

Informa Markets in India Demonstrates Best Practices & Safety Protocols; Restarts Physical format of Trade Exhibitions with AllSecure

Mumbai, 26th October 2020: Taking the responsibility to kickstart trade exhibitions, Informa Markets in India has announced six physical B2B events in December, supported with '**AllSecure**' – a re-start safety standard which will safeguard the Health & Safety of stakeholders, in line with the government's guidelines to ensure a smooth, secured experience for exhibitors and visitors. The announcement was made soon after the Ministry of Home Affairs (MHA), Government of India allowed B2B events to re-start via a detailed SOP. With this development, the Government has also directly recognized B2B marketplaces for providing 'major stimulus for industrial and commercial development'.

To conduct physical trade exhibitions amidst the new normal, Informa Markets in India created the '**AllSecure**' safety standard. A detailed set of enhanced measures, AllSecure provides attendees the reassurance and confidence that they are participating in a safe and controlled environment. These international protocols are based on the broader principles of Physical Distancing, Protect & Detect, Cleaning & Hygiene and detailed Communications on these principles.

Commenting on this occasion, Mr. Yogesh Mudras, Managing Director, Informa Markets in India, said, *"Our heartfelt thanks to the Government of India and especially the Ministry of Home Affairs and Ministry of Commerce for their timely decision on reopening of B2B Events & Exhibitions. On behalf of the B2B events industry, we are delighted to kick-start the proceedings with physical shows scheduled in the last month of 2020 with complete adherence to the government's SOPs, as well as Informa's 'AllSecure' health and safety standards."*

He added: *"The shows will help in recalibrating the industry at a tipping point where a further gap for organising trade exhibitions would have set the industry back by a huge margin. As catalysts to the economy, restarting trade exhibitions will be a step towards Atmanirbharta (self-reliance) as envisaged by the Government for the nation. The New Normal 2020 has enabled us to leverage the exciting possibilities of digital events, while staying connected to our stakeholders, and we delivered over 85 of them during the lockdown phase. Looking ahead, we seek to provide turnkey hybrid engagements, combining the best of physical and virtual platforms. These will enable us to offer efficient, impressive and state-of-the-art solutions for our stakeholder's evolving requirements. We look forward to welcoming them at our array of physical trade exhibitions."*

The physical trade shows, dates, and the sector they cater to include:

- **8th Annual InnoPack F&B 2020 Confex:** 4th December, New Delhi (Food & Beverages Packaging)
- **Fi India & Hi:** 8-10th December, New Delhi (Food and Health ingredients)
- **ProPak India:** 8-10th December, New Delhi (Processing & Packaging)
- **Renewable Energy India Expo:** 10-12th Dec, Greater Noida (Renewable & Green Energy)
- **Delhi Jewellery & Gem Fair:** 12-14th Dec, New Delhi (Gem & Jewellery)
- **Hyderabad Jewellery Pearl & Gem Fair:** 18-20th Dec, Hyderabad (Gem & Jewellery)

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

About Informa Markets and our business in India

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – <https://www.informamarkets.com/en/regions/asia/India.html>

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