A SNAPSHOT OF THE INDIAN EXHIBITION INDUSTRY

By: NIDHI SHARMA, EXECUTIVE DIRECTOR, IEIA
India to remain the fastest growing major economy amidst heightened concerns over global trade war and oil price concerns

<table>
<thead>
<tr>
<th>Country</th>
<th>Growth (% y/y)</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2.9</td>
<td>Q2-18</td>
</tr>
<tr>
<td>Euro Area (EA 19)</td>
<td>2.2</td>
<td>Q1-18</td>
</tr>
<tr>
<td>Japan</td>
<td>1.3</td>
<td>Q2-18</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1.3</td>
<td>Q2-18</td>
</tr>
<tr>
<td>China</td>
<td>6.7</td>
<td>Q2-18</td>
</tr>
<tr>
<td><strong>India</strong></td>
<td><strong>8.2</strong></td>
<td><strong>Q2-18</strong></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Country/Region</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>3.9</td>
<td>3.9</td>
</tr>
<tr>
<td>United States</td>
<td>2.9</td>
<td>2.7</td>
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<td>2.2</td>
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</tr>
<tr>
<td>Japan</td>
<td>1.0</td>
<td>0.9</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1.4</td>
<td>1.5</td>
</tr>
<tr>
<td>China</td>
<td>6.6</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>India</strong></td>
<td><strong>7.3</strong></td>
<td><strong>7.5</strong></td>
</tr>
</tbody>
</table>

Source: CSO, BEA, Eurostat, OECD, IMF-WEO, October 2018
Doing Business (DB) – India successively scales greater heights

Note: Data as published in respective Doing Business reports

Rank

- 2009: 133
- 2010: 134
- 2011: 132
- 2012: 132
- 2013: 134
- 2014: 142
- 2015: 130
- 2016: 130
- 2017: 100
- 2018: 77
DB 2019 | India Highlights

23 rank improvement in current year

Highest improvement (53 rank) in 2 years by any large country since 2011

India recognized among top 10 Improvers for the second consecutive year

First BRICS and South Asian country to be recognized as top improver in consecutive years

India is now ranked 1st among South Asian countries compared to 6th rank in 2014
## UNPARALLELED OPPORTUNITY

### Economic
- **Huge Consumer Market**: $3.6 Trillion by 2025 (BCG Study)
- **Substantial GDP Growth**: $20 Trillion by 2025 (PPP)

### Social
- **Youngest Nation**: Average age 29 years in 2025
- **Upward mobility**: 150 million more added to middle class by 2025
- **Skilled work force**: 99%

### Political
- **Inclusion in Banking system**: 241 million accounts opened under ‘Banking for all’
- **Deregulation**: 1000+ Archaic laws repealed to reduce red-tape
INdian Exhibition Industry – Overall Economic Impact

Total Economic Impact: 649 BLN INR (64,900 CR)

Sales Generation

1) Additional sales generated by company through exhibitions

11 thsd permanent jobs and 107 thsd temporary jobs created

Source: IEIA
INDIAN EXHIBITION INDUSTRY – SNAPSHOT

745 events conducted every year, average event size of 9.8 thsd gross sqm and high focus on B2B events

INDUSTRY OVERVIEW

- 60% share of regional / local player
  - Number of exhibition organizers: ~220
  - Number of organized player: 40%
- Average exhibition size is <10,000 sqm (gross area)
  - Number of events: 745
  - Total gross area: 7.3 mio sqm
  - Average exhibition size (gross): 9.8 thsd sqm
- High focus on B2B events with 76% share

INFRASTRUCTURE HIGHLIGHTS

- Total indoor exhibition area: 460 thsd sqm
- Total outdoor exhibition area: 729 thsd sqm
- Lack of exhibition venue with >100 thsd sqm indoor exhibition area
- 73% of exhibition area within Western and Northern region
  - Western (38%), Northern (35%), Southern (24%), Central (2%), Eastern (1%)
Sector split of Indian exhibitions reflects its high relevance to government Make in India program; most of the target sectors are represented by exhibition industry.

- **Exhibition Industry Sector Split**

*Total gross area: 7.3 mio sqm*

1) Includes printing and packaging, education, oil and gas, travel and tourism, energy & power, logistics, etc.
India has 22 major exhibition centers with indoor capacity of 460 thsd sqm where north and west region account for 73% of total indoor area. Temporary utilization of 3 open grounds as venue for large events.
FUTURE CAPACITY ASSESSMENT – EXPANSION PLANS

402 thsd sqm of new indoor capacity planned to be added in short to mid term, first phase of Pragati Maidan revamp expected to be operational by 2019/20

- Exhibition Indoor Capacity Development

<table>
<thead>
<tr>
<th>Location</th>
<th>Capacity (sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pragati Maidan</td>
<td>55</td>
</tr>
<tr>
<td>Reliance</td>
<td>25</td>
</tr>
<tr>
<td>BIEC</td>
<td>17.5</td>
</tr>
<tr>
<td>HITEX</td>
<td>10.5</td>
</tr>
<tr>
<td>Dwarka</td>
<td>70</td>
</tr>
<tr>
<td>Moshi</td>
<td>74</td>
</tr>
<tr>
<td>BEC</td>
<td>135</td>
</tr>
</tbody>
</table>

- Announced expansion

- 2016
- 2020 and beyond

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**Comments**

- **Pragati Maidan redevelopment plan has been approved by government. Exhibition space would get more than doubled to ~125 thsd sqm in 1st phases (by 2019) and further 86.3 thsd sqm in 2nd phase (by 2030)**

- **Dwarka Exhibition cum Convention Centre (New Delhi) with indoor exhibition area of 250 thsd sqm, 60 thsd convention area and 3,500 hotel rooms planned. First phase estimated to have 80 thsd sqm indoor area and 60 thsd sqm convention area by 2020**
INDIAN EXHIBITION INDUSTRY – EMERGING TRENDS

International organizers are having strong influence on exhibition industry by bringing new concepts, improving quality and service, increasing international participation; new infrastructure also planned.

<table>
<thead>
<tr>
<th>Strong influence of international exhibition organizer</th>
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<tbody>
<tr>
<td>✪ <strong>Shift in focus</strong> from general event to specialized exhibition</td>
</tr>
<tr>
<td>✪ <strong>Increasing emphasis</strong> on quality of participants, better services</td>
</tr>
<tr>
<td>✪ <strong>Industry consolidation</strong> through acquisition of local organizer</td>
</tr>
<tr>
<td>✪ <strong>Incorporation</strong> of technology/ digitalization</td>
</tr>
<tr>
<td>✪ <strong>Introduction</strong> of global events</td>
</tr>
<tr>
<td>✪ <strong>Rise in international participation</strong> for exhibitions as well as visitors (~15% share)</td>
</tr>
</tbody>
</table>
INDIAN EXHIBITION INDUSTRY – EMERGING TRENDS

Focus on improving exhibition infrastructure through revamp/ capacity expansion/ greenfield projects

- **402 thsd sqm of additional exhibition capacity planned** in short to mid term
- **Revamp of Pragati Maidan** which will double its indoor exhibition area to 125 thsd sqm
- **250 thsd sqm of new exhibition and convention center** planned at Dwarka by Government of India
- **Private players** also planning expansion (HITEX, Bombay Exhibition Center, Bangalore International Exhibition Center)
WELCOME

9th IEIA OPEN SEMINAR 2019

www.ieia.in

13 - 15, June 2019
Pragati Maidan, New Delhi
ABOUT IEIA
Apex body of the Indian Exhibition Industry representing all the segments of the exhibition industry in India including Organisers, Service Providers and Venues, with about 200 leading players as its members

www.ieia.in