

EXPO SUMMIT *india*

27-28 May, 2011, The Taj Mahal Hotel, New Delhi, India

3rd International Conference on Indian Exhibition Industry

“Partnerships as the Critical Route to Success”

Produced by



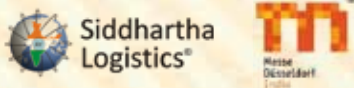
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CEO Roundtable @ Expo Summit India 2011

Agenda CEO Roundtable - Conference Day Two at 9:00 am

In a competitive market every CEO's biggest challenge is to think, strategize and work ahead of time to sustain market position, grow business and enhance profitability. When you look at the business from that perspective you tend to identify the following stakeholders to the growth process.

External Drivers - Regulatory:

Integrating exhibitions as an important element of MICE development initiatives of Ministry of Tourism - replicating the global success stories

Tax structures, infrastructure, recognition as a contributor to the economy, investment sops, finance mechanism...

Internal Drivers: The organisational competence, strategy, resource and skill base and the challenges associated.

External Drivers: Competitive: Healthy competition, fair trade practices, platforms for working cohesively on common issues, dispute resolution etc

External Drivers: Macro Economic: growth drivers of the economy, competition from other media, customer education levels, business visitor's cognisance of the significance of exhibitions...

While all these are issues that need dedicated conferences on each element, the first Exhibition industry CEO's Roundtable will deliberate on the following 4 critical issues to begin a series of similar sessions in the times to follow:

The growth pace of economy, industry, advertising and exhibitions as a subset - are they in sync. How can exhibitions get a bigger chunk of the marketing budget?

Is educating the exhibitor a need of the hour? How can the industry work cohesively to fast track the process?

Overcoming the regulatory challenges - setting up a charter and working towards it
What is the best way to define, design and implement standards in the exhibition industry and is Indian industry ready for it?

These four points will be discussed in an informal manner with a timed duration of 30 minutes each. The session will be moderated by Mr Sanjay Kapoor. The discussions will be minuted and action points circulated to the attendees post event.

For more details on the event please get in touch with us at info@manchcommunications.com

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Conference Programme

Conference Day 1

0900 Registration & Coffee

0945 Opening remarks from the convener

PARTNERSHIPS, MERGERS, ACQUISITIONS AS A GROWTH STRATEGY

1000 Partnerships and alliances as the growth route for Indian exhibition industry

The exhibition industry in India by sheer size of operations and investment capabilities has not been able to reach out to global exhibitors and the visitors as effectively as aspired to. Can partnerships and alliances help the Indian organizers leverage the partner networks and strengthen their portfolios.



Michael Duck
Sr. Vice President
UBM Asia, Hong Kong



Stanley Chu
Chairman,
Adsale Group, Hongkong



Jochen Witt
President & CEO
JWC, Cologne, Germany

1045 The state of M&A in Asian Exhibitions

An overview of the key trends impacting M&A activity in the Asian exhibition industry. The presentation will cover tracking of number of deals and estimated deal values, details on the most active acquiring companies, the markets with the most deal flow. It will also cover the key trends, challenges and opportunities that are unique to M&A in Asian exhibitions and provide an overview of where we are now and what we can expect in terms of M&A in the near future.



Mark Cochrane
Regional Manager, UFI Asia/Pacific Office
Managing Director, Business Strategies Group (BSG)

1130 Morning refreshments and networking break

1200 The challenges of making marriages work

Business partnerships are as intricate and complex as marriages because the common component is the human factor. What is the secret of making business marriages work. How have the global majors in the sector balanced out relationships to make partnerships perform to optimal levels.



Matthew Pearce
Managing Director
Diversified Communications Asia

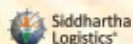
1245 Bringing up adopted children

Are acquisitions a short cut to pump up the balance sheet numbers. How easy is it to manage acquired shows, what are the Complexities involved in managing the good and not so good characteristics attached with mature products. How soon can one start Reengineering an acquired product. Is it always good to inherit the show teams?



Douglas Emslie
Group Managing Director
Tarsus Group, UK

1330 Networking Lunch



1415 Balancing the cultural element of mergers

Partnerships, mergers and acquisitions generally bring with them diversity of culture, systems and practices. How does the transition impact: teams, exhibitors, visitors. What are the effective ways of ensuring a smooth transition for optimal comfort of all stakeholders?



Russell Taylor
CEO
ITE Group, UK

PLANNING & MANAGING SUCCESSFUL PARTNERSHIPS

1500 The economics of partnerships

Valuations of intellectual property, brands, sweat, effort, goodwill, etc have for eternity made everyone ponder over the right methodology. Across industry sectors around the globe many a deals have fallen due to difference of opinion on valuation models and prices. What are the best models that can be applied in the exhibition industry. Is there a standard practice anywhere in the world



Steve Monnington
Managing Director
MMS, UK

1545 Evening refreshments and networking

1600 Learning from the successful partnerships in exhibition industry

What are the most successful partnerships in the industry and how did they achieve the same. How have the players mastered the art? Were there any regional trends of partnerships in Asia, Americas, Europe... if so how can Indian industry learn from them. Learn from the live examples presented by the senior most professionals from the regions.



Edward Liu
President AFECA & M.D,
Conference & Exhibition Management Services Pte. Ltd., Singapore



Steven Hacker
President
IAEE, USA

1645 Emerging Markets and Partnerships: A boost to the growth

Partnerships have been a great booster for fast growth in emerging markets. Turkey has recently seen a lot of M&A activity and has the attention of all major global organizers. Africa has been in a wrap until now but seeing an acute incline in the partnerships in the recent times. We would discuss how India can follow the same path after learning the success stories in developed markets.



Natalie Naude
Chairperson
Exhibition & Event Association of Southern Africa & Show Director - Baba Indaba

1715 Mergers & Acquisitions learning's from China

How different was the Chinese industry from India
How did the domestic players react to the M&A options and influx of international players
What were the challenges that were peculiar to the country
What value proposition offering convinced the Chinese industry



Dan Londero
Chief Sales Officer
Global Sales, Reed Exhibitions, UK

1800 Closing remarks from the Convener

1815 Networking Dinner and Cocktail Reception

Conference Day 2

0900 Registration for CEO Roundtable & Breakfast

0915 Opening remarks from the Convener

0930 Moving together to conquer the next decade - Hosted by



A CEO's roundtable to work towards a common charter for the industry in the new decade. Deliberate and agree to a strategy to work with various stakeholders like government, industry, exhibitors and above all amongst themselves to make the coming years more profitable for everyone in the chain.

1100 Coffee & Start of Conference Day 2

CAPITAL RAISING STRATEGIES FOR THE EXHIBITION INDUSTRY IN INDIA

1115 Exhibition industry and capital markets

What are the prerequisites for exhibition companies to go for IPO's and listings. How far away is the Indian industry from seeing its first capital market listing. How has listing helped global players grow? How does the organization balance the large liability that comes along with the large amounts of capital. What are the best examples worldwide. While attracting capital at affordable costs is every CEO's challenge getting ready for it many a times has elements that organisations are not prepared for in emerging markets. What does an investor look for in your company when he considers investing. Is it the current balance sheet? Is it the portfolio of events? or the confidence in the management. How should one prepare so that the investment memorandum is not shot down

1200 Indian exhibition industry and private equity

The exhibition industry globally has been fortunate in having a mature private equity funding mechanism available to finance its growth. Money has been on tap for mergers, acquisitions and launches. When and how can Indian industry get that lucky. What does a private equity fund look for while investing. How can indian exhibition industry leverage external funds to capitalize its growth.



Cicero Ilaria
Responsabile Affari Generali e Legali,
Direzione Centrale Corporate Affairs, Fiera Milano S.p.A.

1245 Building the value proposition of the product to create ROI for the exhibitor

The concept of number of visitors and quality of visitors is gradually ceasing to be a ROI standard. The benchmark now is "how much business did I get?" What innovation is required to guarantee business to the exhibitor. Is it got to do with better marketing programs or better environments onsite? The print industry uses certified circulation numbers, the electronic media uses TRP ratings, online media uses no of hits. What can the exhibition industry in India use: number of visitors or quality of visitors or the purchasing power of visitors. How does an exhibitor authenticate the claims of an organizer.



Jochen Witt
President & CEO
JWC, Germany



Sanjeev Khaira
Managing Director
UBM India

1330 Networking Lunch and close of seminar - at invitation of



Registration Fee for Indian Delegate

Organizers	INR 16600
Service Providers & Venue Owners	INR 22100
Delegate Table (5 Persons each table)	INR 66200

*Inclusive of 10.3% Service tax

Registration Fee for International Delegate

International Delegate fee	USD 400
Delegate Table (5 Persons each table)	USD 1765

*Inclusive of 10% Discount applicable for IAEE, SISO & AEO Members
*Inclusive of 10.3% Service tax

For Participation queries, please contact: **Kiran Mittal** | +91-9891586802 | kiran@manchcommunications.in
Anuj Mathur | +91-9910776058 | anuj@manchcommunications.in

Venue & Official Hotel

The Taj Mahal Hotel

1, Mansingh Road, New Delhi – 110001, India.



One of the most distinguished addresses in the national capital, The Taj Mahal Hotel is located in the exclusive residential area of Lutyens' Delhi, close to the seat of government. Reflecting the heritage of Mughal Delhi, this hotel offers graceful architecture with modern facilities.

The warm, pristine white lobby of The Taj includes design details reminiscent of Mughal architecture such as intricate motifs, golden inlay work, and niches from 'Shahjahanabad', the erstwhile mogul capital. The hotel is a veritable showcase of artifacts with the intricate design work of the lobby's domes and panels perfectly complimenting the calm marble fountain streams.

The hotel is a city landmark, centrally located, in close proximity to key areas. It is a 40-minute drive from the airport and near the bustling city center, Connaught Place, Pragati Maidan, Government offices and Diplomatic missions.

The Taj Mahal Hotel has been awarded the 5 Star Diamond Award by the American Academy of Hospitality.

Room Rates Per Room, Per Night

Single Occupancy

Double Occupancy

Special Rates for
Expo Summit India 2011
Delegates

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Expo Summit India 2011
Delegates

Deluxe Rooms

INR 7500/-

INR 9500/-

Please Note:

- A. Kindly note that the standard time of check-in is 1400 Hrs and check out is 1200 Hrs.
- B. Allocation of Twin Bed rooms, if required, will be subject to availability.

Special room rate inclusions:

- Accommodation on per room per night basis
- Buffet breakfast at the coffee shop
- Currently applicable Taxes on room

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