



TIMES

Service Providers in the Limelight: Setting International Standards at Optimal Prices—Uma Menon's Vision for the Industry

On the occasion of International Women's Day, we draw inspiration from none other than Ms. Uma Menon, the visionary Founder of Rudra Communication and our esteemed General Secretary, the sole woman founder member of our association who joined us back in 2015.



With a remarkable 25-year journey in filmmaking, Ms. Uma Menon and her team, affectionately known as the "Last Minute Filmmakers," have left a lasting impact. Collaborating on prestigious projects such as Auto Expo,



Imtex, World Expo, and the G20, her influence is truly profound.

Beyond her professional acclaim, Ms. Menon is a dedicated advocate for societal causes, actively involved in various NGOs and forums. Her commitment to social welfare was acknowledged when she received the "Exceptional Women of Excellence" award from the Woman Economic Forum in April 2018.

Even in the face of adversity during the challenging times of the pandemic, Ms. Uma Menon demonstrated exceptional resilience. While many companies were downsizing to cope with financial burdens, she took to the



streets alongside other compassionate souls, distributing essential supplies to those in need. For Ms. Menon, contributing to society is not just a responsibility but a heartfelt way of giving back.

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Here is an insightful interview with Ms. Uma Menon:

Can you share with our readers a brief overview of your 25+ years of experience as a filmmaker and journalist in the Exhibition and Event industry?

I was involved in the events and exhibition industries from the year 1994 when I did my first Imtex. It was a chance entry into the event and exhibition but post IMTEX and then Partnership Summit 1995, I was hooked to the entire process.

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Message from the President



Jatinder Kapur

President, IESA

Dear Friends,

Greetings to each one of you as we commemorate the 40th edition of our newsletter.

It brings me immense pleasure to extend warm wishes to all the hardworking women among us on this special occasion of International Women's Day. To every woman gracing our organization with dedication and resilience, your kindness coupled with unwavering boldness inspires us all. Today, we take pride in spotlighting the remarkable achievements of the women in our industry.

I'd like to extend heartfelt wishes to Ms. Uma, Founder of Rudra Communication and General Secretary of IESA. Your journey serves as a beacon of inspiration to us all. Additionally, special thanks to Ms. Roopna Binu, Director of Meroform India Pvt. Ltd, Ms. Komal Vasisht, Director of Vasisht Agencies, and Ms. Shweta Kumar, President and CEO of IEM - Institute of Event Management, for their valuable advice to the young talents aspiring to join our rapidly growing industry.

Congratulations are also in order for Clearspan Structures India Pvt Ltd and HTS TentiQ GmbH Germany on their collaboration in the Aluminium Frame Structures Conference. Furthermore, I commend Team EEMA for the successful organization of the Congress of Regional Event Associations (COREA) 2.0 - what an incredibly informative event it was. Looking ahead, I am excited about the prospect of collaborative events between IESA, EEMA, and IEIA in the near future.

I would also like to inform you all that I, along with other EC members of IESA, had a meeting to discuss the future activities of IESA. We are working on organizing monthly meetings and a training program for our members soon

As we celebrate Holi, the festival of colors, I extend my warmest wishes to all. May this joyous occasion fill your lives with happiness and bring forth the colors of growth, prosperity, and sustainability to your businesses.

By the end of this message, I hope you will have enjoyed reading our newsletter and look forward to your continued support and participation in our future editions.

Warm regards.



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➔ From...Pg # 1



What inspired you to pursue a career in this industry, and how has your journey evolved over the years?

At that time B2B exhibitions and conferences were something which were considered to be very prestigious. So, for me, it was a matter of pride to be associated with such agencies which were undertaking this work.

Can you highlight some memorable projects or experiences from your extensive career?

I have done some very memorable assignments. I have been a part of over 11 Auto Expo's as an official media. I have been a part of various Prime Minister events. I have I was the Indian media for the Cannes Film festival India Pavilion. I was one of the agencies for the G20. I was a part of the India pavilion at world Expo, all of the major exhibitions which have the mega events I have been their official media for over 28 years and I have enjoyed a certain amount of friendship and respect from the industry which I think is unequivocal.

Your clients often praise your ability to deliver regardless of deadlines. Could you share some insights into your approach to handling tight schedules and high-pressure situations?

Well yes, our clients have always understood that whatever the pressure we will always deliver quality. Today The medium has become that anything which is a mishmash collage of moving images is called a film, but at our times every film needed to have a narrative, every business film needed to be different.

Now each year, an exhibition is almost the same and most of the exhibitions because they held at limited venues almost look the same. So how do you make a differentiation??

The differentiation comes in the product, comes in the people visiting the event, comes in the experiences so I am very clear that each and every of my client will get a different film. You can't look at a particular film and say this is shot at the same venue and so it looks the same. It doesn't we put in a lot of effort that the actual business of the client comes through in the in our Films For us quality is very important. So be at last minute or be at anything quality is what makes the difference we will make sure that we don't give shoddy work. We put in a lot of effort in work. We just don't enter blind and give any fast-moving images which gives you a headache. So, for us quality is paramount.

Being on the board of various NGOs and trusts related to environmental and developmental issues and being an avid animal lover, how do you balance your social life and personal life with your professional commitments?

My work with various NGO's and environment is actually what keeps me sane because our industry is so fast paced that there is actually no time for anything else. If it wasn't for my relationship with the environment and my animals, I would have gone mad by now!!

So, for me it is critical that somewhere a balance because you just can't keep doing the same thing over and over again, you have to at



some point give back to society because we are absolutely social animals- so for us to just say that I am going to keep taking is not really a very good thing.

How has your postgraduate degree in Journalism contributed to your success in the industry?

I am an old school journalist, for me the concept of a recce- understanding and research into what my client's product is very important.

Q-8 As our General Secretary, what motivated you to take on this role, and what initiatives or changes do you plan to bring to our Association?

As IESA's General Secretary, I am grateful for the honour that I've been given and I firmly believe that our sector- the service providers have the most critical role to play in the industry, and it's our time under the sun now, because today the service providers have really come of age -we are giving international quality standards at the best possible prices.

What are your views on the AI trends?

Ans There is one thing about imagining a design on a computer or getting an AI to imagine a design for you, but it's the men on the ground that actually actualize that dream for you no AI or no computer program can create an exhibition on the ground. For that you need highly skilled, highly trained people and for that you need agencies which understand your vision, so today I think the role of service providers is becoming critical and it is our time now to make sure that we are respected. We are heard for and we are given our due credit.



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Clearspan Structures India Pvt Ltd and HTS TentiQ GmbH Germany Forge Collaboration in Aluminium Frame Structures Conference



Clearspan Structures India Pvt Ltd and HTS TentiQ GmbH Germany recently hosted a conference in Jaipur, India, marking a significant collaboration in the field of temporary Aluminium Frame Structures. The event saw the presence of key figures such as Rohit Sharma, Director of ClearSpan India, Christoph Roettges, CEO of HTS TentiQ, and Graham Barnicoat, Director of Asia Pacific.

The conference served as a platform for stakeholders to engage in fruitful discussions about current projects and future prospects. Notably, discussions revolved around strengthening ties between the two companies and exploring opportunities for expansion, including the establishment of a warehouse in Rajasthan, India.

Rohit Sharma expressed optimism about the collaboration, emphasizing its potential to drive innovation and deliver value to customers. Christoph Roettges echoed similar sentiments, highlighting the strategic importance of India in HTS TentiQ's global growth strategy.

In addition to formal discussions, the conference provided a conducive environment for networking and relationship-building. Attendees had the opportunity to interact with customers, exchange insights, and forge new partnerships.

The decision to set up a warehouse in Rajasthan reflects the companies' commitment to enhancing their presence in the region and catering to the evolving needs of

clients. This strategic move is expected to bolster operational efficiency and facilitate timely delivery of products and services.

Overall, the conference served as a testament to the collaborative spirit and forward-thinking approach of Clearspan Structures India Pvt Ltd and HTS TentiQ GmbH Ger-



many, signalling exciting prospects for future endeavours in the realm of aluminium frame structures.



Empowering the Indian Events Industry: Insights from COREA 2.0



The recent Congress of Regional Event Associations (COREA) 2.0 organized by Event & Entertainment Management Association (EEMA) at Eco Retreat in Konark, Odisha, was a pivotal moment for the Indian events industry. This transformative initiative focused on unity, collaboration, and knowledge exchange, providing a remarkable experience for stakeholders.

Uniting the Event Ecosystem, COREA 2.0 brought together over 30 regional associations, fostering unity and facilitating collaboration among event professionals. Addressing key aspects such as industry policies, government engagement, and a comprehensive industry evaluation, the event shaped the future of the industry.

A Transformative Experience, held on February 20-21, 2024, COREA 2.0 went beyond being a gathering, setting regional and national agendas. It provided focused action points for constructive dialogues with governments, steering the course for the events industry.

The opening day featured insights from Samit Garg, President of EEMA, welcoming

attendees and revisiting highlights from COREA 1.0. Sabbas Joseph, Past President of EEMA, emphasized the robustness of the event industry and the power of collective fortification. A Music Licensing Deep Dive and discussions on talent gaps and collaboration enriched the learning experience.

Focusing on Safety, Growth, and Policy. The second day delved into crucial aspects, with a focus on safety measures led by Uma Menon (General Secretary IESA) and Raghav Roy Kapur. Industry advancement and policy insights were shared, providing actionable solutions for challenges.

A Collaborative and Strategic Future,

COREA 2.0 concluded with a collaborative spirit and a shared vision for the future of the Indian events industry. As stakeholders implement the gained insights, COREA's impact is set to resonate, shaping a vibrant and resilient future.



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Celebrating Women's Strength and Progress in Event and Exhibition Industry

This International Women's Day, we applaud the strength and resilience of women globally, acknowledging the progress made in fostering fairness. While societal mindsets evolve, the event industry remains a gender-divided space. According to a 2021 study, 84.3% of players in the industry are men, with women holding less than 10% of technical service provider roles.

Despite this, the industry employs 10 million directly and 50 million indirectly, offering a promising career path for young professionals. While it encourages diverse roles and fresh ideas, challenges like high work pressure and odd timings persist, making it less accessible for women.

Inspiration lies in successful women leaders who, despite the odds, have excelled. We asked them to share advice for



aspiring women in events. Their words serve as a powerful motivator, urging the next generation to strive for the top (see page no. 7).

On this International Women's Day, let's acknowledge the progress and hurdles faced by women in events.

Together, let's aim for a future where women not only join but lead, shaping a more inclusive industry. Here's to the resilience of women, transforming challenges into triumphs and paving the way for a brighter tomorrow.

IESA Executive Committee Maps Future Growth in Collaborative Meeting

The recent meeting of the Indian Exhibition Industry Association (IESA) Executive Committee focused on crucial developments and future plans. Discussions included expanding membership through regional meetings and a proposed two-day conference in Coorg in April 2024. The committee emphasized raising awareness about IESA, considering soft copies for newsletters, and exploring collaborations with suppliers for advertisements.



Financial matters, safety initiatives, and proposals for future activities rounded off the meeting. Plans for the next

gathering in Coorg signal a positive trajectory for IESA's growth in the exhibition industry.



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Advice from Industry Leaders to Young, Aspiring Talent

What advice would you give to young women looking to pursue a career in the exhibition and event industry?

1



Ms. Roopna Binu
Director
Meroform India Pvt. Ltd.

⇒ If you want to make a career in Exhibitions or Events and you are sure that it will make you happy, go for it without a doubt!

If you believe in yourself, you will surely excel.

This field is fun and glamorous and you get to do a variety of things each time.

But it is tough too and you will have to find a way through any windstorm and move on quickly.

Please remember experiences are key learnings.

Time is again crucial in this field but try to keep time for yourself and your dear ones.

Never stop learning-update and educate yourself in this technology driven / AI era.

Live for the moment, keep yourself happy and celebrate your wins.

2



Ms. Komal Vasisht
Director
Vasisht Agencies Private Limited

⇒ The exhibition and events industry provides a great platform to showcase young energy and talent. My advice to the young women looking to pursue a career in this industry would be to never give up and keep moving ahead with your passionate work. Consistent hard work and confidence will go a long way.



3



Ms. Shweta Kumar
President and CEO
Institute of Event Management

⇒ For young women looking to pursue a career in the exhibition and event industry, my advice would be to believe in yourself and your abilities. Don't be afraid to take risks, challenge the status quo, and make your voice heard. Network with other professionals in the industry, seek out mentors who can guide you, and continuously educate yourself on the latest trends and technologies. Remember that diversity and inclusion are essential in this field, so embrace your unique perspective and use it to make a positive impact. And most importantly, never underestimate the power of hard work, passion, and perseverance in achieving your goals.

Happy International Women's Day!

Not Just This Day, But Everyday.



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Upcoming Exhibitions/Events

DATE	EXHIBITION / EVENT	LOCATION
07-11 Mar 2024	AAHAR 2024	Pragati Maidan, New Delhi, India
07-09 Mar 2024	Corru Pack Print India 2024	India International Convention & Expo Center, New Delhi, India
08-09 Mar 2024	Fashionista Lifestyle Exhibition - Aurangabad 2024	WelcomHotel Rama Aurangabad, India
08-09 Mar 2024	W3 Summit 2024	Sheraton Grand Bangalore Hotel at Brigade Gateway, Bangalore, India
08-10 Mar 2024	Business Women Expo 2024	Hyderabad International Trade Exposition Centre (HITEX), India
08-11 Mar 2024	GTE - Garment Technology Expo 2024	NSIC Exhibition Complex-NSIC Exhibition Ground, New Delhi, India
11-13 Mar 2024	Window Door Facade Expo China 2024	Poly World Trade Expo Center, Guangzhou, China
13-15 Mar 2024	Medical Fair India 2024	Bombay Convention & Exhibition Centre (BCEC), India
13-14 Mar 2024	Ad:Tech New Delhi 2024	India International Convention And Expo Center, New Delhi, India
14-17 Mar 2024	INTRAPAC India 2024	India Expo Centre & Mart, Greater Noida, India
15-17 Mar 2024	Travel & Tourism Fair (TTF) - Chennai 2024	Chennai Trade Centre, Chennai, India
15-17 Mar 2024	India International EV Show 2024	India International Convention and Expo Center, New Delhi, India
16-17 Mar 2024	Good Health Expo 2024	Hotel Radisson Blu, New Delhi, India
16-17 Mar 2024	FRO Expo Hyderabad 2024	Hyderabad International Trade Exposition Centre (HITEX), India
20-22 Mar 2024	India Rubber Expo 2024	Bombay Convention & Exhibition Centre (BCEC), India
27-29 Mar 2024	Smart Energy India Expo 2024	Pragati Maidan, New Delhi, India
28-30 Mar 2024	Sanjeevani 2024	Chennai Trade Centre, Chennai, India
29-31 Mar 2024	Grand Fitness Icons 2024	Pragati Maidan, New Delhi, India
29-31 Mar 2024	India Travel Mart 2024	Lucknow, India
29-31 Mar 2024	Agra Footwear Expo 2024	Agra Trade Centre, Singma, India

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Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is **25th March 2024**:

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2. **Article Length:** Maximum 250-300 words
3. **Photographs:** TIFF or JPG format in high resolution
4. **Advertisement:** Strip Advertisement (Paid only)

IESA SECRETARIAT

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