



– Under the aegis of ——

Government

of Telangana



# Experiential Tourism MICE Fair 2025

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Telangana Secretariat



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## **EVENT BROCHURE**



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COLLABORATIVE PARTNERS

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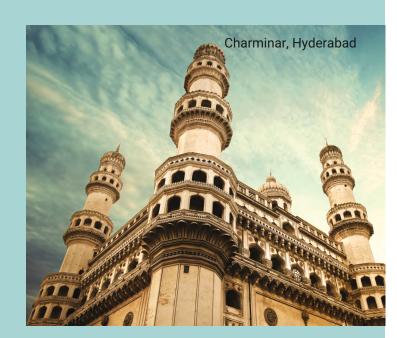
# ABOUT FTCCI ETM FAIR 2025

Prepare to witness a beacon shining on transformative initiatives reshaping the travel and tourism sector at the FTCCI ETM Fair. With a mission to empower the travel community through entrepreneurship, the event ignites innovation, amplifies revenues, and fosters longterm sustainability. Serving as a nexus of golden opportunities, it offers an open platform for idea exchange.

The FTCCI ETM Fair's Business Sessions, within its seminar & conference sessions, provide a unique forum for government representatives, tourism industry players, academia interface and esteemed professionals to actively exchange cutting-edge research and industrial case studies.

Speakers, ranging from industry titans to government officials, airline executives, and educationalists, will enlighten attendees on various facets of the travel and tourism landscape. Join this gathering of dedicated travel professionals, as together, we embark on a journey of discovery, exploring new ventures, innovations, trends, and sustainable growth opportunities.





# VISION

"Our vision for the FTCCI Experiential Tourism MICE Fair 2025 is an innovative convergence of film, wedding, and hospitality leaders shaping the future of experiential tourism through immersive experiences, fostering connections, and driving transformative thinking. To set the stage for a transformative event that not only educates but also inspires, energizes, and creates positive change within the experiential tourism industry and global MICE industry"

# MISSION

"Our mission for the FTCCI Experiential Tourism MICE Fair 2025 is to revolutionize traditional conferences by creating an immersive platform that fosters meaningful connections, inspires creativity, and drives transformative thinking within the experiential tourism industry. Through a dynamic blend of insightful sessions, hands-on experiences, and cultural exchanges, we aim to leave a lasting impact on participants, energizing the industry towards positive change."



## Fair HIGHLIGHTS

- Road Shows
- Press Meets
- Government Interactions
- 6 Familiarisation Tours
- 20+ Panel Sessions Conference
- 100+ Exhibitors
- 500+ Participating Companies
- 100+ Hosted Buyers
- 100+ Invited Buyers
- Inaugural Ceremony Dinner

## WHAT TO EXPECT

State & International Tourism Boards

**Destination Management Companies** 

**MICE** Companies

**Travel Agents** 

**Medical Tourism Pavillions** 

Wedding Planners

**Corporate Houses** 

Advertising Agency

Entertainers/Vendors

Media Houses/Publications

Film Tourism Pavillions

Wedding Tourism Pavillions

Hotel and Convention Centres

**Private Charter Pavillions** 

**Experiential Zones** 

Travel Media and Tech Pavillions

# WHY PARTICIPATE

"FTCCI Experiential Tourism MICE Fair, 2025" organized by FTCCI under the aegis of the Tourism Departmart, Government of Telangana, is set to be a transformative event for businesses across 40 dynamic verticals of tourism sectors. This two-day extravaganza aims to attract a global influx of tourism industry professionals. We have designed six specially curated familiarization trips, allowing participants to experience the destinations and attractions. We see this as unparalleled opportunity to revolutionize your business and tap into the booming tourism market.





The FTCCI ETM Fair participants will have an interaction with exhibitors from varied industry verticals such as tour operators, guides, food packaging, leisure tourism, airlines, heritage properties, medical tourism leaders, adventure tourism, film tourism, hospitality industry, event management & wedding planners. The FTCCI ETM Fair will be designed with audio-visual presentations, curated speaker sessions, ongoing B2B meetings, travel agents & tour operators meet, press conferences, cultural performances, food courts etc. Expanding business opportunities, global linkages, developing smart partnerships and potentially rewarding ventures during these two days B2B Meet. The main aim of the FTCCI ETM Fair is to boost TELANGANA tourism worldwide, develop relationships, business contacts and joint ventures for inbound and outbound tourism.

## WHO WILL VISIT

Travel Agencies & Tour Operators	Event Management Companies
MICE Companies	Wedding Planners
Destination Management Companies	Healthcare & Wellness Centres
Hotel Industries	Corporate Houses

## PARTICIPATING TOURISM SECTORS

**Destination Management Companies** 

Travel, Tourism & Airlines Professionals

**Travel Food Packaging Agencies** 

Travel Baggage Companies

Travel Gadget Companies

Sports Tourism Professionals

**Travel Media Companies** 

Tourism Authority

Travel Industry IT & Technology

**Travel & Tour Associations** 

**Travel Insurance Companies** 

Airlines & Airports

Travel Consultants

\* Focused FAM Trips Highlighted

Heritage Conservation Architects

Hotels & Convention Centres

**Private Charter Planes** 

Meet & Greet Airport Services

Trending Technology AI & Virtual Reality

Holiday Camps

**Tourism Policy Makers** 

**Cruises & Sea Ferries** 

Inland Waterways

Port Authority

Car Rental Campanies

AutoCar & Coach Companies

SPA Professionals

PCO / Events Organisers

Travel Companies Technology Providers

Spiritual Tourism Professionals

Handloom & Handicraft Tourism

Medical Wellness Tourism

The FTCCI ETM Fair 2025 highlights its specially curated 6 FAM Trips we have as an Early Bird Offer. Entirely on the basis of your participation in the Fair either as Hosted Buyer, Visiting Buyer, Delegate or Exhibitor.

#### We invite you to choose any one of the 6 options

- Spiritual FAM Trip
  Medical FAM Trip
- Spiritual FAM Trip Hyderabad FAM Trip
- Heritage FAM Trip
- Hotel and Convention FAM Trip Handloom & Handicraft FAM Trip

#### Key to Curation:

- FAM Trips hosted for privilege participants of FTCCI ETM Fair 2025
- First cum first basis for Early Bird Offer
- 50 passengers on each FAM Trip
- Punctual participation on FAM schedule

## **EXCLUSIVE EXPERIENTIAL FAM TRIP** - Select One

### **Spiritual FAM Trip**

#### Day 1

- 0930 hrs 1000 hrs Registration at HICC lobby
- 1000 hrs 1200 hrs Departure from HICC to Yadgirigutta Temple
- 1200 hrs 1300 hrs Grand Welcome upon Arrival & Group Photo with the entire team before the tour of Yadgirigutta Temple
- 1300 hrs 1430 hrs Networking Lunch with local key stakeholders
- 1430 hrs 1600 hrs Departure from Yadgirigutta Temple & Arrival at Ramoji Film City
- 1600 hrs 2130 hrs Grand Welcome at Ramoji Film City, Commence with a 90-minute guided tour, Photo session, and Networking Dinner with local key stakeholders.
- 2130 hrs 2300 hrs Departure from Ramoji Film City & Arrival at HICC

#### Day 2

- 0545 hrs 0600 hrs Registration at HICC Lobby
- 0600 hrs 0 630 hrs Departure from HICC to Tank Bund
- 0630 hrs 0730 hrs Grand Welcome upon Arrival & transfer by ferry to Buddha statue followed by Yoga & Meditation
- 0730 hrs 0900 hrs Return by ferry to shore followed by Breakfast and Networking on the boat

- 0900 hrs 1000 hrs Departure from Tank Bund to Statue of Equality
- 1000 hrs 1500 hrs Explore the Statue of Equality with Lunch & Networking
- 1500 hrs 1630 hrs Departure from Statue of Equality to HICC & Arrival at HICC
- 1900 hrs 2300 hrs Welcome Dinner

### Hyderabad FAM Trip

#### Day 1

- 0945 hrs 1000 hrs Registration at HICC lobby
- 1000 hrs 1130 hrs Departure from HICC to Statue of Equality
- 1130 hrs 1300 hrs Grand Welcome on arrival, followed by a Group Photo and a guided tour of the Statue of Equality
- 1300 hrs 1430 hrs Networking Lunch with local key stakeholders at the Statue of Equality
- 1430 hrs 1600 hrs Departure from the Statue of Equality to Ramoji Film City
- 1600 hrs 2130 hrs A warm welcome at Ramoji Film City, starting with a 90-minute guided tour, followed by a photo session and networking dinner
- 2130 hrs 2300 hrs Departure from Ramoji Film City & Arrival at HICC

#### Day 2

- 0830 hrs 0900 hrs Registration at HICC Lobby
- 0900 hrs 1000 hrs Drive from HICC to Dr. B. R. Ambedkar Telangana State Secretariat
- 1000 hrs 1200 hrs Welcome on arrival & Tour of the Dr. B. R. Ambedkar Telangana State
- 1200 hrs 1300 hrs Drive From Telangana State Secretariat to Taj Falaknuma Palace
- 1300 hrs 1600 hrs A warm welcome on arrival at Taj Falaknuma Palace; Experience royal treatment with a buggy ride, cultural exhibition, and a guided tour of the Palace, complete with exceptional hospitality
- 1600 hrs 1700 hrs Departure from Taj Falaknuma Palace & Arrival to HICC
- 1900 hrs 2300 hrs Welcome Dinner



### Heritage FAM Trip

#### Day 1

- 0900 hrs 0925 hrs Registration at HICC lobby
- 0925 hrs 0945 hrs Departure from HICC to Golconda Fort
- 0945 hrs 1130 hrs A warm welcome upon arrival, followed by a group photo taken at a pre-designated location. Subsequently, you will embark on a guided tour of the magnificent Golconda Fort
- 1130 hrs 1145 hrs Drive from Golconda Fort to Quli Qutub Shahi Tombs
- 1145 hrs 1430 hrs Sightseeing & Networking Lunch with neighbourhood destination key stake holders at Quli Qutub Shahi Tombs
- 1430 hrs 1600 hrs Departure from Quli Qutub Shahi Tombs & Arrival at Ramoji Film City
- 1600 hrs 2130 hrs Grand welcome upon arrival at Ramoji Film City, followed by a 90-minute guided tour and a photo session
- 2130 hrs 2300 hrs Departure from Ramoji Film City & Arrival at HICC

#### Day 2

- 0545 hrs 0600 hrs Registration at HICC
- 0600 hrs 0645 hrs Departure from HICC to Charminar
- 0645 hrs 0800 hrs Grand Welcome upon arrival followed by a group photo at a specified location, a guided tour of the Charminar, ascending to the highest floor for a panoramic view of the city, and a guided exploration of the mosque situated at the summit
- 0800 hrs 0845 hrs Walk-in tour of the Mecca Masjid
- 0845 hrs 1030 hrs Relish a classic breakfast of Bun Muska & Irani Chai & at Nimrah Café
- 1030 hrs 1045 hrs Drive from Charminar to the Chowmahalla Palace
- 1045 hrs 1245 hrs Grand Welcome at Chowmalla Palace on arrival & immediate Group photo at pre-designated location & Begin with a guided Tour of 90 minutes
- 1245 hrs 1430 hrs Networking Lunch with neighbourhood destination key stake holders of Chowmalla Palace
- 1430 hrs 1500 hrs Drive from Chowmahalla to Purani Haveli
- 1500 hrs 1545 hrs Grand welcome on arrival at Purani Haveli followed by a group photo at the designated spot and a tour of the historic palace
- 1545 hrs 1700 hrs Departure from Purani Haveli & Arrival at HICC
- 1900 hrs Onwards Welcome Dinner

### Handloom & Handicraft FAM Trip

#### Day 1

- 0945 hrs 1000 hrs Registration at HICC lobby
- 1000 hrs 1200 hrs Departure from HICC & Arrival at Bhoodan Pochampally
- 1200 hrs 1330 hrs Warm reception upon arrival, group photo taken at specified spot, guided tour of the town, and visit to handloom shops for shopping
- 1330 hrs 1400 hrs Networking Lunch with neighbourhood destination key stake holders
- 1500 hrs 1600 hrs Departure from Bhoodan Pochampally & Arrival at Ramoji Film City
- 1600 hrs 2130 hrs Grand welcome upon arrival at Ramoji Film City, followed by a 90-minute guided tour and a photo session
- 2130 hrs 2300 hrs Departure from Ramoji Film City & Arrival at HICC

#### Day 2

- 0900 hrs 0930 hrs Registration at HICC lobby
- 0930 hrs 1000 hrs Departure from HICC to Golconda Handicrafts Emporium, Gunfoundry
- 1000 hrs 1045 hrs Tour of Golkonda Handicrafts Emporium
- 1045 hrs 1100 hrs Drive to Handloom House TSCO Abids
- 1100 hrs 1145 hrs Tour of Handloom House TSCO
- 1145 hrs 1215 hrs Departure from Handloom House TSCO Arrival at Shilparamam
- 1215 hrs 1615 hrs Experience & Interact with Handicraft Handloom Artisans along with Networking Lunch at Shilparammam

- 1615 hrs 1625 hrs Departure from Shilparammam to HICC
- 1900 hrs 2100 hrs Welcome Dinner

### Hotel & Convention FAM Trip

#### Day 1

- 0930 hrs 1000 hrs Registration at HICC lobby
- 1000 hrs 1100 hrs Celebrative Arrival at the Hyderabad International Convention Centre - HICC & Novotel
- 1100 hrs 1130 hrs Departure from HICC Arrival to Park Hyatt
- 1130 1200 hrs Grand Welcome with festivities along with hospitality to its superlative best along with Show round of Park Hyatt
- 1200 hrs 1230 hrs Departure from Park Hyatt & Arrival at Taj Krishna
- 1230 hrs 1330 A warm reception and delightful tour of the Taj Krishna, accompanied by engaging entertainment and followed by a networking lunch
- 1330 hrs 1400 hrs Departure from Taj Krishna & Arrival at ITC Kohenur
- 1400 hrs 1445 hrs A Royal Welcome by the ITC Kohenur Key followed by the show around
- 1445 hrs 1600 hrs Departure from ITC Kohenur & Arrival at Ramoji Film City
- 1600 hrs 2130 hrs Grand welcome upon arrival at Ramoji Film City, followed by a 90minute guided tour and a photo session
- 2130 hrs 2300 hrs Departure from Ramoji Film City & Arrival at HICC

#### Day 2

- 0600 hrs 0630 hrs Registration at HICC lobby
- 0630 hrs 0645 hrs Departure from HICC to Shilparamam for Yoga & Meditation accompanied by music
- 0645 hrs 0730 hrs Enjoy the Calming Session of Yoga & Meditation along with Music at Rock Heights
- 0730 hrs 0815 hrs Show around of Shilpakala Vedika & Rock Heights
- 0815 hrs 0845 hrs Departure from Shilpakala Vedika to Anavaya Convention Centre
- 0845 hrs 1000 hrs Traditional Welcome along with Breakfast followed by show round of Anavaya Convention Centre
- 1000 hrs 1015 hrs Departure from Anvaya Convention Centre & Arrival at Pradhan Convention Centre
- 1015 hrs 1130 hrs Showaround of Pradhan Convention Centre followed by Hi Tea
- 1130 hrs 1230 hrs Departure from Pradhan Convention Centre to Taj Falaknuma Palace
- 1230 hrs 1530 hrs Palace Royalties Buggy ride, Cultural showcase & Guided Tour of the Palace with Hospitality
- 1530 hrs 1630 hrs Departure from Taj Falaknumma Palace & Arrival at HICC
- 1900 hrs 2300 hrs Welcome Dinner

### Medical FAM Trip

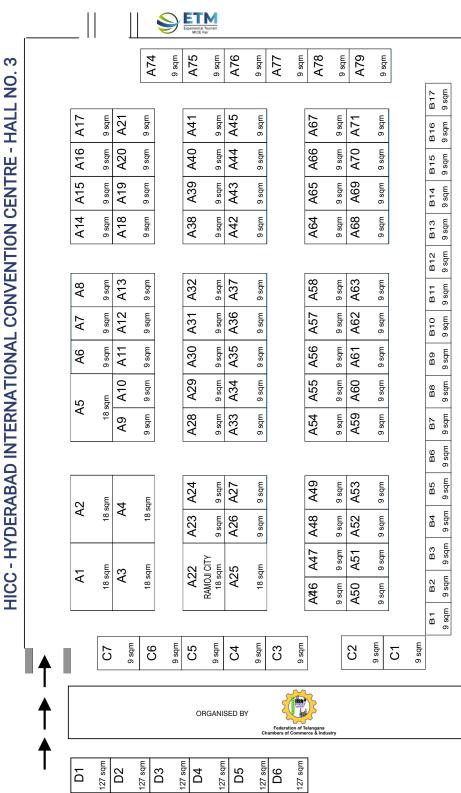
#### Day 1

- 0930 hrs 1000 hrs Registration at HICC lobby
- 1000 hrs 1100 hrs Start from HICC & Arrival at Nature Cure Hospital, Dharam Karam Road, MMTS Station, Balakampet
- 1100 hrs 1145 hrs Welcome Ceremony, followed by a guided tour of our facilities, where you will have the opportunity to explore and learn more about our holistic approach to healthcare followed by refreshments
- 1145 hrs 1200 hrs Departure from Nature Cure hospital & Arrival at Yashodha Hospital Hitech City
- 1200 hrs 1300 hrs Meet & Greet the Leadership of Yashodha Hospital Hitech City followed by show around of the Hospital
- 1300 hrs 1330 hrs Departure from Yashodha Hospital & Arrival at AIG Hospital
- 1330 hrs 1500 hrs Upon arrival, a sense of joy permeated the atmosphere. The event commenced with a delightful networking session over a nutritious lunch, followed by an immersive tour of the AIG campus
- 1500 hrs 1600 hrs Departure from AIG Hospital and Arrival at Ramoji Film City
- 1600 hrs 2130 hrs Grand welcome upon arrival at Ramoji Film City, followed by a 90-minute guided tour and a photo session
- 2130 hrs 2300 hrs Departure from Ramoji Film City and arrival at HICC

#### Day 2

- 0630 hrs 0700 hrs Registration at HICC lobby
- 0700 hrs 0730 hrs Departure from HICC & Arrival at KIMS Hospital Secunderabad.
- 0730 hrs 0900 hrs Show around of KIMS Hospital Secunderabad for 90 minutes followed by breakfast
- 0900 hrs 0930 hrs Departure from KIMS Hospital Secunderabad and Arrival at Care Hospital, Banjara Hills
- 0930 hrs 1100 hrs Show around of Care Hospital, Banjara Hills with Hi Tea
- 1100 hrs 1130 hrs Departure from Care Hospital, Banjara Hills and Arrival at L.V Prasad Eye Hospital, Jubilee Hills
- 1130 hrs 1500 hrs Show around of L.V Prasad Eye Hospital, Jubilee Hills followed by Networking Lunch
- 1500 hrs 1530 hrs Departure from L.V Prasad Eye Hospital and Arrival at Apollo Hospital, Jubilee Hills
- 1530 hrs 1700 hrs Show around of Apollo Hospital, Jubilee Hills followed by Hi tea
- 1700 hrs 1745 hrs Departure from Apollo Hospital, Jubilee Hills and Arrival at HICC
- 1900 hrs 2300 hrs Welcome Dinner

### FTCCI ETM Fair EXHIBITION



## TELANGANA GOVERNMENT TOURISM DEPARTMENT





Jupally Krishna Rao Minister Prohibition & Excise; Tourism & Culture and Archaeology Government of Telangana



Anumula Revanth Reddy Chief Minister Municipal Administration and Urban Development; General Administration, Law & Order and All Other Unallocated Portfolios Government of Telangana





**A Vani Prasad** Principal Secretary Youth Affairs, Tourism, Culture & Sports Department Government of Telangana



The vision of the Telangana Government Tourism Department is to transform the state into a premier tourist destination known for its rich cultural heritage, vibrant festivals, diverse landscapes, and world-class hospitality. Through strategic initiatives and partnerships, the department aims to promote sustainable tourism, empower local communities, preserve historical sites, and showcase Telangana's unique identity to the world.

By leveraging technology and innovation, the government envisions creating memorable experiences for visitors while fostering economic growth and preserving the natural environment for future generations.

The department is committed to showcasing Telangana's rich history and cultural heritage, including its architectural marvels, ancient monuments, and traditional arts and crafts.

Recognizing the importance of environmental conservation, the department emphasizes sustainable tourism practices. Efforts are directed toward minimizing the environmental impact of tourism activities, promoting responsible travel behavior, and preserving the natural beauty and biodiversity of Telangana's landscapes.

# **ORGANISED BY**





Suresh Kumar Singhal President FTCCI Director Vijay Iron Foundry



Rakhi Kankaria Chairperson THMMICEE Committee, FTCCI Founder Director Rachnoutsav Events



R. Ravi Kumar Senior Vice President FTCCI Managing Director Motion Dynamic



Vijay Mohan Raj Co - Chair THMMICEE Committee, Sameera Travels Director Hyderabad Cricket Association Centre of Excellence



K K Maheshwari Vice President FTCCI Managing Director Cil Securities Ltd.



Dilip Kumar Pansari Co - Chair THMMICEE Committee, FTCCI CEO Hyderabad Dreamz

Established in 1917, the FTCCI - Federation of Telangana Chambers of Commerce and Industry is the premier chamber of commerce in Telangana. With over a century of experience, FTCCI has been a leading voice for the business community in the state, playing a pivotal role in shaping Telangana's economic landscape. FTCCI champions positive change by fostering a collaborative environment where businesses and policymakers can work together to achieve sustainable growth and development.

FTCCI incessantly leads the business community towards sustainable economic growth and advocate a probusiness climate. FTCCI primary function is to play an active role in the economic development of the Telangana State. The Federation liaises between Trade, Industry and the Government.

FTCCI plays a crucial role in advocating policies that promote economic growth, facilitating trade and investment, and providing a platform for networking and collaboration among businesses. It conducts various programs, seminars, and workshops to support the business community and enhance their competitiveness in the global market.

FTCCI stands as a pillar of strength and unity for the business community in Telangana, embodying a legacy of excellence, integrity, and service. With its unwavering dedication to advancing the interests of its members and driving economic prosperity, FTCCI continues to be a driving force in shaping the future of business in the region.

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# ADVISORY COMMITTEE



Federation of Telangana Chambers of Commerce & Industry

#### Tourism Hospitality Media, Entertainment, MICE & Event Committee



**Gowra Srinivas** Managing Director Gowra Petrochem



Ashish Kumar EVP & Chief Commercial Officer GMR Hyderabad International Airport



Pankaj Sampat Area Director - Hyderabad & General Manager Taj Krishna The Indian Hotels Company Limited - IHCL



Rubin Cherian General Manager Novotel Hyderabad International Convention Centre



Srikant T.G. Business Head HITEX Exhibition Centre

FTCCI - Federation of Telangana Chambers of Commerce and Industry with its THMMICEE - Tourism Hospitality Media MICE Entertainment and Events Comittee plays a pivotal role in promoting and developing tourism and related industry in the region.

THMMICE is keen on working with Telangana Government on two major aspects which are Achieving Tourism Industry Status and Formalizing the State Tourism Policy.

In the canvas of commitment we have further filed/strived to help initiate the Tourism Police segment by creating the brand **"Telangana - The Heart of the Deccan"** on social media and across other communication channels. By showcasing the rich cultural heritage, historical sites, natural beauty of Telangana and the department works towards enhancing tourism infrastructure, organizing events and fostering collaborations between stakeholders in the tourism industry.

Through its initiatives, FTCCI THMMICEE is building an ecosystem for supporting, promoting and contributing to build the brisk ECO system for economic growth of the tourism industry by attracting visitors, creating employment opportunities and boosting local businesses.

# **LICONIC ADVISORY COMMITTEE**

### "Cultural Icons: Shaping the World with Timeless Influence"



Birad Rajaram Yajnik Director & Curator Mahatma Gandhi Digital Museums



Sanjoy Roy Managing Director Teamwork Arts



Ragini Chopra Executive Vice President Corporate Affairs InterGlobe Enterprises



Sabbas Joseph Founding Director Wizcraft Group



Roshan Abbas Indian Actor



Giresh V. Kulkarni Founder Temple Connect



Nandita Palchoudhuri Independent Arts & Crafts Professional



Pandit Shubhendra Rao Performer, Composer, Collaborator & MD, Musikul Education

The Iconic Advisory Committee plays a crucial role in shaping the FTCCI Experiential Tourism MICE Fair '25. Comprising some of the brightest minds and most influential figures in their respective fields, each member of this esteemed group brings a wealth of experience, unparalleled expertise, and a deep commitment to our mission. Their guidance and insights are instrumental in defining our strategic direction and ensuring our continued success. We take immense pride in their association with us.

Through their expertise and vision, the Iconic Advisory Committee significantly enhances the experiential value of the Fair, making it a premier event for stakeholders in the tourism industry.

## FTCCI - Tourism Hospitality Media MICE Entertainment and Events Committee Member Brands

Prompt Packaging Pvt. Ltd. Manufacturer of Corrugated Boxes and Board







HYDERABAD INTERNATIONAL Convention Centre

Managed by Accor



















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#### PLEASE CONTACT FOR MORE INFORMATION



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