



# India as a MICE Destination

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## Why in News?

The Ministry of Commerce & Industry is promoting India as a **global MICE (Meetings, Incentives, Conferences, and Exhibitions) destination**.

- The objective is to showcase **India's MSME sector, traditional handicrafts**, artisanal offerings, weavers, and manufacturing prowess internationally.
- The Ministry also **unveils India's ambitious Mega Events line-up** for the coming months; Aatmanirbhar Bharat Utsav, Indus Food, **Bharat Mobility Global Expo 2024** and Bharat Tex.

## What is MICE (Meetings, Incentives, Conferences and Exhibitions)?

- **About:**
  - MICE is a term used in the **tourism and events industry to categorize and represent a segment** related to business and corporate tourism.
    - MICE tourism involves organizing and hosting events, meetings, conferences, exhibitions, and incentives for companies and groups.
    - These activities aim to facilitate networking, knowledge exchange, business collaborations, and the showcasing of products and services within a professional or business context.
  - The **main purpose is to create a networking platform for business**, industry, government and Academic Community and engage in meaningful conversations.
- **Scope in India:**
  - Core MICE infrastructure amenities are at par with most developed countries.
  - India has consistently improved its rank in [World Bank Ease of Doing Business](#) and WEF Travel and Tourism Competitiveness Rank (**54<sup>th</sup> in 2021**).
  - **Growing Economic Strength of India.**
  - India has progressed rapidly in the areas like Information Technology, and Scientific Research.
- **Global Scenario and India:**
  - The **International Congress and Convention Association (ICCA)** brings out the ranking of countries and cities based on the international association meetings tracked by ICCA.
    - As per ICCA Country and City Rankings 2019, USA remained as number 1 country with 934 meetings out of a total 13,254 meetings followed by Germany, France.
  - **India:**
    - Indian MICE has less than 1% share in the estimated global MICE business despite the natural & cultural advantages of India and being one of the highest growing economies.
    - India is ranked **28<sup>th</sup> with 158 meetings in the 2019 ICCA ranking of countries**.
- **Major Strategy:**
  - "Meet in India" Brand for promoting MICE Industry.
  - Providing [Infrastructure status](#) for financing of MICE infrastructure.

- Skill development for the MICE industry.

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