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

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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>1300 – 1400 hrs</td>
<td>Registration</td>
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<tr>
<td>1400 – 1405 hrs</td>
<td>Screening of Film on Global Exhibition on Services (available on the website of Department of Commerce with link on the website of GES2017 at <a href="http://www.gesdelhi.in">www.gesdelhi.in</a>)</td>
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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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