

Union Ministry of Tourism to Establish City-Level Convention Promotion Bureaus to Boost MICE Tourism

Digital innovation and Technology adoption key to positioning India as a future-ready global MICE destination: Shri Suman Billa

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The Union Ministry of Tourism, Government of India, is set to establish city-level convention promotion bureaus as independent bodies, in partnership with stakeholders, beginning in 2026, to significantly boost India's Meetings, Incentives, Conventions and Exhibitions (MICE) tourism ecosystem.



This was stated by Shri Suman Billa, Additional Secretary and Director General, Ministry of Tourism, while inaugurating the IEIA EventTech & MarTech Summit 2025, organised by the Indian Exhibition Industry Association (IEIA) in New Delhi, today.



Addressing the gathering, Shri Billa said that various States across India are unlocking tourism opportunities in their own unique ways, and the time has now come to place India prominently on the global MICE map.



With iconic venues such as Bharat Mandapam, Yashobhoomi, and Jio World Centre, and MICE tourism being prioritised under the Incredible India campaign, our objective is to elevate several Indian cities into globally competitive MICE destinations, he said.



Highlighting the importance of institutional reform, Shri Billa stated that the establishment of professional City MICE Bureaus will form the cornerstone of India's national MICE strategy. These bureaus will function as autonomous institutions providing coordinated, world-class support demanded by global events. Acting as a single facilitator for permissions and local partner networking, this framework aims to double India's share of the global MICE market within the next five years, he added.

Emphasising the role of technology, Shri Billa said that the MICE sector must proactively adopt advanced computing, Artificial Intelligence (AI), and digital transformation solutions to redefine the planning, management, and delivery of large-scale national and international events.

He noted, by integrating smart technologies into our major event venues, generating predictive insights, and accelerating digital adoption across the ecosystem, India will be well positioned as a future-ready exhibition and events destination.

Speaking on the occasion, Shri Sorraj Dhawan, President, Indian Exhibition Industry Association (IEIA), said that IEIA is working on a transformative roadmap to propel India into the top five global exhibition markets. India's MICE market, valued at USD 49.4 billion in 2024, is projected to grow to USD 103.7 billion by 2030. Central to capturing this growth is the national strategy of establishing professional City MICE Bureaus on a Public-Private Partnership (PPP) model. These bureaus will act as a 'single window' for event organisers, significantly improving ease of doing business and addressing long-standing ecosystem fragmentation, he said.

Mr Dhawan further stated that City MICE Bureaus would play a critical role in de-risking market entry for international organisers by offering a verified network of local partners and professional support. He added, this professionalism, combined with the adoption of BIS standards for exhibition organisation, will ensure consistent quality and global credibility for hosting mega international events in India.

A major highlight of the event was a Round Table Summit on the 'Indian MICE Industry Roadmap for the Next Five Years', along with the official launch of IEIA's strategic report, titled "India MICE Opportunities Overview (2025–2030)", which outlines a comprehensive blueprint for leveraging institutional support and technology to strengthen India's leadership in the global MICE sector.

The Indian Exhibition Industry Association (IEIA) is the national apex body representing exhibition organisers, venue owners, and service providers. IEIA serves as the "Gateway to Indian Trade Shows", driving the exhibition industry as a key engine of economic growth.

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