



news release

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FOR IMMEDIATE RELEASE

UBM Asia exec calls event audits a best practice for India's growing tradeshow industry

Shelton, CT 6 March 2010 – Independent audits are the key to successful tradeshows—especially in burgeoning markets like India, said Michael Duck, VP at UBM Asia Ltd., as he addressed the audience at the first Global Business Media Forum, held in New Delhi, India on February 25 and 26, 2010.

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"Audited data gives me great confidence in a new marketplace," Duck explained during the "The Power of Face to Face - Best Practices" session. "When you give your event sales staff audited data, it gives them tremendous credibility."

He added that India's lack of ideal venues for tradeshows has caused some international brands to be reluctant to attend or exhibit at shows there. "Especially in a country like India where you do not have the infrastructure, [exhibitors] expect an environment in which they can comfortably do business. The best practice an organizer can have is to ensure you get the right sort of audience there and an audit can help that."

According to Duck, who has been involved in the exhibition market in China for the past 15 years, the Indian market stands "where China was 15 years ago in terms of venues; in terms of infrastructure."

"Mumbai and Delhi are in desperate need of good exhibition space," Duck concluded. "But I am confident India's exhibition industry will continue to grow."

According to Chander Rai, President of Cross Border Media, the Global Business Media Forum was launched to provide a platform for international business media companies to meet with their Indian counterparts to form mutually beneficial alliances and to exchange best practices around the world. The conference brought together industry leaders for a collective sharing of information, ideas and challenges from a number of countries, including the US, Australia, Hong Kong, Germany and Japan.

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