



## *Press Release*

### **Bengal MICE Conclave 2025 Showcasing Kolkata as South Asia's Premier MICE Destination**

The Bengal MICE Conclave 2025, a landmark event in the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector, was held from February 4 to 6, 2025, at the prestigious ITC Royal Bengal and ITC Sonar, Kolkata, alongside the Bengal Global Business Summit (GBS) at Biswa Bangla Convention Centre. Organized with the support of and in collaboration with West Bengal Tourism, the event aimed to position West Bengal as a leading MICE destination in South Asia.



#### **Bengal MICE Conclave: An Exclusive Platform for Global MICE Networking**

The Bengal MICE Conclave was designed as South Asia's premier networking event for buyers and sellers in the Indian MICE industry, modelled after renowned global events like EIBTM Barcelona and IMEX Frankfurt. The event hosted approximately 250 buyers, exhibitors, and attendees, including key stakeholders from government departments, ICPB members, and prominent industry leaders.

**Day 1 – February 4, 2025, Tuesday**  
**Venue: ITC Royal Bengal, Kolkata**

## **Bengal MICE Conclave 2025: A Promising Kick-off to Innovation and Global Opportunities**

The highly anticipated Bengal MICE Conclave 2025 commenced on February 4th at the renowned ITC Royal Bengal, with a clear agenda to enhance West Bengal's standing as a leading MICE (Meetings, Incentives, Conferences, and Exhibitions) destination in Southeast Asia. The event attracted a distinguished gathering of industry leaders, government representatives, and experts from the tourism, hospitality, and business sectors.

Following registration, the Conclave officially began with a powerful inaugural session. Keynote speakers highlighted West Bengal's immense potential as a global MICE destination, emphasizing the state's strategic location, rich cultural diversity, and state-of-the-art infrastructure.

The session featured the ceremonial lighting of the lamp by Hon'ble Tourism Minister of West Bengal, Shri Indranil Sen, along with other dignitaries on the dais, including:

- **Mr. Rudra Chatterjee**, MD, Luxmi Tea & Co-Chairperson, Sub-Sector Committee on Tourism
- **Smt. Nandini Chakravorty**, IAS, Home Secretary and Tourism Secretary, Government of West Bengal
- **Mr. Chander Mansharamani**, Vice Chairman, ICPB
- **Mr. Sanjiv Puri**, Chairman and MD, ITC













### **Session 1: Attracting International MICE Business into West Bengal**

Moderated by Mr. Chander Mansharamani, Vice Chairman, ICPB, this session focused on strategies to attract international MICE businesses to West Bengal. The panel featured distinguished speakers who shared insights on enhancing the state's appeal as a premier MICE destination.

- Mr. Anil Chadha (Managing Director, ITC Hotels Ltd.) – Highlighted the state's growing hospitality landscape and ITC's investment in premium properties for hosting large-scale events.
- Mr. Harshvardhan Neotia (Chairman, Ambuja Neotia Group) – Emphasized the need for public-private partnerships to develop infrastructure for global conferences.
- Mr. Rudra Chatterjee (MD, Luxmi Tea) – Discussed the importance of experiential tourism integrated with MICE offerings.
- Mr. Darshan Dudhuria (Co-Founder, Bari Kothi) – Shared insights on boutique venues as unique event destinations.
- Mr. Mohammad Ali (Director of Global Sales – India, Accor) – Provided a hotel industry perspective on attracting international MICE events.
- Dr. Sanjay Miglani (President, Indian Dental Association) – Highlighted the need to attract international medical conferences to the region.



The discussion underscored the importance of infrastructure development, effective marketing strategies, and a skilled workforce in positioning West Bengal as a global MICE leader.

## Session 2: MICE Skill Development

Speakers underscored the urgent need for a skilled workforce to meet the growing demands of the MICE sector. They advocated for the introduction of specialized training programs and skill development initiatives to cultivate a talent pool capable of effectively managing large-scale events.

### Speakers:

- **Ms. Jyoti Mayal**, Director, New Airways Travels
- **Mr. Anoop Kumar Agarwal IAS**, Additional Chief Secretary, Dept. of Technical Education



## Session 3: Promoting and Positioning West Bengal as the Leading MICE Destination in Southeast Asia



Moderated by Ms. Rajani Nair Deb (GM, Hilton Hotel), this session featured a distinguished panel discussing strategies to establish West Bengal as a premier MICE destination in Southeast Asia.

**Panellists:**

- **Dr. Ashok Gupta**, President, Association of Rare Diseases – Highlighted the role of health-focused events in boosting tourism.
- **Mr. Amaresh Tiwari**, Immediate Past VC, ICPB – Stressed the importance of aggressive branding to position Bengal as a premium MICE destination.
- **Mr. K. Mohanchandran**, Senior VP, Taj Hotels – Emphasized the need for high-quality event venues with integrated facilities.
- **Mr. Gopal Ghosh** Retd. WBCS (Exe) – Discussed innovative land-use strategies for developing event-centric townships.
- **Mr. Abhishek Kumar Tiwary**, IAS, MD, WBTDCL – Highlighted ongoing and upcoming projects that will position Bengal as a top MICE destination.



This session reinforced West Bengal's potential to become a leading MICE hub in Southeast Asia, provided stakeholders collaborate and leverage the state's unique strengths.

**Dinner Hosted by Taj Taal Kutir**

The evening concluded with a delightful dinner at **Taj Taal Kutir**, providing a perfect end to a day filled with engaging discussions and networking opportunities.



### **Hi-Tea with Chief Minister of Bengal – Ms. Mamta Banerjee**

Mr. Chander Mansharamani – VC ICPB, lead a delegate of 21 National and International buyers for an interactive session Chief Minister of West Bengal. CM interacted with delegates over and took their opinion on how to make West Bengal a leading MICE Destination.





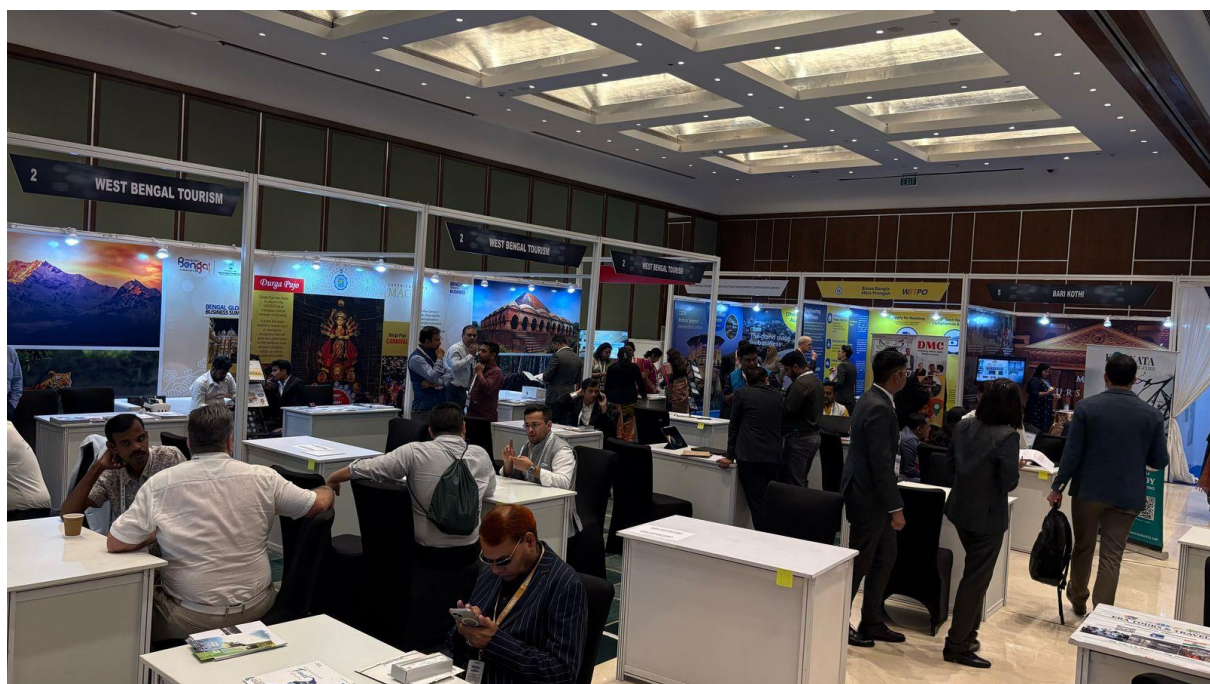
**Day 2: February 5, 2025, Wednesday**  
**Venue: ITC Royal Bengal & Biswa Bangla Convention Centre**

### **B2B Meetings in the Exhibition Hall at ITC Sonar**

The morning commenced with Business-to-Business (B2B) meetings, offering a dynamic platform for buyers and suppliers to forge meaningful partnerships and generate new business opportunities. The energy and engagement showcased the immense potential of West Bengal as a MICE and trade hub.

Key stakeholders from Bengal showcased their presence through exhibition booths and table-chair spaces at the Bengal MICE Conclave, facilitating interactions with potential buyers.





### **Grand Inauguration of Bengal Global Business Summit (BGBS-2025)**

The Bengal MICE Conclave 2025 continued to inspire dynamic discussions, networking, and strategic collaborations, leading up to the grand inauguration of the Bengal Global Business



Summit (BGBS-2025). This event served as a beacon for investment, innovation, and global opportunities, highlighting Bengal's commitment to business growth and international engagement.

At the grand Biswa Bangla Convention Centre, the Plenary Hall buzzed with excitement as BGBS-2025 was officially inaugurated. Distinguished leaders, industry experts, and global investors gathered to witness Bengal's commitment to progress, innovation, and business excellence.

### **BGBS-2025: Bengal Means Business**

The summit emphasized Bengal's leadership across various sectors, including Tourism, Connectivity, and Logistics.

### **Conclusion**

Day 2 of the Bengal MICE Conclave 2025 and the grand inauguration of BGBS-2025 showcased Bengal's transformative vision for growth and global engagement. The day's events reinforced the state's strategic focus on collaboration, creativity, and sustainable development, concluding with a Cultural Program & Dinner at the venue.

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### **Day 3: February 6, 2025, Thursday**

#### **Reverse Marketing Between Buyers & Sellers**

The day began with an insightful session on Reverse Marketing, where buyers and sellers explored unconventional strategies to foster innovative partnerships. Exhibitors and delegates also had the opportunity to connect with buyers they may have missed during the exhibition, ensuring that no potential partnership was left untapped.





### Signing of MOU

The ceremonial signing of the Memorandum of Understanding (MOU) marked the formation of strategic alliances between key stakeholders. These partnerships are set to drive innovation, strengthen trade relations, and foster the growth of the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector in Bengal.

A **tri-party agreement** was signed between:

- West Bengal Tourism, represented by:
  - Abhishek Kumar Tiwary, IAS, Managing Director of WBTDCL and Director of WB Tourism
  - Smt. Nandini Chakravorty, IAS, Home Secretary and Tourism Secretary, Govt. of West Bengal
  - Mr. Soumitra Sankar Sengupta, Secretary, Department of Tourism, West Bengal
  - **ICPB, represented by Mr. Anuj Wadhwa, Executive Director**
- **Six prominent organizations:**
  - Mr. Chander Mansharamani, Alpcord Network Travel & Conferences Management Co.
  - Mr. Amit Saroj, IA Meetings
  - Dr. Ishwar Gilada, AIDS Society of India
  - Prof. Sanjay Miglani, President - Indian Dental Association, Central Delhi Branch
  - Dr. Yudhir Singh Khyalia, President, ISBTI (Indian Society of Blood Transfusion and Immunohaematology)
  - Dr. Ashok Gupta, Director, Institute of Rare Diseases, MGUMST Jaipur, and Executive Director, International Neonatology Association, Geneva





### Valedictory Session at Biswa Bangla Convention Centre

The delegation proceeded to the prestigious Biswa Bangla Convention Centre for the Valedictory Session of the Bengal Global Business Summit 2025.

#### Key Highlights:

- Address by Dignitaries – Eminent speakers from the government and industry shared visionary insights on Bengal's economic future.
  - Summit Achievements – The session highlighted key outcomes, including investment commitments, policy advancements, and international collaborations. This grand session marked a fitting conclusion to the two-day summit, celebrating its successes and setting a forward-looking agenda for Bengal's global business aspirations.
  - Recognition & Awards – Notable contributors were honoured for their exemplary role in driving growth and innovation.
  - 2 MOUs were exchanged with Principal Secretary of WB in the presence of Chief Minister Mamta Banerjee.
    - One was between WBMOT and Mr. Chander Mansharamani, Alpcord Network Travel & Conferences Management Co.
    - Second one was between WBMOT and ITC Hotels Ltd.
- Day 3 of the Bengal MICE Conclave 2025** featured a perfect blend of strategic discussions, impactful collaborations, and a celebratory conclusion at the Valedictory Session of BGBS 2025. The well-curated agenda ensured that participants departed with valuable insights, new partnerships, and a deeper understanding of Bengal's flourishing business landscape. The event effectively set the stage for long-term growth, global expansion, and stronger business connections within the MICE sector and beyond.

## **Exploring the Natural Wonders of North Bengal: Post-Tour FAM Trip (February 7 – 9, 2025)**

Following the Bengal MICE Conclave (BMC-2025) and Bengal Global Business Summit (BGBS-2025), the Government of West Bengal organized an exclusive post-tour (FAM Trip) for delegates. This immersive experience provided a captivating opportunity to explore the unspoiled landscapes, rich biodiversity, and serene tourism properties of North Bengal.

With destinations including Bagdogra, Siliguri, Bengal Safari, Gajoldoba Wetland, and Murti Tourism Property, the thoughtfully designed itinerary offered the perfect balance of nature, culture, and adventure, showcasing the region's natural beauty and unique charm.







### **India Convention Promotion Bureau**

*(sponsored by Ministry of Tourism)*

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