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## **MEETINGS MEAN BUSINESS ANNOUNCES NEW ADVISORY BOARD AND YEAR ONE MARKET STRATEGY FOR INDIA**

*Joined by coalition co-chair Julie Coker Graham, Nitin Sachdeva of MMB India previewed plans to foster industry-wide advocacy in one of the world's fastest-growing MICE markets*

**TORONTO** – The Meetings Mean Business (MMB) Coalition hosted a press conference to update industry professionals at MPI's World Education Congress about Meetings Mean Business India. The update came just five months after MMB India was publicly announced at PCMA's Convening Leaders Conference and included new information on the chapter's [23-member advisory board](#) and two-phase plan for market engagement.

"India is poised to be one of the world's fastest-growing markets for outbound MICE tourism," said Nitin Sachdeva, co-chair of MMB India and executive director of Venture Marketing. "We have the sixth largest economy in the world and by 2025, our outbound MICE tourism market is expected to reach \$9 billion (U.S.). From a communications and advocacy standpoint, our opportunity is clear – we must come together as meeting planners, incentive experts, travel providers and destination marketing strategists to advance a shared mission for market growth and business development."

Sachdeva, who began working in travel, tourism, hospitality and aviation 15 years ago, has served as a consultant to numerous convention and visitors bureaus. He is an active member of the Society of Incentive Travel Excellence and Destinations International's Global Development Committee – giving him access to the individuals and insights needed to take the MMB model and tailor it to the needs and opportunities in India.

His near-term priorities include continuing to build MMB India's advisory board and arming different segments of the meetings industry with common messages and programming – a sizeable feat for India's young and rapidly growing meetings market. Sachdeva expects India's MICE industry to triple in the next two to three years and generate more than 2 million outbound MICE tourists by 2020.



“We are proud to welcome India to the MMB family and thrilled with the work Nitin and his team are doing to ensure their efforts are effective, sustainable and inclusive,” said Julie Coker Graham, co-chair of the U.S. MMB Coalition and president and CEO of the Philadelphia Convention and Visitors Bureau. “MMB Canada was our first international chapter and the addition of MMB India only strengthens our mission to protect and promote the industry’s value.”

According to Coker Graham, the coalition’s growth strategy has been almost entirely organic, with “industry leaders across the globe raising their hands and requesting information on how to bring MMB to their countries. Their interest is a testament to the appeal and adaptability of the MMB model in other parts of the globe.” Much of the intrigue she added, is fueled by the success of Global Meetings Industry Day, which was celebrated in more than 50 countries this year.

“As the coalition grows, we strengthen our role as an insurance policy for the industry by offering more proof points, more spokespeople and more proactive engagement to decision makers in business and government. We are excited for the collaboration, partnership and knowledge-sharing ahead.”

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### **About Meetings Mean Business**

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit [www.MeetingsMeanBusiness.com](http://www.MeetingsMeanBusiness.com).