India's MICE industry poised to cross USD 100 billion by 2030: IESA

India's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry is on track for remarkable expansion, with market value projected to more than double—from USD 49.4 billion in 2024 to USD 103.7 billion by 2030. This projected compound annual growth rate (CAGR) of 13.2% underscores the sector's rising influence on the national economy and India's growing prominence as a global events hub.

According to the Indian Exhibitions, Conferences & Events Services Association (IESA), the country hosts over 35,000 corporate events each year, powered by a network of more than 3,000 active service providers. The industry's rapid evolution is marked by strategic investments in AI, cutting-edge logistics, and cross-border partnerships.

"India's MICE sector is rapidly emerging as a key economic driver, hosting over 35,000 corporate events annually and nurturing a robust talent ecosystem," said Jatinder Kapur, President, IESA. "The upcoming India Expo Shop 2025 will showcase this vibrant ecosystem and its entrepreneurial energy."

India Expo Shop 2025, scheduled for 12–13 August at Yashobhoomi, Dwarka, New Delhi, will bring together over 550 member firms. A highlight will be the launch of 'EventFully Bharat 1.0', a pioneering platform for showcasing disruptive technologies and early-stage ventures. Selected startups will pitch their innovations to an elite jury of global buyers, investors, and industry leaders.

Uma Menon, General Secretary of IESA, noted: "IESA is building meaningful business opportunities across the sector. With a growing member base, our focus is on creating unified platforms that can scale up the industry's contribution to the economy."

The MICE sector plays a critical role in job creation, infrastructure development, and boosting local economies. By aligning with national priorities such as Smart Cities and Net Zero goals, India Expo Shop 2025 aims to demonstrate how the country's event services ecosystem is not only meeting

world-class delivery standards but also shaping the global narrative of sustainable and smart event management.