

PRESS RELEASE

Event and Entertainment Management Association to host 8th edition of the EEMAX GLOBAL Conclave & Awards

“India’s apex body of the events and experiential marketing industry hosting the conclave on **17-19 October 2016** in Mumbai”

Mumbai, 12th September, 2016: The **Event and Entertainment Management Association (EEMA)**, India’ apex body of the events and experiential marketing industry is hosting the 8th edition of the **EEMAX GLOBAL Conclave & Awards**, on **17-19 October 2016**, at the Sahara Star Hotel, Mumbai. The endeavor is to identify, celebrate and honour the best events and experiential marketing initiatives from around the world, while the **EEMAX Conclave** promises to be a world class thought leadership summit and a superlative networking opportunity for the industry

Participation in the EEMAX GLOBAL will be beneficial to all the visitors, who will experience some of the finest Indian and global speakers, learn from some of the most inspiring case studies from across the globe, and create an opportunity for interaction with diplomats, tourism agencies, media professionals, corporates and the leaders of the event management fraternity from across the globe to build future partnerships on incoming or outbound work.

Mr. Sabbas Joseph, the President of the association said, “The award ceremony this year has 88 awards across 30 categories including, brand activation, intellectual property, social, CSR, corporate education etc. We have planned for a stringent international jury that will evaluate global agencies on their work in the past financial year. We are an industry, whose time has come and we would like to share our growth with the world. We are very excited to take India to the world and likewise bring the world to India.”

Mr. Mandeep Singh, General Secretary EEMA said, “We can proudly say that the organised event industry in India has grown exponentially over the last two decades to more than \$8,00,00,00 with several 1000 entities operating in this space in various segments and levels across 100+ cities. We collectively employ 1500000 people, provide income to more than 50 Lakh households, make a meaningful impact on prestigious private and government led projects, manage the visits of various global dignitaries and provide experiential marketing solutions to the world’ leading brands e.g. Coke, Samsung, Apple, Nike, Nestle, Harley Davidson, Toyota, Standard Chartered Bank etc.”

EEMA is the first and only autonomous and non-profit registered body of its kind in India, which seeks to bring together the world’s leading event management companies, institutions and professionals on the same platform. EEMA today is the only national association with a unified voice that leads dialogue within its members and with the government, statutory bodies, taxation authorities, private and municipal licensing bodies, corporate industry, industry production partners and artists.

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