


INDIA FOR

M  C E

INTERNATIONAL CONCLAVE

WHERE INDIA'S MICE
MEETS THE WORLD

 **14TH JUNE 2026**
 **HITEX, HYDERABAD**



Part of:



Host State:



Organized By



ABOUT MICE

The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is a vital component of the global business ecosystem, enabling businesses to connect, collaborate and exchange knowledge. It brings together industry leaders, professionals and stakeholders through structured business events and platforms. Incentive travel, a key part of MICE, rewards employees and business partners with travel experiences to boost performance and strengthen relationships. MICE plays a significant role in driving economic growth, generating employment and boosting tourism across destinations worldwide. It also supports destination branding and international visibility by attracting global audiences and investments. With increasing globalization, the industry continues to evolve as a key driver of business networking and innovation. Today, MICE stands as a dynamic platform fostering partnerships, knowledge sharing, and long-term business opportunities on a global scale.

INDIAN MICE INDUSTRY

India's MICE market is projected to reach USD 103.7 billion by 2030, growing at a 13% CAGR. It is emerging as one of the fastest-growing segments within the global business events landscape, driven by strong domestic demand and increasing international participation. The industry is witnessing steady growth, supported by expanding infrastructure, world-class convention venues, and improved connectivity across major cities. Domestic events continue to contribute a significant share, while international conferences and exhibitions are gaining momentum. With government support and strategic initiatives, India is positioning itself as a preferred destination for global business events. As the ecosystem evolves, the Indian MICE industry offers immense potential for collaboration, investment, and long-term growth.

ABOUT WEEW

WEEW - World Events Economy Week is a curated industry platform bringing together leaders from the global events ecosystem. Scheduled from 12-15 June 2026 at HITEX, Hyderabad, the initiative brings together multiple sectors of the events and experience economy on a single platform, creating opportunities for collaboration, knowledge exchange and industry engagement.



WEEW 2026 will be held from 12-15 June 2026 at HITEX Exhibition Centre, Hyderabad.

As part of WEEW 2026, the schedule includes:

12-13 June 2026: SIWPC Global 2026 - Organised by TCEI

14 June 2026: INDIA FOR MICE 2026 - Organised by HITEX

15 June 2026: Creative Economy Conclave - Organised by TCEI

WEEW reflects the evolving nature of global events, where business gatherings, conventions, social events and creative industries are increasingly interconnected.

By bringing these sectors together, WEEW creates a dynamic environment where stakeholders can explore new ideas, build partnerships and engage with emerging opportunities across the events ecosystem.

Organizers:



Host State:



ABOUT INDIA FOR MICE

INDIA FOR MICE 2026 is a national platform designed to bring together stakeholders from across the global Meetings, Incentives, Conferences and Exhibitions (MICE) ecosystem.

Organised by HITEX, the event creates a collaborative forum where policy makers, trade associations, industry bodies, corporates, convention centres, tourism boards, event organisers, hospitality partners, airlines, infrastructure and service providers can engage, exchange ideas and build partnerships that strengthen India's position in the global MICE industry.

The platform aims to foster industry dialogue, encourage collaboration and facilitate meaningful networking among stakeholders involved in the planning and delivery of meetings, conferences, incentive programmes and business events.

INDIA FOR MICE will bring together industry leaders, decision makers and professionals to explore emerging opportunities and discuss trends shaping the future of the MICE sector.

KEY OBJECTIVES

- Create a unified platform connecting stakeholders across India's MICE ecosystem
- Foster collaboration between industry players, destinations and global organisers
- Position India as a preferred global destination for business events
- Enhance international visibility and attract global participation
- Enable knowledge sharing, industry dialogue, and innovation
- Drive tourism growth, investment and economic impact
- Strengthen Telangana's role as a leading convention and events hub



WHO CAN PARTICIPATE

- Convention and exhibition centres
- Event organisers, exhibition & conference organisers
- Tourism boards and destination marketing organisations
- Hotels and hospitality groups
- Airlines and airport authorities
- Event technology providers
- Corporate event planners
- Industry associations
- Trade Bodies
- Corporates With Focus On Employee Interactive Events, Incentive Travel, And Corporate Events



WHY PARTICIPATE

- **Showcase Products and Services:** Present your destination, venue, services or solutions to a targeted audience from across the MICE industry.
- **Connect with Decision Makers:** Engage directly with corporate event planners, associations, event organisers and industry professionals.
- **Build Industry Partnerships:** Meet potential partners and collaborators across tourism, hospitality, event management and technology sectors.
- **Strengthen Brand Visibility:** Position your organisation within a national platform focused on the growth of the MICE industry.
- **Explore New Opportunities:** Identify emerging opportunities and expand your reach within the meetings, conventions and business events ecosystem.
- **Gain Market Insights:** Stay updated on the latest trends in the MICE industry. Gain insights to help your organisation grow and stay competitive.

KEY HIGHLIGHTS

Flagship Industry Platform

A premier gathering of the MICE ecosystem under WEEW

MICE Expo

Showcasing destinations, venues, and industry solutions

MICE Conference

Insights from industry leaders, policymakers, and global experts

Global Participation

Engaging national and international stakeholders

B2B Networking

Facilitating meaningful connections and partnerships

Industry Advancement

Focused on growth, innovation and global positioning

CONFERENCE AGENDA

TIME	FORMAT	SESSION
09:30 – 10:15 AM	NETWORKING	LEADERSHIP REGISTRATION & STRATEGIC NETWORKING Pre-summit networking among senior delegates, ministers and global organisers.
10:15 – 10:30 AM	WELCOME	WELCOME ADDRESS Welcome and opening remarks
10:30 – 11:00 AM	MINISTERIAL	MINISTERIAL INAUGURAL ADDRESS Telangana's Global Vision: Establishing Telangana as India's Premier Convention Capital
11:00 – 11:40 AM	GLOBAL INDUSTRY KEYNOTE	INDIA'S MICE OPPORTUNITY: CAPTURING THE NEXT WAVE OF GLOBAL EVENTS A global perspective on India's position in the international MICE landscape
11:40 AM – 12:10PM	FIRESIDE CHAT	BILLION-DOLLAR CONVERSATIONS: Why the World's Association Meetings Are the Opportunity India Can't Afford to Miss and what it takes to bring them to INDIA
12:10 – 12:30PM	NETWORKING	EXECUTIVE NETWORKING BREAK Private networking and strategic engagement among decision-makers.
12:30 – 1:15 PM	PANEL	SCALING INDIA'S CONVENTION INFRASTRUCTURE: POLICY, CONNECTIVITY & COLLABORATION Convention venue leaders explore policy, infrastructure and connectivity improvements needed to anchor integrated MICE ecosystems.

1:15 – 02:00 PM	PANEL	<p>HARNESSING INCENTIVE TRAVEL & REWARDS PROGRAMMES THROUGH CORPORATE PARTNERSHIPS</p> <p>How venues, destinations, hotels, airlines and organisers can partner with corporates to design compelling incentive experiences.</p>
02:00 – 03:00 PM	VIP LUNCH	<p>VIP LEADERSHIP NETWORKING LUNCH</p> <p>High-level networking among ministers, CEOs, investors and global organisers.</p>
03:00 – 03:45PM	PANEL	<p>WINNING THE BID: HOW DESTINATIONS, GOVERNMENTS & INDUSTRY SECURE GLOBAL MICE EVENTS</p> <p>Competitive bid strategy, the role of government incentives and how India can strengthen its global positioning.</p>
03:45 – 04:30 PM	PANEL	<p>THE NEXT DECADE OF MICE: AI, SMART VENUES & DIGITAL TRANSFORMATION</p> <p>How AI, smart venue systems, hybrid platforms and data-driven engagement are transforming attendee experience and operational efficiency.</p>
04:30 – 04:45 PM	CLOSING	<p>GOVERNMENT & HOST CLOSING ADDRESS</p> <p>The Road Ahead: Telangana and India's Global Convention Leadership.</p>

PARTICIPATION CHARGES

DELEGATE PASS

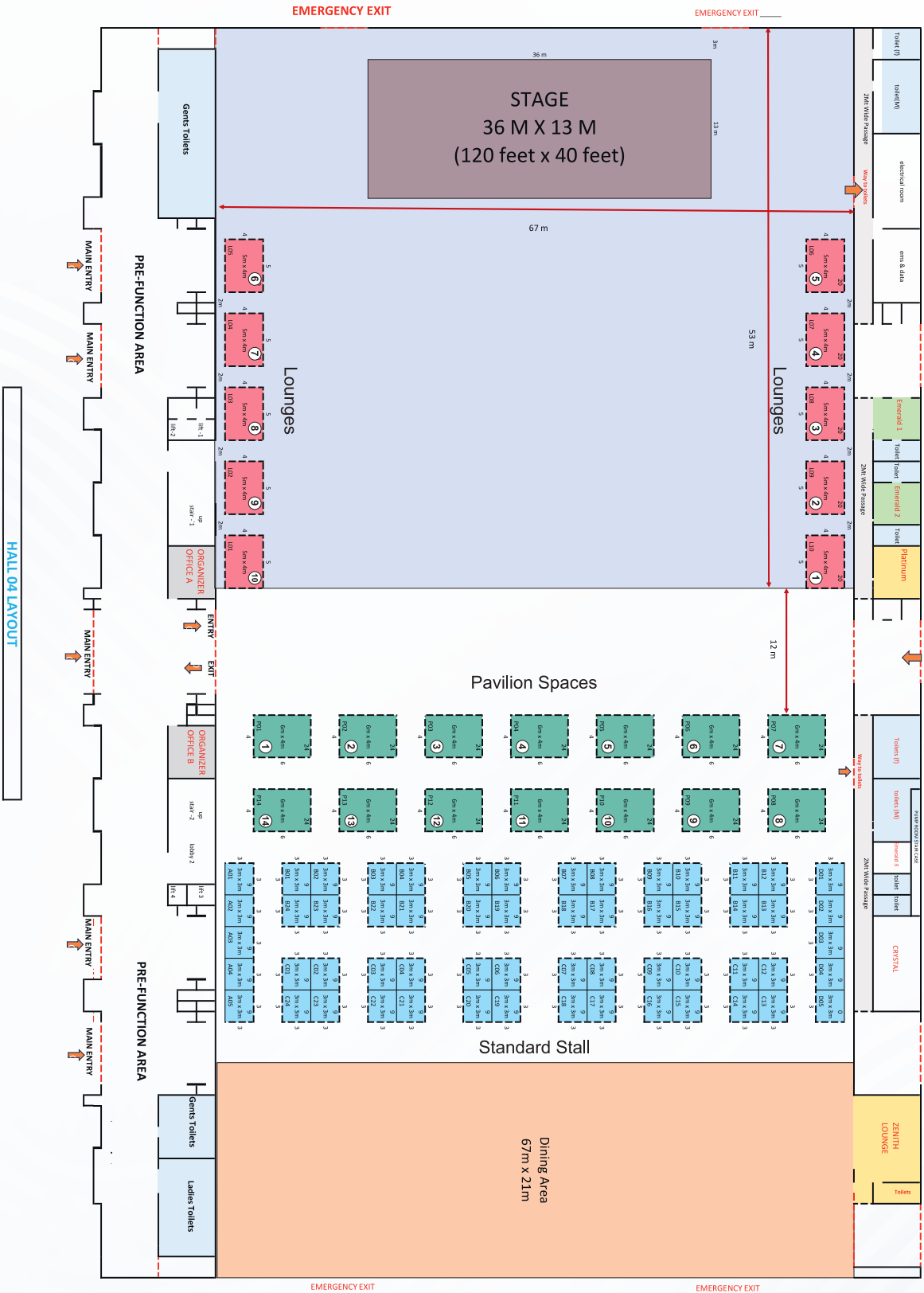
₹5,000 + GST

- Access to all conference sessions
- Networking coffee breaks & luncheons



SCAN TO REGISTER

EXHIBITION LAYOUT



- Lounges : 5m X 4m = 20 Sqm :**
Rs 10 Lakhs Plus GST
- Pavilion Spaces : 6m X 4m = 24 Sqm :**
Rs 5 Lakhs Plus GST
- Standard Stall : 3m X 3m = 9 Sqm :**
Rs 1 Lakhs Plus GST

- * Lounges of size 5mx 4m (20 sqm) - 10 Nos
- * Pavilions of size 6m x 4m (24 sqm) - 14 Nos
- * Expo Stalls of size 3m x 3m (9 sqm) - 58 Nos [522 sqm total]



WORLD EVENTS ECONOMY WEEK



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