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Babubhai Majethia****Ref. No. MCHI/PRES/13-14/004****June 12, 2013**

To,
Hon'ble, Shri Prithviraj Chavan
Chief Minister,
Chief Minister's Secretariat,
Govt. of Maharashtra
Mantralaya,
Mumbai - 400 032

मुख्यमंत्री सचिवालय
महाराष्ट्र शासन
मंत्रालय, मुंबई ४०० ०३२
दिनांक ०७.०६.२०१३

Respected Sir,

Establishing An Exhibition Centre in Mumbai**Greetings from MCHI-CREDAI**

Amongst the metropolitan cities of the world, Mumbai is the only global city that has no permanent exhibition centre.

This is a crying infrastructural need, whose benefits are manifold. Cities like Dusseldorf, Cologne, New York, London, Paris, Hong Kong, Shanghai, Guangzhou, and even Delhi with Pragati Maidan, Vigyan Bhavan have become renowned for their world-class Exhibition and Convention Centres. They see year-round activity, with millions of exhibitors, contractors, buyers and visitors thronging these centres. But, Mumbai, despite being the commercial and financial centre of India, the entertainment capital, and host to the oldest Stock Exchange in Asia, BSE, finds itself left out of this list of premier Exhibition & Convention Centres.

Sir, some 7 years back, in a meeting with the Commissioner, MMRDA, Shri Suresh Joshi, it was put forward that for every \$1 spent by any city administration on its exhibition centre, \$5 was returned by way of direct employment, travel, tourism, purchase of goods, material and services by exhibitors. This is a remarkable return on investment, which also has a multiplier effect. Exhibitions promote trade, industry and commerce. They are a direct marketplace, bringing buyers and sellers together, promoting not just direct sales of manufactured goods and services, but tie-ups, collaborations, partnerships, that boost the city's and state's economy, and give a sustained momentum to a city's development.

An Exhibition Centre needs to be viewed as Social Infrastructure that gives a positive thrust to a city's overall business, social, cultural environment and milieu.

**MCHI-CREDAI UNITS : PRESIDENT, THANE - Shailesh Puranik
PRESIDENT, RAIGAD - Rajesh Prajapati
PRESIDENT, NAVI MUMBAI - Arvind Goel
HON. SECRETARY, KALYAN-DOMBIVLI - Shrikant Shitole
HON. SECRETARY, MIRA VIRAR CITY - Shailesh Sanghvi**

As economic power, and the capacity to buy goods and services moves towards Asia, India will soon become a magnet to draw international business, trade and finance to its shores. The lack of such an infrastructure in Mumbai is a serious handicap. The need for a world-class Exhibition and Convention Centre can be converted into a capital asset whose contribution to the economy will continue for decades together.

OTHER CITIES RACING, MUMBAI LAGGING.

Across India, in the neighbourhood of Maharashtra, states and cities are vying with each other to set up Exhibition & Convention Centres of their own. Hyderabad, Noida, Bengaluru, Delhi, have worked to set up their own centres. Mumbai, sadly, is not at all in the picture. Major exhibitions like Plastics, Shipping & Ports, Machinery, Automobile, which are largely Western-Region led, are compelled to go to Pragati Maidan and Bengaluru for their needs and wide coverage.

BENEFITS TO MUMBAI:

For Mumbai, an International Exhibition Centre would open up a world of opportunities for Indian and International Business, Industry, Trade and Commerce, offering a state-of-the-art platform for display, marketing, selling. It would give a boost to the Hospitality Sector.

It would benefit the service providers, by offering a year-round opportunity to do business with prospective exhibitors. These would include exhibition contractors, power supply companies, insurance companies, designers, fabricators, restaurateurs, caterers, printers, publishers, advertising media, transport providers, skilled and unskilled labour, and tens and tens of college-going youngsters, working on stalls as guides and support staff. An exhibition centre is always a centre of energetic activity, and it would boost the morale of the city, being an always-on centre offering diverse opportunities for stakeholders across the business and industry spectrum.

CURRENT SITUATION:

There's no permanent, global standard exhibition centre in Mumbai. We have open grounds/plots in MMRDA-BKC, where organizers come to build, temporary, strong and weather-proof structures for their exhibition or expo. Once the exhibition is over, the whole arrangement, painstakingly built over 2-3 weeks, is dismantled, resulting in a lot of waste of money and resources.

MCHI-CREDAI's PROPOSAL:

Sir, MCHI-CREDAI, as a body through its members, has the capabilities for setting up state of the art international exhibition and Convention centre in Mumbai, world-class Exhibition & Convention Centre in Mumbai, in collaboration with the State Government. The requirement is to secure an appropriate-sized plot for such a centre from the Administration. MCHI-

CREDAI would work to conceive, design, plan and execute the complete project of world-class Exhibition & Convention Centre in Mumbai.

The Government of Maharashtra could provide MCHI-CREDAI a suitable plot, earmarked for this International Exhibition & Convention Centre. The need is for an open plot, with easy access to and from the city and suburbs, the airports and highways. The appropriate plot of land could be ideally located in the Bandra-Kurla Complex area. MCHI-CREDAI will build its facility, with all the desired infrastructure, features, and facilities, worthy of its name and place. The project could become a model Public-Private Partnership Project.

SHORT GESTATION, QUICK OPERATION

The gestation period from launch of construction to completion would be very short. Construction would be taken up phase-wise and the Exhibition Centre could start earning within 18 months to 2 years, as the first phase could be completed within this period.

PERIOD OF TENURE:

The facility could be used by MCHI-CREDAI for 6 months, and the concerned authority, MMRDA, would use it for 6 months. This sharing would be possible and convenient for everybody, and a good project would become a reality, giving Mumbai a much-needed, state-of-the-art infrastructural facility.

We are positive that you will give kind consideration to this proposal, and we await your positive decision to start up this project in right earnest.

With Respectful Regards,
For MCHI-CREDAI



Vimal Shah
President

NOTE ON CONTRIBUTION OF UK EXHIBITION INDUSTRY

The UK exhibition industry delivered a total economic impact of £11bn and a value-added contribution of £5.6bn to the UK economy in 2010, according to a new study from live events promotional agency, FaceTime.

The new *Economic Impact of the UK Exhibitions Industry study* (EIS), compiled for FaceTime by Oxford Economics, found the exhibition industry's £5.6bn contribution to the UK economy represents 0.4 per cent of GDP and 148,500 jobs. The £5.6bn includes a direct contribution of £2.6bn, plus £3bn from supply chains and the wider economy.

ECONOMIC IMPACT OF HONG KONG'S EXHIBITIONS INDUSTRY 2002

1. The exhibition industry's direct contribution to the Hong Kong economy grew over 19.4% between 1999 and 2002 at a time of economic recession and price deflation in the SAR.
2. The exhibitions industry made a net direct *and indirect* contribution to the Hong Kong economy in 2002 of \$7.3 billion. This compares to \$5.5 billion in 1996 and \$7.8 billion in 1999 which represents an increase of 20% over six years and a decrease of 6.4% in the past three years.
3. The industry is generous: for each \$1 spent on exhibitions as such, a further \$3.86 dollars are spent in Hong Kong. This number, however, is well down from 1999 reflecting cheaper prices for visitors and different sources for visitors.
4. Hotels, transport and retail each derive more in revenues than the entire industry.
 - 18.2% of total hotel occupancy (9.1% in 1996 and 16.4% in 1999);
 - \$907 million contributed to the transport and storage industries (vs. \$1.4 billion in 1999 and \$978 million in 1996);
 - \$1.73 billion spent in Hong Kong retail outlets (vs. \$2.7 billion in 1999);
 - \$598 million spent in restaurants and bars around 1.1% of the annual total (vs. \$635 million in 1999).
5. The exhibition visitor stays longer and spends more than most (almost 5 days) – roughly the same as his counterpart attending a convention, but substantially longer than the average visitor (3 nights) and 9.5 times the average local's daily spend on retail and entertainment;
6. The industry generates a relatively high level of per employee economic output. Every person employed by the industry generates \$1.16 million of revenues directly, 1.5 times more than his average counterpart across the economy.