



- New NEC Announced
- Chennai Fraternity Meeting
- 1st Meeting of the NEC for the term 2022-24
- North Members Meet & Greet
- All About Music
- Thaisthan
- KPMG development for Event Policy
- Gourmet Fest

## New NEC Announced :

**EEMA Welcomes the new NEC on the 5th September 2022**

Post an effective election process, the results of the EEMA Elections were announced on the 6th September 2022 during an open address to its members. The entire process was managed smoothly by E&Y along with the EEMA Secretariat. The earlier NEC led by President Roshan Abbas congratulated everyone and passed on the baton with immense pride and happiness to this new National Executive Committee.

Here is a list of all the members from EEMA National Executive Committee for the term 2022-24.

Name	Designation
Samit Garg	President
PVN Vidyasagar	Exe. Vice President
Vinod Janardhan	General Secretary
Siddharth Ganeriwala	Secretary
Ankur Kalra	Treasurer
Vipul Pandhi	VP North
Sonu Nanda	VP East
Raghav Roy Kapur	VP West
DV Vinod	VP South
Ruchin Kohli	Joint Secretary - North
Tejinder Singh	Committee Member 1 - North
Avinash Singhania	Joint Secretary - East
Harshal Kothari	Joint Secretary - West
Nehal Shah	Committee Member 1 - West
Ravi Mehta	Committee Member 2 - West
A Venkateshwar A R	Joint Secretary - South
Srinivas Gunishetty	Committee Member 1 - South
C. Sri Sailam	Committee Member 2 - South

## FROM THE DESK OF THE PRESIDENT



**Samit Garg**  
President

Time has flown, and we are sailing through the last quarter of the year 2022. More than 2 years were lost to Covid-19 and our industry has been one of the biggest losers. Thankfully, the worst of the pandemic is behind us and the industry is gradually regaining the lost footings.

Our friends and colleagues all around the world continue working hard to bring our world back to life. Hopefully stronger and maybe even bigger.

More than ever, I want to express my gratitude to all our seniors for having given us the EEMA that we have today. And to all our members who have over a long period of time backed the association with their belief and vision of the tribe. On behalf of the NEC, we thank you for having brought us to office and we promise to put our best foot forward in taking ahead the dreams of our peers and predecessors.

We had our first NEC meeting on the 17th of September and have identified some core areas of focus in the immediate term.

The constitution amendment is critical and we hope that all of you will join the Special General Body Meeting scheduled for 18th of October for the same. Government interaction and engagement is aggressively being pushed across various sectors. Integration of regional associations spread across the country and bringing them together in a unified EEMA umbrella is an exercise that is being given full impetus.

We are hopeful that you will find this endeavour of a monthly newsletter useful and vide this, we plan to keep you updated of the various developments and initiatives being implemented at both national and regional levels.

It would be noteworthy to mention that it is now India's time to showcase its mettle to the world. In the coming 12 months - we are going to be hosts to the G20 Summit/meetings, Hockey World Cup, SCO Summit meetings, ITB and many more. This is a clear indication of the times to come. It is a signal for us to stand up and be ready to embrace the endless opportunities that are coming our way. Let us also be mindful - if we don't do these, someone else will.

God bless EEMA and God bless our fraternity.

**Samit Garg, President**  
president@eemaindia.com



**Vinod Janardhan**  
General Secretary

Success is not final and failure is not fatal: so it is the courage to continue that counts. We must look at success as a journey, not a destination. Success will help us all to move forward faster.

On this successful note; I congratulate Samit Garg, president of EEMA for his effervescence of positivity and inclusion.

Congratulations also to the NEC and all the regional teams for amplifying the energy and vibrancy brought in with a lot of joie de vivre within the first month of taking the reins. This newsletter is a small first step towards bringing in progress and information within EEMA to all our members and beyond. EEMAGNIFY has the potential to be an Informative mouthpiece of our industry body and help us expand our horizon. Being in its nascent humble stage it will evolve and self-grow in size and information.

We hope that you love what we are bringing for you and invite you to contribute with articles matched with action pictures which will help us set a context on the horizon. EEMAGNIFY is your monthly newsletter, so augment, expand and amplify your talent to our growth, plug in your energies and writing skills for us.

**Vinod Janardhan**, General Secretary  
generalsecretary@eemaindia.com



## 1st Meeting of the NEC for the term 2022-24 :

17th September 2022

The newly elected NEC for the term 2022-24 met & held their first National Executive Committee Meeting on the 17th September 2022 at the EEMA Secretariat in Delhi. The agenda was set to identify, enable, evaluate and create a planned path to implement the decisions and policies with a strong call to action for the next two years of EEMA leadership.

A Journey of a thousand miles begins with a single step.  
- Confucius

## EVENT info




## Chennai Fraternity Meeting :


15th September 2022

A meeting of the events and wedding fraternity was organized at The Park Hyatt, Chennai. The gathering discussed the way forward in the business of experiential events. The event was attended by Samit Garg - President, PVN Vidyasagar- Executive Vice President, Siddharth Ganeriwala - Secretary & DV Vinod Gopal, VP-South amongst other prominent players of the south industry.

The event aimed at expanding the horizons by bringing in more partnership opportunities and spreading the footprint of EEMA in the southern region of the country.



When did the celebration of the popular and large festival Oktoberfest start?



☐ 1805

☐ 1815

☐ 1810

☐ 1820



## EVENT info

### North Members Meet & Greet at IBIS Aerocity, Delhi :

17th September 2022



An informal catch up with the members was hosted at Hotel IBIS, Aerocity, New Delhi. The evening brought together a diverse group of current & past EEMA members along with prospective members from the delhi & NCR regions. The evening saw a palpable display of bonhomie and camaraderie with animated conversations and splendid moments of photo ops. The invited guests discovered best instances to watch and indulge in good-fellowship.

during their three-day agenda. EEMA President Samit Garg was well received at his maiden address on vision and the future of industry. He also held several side discussions with various industry stakeholders at the event. Relevant conversations were also initiated with top honchos in the music licensing industry. These dialogues will now be taken ahead for further interactions to reach its fruitful conclusions. EEMA's presence was also felt with participation of several members from the NEC, west teams and members too.

Progressive conversations were initiated with the various representatives of licensing bodies and a round table meeting for resolution of the matter is being scheduled soon.

### Thaisthan : 19th - 23rd September 2022



EEMA associated itself with another coveted industry event titled, 'Thaisthan' – Mahakumbh of event industry organized at Hua Hin, Thailand. Hosted by the Association of Eventpreneurs, EEMA was the chosen Industry Partner for the conclave showcasing exciting and insightful sessions, workshops, panel discussions and networking opportunities to vendor partners and entrepreneurs alike.

President, Samit Garg successfully created a dialogue of partnership on stage with five regional associations to form a common agenda with EEMA. This development shall foster the announcement of a new partnership to strengthen and collaborate on a number of engagements, joint marketing activities, event sponsorships and joint communications to grow our industry ecosystem industry to design and deliver world class services.

Considerable headway was made in getting the regional bodies together. Five regional associations were present and consensus was reached in forming a common agenda to be pursued and EEMA becoming the umbrella body to get everyone together.

### All About Music : 20th - 22nd September 2022



EEMA associated as an Industry Partner for the first time at the 6th Edition of All About Music 2022. The event was organized at the Taj Land's End, Mumbai. This event brought together professionals from the business of music and included keynotes and exclusive panel discussions, inspiring success stories, networking opportunities, masterclasses and workshops, talent showcase and pitch prospects

## EVENT info

FLASH  
NEWSKPMG development for  
Event Policy :

Shri Apurva Chandra, Secretary the Ministry of Information & Broadcasting during his virtual address at EEMAGINE 2022 shared that India is big on the services sector and the event industry plays a crucial role in generating business opportunities. EEMA had proposed to the apex body to present a draft model policy which would highlight suggestions and make business easier for the events industry.

We are pleased to announce that after several discussion with a few Multinational Consultants for creation of an **Event Policy**. EEMA has shortlisted to work with KPMG as our consultant to this proposed paper.

We are also excited to announce that as a result to the fine representation by our president, Samit Garg, KPMG india has confirmed to work with EEMA on a **Pro-Bono** basis and will share a first progressive first draft within 6 – 8 weeks from now.



## Gourmet Fest Participation :

24th &amp; 25th September 2022



EEMA powered The Gourmet Fest 2022, held at A-Dot Gurgaon. This third edition of culinary extravaganza was designed to enable planners to insights from the most extraordinary engagements and from the best in the business. Spread over two delicious days, it presented buyers to bespoke dining experiences by some of the most highly-acclaimed names in our culinary universe. The festival is a one-of-a-kind occasion to experience high-end and never-before-seen concepts curated by the best in india. The event comprised of India's top catering companies, décor specialists, restaurants and food designers. The discussions with the leading authorities from the business of F&B, experiential engagements, workshops and masterclasses also created a sensation.

EEMA also setup a booth at the venue. We generated 50+ prospective member enquiries at the booth A special panel was curated to discuss collaboration on sustainability in the F&B sector.

WE ARE  
GROWING

SEPTEMBER 2022

Pinki Jha  
Star Member, EEMA EastKunal Gorhe  
Silver Member, EEMA West