



Press Release

For Immediate Release

International Trade Fair Academy 2009 – India Calling



International Exhibition Training and Exhibition Night in Mumbai and New Delhi

21, April, '09 Mumbai: For the first time in India, ITA International Trade Fair Academy is conducting intensive training and certification courses in exhibition marketing and project management. The 3 day courses address professionals in the exhibition, conferences and trade promotion related services. The course content and examination are created by KME Consulting Group in cooperation with the International University of Applied Sciences Bad Honnef, Bonn, Germany. It provides its students the benefits of an international certification. The ITA courses will be held in Mumbai from 21-23 May and in New Delhi from 25 -27 May 2009 and are supported by IGCC Indo-German Chamber of Commerce.

Being jointly produced by KME Consulting Group and Dickenson Media Private Limited, this timely training program is aimed at addressing the needs of the local as well as international trade and exhibition industry. With its commendable industry experts, it promises to emerge as a one-of-its-kind event to hone field related and strategic skill sets of its audience. Leveraging its state-of-the-art knowledge and experience in the exhibition business, the International Trade Fair Academy has developed an intensive course structure with a modern and methodical approach. A perfect combination of theory and practice, the course is slated to set high standards for the Indian exhibition and conference industry.



The ITA courses serve an excellent opportunity for young professionals to learn from and network with key regional players of the exhibition and trade promotion industry during the International Exhibition Night in the evening of the second course day, featuring a panel discussion and a networking dinner.

The Academy has an impressive panel with a great track record, lecturers with exemplary credentials in the exhibition industry, with the likes of Dr. Hemann Kresse, President & CEO, KME Consulting Group, Berlin/Germany. He has 14 years of experience in this industry to his credit, apart from a long practice in the advertising and media industry.

Dr. Hermann Kresse points out, “the International Trade Fair Academy is proud to be present in India for the first time ever. The Academy courses of ITA in Mumbai and New Delhi give the opportunity to young Indian exhibition managers to enhance their professional knowledge and foster their career perspectives within the industry. There is a substantial need for internationally oriented education in our global world, especially in tough times.”

Mr. Yogesh Vyas, CEO, Dickenson Media Private Limited says, “India being a fast growing destination for exhibition business, Dickenson Media along with KME Consulting Group have taken the initiative to come up with first ever training programme in India to educate the exhibition and conference industry. This world class training programme provided by the International Trade Fair Academy will definitely help the exhibition professionals to sharpen their organizing skills.”

KME Consulting Group: The KME Consulting Group is a specialized consultancy and premium service provider headquartered in Berlin, Germany focusing on strategy consulting, business benchmarking, education programs and publications for the exhibition and conference industry. The KME management has 12 years of experience in the advertising and TV business and 14 years in the exhibition industry. ITA International Trade Fair Academy has been outsourced as the training & coaching arm of KME Consulting Group.

Dickenson Media Private Limited: Dickenson Media is an insightful and dynamic conference, exhibition, publication and event management company based in Mumbai, India. Dickenson Media is one of India’s most respected leading providers and promoters of leading strategic conferences, professional training, in-Company training, b2b solutions and on-line information.



About IVCJ

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We also have to our credit many successful events that have provided ample opportunity for networking to developers, private equity players, fund managers and industry experts. For more information on IVCJ events, visit <http://www.vcindia.com/conference.asp>.

Dickenson Intellinetics are producers of signature business conferences and publications covering the PE, Real Estate, Banking and Corporate Communications marketplaces within India. We are also one of the leading agencies in India, specialising in Corporate Reporting and Creative Solutions, serving many prominent corporates in India.

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