

G20 Presidency enhances India`s potential as a prime MICE destination

By :- Shri Shripad Naik, Minister for State for Tourism

In a remarkable showcase of capabilities, after successfully hosting around 200 meetings under India`s G20 Presidency, India has proved its prowess as an excellent destination for hosting international Meetings and Conferences. The G20 Presidency has been a watershed moment in the history of the nation, with several high profile meetings being held across the length and breadth of the country spanning over a period of the last 11 months.

India, is known for its rich history, culture and traditional knowledge, unique geographical diversity and a rapidly growing economy. The meetings have helped to draw the attention of the world not only to the richness of India`s culture, historical landmarks and culinary diversity but also to its enhanced capacity of world class infrastructure, hospitality and cutting edge technology. Over a period of time, the country has made remarkable strides in improving the connectivity of destinations, which played a major role in facilitating hosting of the large number of meetings across the nation.

With an influx of international delegates from member and invitee countries, International Organizations and media representatives, the economic impact of these meetings on different sectors such as hospitality, transportation and tourism is notable. It helped to provide the local artisans and crafts men of the country a platform to showcase the rich traditional knowledge and heritage to a global audience. Beyond the boundaries of the Conference rooms, the delegates were treated to an amazing amalgamation of music, dance and crafts traditions of the destination, an immersive experience of historical landmarks and offering them an all-round immersive experience.

Hon`ble Prime Minister Shri Narendrabhai Modi ji during his virtual address at the G20 Tourism Ministers Meeting at Goa said “The Hospitality sector has great potential for employment generation, social inclusion and economic progress. It employs more women and youth compared to many other sectors.” The four Tourism Working Group Meetings were successfully held at Rann of Kutch, Bhuj, Siliguri / Darjeeling in West Bengal, Srinagar in Jammu and Kashmir and Panaji, Goa.

The G20 meeting venues, each of which was selected, meticulously, has been able to leave an indelible impression on the delegates. Far flung venues such as the Rann of Kutch in Bhuj, Gujarat, Srinagar in Jammu and Kashmir, Jodhpur in Rajasthan, Siliguri / Darjeeling in West Bengal, Lucknow in Uttar Pradesh, Thiruvananthapuram in Kerala etc successfully hosted the high profile events. Each of the venues were well equipped with world class Conference facilities, range of different amenities and were well connected with the major metro cities.

The G20 Presidency would surely act as catalyst, further enhancing India`s position as a premier destination for organizing MICE (Meetings, Incentive, Conferences and Exhibitions) events and would open the doors to a wider range of opportunities in hosting future such events. With its combination of world class facilities, attractions and logistic capabilities, India is poised to become a powerhouse in the global MICE landscape, benefitting both its economy and employment generation capacity.
