

Tourism Ministry to expand focus on the business of MICE

The Indian Exhibition Industry Association (IEIA), the apex national body representing the exhibition sector, in collaboration with the Ministry of Tourism, Government of India, is set to host a day-long MICE Leaders Connect to deliberate on strategies for attracting global conferences, exhibitions, and events to India, with a special focus on strengthening South India's role in the MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector.

“India is a significant and rapidly emerging player in the global MICE landscape,” said Sooraj Dhawan, President, IEIA.

“The Indian MICE market, valued at USD 49.4 billion in 2024, is projected to more than double to USD 103.7 billion by 2030, growing at a 13% CAGR—making it one of the fastest-growing MICE markets globally. As of 2025, India boasts around 1.2 million sq. m of MICE venue capacity across 70+ world-class facilities, with seven venues exceeding 100,000 sq. m each.”

The MICE Leaders Connect will bring together a wide spectrum of stakeholders, including leading MICE organisations, hospitality groups, venue operators, trade associations, and state government representatives from South India. The objective is to create a collaborative roadmap for advancing the MICE sector in regional economies.

MICE as a Catalyst for Urban and SME Growth

“India's 63 million MSMEs contribute 30% to the national GDP and account for over 45% of total exports,”

said T.G. Srikanth, Chairperson, IEIA – Southern Region.

“This conference underscores the MICE industry's capacity to act as a catalyst for urban economic development, supporting job creation and a vibrant ecosystem of local businesses, particularly SMEs.”

With global MICE trends pointing toward regional diversification, infrastructure investments, and digital integration, this event comes at a critical juncture for India. The IEIA and Ministry of Tourism aim to leverage India's rapidly expanding MICE infrastructure, skilled workforce, and cultural diversity to position the country as a preferred global MICE destination.