

Press Release

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CIEO initiates Signature Campaign for revival of Exhibition Industry

The Council of Indian Exhibition Organisers (CIEO) has started a 'Signature Campaign' to collectively represent to government on the below mentioned immediate concerns of the Exhibition industry.

- Revision of SOP's by increasing salable area and being more supportive for reopening and revival of exhibition industry.
- To consider reduced rentals at Pragati Maidan, not only for self-Organized events by ITPO, but also for Organizers hiring the Venue.
- Next two financials years be categorized in the category of "Lean Period" for Exhibitions and include the sector in support schemes by Government to revive the Exhibitions.
- Direction to consider waiver of cancellation and penal charges for Organizers.

The government SOP's issued on 31st January 2021 for conducting Exhibitions in India has added to the woes of the Exhibition Organizers, as implementation of the given SOP shall lead to reduced saleable area thus decreased income and increased operation costs and lower confidence for the stakeholders. This shall also make organizing Exhibitions economically unviable and may also lead to closure of many small Exhibition businesses, loss of jobs etc.

Ms. Seema Srivastava, Steering Committee Member of CIEO and the brain behind the campaign says "It is imperative that the role played by Exhibitions in generating employment, influencing regional economic activity in multiple sectors like Hotel industry, Airlines, Travel and Tourism, Tax revenue for state/region are highlighted to authorities enabling them to take supportive decisions benefitting the industry". Seema further adds "The same can be achieved only through focused and collective effort from organizers without any dilution to the gravity of the matter by mixing it with issues of other multiple service segments required for exhibition industry".

Council of Indian Exhibition Organisers (CIEO), an exclusive platform representing organizers, endorsed by over 100 leading Trade Fair/B2B/Conference organizers, has taken up the responsibility to address the concerns and create a focus group whereby the industry can get acknowledged as organized sector and attain Government attention.

The link to sign one of the campaigns i.e. reversal of SOP follows here: <https://bit.ly/3kOkATd>