

PRESS RELEASE

December 2021

**First time ever study tour and global connect program for Indian Exhibition Industry at India Pavillion, World Expo Dubai.**

Council of Indian Exhibition Organisers (CIEO), the apex body of Exhibition and Conference Organisers in India, has organised India's first Global Summit 2022 in Dubai for the exhibition industry on 25th and 26<sup>th</sup> January 2022 with an aim to put the Indian Exhibition industry on the global map.

CIEO aims to portray the key strengths & potential, quality and variety of services the Indian Exhibition Industry has to offer and explore business opportunities with their international counterparts against the backdrop of the India Pavillion at Expo 2020 Dubai.

The Global Summit 2022 is hosted by Federation of Indian Chambers of Commerce and Industry (FICCI) at the India Pavillion, Expo 2020 Dubai and would be coinciding with the MSME Week scheduled from January 24 – 29<sup>th</sup> 2022. Many regional exhibition companies fall in MSME Sector and aligning the summit during MSME week of India facilitates connect with ministry, exposure to various opportunities to expand your business to middle east and nearby countries.

The Summit will also celebrate 75 years "Azadi ka Amrit Mahotsav", India's Republic Day celebrations with the key stakeholders of the Exhibition Industry at Atlantis, The Palm - ultra-modern luxury resort and a five-star hotel in Dubai built at the world's largest artificial islands.

The two-day event will witness a series of cooperation MOU's being signed between International Associations and CIEO for cross border expansion of Indian Exhibition sector and would offer multiple networking opportunities and an excellent platform to exchange exhibition trends through insightful sessions.

It is for the first time such a global platform is created for Indian exhibition industry members, both organizers and service providers, to participate in multiple events, network with delegates from various countries to enable Indian Exhibition organisers along with their respective service partners jointly to learn, network and elevate the quality of exhibitions in our country.

PHDCCI is leading a strong delegation along with Organizers of multi-country exhibitions like Interads, World ExIndia, Futurextrade, Exhicon who consider this as a strategic opportunity for alliances. The event has received tremendous support from ASSOCHAM, AIPMA, PLASTINDIA Foundation, K & D, IESA, UIBC and IACC bringing onboard both domestic and international industry bodies.

Ms. Seema Srivastava- Executive Director, India ITME Society, Steering Committee Member of CIEO has opined that **“this is a not to miss opportunity for the Indian Exhibition Industry Organisers & Service Providers to show case their strength and potential to the world”**.

***Multiple events available for delegates to explore, experience and enjoy as participant are:***

- Opportunity to visit select pavilions from 193 country pavilions
- 2 days of CIEO Global summit at India Pavillion.
- 75 years **“Azadi ka Amrit Mahotsav”**, India’s **Republic Day celebrations**
- Participate in MSME week at India Pavillion.

High-profile dignitaries from India, UAE, KSA, Oman, Qatar, Turkey, Iran, Bangladesh, Sri Lanka, Nepal, Thailand, Malaysia, Singapore, Indonesia, UK, Israel, Iraq Italy, France, Russia USA, China & Germany have confirmed their participation. This business summit brings for the industry members a unique opportunity post pandemic to forge global alliances, partnership connect and explore new markets. More details on [www.cieo.in](http://www.cieo.in), [info@cieo.in](mailto:info@cieo.in).

*About CIEO:* Council of Indian Exhibition Organisers is a representative body of Indian exhibition and conference Organisers. Our membership comprises of Pan India large and MSME Organisers, Indian and international Organisers.

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