

# EXPO SUMMIT *india*

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

## 3<sup>rd</sup> International Conference on Indian Exhibition Industry

### Partnerships as the critical route to success

Partnerships have always been a key part of the business development mix and, as the major international companies spend more and more of their development money on opening up new geographical markets, partnerships have become the most effective structure. For international organisers, partnerships are the fastest, safest way of establishing businesses in new markets. By partnering with a local organiser they achieve a number of objectives.



**Steve Monnington**  
Managing Director  
Mayfield Media Strategies

Firstly and perhaps most importantly, they tap into years of experience and local know how. It would be very arrogant of an international organiser to believe that they could simply set up shop in a new country and compete with established and grown their businesses in that country. Relationships, whether they be key exhibitors, venues, associations or sponsors are what make an exhibition tick. There is nothing physical about an exhibition – it's all about contacts - and local organisers are generally extremely close to the key players in their sector.

Partnerships also represent the fastest way for international

organisers to grow a business in a new market. Show launches require at least a year's lead time and it is usually three editions before they are making a decent profit. Buying into an existing show means that all of this time is saved and the partnership can concentrate on taking the show to the next stage of its growth.

Finally, by investing in a local company, the international organiser gets a ready-made infrastructure which it can use to launch some of its own brands into the market without any of the time and cost involved in setting

*“A business partnership is like a marriage and sometimes from the outside it isn't immediately obvious why it works so well or conversely why it fails”*

up their own office and recruiting a whole team.

For the local companies, a partnership with one of the big international organisers also has many benefits. Raising capital by selling shares in the company is an

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obvious benefit and is the usual reason why local companies decide to enter into these partnerships. However beyond this it is also a smart way of speeding up growth. There is the availability of more working capital, the strengthening of existing shows by adding further international exhibitors and visitors and the opportunity to increase the portfolio by launching shows from the international partners wider portfolio of events. All of these factors should have the effect of significantly increasing competitive advantage.

Partnerships don't need to involve acquisitions – sometimes a local organiser sees an opportunity for a launch and works together with an international company to establish a well known brand. The very successful launch of Sial Abu Dhabi as a joint venture between Turret Middle East and Comexposium is a good example of a common vision, perfectly executed.

It all sounds so easy but like the exhibitions themselves, a successful partnership depends on the relationship. The relationship has to work on many different levels – not just the top management but

right through the organisation. The objectives of the partners must be closely aligned through a common strategy.

These are not things that can be worked out after the partnership is formed but must be explored and agreed upfront.

The successful ingredients of a partnership are complex but provided that the objectives of the two parties are clear and compatible and there are no hidden agendas, most if not all of the many issues that will arise throughout the life of the partnership can be solved.



A business partnership is like a marriage and sometimes from the outside it isn't immediately obvious why it works so well or conversely why it fails. Why has Montgomery made such a success of their partnership with Specialised Exhibitions in South Africa but couldn't have the same success with

their partner in India? How have ITE established such a strong business in Turkey despite winding up their joint venture there after 10 years?

This year the theme of Expo Summit India is "Partnerships as the critical route to success". The program explores many of the issues I have briefly covered in this article but it also goes beyond this to discuss other related matters such as company valuations and IPO opportunities. The speakers are all people who have experienced the benefits and pitfalls of partnerships at first hand ensuring that the conference will be a practical guide rather than just theory.

India has not shown the level of business development activity that we might expect from a country of its size. Undoubtedly this is due in part to the lack of good venue space but there are many

other factors at play and I am sure that Expo Summit India will address these in depth and will provide both local and international organisers with a clearer insight into the problems and how to solve them.

*Story contributed by M&A specialist, Mr. Steve Monnington, Mayfield Media Strategies*

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# Speakers' Thought



"The Indian exhibition industry is becoming increasingly attractive for foreign exhibitors and show organisers. I believe the key drivers for its growing success to be the modernisation and improving quality of shows and venues as well as the increased openness of the market to foreign investors. There is every indication that this trend is firm and growing number of attendants at Expo Summit India, which me and my colleagues attend regularly, is in line with it. Every important player is there and it's an excellent opportunity for monitoring trends and networking."

## **Cicero Ilaria**

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



"India is a very exciting market for Tarsus. Economic growth has been strong and this was reflected in our Labelexpo event at the end of 2010 which enjoyed a 22% increase in revenues, and attracted over 6,000 visitors. However, it can be a difficult market to penetrate and Expo Summit India will provide a welcome and much-needed platform for the industry to come together and discuss the challenges and complexities faced in this dynamic and fast moving country."

## **Douglas Emslie**

*Group Managing Director, Tarsus Group Plc*



"The Expo Summit, now in its third edition and will focus this year on M&A activity in the Indian exhibition industry. According to UFI's research, the Indian exhibition industry is already the fifth largest B2B exhibition market in Asia and it is likely to only increase in size and importance as key international and local organisers continue to invest in the market. With over 700,000 net square metres sold in 2009, that figure will trend upwards as organisers look for opportunities to launch and acquire exhibitions. For this reason, Expo Summit's focus this year on M&A in the Indian exhibition industry is a timely and important topic."

## **Mark Cochrane**

*Asia/Pacific Regional Manager, UFI*



"The Indian exhibition industry is poised for growth and there is little doubt that this growth will outstrip that of India's neighbours and at the same time put extreme pressure on the limited facilities available to the Indian exhibition industry. The discussions that are generated at the Expo Summit in Delhi in May have started to tackle these issues over the last 2 years, and the 3rd summit will again bring together the leaders in the industry as they grapple with the growth opportunity that confronts them. I am pleased to be part of this summit as what we do in the short term will have such a profound impact on the long term."

## **Matthew Pearce**

*Managing Director, Diversified Communications Asia*



"Adsale started its international exhibition business in PR China in the year 1979, shortly after China announced its open door policy. I have seen the explosive trade and exhibition activities that occurred in a populous country enjoying an annual GDP growth of about 10 percent. India appears to me having a similar growth pattern for its trade fair business. India has about 1.1 billion inhabitants and 300 million middle class and having a growing economy of around 10 per cent as well. The India market will be good for all sort of machinery and equipment fairs for its manufacturing industries. The strong and growing middle class consumer market is of course an attraction to the consumer products fair organizers as well."

The exhibition industry of India is still at its infant stage with the lack of appropriate exhibition venue facilities and strong locally based organizers. I foresee the market will have substantial growth with the capital and experience from the international organizers going into the market and to team up with their local counterparts.

The Expo Summit India will be an ideal platform to promote the mutual understanding and cooperation between India and the rest of the World's exhibition industry. I look forward to attending the Summit in May, 2011."

## **Stanley Chu**

*Founder & Chairman, Adsale Group*

# EXPO SUMMIT *india*

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

## 3rd International Conference on Indian Exhibition Industry “Partnerships as the Critical Route to Success”

### 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*

**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 & Managing Director, BSG Asia*

**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**

**1430 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

**1515 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*

**1600 Evening refreshments and networkin**

**1630 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

**1715 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

**1745 Closing remarks from the Convener**

**1800 Networking Cocktail Reception - at invitation of**

**Conference Day 2**

**0900 Registration for CEO Roundtable & Breakfast**

**0915 Opening remarks from the Convener**

**0930 Moving together to conquer the next decade - Only by Invitation of**



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**



<b>Registration Fee for Indian Delegate</b>	
Organizers	INR 16600
Service Providers & Venue Owners	INR 22100
Delegate Table (5 Persons each table)	INR 66200
<i>*Inclusive of 10.3% Service tax</i>	

<b>Registration Fee for International Delegate</b>	
International Delegate fee	USD 400
Delegate Table (5 Persons each table)	USD 1765
<i>*Inclusive of 10% Discount applicable for IAEE, SISO &amp; AEO Members</i>	
<i>*Inclusive of 10.3% Service tax</i>	

**For Participation queries, please contact:**

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## Moving together to conquer the next decade!

The CEO Roundtable hosted by Hyderabad International Trade Expositions Ltd (HITEX)

New Delhi: In our endeavor for continuous development of the industry and to work towards a common charter for the industry in the new decade organized in concurrence with the for 28th May over breakfast with coming together to discuss the future of the sector. Hyderabad International Trade Expositions Ltd (HITEX) has extended its support to the event by hosting to support such CEO forums at the Summit Global Series.



decade a CEO Roundtable – will be Expo Summit India 2011. It is scheduled 30-35 invited CEOs of exhibition industry strategies to ensure the consistent growth. Hyderabad International Trade Expositions Ltd (HITEX) has extended this exclusive platform and committing Turkish and African editions of the Expo

The theme of the roundtable conquer the next decade and aims 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.

discussion will be Moving together to to work towards a common charter for the industry in the new decade.

## Media Speaks



Antony Reeve Crook  
Editor  
Exhibition World



"Exhibition World, the official monthly publication endorsed by UFI, exists to promote the international exhibition industry, an industry capable of building stronger ties between countries and promoting enterprise and industry. With Expo Summit India, now an officially recognised and established event in the Indian exhibition industry calendar, Manch Communications is striving to achieve all of these things.

"For the discerning investor, the developing Indian exhibition market can provide significant returns. In the next few years *Exhibition World*, working alongside facilitators including Manch Communications, will follow India's campaign to become a leading destination for international exhibition organisers.

"The eyes of the world are on growth markets such as India, and Expo Summit India will help us understand what we are looking at."



Dorit Vogel-Seib  
Commercial Director  
m+a verlag



India is one of the most important emerging markets that is being discovered by international exhibition organisers and exhibitors alike. Now is the time to scrutinise the possibilities and to develop future business. Expo Summit India is a great opportunity to network and to find out about possible partnerships and local hot topics. m+a International Tradeshow Media supports this promising event because it has an interest in the exchange of ideas on a global basis and to accompany the development of the exhibition industry in India as a premium publication partner.

# EXPO SUMMIT *Turkey*

29-30 September 2011, Istanbul, Turkey  
International Conference on Turkish Exhibition Industry

Organised by



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## Venue

# 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
Special Rates for Expo Summit India 2011 Delegates
Deluxe Rooms - INR 7500/-

Double Occupancy
Special Rates for Expo Summit India 2011 Delegates
Deluxe Rooms - 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:

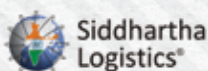
- Accommodation on per room per night basis
- Buffet breakfast at the coffee shop
- Currently applicable Taxes on room

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