

“IMTEX has a 5 decades history and is today perceived as a role model”

Anbu V, Director General & CEO, IMTMA, shares the significance of the exhibition's 50-year milestone and the rare combination its organisers present



IMTEX completing 50 years is a major milestone, what is the significance of this achievement in the present scenario? What do the show and its performance represent?

IMTEX has a 5 decades history. The exhibition made a beginning in 1969 in a small area with limited exhibitors and bringing together limited technologies on a common platform. Over 50 years the exhibition has grown phenomenally and is today perceived as a role model for Indian manufacturing industry. It is a significantly proud moment for any organization which cherishes the success of a long-standing exhibition like IMTEX which has made a significant contribution to the growth of Indian manufacturing sector.

What are the aspects that put IMTEX in a class of its own?

IMTEX as a show not only brings exhibitors and visitors for growth of trade but also brings an array of experiences for various stakeholders: The live demonstration of machines and the range of products displayed covering a large gamut of technology related to manufacturing creates a decision making atmosphere for visitors.

The backend technologies and services offered to both visitors and exhibitors makes them come prepared for the show in advance which leads to

substantial business outcomes.

The business orders and enquiries that are generated for the participants' stands as a testimony for its success.

The large flow of visitors from India as well as several other countries to the show is another important factor for IMTEX to be considered as a role model and inspiration for many other trade shows in the country.

This golden jubilee effectively makes IMTMA one of the oldest exhibition organizers in the country, which coupled with having its own exhibition centre BIEC is a rare combination indeed.

In what way does this reflect upon the overall positioning of IMTMA, IMTEX and BIEC plus their brand equity?

The Association is nearing 75 years. IMTEX has a history of 50 years. BIEC has completed 10 years of existence. This is a significantly unique combination that can perhaps not be seen anywhere in the world. As an industry association IMTMA has been conducting one of the most successful machine tool shows at a venue having world-class infrastructure and creating benchmarks. As we see today IMTEX is already among the top machine tool exhibitions in the world and BIEC is one of the most recognized venues in India.

How does it feel to be at the helm



Anbu V
Director General & CEO, IMTMA

of IMTMA and BIEC during such an exciting phase?

It makes me feel proud to be associated with an organization like IMTMA which has a long cherished history and at a time when its flagship exhibition IMTEX is crossing a milestone of 50 years. It motivates and also makes us more responsible to carry this legacy forward and create many more benchmarks which could contribute to the industry and the country's economy.

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With IMTMA being an Association that is also an Organizer and Venue Owner, what are the qualities required to steer all three in the same direction and keep them synchronized while also driving their individual goals and agendas?

The art of managing exhibitions and the venue can be attributed to various models that are available at international levels. It is so as it becomes easy for us to understand various aspects of exhibition organizing and understanding the challenges that one could face while organizing shows in a venue. The experience helps us to fine-tune ourselves to provide necessary consultative services for other exhibition organizers who organize shows in BIEC. This also facilitates us to improve the standards of facilities and services provided not only for the shows we organize but also for other organizers who use our venue.

How would you describe your strategy for balancing multiple objectives, coordinating multiple teams and planning for the next milestones?

We follow a process defined approach, adopt best practices prevailing at the global level so that we adopt and learn parallelly and organize more acclaimed shows.

What are your plans for building further on this excellent foundation for the show and venue that has completed 10 years?

BIEC has moved towards a new direction of providing larger and better infrastructure for exhibition organizers and also holding parallel exhibitions. Technology adaptation has become the need of the hour. BIEC has adopted some of the best technological tools to its operations and for its shows like IMTEX. For example, its online portal Expo Platform is enabling to reduce paperwork for both exhibitors and visitors alike.

BIEC has also begun a strategic



partnership with Ungerboeck Software International, a renowned software company from Australia, to offer venue management technology software in India.

Our internal processes are driven through internal systems that helps us to keep vigilant about our work areas and perform better. We would continue to adopt these new technologies to better our relations with customers and stakeholders.

How do you feel the MICE industry in India compares to that across the globe? What is the contribution of IMTEX and BIEC in this regard?

MICE industry in India is developing fast. Exhibition industry itself is growing at 10-12% with new venues being

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built in the country to accommodate large exhibitions. Existing venues are enhancing their capacities to meet the demands of exhibition industry.

Exhibitions such as IMTEX which has been existing for the last 5 decades have been bringing not only revenue through tourism but also contributing to trade and economy of the country. BIEC is no different in this aspect and continues to be on the same path of contributing to the exhibition industry in India.

What are the recommendations

or suggestions that you would like to share with the policy makers regarding shows and MICE venues?

A primary challenge is that Exhibition industry as well as MICE industry is unorganized and doesn't have 'industry status' or a better tax structure.

Government of India needs to accord these industries their due recognition as these sectors contribute significantly through foreign exchange earnings to the country's economy.

All stakeholders involved should have an integrated approach towards developing venues, hotels, skilled workforce, and provide end-to-end solutions on important aspects for the development of MICE industry.

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