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B2B events industry comprises of trade shows and exhibitions whose main intention is to bring together buyers and sellers on a common platform. Leading event organizers conduct events wherein large numbers of exhibitors take part in order to promote their products and services. Such trade events foster growth of an industry and the economy on a whole. It also serves as a channel for interaction of Indian companies with global firms, to form partnerships and alliances. There is a growing need of marketing activities amongst industry players and as such trade events and shows provide a good opportunity. Apart from being cost effective, events also generate sponsorships and greater market coverage. India becoming a manufacturing hub and experiencing rapid economic growth is attracting event organizers from foreign countries to base their events in leading cities of India and form greater business tie-ups with Indian firms.

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The report begins with the market overview section highlighting the number and size of international exhibition centres around Asia Pacific. It also includes the number of exhibitions identified in the region. This is followed by the Indian market scenario depicting the size of B2B events market and highlighting the forecasted growth of the same in India. The revenue model for the events market in India has been analyzed indicating the key parameters on which the revenues of the organizers and exhibitors is dependent. The key participants of the industry have been included to give a clear picture of the parties involved in the smooth running of an event.

This is followed by the market characteristics section which highlights the nature of the market in India. The characteristics covered include growth of the Indian economy, innovation and specialization of events, an effective channel for marketing, increase in sponsorship sales and pricing initiatives, and infrastructure development through foreign investment. The key issues and challenges identified encompass lack of proper infrastructure, competition from other players and dependence on industry growth. This is followed by a section which highlights the support extended by the government to the event organizers in India. It encompasses the criterias required for financial support from the respective ministry. It also shows the items which are included for reimbursement from the government along with the steps to be followed to be eligible to receive the grant. This is followed by a section wherein some major B2B trade shows in India have been highlighted. It includes a detailed description of the shows along with their organizer details and category of exhibitors and visitors. Market Analysis

For more information kindly visit :

B2B Events Market in India 2010

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