



1st PHDCCI

Wedding Tourism Expo

Destinations Experiences Celebrations



PHD CHAMBER
OF COMMERCE AND INDUSTRY
VOICE OF INDUSTRY AND TRADE

18-19
October 2024
PHD House, New Delhi



BACKGROUND

Weddings in India are not just ceremonies; they are grand celebrations deeply rooted in cultural traditions, rituals and festivities. With its rich diversity in customs, traditions and landscapes, India has emerged as one of the most sought-after destinations for weddings globally.

Ministry of Tourism has unveiled a campaign aimed at showcasing India as a premier wedding destination on the global stage. The campaign seeks to expand India's wedding industry, by enticing couples from around the world to embark on a remarkable journey to celebrate their special day in India.

In keeping with this, PHDCCI is proud to announce its inaugural Wedding Tourism Expo, titled 'Wed in India' in the month of October 2024 in Delhi.

With its comprehensive agenda encompassing exhibitions, conferences and networking opportunities, the Expo aims to position India as a premier wedding destination on the global stage while facilitating the growth and development of the domestic wedding tourism industry.

OBJECTIVES

- ✦ **Promotion of India as a Premier Wedding Destination:** The primary objective of the Expo is to position India as a preferred choice for couples worldwide seeking a unique and memorable wedding experience.
- ✦ **Educational Insights:** Organize conference sessions, workshops featuring industry experts to provide insights into the latest trends, best practices and innovations within the wedding tourism sector.
- ✦ **Showcasing Diverse Offerings:** Showcase the diverse range of wedding-related products and services available in India, ranging from traditional attire and jewellery to modern wedding venues and innovative event planning solutions.
- ✦ **Networking and Collaboration:** Facilitate networking opportunities for stakeholders across the wedding industry, fostering collaborations and partnerships to enhance the sector's growth.



EXHIBITORS

- * Government Bodies and Tourism Boards
- * Wedding Venues
- * Florists and Decorators
- * Fashion and Lifestyle Brands
- * Apparel and Jewellery
- * Gifting and Souvenirs
- * Caterers and Confectioners
- * Photographers and Videographers
- * Luxury / Vintage Car Rentals
- * Wedding Vendors and Suppliers
- * Wedding Stationery

VISITORS

- * Wedding Planners
- * Couples and Families
- * Event Managers
- * Hospitality Industry Professionals
- * Tour Operators
- * Social Media Influencers
- * Journalists
- * Bloggers
- * General Public

Contemplating over what the Hon'ble PM, Shri Narendra Modi has exhorted Indians, as also non-Indians and non-resident Indians to do, i.e. Marry in India; the campaign of 'Wed in India' on the lines of 'Make in India' can do wonders for the tourism industry and help boost our economy further.

KEY TAKEAWAYS

- * **Business Expansion:** Explore business opportunities, partnerships and collaborations to expand market reach and enhance service offerings.
- * **Networking Opportunities:** Participants will have the chance to forge valuable connections with industry peers, potential clients and collaborators.
- * **Market Insights:** Gain insights into emerging trends, consumer preferences and market dynamics shaping the wedding tourism industry.
- * **Experiential Showcase:** Experience first-hand the diverse range of wedding-related products and services available in India.
- * **Knowledge Enhancement:** Attend informative conference sessions and workshops conducted by industry experts to gain knowledge relevant to the wedding tourism sector.





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ABOUT PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past **119 years**. It is a forward looking, proactive and dynamic **PAN-India apex organization**. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony & integrated development of the Indian economy.

PHDCCI, acting as the **'Voice of Industry & Trade'** with a large membership base of **1,50,000 direct and indirect members** consisting of large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.


At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

PHDCCI's **Tourism & Hospitality Committee** aims to promote tourism activities in and outside the country and endeavours to organize various tourism conclaves, seminars, roadshows and webinars in close cooperation with the Ministry of Tourism, Government of India; State Tourism Boards; International Tourism Boards; and private stakeholders.

Tourism in its various forms like **Heritage, Medical, Golf, MICE, Film, Religious, Border, Rural, Sustainable**, plays a critical role in the growth of the tourism industry. Our main focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.

EXHIBITION AND PARTNERSHIP OPTIONS AVAILABLE

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