



**GST AND ITS IMPACT
ON MICE INDUSTRY
IN INDIA**

UPCOMING EVENTS: IIOO EXPO | PHARMALYTICA | FURNITURE FAIR | SPORTEXPO |
CABLENET EXPO VISION | HOME INTERIOR FAIR | AGRITEX | INDEXPO | INDIALABEXPO

BIRLA MANDIR



Made from 2000 tonnes of white Rajasthani marble, Birla Mandir in Hyderabad shines as a marvel designed with excellence

- 📍 Distance from HITEX 17 Kms
- 🕒 Travel Time 50 mins

Built on a 280 feet high hillock called Naubadh Pahar or Kala Pahad, Birla Mandir stands magnificently, drawing admiring glances from every passerby. Birla Mandir is one of the top ten tourist places in Hyderabad. The peaceful site blends various spiritual sects and architectural styles. Scenic views of the sunset and the illuminated temple at night are a must see for anyone who loves architecture.

Birla Mandir Temple is central to spirituality in Hyderabad and is famous for its impressive architecture. This marvel is made of 2,000 tons of pure white marble. It has several shrines devoted to Hindu and Buddhist deities. The traditional site also embraces modernity with light displays at night.

An industrial group called the Birlas built the Birla Mandir Temple in 1976 as a place of prayer and reflection. Enter the temple through a tower, known as the Rajagopuram. This entrance tower was built in a traditional south Indian style. Look up at the main tower over the shrine. It represents Orissan architecture from east India. The white marble for the whole temple was brought from Rajasthan in the northwestern part of the country.

Examine the idols of Lord Shiva and Ganesha, among others, that are housed in their own dedicated shrines. Study the Buddha shrine decorated with paintings that tell his story. Marvel at the 11-foot statue of Lord Venkateshwara made from black granite.

Lookdown upon the picturesque lake, Hussain Sagar, from this hilltop temple. Relax in the evening watching the sunset and listening to birdcalls and the sound of prayer. Unlike most temples, Birla Mandir does not have bells, so there is very little noise to disrupt the peace.

Visit the Birla Science Museum and Birla Planetarium next door. Learn about the stars at the Birla Planetarium with daily presentations in English. See archaeological displays, including fossils that date back 160 million years. Just to the north, you will find the heart-shaped lake, Hussain Sagar.

The Birla Mandir Temple is open to visitors daily; from 7am to 12pm and 3pm to 9 pm. In mornings, fresh breeze, tranquil environment and chirping of birds greet you as you seek blessing of the God. In nights it is illuminated, creating a site that is worth appreciating.

Birla Mandir is located at the center of the city and is easily accessible. It is only a kilometer away from the Hyderabad Railway Station and 6 km away from the Mahatma Gandhi Bus Terminal.



Message from COO

The Goods and Services Tax (GST) introduced by the Government of India on the 1st of July is set to change the way we do business and pay taxes. GST is believed to be the biggest indirect tax reform so far which will consolidate and simplify taxation by replacing multiple currently existing indirect taxes.

GST will merge all state and central level taxes levied on goods and services and form a uniform tax system.

The new tax system is likely to bring many of the businesses, who are not paying taxes today, under the tax net and increase the government's revenue. It will increase tax collections and bring down the budget deficit, and the government will be able to spend more on economic development.

GST will impact large enterprises, small and medium enterprises (SMEs), and consumers in different ways.

Most of the products and services that are seeing a rise in tax in different categories are directly connected to large enterprises. Hence they will be paying more taxes than before.

For SMEs whose turnover is less than Rs 20 lakh per annum there is no need for registration and payment of GST. Having said that, many small enterprises are suppliers to large enterprises, and they have to register under GST if they want to continue with it. During the initial months of the transition, SMEs will require guidance from government and large enterprises.

For consumers, day to day basic necessities are expected to get cheaper while the cost of most of the luxury services will rise. One major setback for consumers could be the exclusion of petrol and diesel in the GST.

However, just like any other industry, there are doubts and questions about how GST will impact the Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

As a part of the MICE industry, let us welcome the implementation of Goods and Services Tax and look forward to its benefits to both service providers and seekers.

Meanwhile, Global Exhibitions Day (GED 2017) was celebrated at HITEX on 7th of June. I am proud to announce that HITEX now has the most number of CEM certified staffers. They have bagged premier designations and experiencing the CEM difference.

We have more information on these and other important topics inside.

K.V. Nagendra Prasad

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COO, HITEX

GST AND ITS IMPACT ON MICE INDUSTRY IN INDIA



The Goods and Service Tax implemented on 1st July is purported to bring in the 'one nation one tax' system, but its effect on diverse industries can be slightly different. The differentiation will come in depending on whether the industry deals with manufacturing, distributing and retailing or is providing a service.

The new taxation has a four-tier structure with 5 per cent, 12 per cent, 18 per cent and 28 per cent tax to be levied at multiple rates ranging from 0 to 28 per cent.

While economy's biggest reforms are coming into place, it is also affecting MICE & Events Industry.

Impact on events and exhibitions

Venue, travel, advertising, accommodation, and catering are the major segments of events and exhibitions. The implementation of GST has brought changes to the existing taxes in each of these segments.

The tax for renting out commercial space has increased from 14 to 18 per cent. Similarly, the outdoor catering is capped at 18 per cent.

Non-Entertainment events like conferences, seminars, marathons, workshops and training which used to fall under 15 per cent tax category earlier will now fall under 18 per cent tax category.

Entertainment and sports events are among the highly taxed at 28 per cent, based on the nature and content of the event. However, the good news is that events whose ticket

price is less than INR 250 will be exempted from GST. This policy will boost small ticketed events.

Accommodation costs are seen rising as staying at luxury hotels can attract 18 to 28 per cent tax, depending on the tariff. Meanwhile, Air Travel costs strike balance as GST for economy class is 5 per cent against the previously taxed 6 per cent. Traveling by train has become a little expensive as the service tax has been increased from 4.5 to 5 per cent for AC and first class categories.

Advertising, specifically print media looks catchy as it is capped at 5 per cent and 18 per cent tax in different contexts. Using the services of an Advertising Agency will attract 18 per cent while working directly with the publishers or advertiser will attract only 5 per cent.

The rise in the tax is increasing the cost of the events and affecting the budget involved in MICE planning & execution.



Initial disruption

The implementation of GST has caused confusion affecting the services activity. The Nikkei India Services PMI Index shows a plunge in services activities from 53.1 in June to 45.9 in July, its lowest reading since March 2009.

Despite initial GST disruptions, the industry representatives are optimistic about growth in services activity over the coming year as the industry understands the new taxation clearly.

The way ahead

All stakeholders involved in or seeking services of exhibition industry may experience temporary roadblocks in first few months under the changed tax system.

We expect that GST will streamline and improve the collection of taxes as well as boost the development of Indian economy with uniform indirect tax rates.

The Indian MICE industry should adapt to the new tax system and retain its position as a preferred destination for international events.

GLOBAL EXHIBITIONS DAY

HITEX Exhibition Center, celebrated Global Exhibitions Day 2017 - June 7TH

“THE EXHIBITION INDUSTRY SHARING ONE SINGLE AND COHESIVE VOICE.”

Global Exhibitions Day is celebrated successfully in the city on June 7th 2017 at HITEX. About two hundred professionals of the Exhibitions industry in the city assembled for an informal get together held at Hitex. This day has brought together the vibrant exhibition industry to raise awareness about the value of exhibitions, celebrate by the professionals working within the industry and make a new generation of leaders aware of the opportunities the exhibition industry has to offer.



To celebrate and support this day, the exhibition fraternity of Hyderabad organized an informal get-together which was followed by cocktails and dinner. HITEX gave a call on everyone working in exhibitions and trade shows to take part in Global Exhibitions Day on 7 June, and shared their initiatives loud and proud. GED was a chance to celebrate the exhibition industry and highlight its positive impact on the economy, business, innovation and investment.

Besides, exhibition industry professionals around the world came out in force for the second Global Exhibitions Day (GED), highlighting the role of exhibitions and events as economical growth drivers, and turning GED 2017 into the biggest day of advocacy for the exhibition industry so far. GED saw a broad mix of activities, both onsite and online, to promote exhibitions as business platforms as well as career and business development opportunities in the industry.

The first ever GED, held on 8 June 2016, mobilized the exhibition industry like no other campaign before. GED2016 offered insight into the diverse and extraordinary working

place that the exhibition industry is. Thousands of industry professionals joined events and activities in 60 countries.

Associations, companies, universities and individual professionals alike demonstrated their support. The global initiative of GED was piloted by Paris-based UFI (The Global Association of the Exhibition Industry) and the IAEE (International Association of Exhibitions and Events). With the support of UFI's unique network of 56 national exhibition associations, Global Exhibitions Day highlights the exhibition industry's important role in contribution to the global economy. The primary goal of the Global Exhibitions Day is to educate companies and organizations about the efficacy and merits of exhibiting, the key support role of exhibitions for the development of trade and internationalization, and the stimulating role exhibitions play in driving innovation and competitiveness of companies.

Once again, this global initiative united people across the exhibition industry regardless of their position, employer, level of experience, origin, culture, language and gender, sharing the same passion for the exhibitions industry.



YOGA DAY



Hitexians stretched out together to celebrate International 'Yoga Day' with the theme:

"LET THE ESSENCE OF YOGA BRING US TOGETHER"

In the true spirit of 'Yoga' HITEX employees took an active part in International Yoga Day celebrations on 21st June, 2017. The enthusiastic participation of employees took forward the vision to build awareness of Yoga as a practice that brings about physical, mental and spiritual wellbeing of every individual.

As a nod to this global appeal of yoga, the HITEX conducted Yoga sessions. Yoga guru, who is an employee of HITEX highlighted the significance of Yoga and imparted various Yoga postures to the participants.

HITEX has been conducting daily Yoga classes for employees and other participants. The management of the HITEX believes that the integrated wellbeing of employees is ensured through encouraging them to participate whole heartedly in Yoga programs.

18-20 August, 2017
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HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LIMITED

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HITEX HAS THE HIGHEST NUMBER OF “CERTIFIED EXHIBITION MANAGERS” IN INDIA

Since its inception, HITEX has been dedicated to embracing, achieving, maintaining and improving of standards.

Commitment, high level of service and professionalism of our staff is our strength.

It's a proud moment for HITEX to announce that it has the most number of CEM certified staffers — making a difference in the MICE. It takes a significant commitment of time and energy to pursue the CEM certification. CEM Learning Program has well defined requirements to attain the certification.

IAEE and the CEM Commission congratulated all the certified staff of HITEX for their achievement.

What is Certified In Exhibition Management (CEM)?

The Certified In Exhibition Management (CEM) designation was created in 1975 by the IAEE to provide a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification. The CEM designation was formed to raise professional standards and is recognized throughout the industry as the premier mark of professional achievement.

How HITEX Staff is experiencing the CEM Difference

The CEM certified staff at HITEX is skilled at creating and executing outstanding events across MICE, raising the quality of service and standards of professionalism.



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CONCLUDED EVENTS

HYDERABAD KIDS' FAIR 2017

2nd to 5th June, 2017

Organizer: **HITEX**

The 9th edition of Hyderabad Kids' Fair was held from 2nd to 5th June 2017 at HITEX. The India's Largest Kids' carnival HKF played a host to a great line-up of kid's fashion, accessories, games, education and food brands. It was a package of non-stop entertainment, bundled with competitions & fun-filled activities, interactive workshops on photography, arts & crafts, pottery, creative writing, robotics, painting competition, exciting rides. Prizes were given to the winners in various competitions. Like all previous editions, this edition too has attracted lakhs of visitors and has proved to be a grand success for exhibitors, sponsors and and most importantly, for kids.



FURNITURE & HOME DÉCOR 2017

2nd to 5th June, 2017

Organizer: **I Ads & Events Pvt. Ltd.**

Furniture & Home Décor, organized by I Ads & Events took place between 2nd to 5th June, 2017 at HITEX in Hyderabad. The group of exhibitors included leading companies operating in the interior decor and furnishings industry. The stands featured a presentation of new collections of textiles, ceramics, glass, lighting, kitchen and bathroom accessories, and other furnishing articles. Visitors turned out in large numbers at the stands of wholesalers, retailers, hotels, interior designers and architects.



HYDERABAD SHOPPING FESTIVAL 2017

14th to 16th June, 2017

Organizer: **Prompt Trade Fairs (India) Private Limited**

Hyderabad Shopping Festival 2017 (HSF) was held at HITEX. It's purely retail event whose primary goal is to boost the retail sector without increasing the expenditure and to promote Hyderabad as a shopping destination for international tourists in the coming years. Hyderabad Shopping Festival 2017 witnessed participation from countless manufacturers and retailers and the best of international brands are also featured during this fest.



HOME FURNITURE EXPO 2017

23rd to 25th June, 2017

Organizer: **I Ads & Events**

Home Furniture Expo was a 3-day event held from 23rd to 25th June 2017 at the HITEX. This event has showcased products like decorative glass, beds & mattresses, modular kitchen, curtains, lighting, furniture etc. in the Home Furnishings & Home Textiles industry. Exclusive designs of furniture from across the globe were displayed during the event. Overall it's a show of furniture and furnishing from traditional to basic, corporate to contemporary and exquisite range of furniture from across the globe.



GRUHAPRAVESHAM 2017

24th & 25th June, 2017

Organizer: **IndiaProperty.com**

96th Edition of Gruhapravesham, the flagship property show organized by IndiaProperty.com was held at HITEX. The event showcased 300+ new projects by 65+ top builders of Hyderabad including plots, apartments, and independent villas from various localities in and around Hyderabad were featured in the show. The property search was made easy with first hand information from the developers, where consumers had an opportunity to explore wide range of options in all segments, guidance from property experts and about availing easy home loans in association with leading banks.



BNI GONAT B2B EXPO 2017

1st & 2nd July, 2017

Organizer: **Business Network International (BNI)**

The Business Network International (BNI) Hyderabad organized a seminar and exhibition titled GONAT 2017 on July 1st & 2nd at HITEX. The event had a participation of more than 1,500 businessmen/entrepreneurs from various SME industries across India, who exchanged business referrals and explored partnerships. GONAT Expo 2017 gave an impetus to the Hyderabad based SMEs, by creating an opportunity to showcase and interact with BNI members from across India, under one roof. This business expo had about 75 stalls of various businesses in unique categories.



DEEP MELA 2017

14th to 16th July, 2017

Organizer: **Deepshikha Mahila Club**

Deep Mela, a 3-day annual event was organized by Deepshikha Mahila Club from 14th to 16th July 2017 at HITEX. The event showcased products like apparel & clothing, fabulous holiday gift ideas, jewellery and accessories, home appliances, decor products, cosmetics and beauty products, food & beverage, handbags etc. in the consumer & carnivals industry. The exhibition featured over 250 stalls of various sizes and attracted around 20,000 visitors.



UPCOMING EVENTS

IIOO EXPO 2017

4th to 6th August, 2017

Organizer: **SD Promo Media Pvt. Ltd.**



IIOO EXPO, Indian Optical & Ophthalmology Expo will take place in HITEX from 4th to 6th August 2017. The Expo will provide a good platform to optical retailers, trade stockists, distributors, multi-brand stores, ophthalmologists, optometrists and consultants to interact with a large community of eye care seekers. It's a great opportunity for both national & International Optical & allied products Companies to create new relationship with each other in terms of new business ventures and associating to expand their business network.

PHARMALYTICA 2017

11th & 12th August, 2017

Organizer: **UBM India Pvt. Ltd.**



After a very successful 3rd edition, PharmaLytica 2017 will be held on 11th & 12th August at HITEX. In the 4th edition of this international trade fair and conference, Pharmaceutical community can pick up on the latest industry trends, innovations and do business with Analytical, Laboratory, Machinery and Packaging Industry. PharmaLytica conference, collocated with the exhibition is the knowledge forum and an important industry gathering that brings the entire range of topics in analytical, outsourcing, laboratory, scientific & biotechnology sector. PharmaLytica is evolving as the leading marketplace for products and services along the entire value chain in niche segments within the Pharma industry.

FURNITURE FAIR 2017

12th to 15th August, 2017

Organizer : **I Ads & Events Pvt. Ltd.**



The Furniture Fair is a 3-day event to be held from 12th to 15th August, 2017 at HITEX. The event showcases a wide range of in furniture, furnishings, handicrafts, paintings, artefacts, frames, modular kitchens, The fair is ready to showcase excellent designs across various categories to marvel the furniture lovers.

SportExpo India 2017



18th to 20th August, 2017

Organizer: **HITEX, Hyderabad Runners**

SportExpo India is the most exciting exhibition of sports, fitness and wellness being organized by HITEX in association with Hyderabad Runners. Held as a 3-day bonanza, SportExpo offers a grand culmination of top and varied sports, sports equipment, fitness and other related products and services with an aim to create awareness and excitement in sports and fitness arenas. Besides, SportExpo will also serve as a curtain raiser for, Airtel Hyderabad Marathon – the second largest marathon in the country.

Sport Expo India helps sports and fitness brands to interact with a large community of sports enthusiasts.

CABLENET EXPO VISION 2017



21st to 23rd August, 2017

Organizer : **CNC Group**

The 6th CableNet Expo Vision will be held from 21st to 23rd August. The expo brings together 150+ Cable TV and broadband service providers. Previous expo had 175+ exhibitors and 15,000 Cable TV and Broadband professionals as visitors. The event showcases digital and electronics products and services.

HOME INTERIOR FAIR 2017



25th to 27th August, 2017

Organizer : **Prompt Trade Fairs (I) Pvt. Ltd.**

Home Interior Fair is a 3-day event being held from 25th to 27th August at HITEX. The event showcases lighting, furniture, electronics, gift items, beds, mats, garments, fashion jewellery, curtains and fitness products in the Consumer & Home Appliances, Home Furnishings & Home Textiles industries. The exhibitors range from top multinational brands and home-grown companies to popular local brands.

AGRITEX 2017

7th to 9th September, 2017

Organizer: **Kenes Exhibitions**

The 5th edition of AGRITEX will take place from 7th to 9th September, at HITEX. Organized by Kenes Exhibitions, the International Agricultural, Dairy and Food Processing Trade Fair, will be an opportunity for those involved in Agriculture, Dairy and related activities to expand and diversify their business in India. This edition of the event is held in conjunction with Food Pro India aims to showcase latest technologies and trends, and build a bridge between agriculture and food processing industries.

INDEXPO 2017

8th to 10th September, 2017

Organizer: **Indore Infoline (P) Ltd.**

IndExpo 2017 is the most comprehensive and expansive Industrial and Engineering Products-Exhibition, which will be held from 8th to 10th September 2017 at HITEX. The event showcases Construction, Infrastructure development, Machine Tools, Industrial Automations, Electricals, Industrial Supplies and many more related products and services etc. The event connects leading organizations from industrial sector and creates a great platform for business relationships.

INDIALABEXPO 2017

21st to 23rd September, 2017

Organizer: **MMI India Pvt. Ltd.**

The India Lab Expo is an international exhibition and conference for laboratory and analytical techniques and biotechnological tools. The event is strategically planned to be held in Hyderabad - a prominent biopharmaceutical and the pharmaceutical capital of India. It will complement the parallel fair - Analytica Anacon India, the international trade fair for laboratory technology, analysis, biotechnology and diagnostics. Decision makers from hospitals, diagnostic labs, oil & petroleum, chemical, cosmetics and Government departments will participate in the event.

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