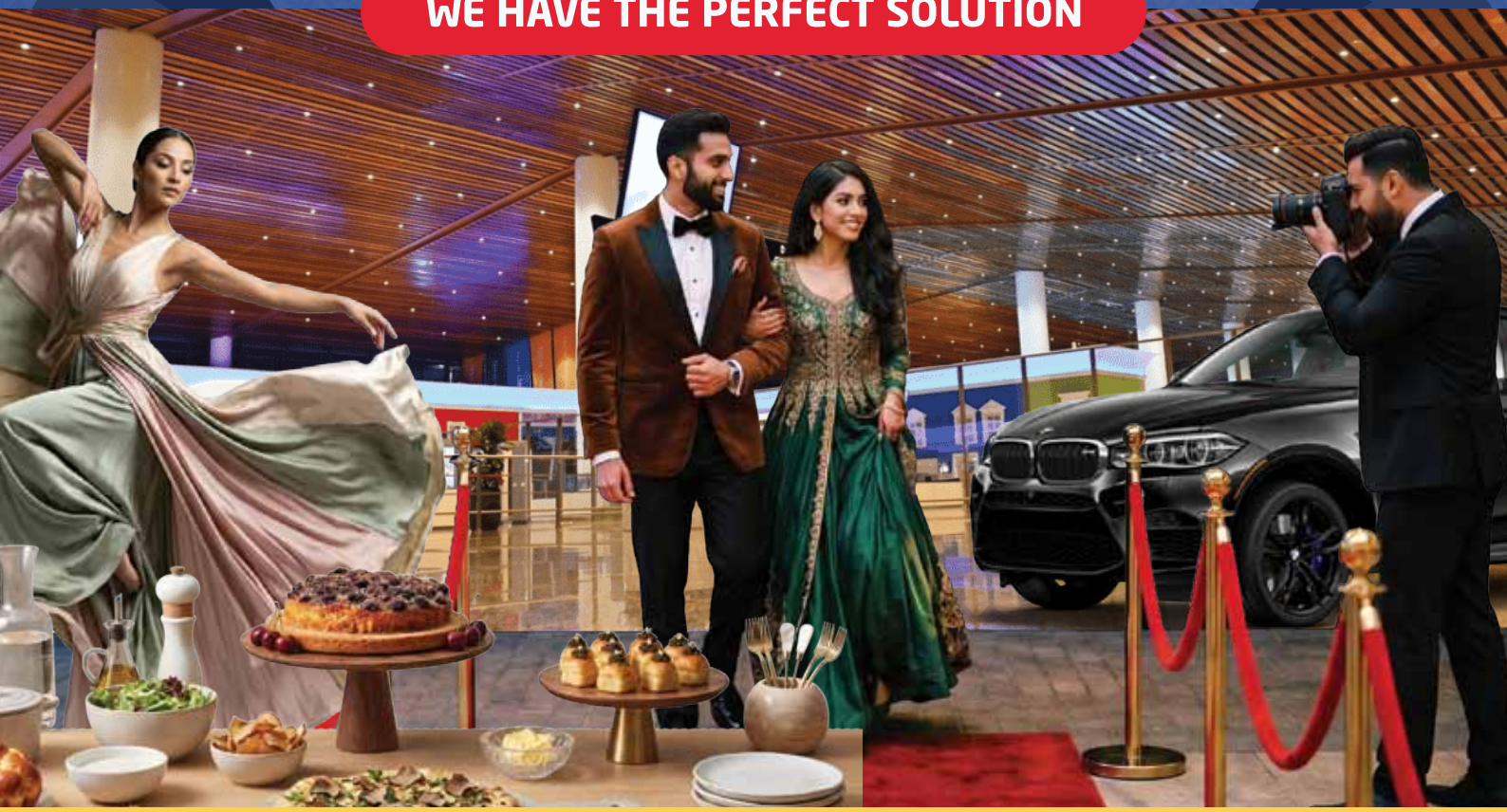
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