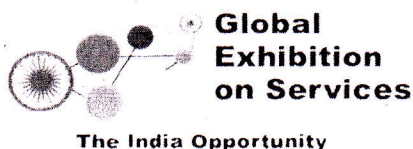




Confederation of Indian Industry



Department of Commerce  
Ministry of Commerce & Industry  
Government of India



## **GUIDANCE NOTE FOR CONDUCTING GES ROAD SHOWS BY INDIAN EMBASSIES IN THE COUNTRIES OF THEIR ACCREDITATION.**

### **1. Request**

Embassies of India are requested to hold Roadshows to garner participation for Global Exhibition on Services (GES) 2017 - An event promoted by Department of Commerce, Ministry of Commerce & Industry, Government of India in association with Confederation of Indian Industry & Services Export Promotion Council (SEPC).

### **2. Essentials components of the Road Show**

#### **(a) Pre Event**

- **Venue**: can be the Embassy premise or hired Venue
- **Target Audience** – stake holders from Service sector (Banking & Financial Services Education, Environmental Services, Energy Services, Exhibition & Event Services, Facility Management, Healthcare, IT & Telecom, Logistics, Media and Entertainment, Next Gen Cities, Professional Services, Railway Services, Retail & Ecommerce, Skills, Space, Sports Services, Startups/SME in Services, Tourism & Hospitality, Wellness)
- **Collaterals**: Invitation along with the program to be sent out from the embassy to all the stake holders (individual players in the identified sectors, sectoral association subsector associations )
- **Invitation** to press
- Follow up on attendance:

#### **(b) Day of the program**

#### **Sample Programme for Road Show to be tabled**

1300 – 1400 hrs	Registration
1400 – 1405 hrs	Screening of Film on Global Exhibition on Services

(available on the website of Department of Commerce with link on the website of GES2017 at [www.gesdelhi.in](http://www.gesdelhi.in))

1405 – 1415 hrs	Welcome Address	Embassy official
1415 – 1435 hrs	Presentation	Economic Counsellor
	Q& A and concluding remarks followed by Tea or Lunch	

**( c) Logistics arrangements (to be done by the Embassy)**

- Venue blocking
- Laptop and projector
- Head table arrangement
- Tent cards
- Backdrop
- Kits for delegates (Brochure\*, Last Show's Report\*, Pen drive containing film on GES \*, Power Point Presentation\*, Note pad & pen)
- Photographer
- Food & tea Arrangement
- Registration counter
- Attendance Sheet

**Note:** All collaterals including those marked as \* above, invitations, program brochures, customized presentation, press release, talking points, Document kit material, Backdrop design will be provided by CII.

**(d)Contact Point:**

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