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Indian Exhibition
Industry On Track
To Bounce Back:
The Way Forward



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INTRODUCTION TO THE INDIAN EXHIBITION INDUSTRY



INDIA MARKET OVERVIEW



Market Summary
CAGR 12.43%



Source: Mordor Intelligence



Study Period: 2020-2027

Base Year: 2021

CAGR: 12.43%



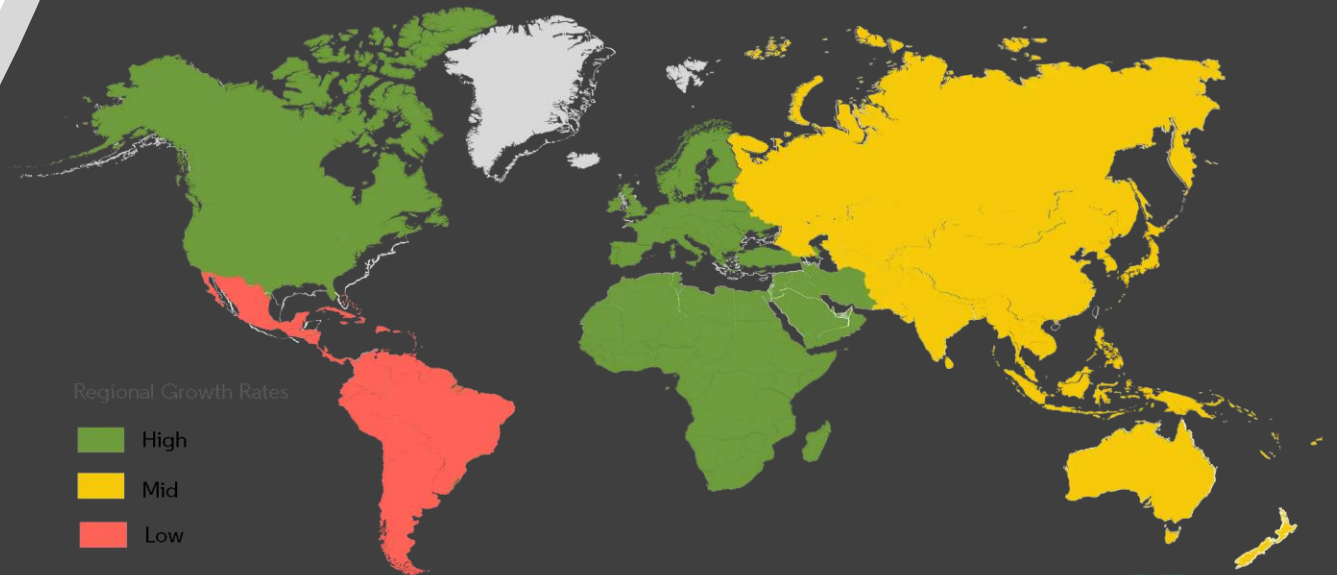
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KEY MARKET TRENDS

Growing Adoption of Geo-cloning for Exhibition Organizers is Expected to Drive the Market

Event & Exhibition Market - Growth Rate by Region (2020-2025)



Regional Growth Rates

- High
- Mid
- Low

Source: Mordor Intelligence



INDIAN GOVERNMENT ASSISTANCE TO THE EXHIBITION INDUSTRY

- International Cooperation Scheme
- Marketing Assistance Scheme
- Procurement and Marketing Support Scheme (P&MS)



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THE WAY FORWARD FOR INDIAN EXHIBITION INDUSTRY

- Redesign of Exhibition Models
- Growth in the Application of Big Data
- Increased Focus on Insurance & Security
- Integration of Trade Shows and Digital Technology



THANK YOU



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