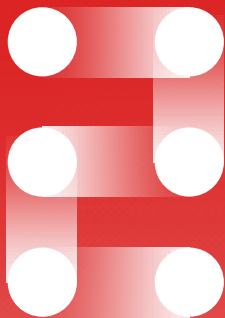


20
YEARS **IEIA**

**15th OPEN
SEMINAR &
EXHIBITION
SERVICES EXPO 2026**

15TH IEIA OPEN SEMINAR & EXHIBITION SERVICES EXPO

8TH & 9TH MAY 2026



DECADES



EDITIONS



VISION

WHEN THE RIGHT DOTS MEET, INDUSTRY MOVES

PROGRAM AGENDA



REGISTER
NOW



//// VENUE PARTNER ////

INDIA'S ONE OF THE LARGEST INTEGRATED VENUE FOR CONVENTIONS & EXHIBITIONS
INDIA EXPO CENTRE & MART
KNOWLEDGE PARK-II, GREATER NOIDA EXPRESSWAY, DELHI-NCR, INDIA

IEIA OPEN SEMINAR 2026 - PROGRAM AGENDA

WHEN THE RIGHT DOTS MEET, INDUSTRY MOVES

PRE-EVENT Thursday, 7th May 2026 India Expo Centre & Mart (IEML)		
11 45 hrs	107th IEIA EC Meeting	IEML Board Room
12 30 hrs - 13 00 hrs	3rd IEIA Regional Heads Meeting	IEML Board Room
1300 - 1400 hrs	LUNCH	Fine Dining, Level - 1, IEML
14 00 - 14 45 hrs	2nd Meeting of IEIA Sub-Committee on Venues	IEML Board Room
	5th Meeting of IEIA Sub-Committee on Sustainability	IEML Business Lounge
14 45 - 15 30 hrs	3rd Meeting of IEIA Sub-Committee on AI & Digitalisation	IEML Board Room
	3rd Meeting of IEIA Sub-Committee on Fantastic Under 40s	IEML Business Lounge
15 30 - 16 15 hrs	2nd Meeting of IEIA Sub-Committee on Organisers	IEML Board Room
	3rd Meeting of IEIA Sub-Committee on Stand Contractors	IEML Business Lounge
16 15 - 17 00 hrs	2nd Meeting of IEIA Sub-Committee on Women in Leadership	IEML Board Room
	6th Meeting of IEIA Sub-Committee on Logistics	IEML Business Lounge
17 00 - 17 45 hrs	2nd Meeting of IEIA Sub-Committee on Sports & Wellness	IEML Board Room
	1st Meeting of IEIA Sub-Committee on Code of Ethics	IEML Business Lounge
17 45 - 18 30 hrs	1st Meeting of IEIA Sub-Committee on MICE Hospitality	IEML Board Room
	1st Meeting of IEIA Sub-Committee on Skilling & Training	IEML Business Lounge
1900 - 2130 hrs	"RANG E MEHFIL" Presented by R.E. Rogers India Pvt. Ltd. Celebrating 40 Years of Excellence <ul style="list-style-type: none"> • WELCOME NETWORKING DINNER Dress Code - Indian Ethnic Wear	BANQUET HALL, LEVEL- 2, IEML

DAY 1 | Friday, 8th May 2026 | Conference Arena, Hall - 4, Level-2, IEML

10 00 - 10 30 hrs	Exhibition Inauguration	
11 00 - 11 30 hrs	<p>Fireside Chat: B2B Marketing How to make inroads with Super Busy Prospects</p> <ul style="list-style-type: none"> • Rajesh Kumar, Fractional CMO & Adviser, Author of 'Decoding B2B Marketing' • Moderated by Jagdish Patankar, Co-Founder & Executive Chairman, M M Activ Communications Pvt. Ltd. 	Sci-Tech
11 30 - 12 00 hrs	<p>Fireside Chat: Building a Harmonious Work Culture: Take your organisation from burnout to balance</p> <ul style="list-style-type: none"> • Dr. Chetna Sethi, Author, Lifestyle Balance Coach, CEO, Luminous Connections • Moderated by Satyendra Mehra, Group Director and Member of the Management Board, Nürnbergmesse India Pvt. Ltd. 	
12 00 - 12 20 hrs	NETWORKING TEA / COFFEE	F & B AREA, HALL - 4
12 20 - 13 00 hrs	<p>Fireside Chat: The Taste of Success: How quality F&B can drive event experience</p> <ul style="list-style-type: none"> • Dr. Chef Manjit Singh Gill, President, Indian Federation of Culinary Associations • Moderated by Ravinder Sethi, Chairman cum Managing Director, R E Rogers India Pvt. Ltd. 	
13 00 - 14 30 hrs	NETWORKING LUNCH	F & B AREA, HALL - 4
14 30 - 15 00 hrs	<p>Fireside Chat: MarTech Playbook for Events & Exhibitions</p> <ul style="list-style-type: none"> • Dr Ashish Bajaj, Co-Founder & CEO, 10on10 Foods • Moderated by Sajan John, CMO, Messe Muenchen India 	
15 00 - 15 30 hrs	<p>Fireside Chat: The Vaccume Principle: How to launch new trade shows</p> <ul style="list-style-type: none"> • Rajesh Srinivasan, Founder, Mindful Marketing • Moderated by Tarun Marwah, Managing Director – India, DMG Events India Pvt. Ltd. 	
15 30 - 17 00 hrs	NETWORKING TEA & COFFEE	F & B AREA, HALL - 4
	B2B MEETINGS	B2B Zone, Hall -2
17 00 - 17 40 hrs	<p>CEOs Roundtable (By Invitation only)</p> <ul style="list-style-type: none"> • Chaired By Shri Suman Billa, IAS Additional Secretary & Director General, Ministry of Tourism, Govt of India 	IEML Board Room
18 00 - 19 00 hrs	EVENT INAUGURATION	BANQUET HALL, LEVEL - 2, IEML
1800 hrs	Jagdish Patankar Hon. Secretary- IEIA	Welcome Address
1805 hrs	Dr. Rakesh Kumar Chairman- IEML	Host Venue Welcome
1815 hrs	Sooraj Dhawan President- IEIA	Presidential Address
1820 hrs	Mercy Epao Joint Secretary, Ministry of MSME, Govt. of India	Special Address
1830 hrs	Sebastian Witt Partner & Senior Consultant jwc GmbH	Global Trends Shaping the Exhibitions Industry Worldwide
1845 hrs	Jawed Ashraf, IFS Chairman, India Trade Promotion Organisation	Keynote Address Powering Global Commerce: The Strategic Role of Exhibitions
1900 hrs	Suman Billa, IAS Additional Secretary & Director General, Ministry of Tourism, Govt of India	Guest of Honor
1910 hrs	Chief Guest Address	
1930 hrs	Ubaid Ahmad Vice President, IEIA	Vote Of Thanks
1940 hrs	THE AMIT TANDON SHOW FOLLOWED BY GALA NETWORKING DINNER DRESS CODE - BUSINESS FORMALS	PRE - FUNCTION CFB AREA, LEVEL - 2, IEML

DAY 2 | 9th May, 2026 (Saturday) Conference Arena, Hall - 4, Level - 2, IEML

Assembly 05 30 hrs Tee Off 06 00 hrs	IEIA Golf Tournament 2026	Jaypee Wish Town Golf Club, Noida
07:00 hrs	Zumba Session	New Banquet Hall, Level - 1, IEML
10 00 - 10 30 hrs	Fireside Chat: The Emotional Marketing Toolkit For Enhancing Visitor Loyalty <ul style="list-style-type: none"> • Bhuvana Subramanyan, Director & Chief Marketing Officer, Spinning Wheels • Moderated by Ubaid Ahmad, Sr. Director, Bangalore International Exhibition Centre 	
10 30 - 11 00 hrs	Fireside Chat: The Selfie Trap <ul style="list-style-type: none"> • Shikha Khanna, Photographer and Founder, MUM • Moderated by Damini Diwakar, Marketing Head, Falcon Exhibitions Pvt. Ltd. 	
11 00 - 13 00 hrs	IEIA MICE Industry Creative Challenge (On-the-Spot Poster Making Competition)	B2B Zone, Hall - 2
	Jury Evaluation Of <ul style="list-style-type: none"> • Top 3 Sustainable Booths • Top 3 Innovative Booths 	Exhibition Show Floor
11 00 - 11 30 hrs	Fireside Chat: AI & Digitalisation : The Unimaginable Transformation of Business Events <ul style="list-style-type: none"> • Bibin Babu, Founder , Growqr • Moderated by P. Ramakrishna, Chief Executive Officer, Mobipro Innovation Pvt. Ltd.- India Mobile Congress 	
11 30 - 12 00 hrs	Infrastructure to Impact : Shaping the Next Decade of Indian Exhibition Industry Growth <ul style="list-style-type: none"> • Senior Representative of Ministry of Commerce, Govt of India • Moderated by Sonia Prashar, Chairperson of the Board and Managing Director, NuernbergMesse India 	
12 00 - 12 30 hrs	Fireside Chat: Zero Waste, Maximum Impact: Sustainable Strategies For Greener Exhibitions <ul style="list-style-type: none"> • Jason Stead, President, EMEA Exhibitions, GES Middle East • Moderated by Sooraj Dhawan, Founder Director, Falcon Exhibitions Pvt Ltd 	
VALEDICTORY SESSION		
12 30 - 14 00 hrs	Ubaid Ahmad Vice President, IEIA	Closing Remarks
	Graduation Ceremony	3rd Batch of IEIA Professional Exhibition Management Program (PEM)
	Partner Felicitations	All Partners of 15th IEIA Open Seminar & Exhibition Services Expo
	P. Ramakrishna Hon. Treasurer, IEIA	Vote of Thanks
1400 hrs	CLOSING LUNCHEON	HALL - 4, F & B AREA

Voice of the Indian Exhibition Industry



Indian
Exhibition
Industry
Association

THE GATEWAY TO INDIAN TRADE SHOWS

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