



INDIA CONVENTION PROMOTION BUREAU

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PRESS RELEASE

Marketing Development / Assistance Scheme from Ministry of Tourism for the Convention Industry

The MICE segment has emerged as a substantially high component of growth in inbound tourism. Most countries constantly endeavour to attract MICE clientele through bids for various international conventions / conferences / seminars and the like.

ICPB has been working diligently to garner more support for the Meetings & Conventions industry in General. We are proud to announce the launch of a new scheme by the Ministry of Tourism that is a first in the history of Indian tourism.

ICPB's research and feedback from its industry members have shown that for a country to win the bid for an international conference, it has to incentivise and motivate domestic associations and key decision makers in bodies that have international counterparts or members. The private sector alone cannot bid for an international association event. That impetus has to come from the Indian based members. ICPB and its members have been providing technical support in making bid documents, presentations and other knowledge. However a roadblock that has been bothering us for some time was the actual financial ability of our India based associations or other key decision makers in going overseas to make a bid.

After careful planning, ICPB had proposed a special scheme to the Ministry where they would provide financial support, thru active ICPB members, to the end bidders of events that are proposed for India. We are delighted to announce that the scheme is now a reality. We in ICPB would like to give full credit for helping push this through to Mr Sanjay Kothari, **Additional Secretary, Ministry of Tourism**, who used his influence to convince the ministry on the merits of this project. **Mrs Ambika Soni, Hon'ble Minister for Tourism & Culture, Govt. of India** has also given her full support to the project and we are excited of the potential results this will give.

Some highlights of the scheme are –

1. In order to give a boost to the MICE tourism, and to bring international Conferences to India, Ministry of Tourism, Govt. of India has decided to extend the benefits under Marketing Development Assistance (MDA) Scheme, administered by the Ministry of Tourism, Government of India, to 'Active Members' of India Convention Promotion Bureau towards bidding for international Conferences / Conventions, thereby bringing more MICE business to the country. Under the scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process based on the number of participants attending the conference.
2. Ministry of Tourism has made India Convention Promotion Bureau the nodal agency for steering the entire scheme of extending MDA to its 'Active Members' who in turn would motivate Indian Travel Planners / Societies / Associations towards bidding for International Conventions / Conferences to the Country.
3. The Planners / Societies would approach ICPB active members for helping them in preparing a professional bid document and for making presentation etc. for winning the bid or for any other assistance / professional support. The financial support under the scheme would be provided to active members of ICPB who in turn would release the same to Indian Association / Societies after bidding for International Conventions / Conferences, provided they win the bid or stand at second or third positions among the bidders. The assistance under the scheme would be as follows: -

Category I (500 pax and above):

- Rs. 4.5 lakhs for winner of the bid for a Conference / Convention in India of 500 pax and above.
- Rs. 1.50 lakh for the bidder who comes at second or third position amongst the bidders for Conference / Convention of 500 pax and above.

Category II (200 - 500 pax):

- Rs. 2.50 lakhs for winner of the bid for holding the Conference / Convention in India of 200 to 500 pax.
- Rs. 1.00 lakh for the bidder who comes at second or third position for conference/convention of 200 - 500 pax.

A special and first of its kind feature is to push business into India's off season.

During the off seasons i.e. between April 15 and Sept 15, an additional reward / assistance of Rs. 1 Lakh would be given to the winner of the bid for holding the Conference / Convention, after the 'Active Members' of ICPB have given all supporting documents to prove that the Conference / Convention had actually taken place between April 15 to Sept 15.

The eligible active members of ICPB shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity. The application shall be submitted in the prescribed format direct to the Deputy Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi.

For more details about ICPB please visit Bureau's Site at www.conventionicpb.org