

Arabian travellers positive about India



Mr. Sanjay Verma, Consul General of India, Dubai (2nd from right) inaugurating the Indian Pavilion along with Mr. Sumanta Chaudhary, Joint Secretary(Wana), Ministry of Commerce & Industry(3 from right). On Mr Verma's left is Mr. G P Upadhyaya, Secretary General, FIEO.

The Federation of Indian Export Organisations participated in the Arabian Travel Market (ATM) 2010 held in Dubai from 4-7 May 2010 as part of the Federation's ongoing programme to help its members from the services sector to expand their business. Travel & Tourism is one of the important sectors amongst services, which has immense potential and scope for expansion. FIEO's participation in ATM 2010 is even more significant because of the shrinking tourist inflows from the developing countries last year and the increased flow of tourists from the Gulf Cooperation Council countries. The FIEO delegation led by Mr G.P. Upadhyaya, Secretary General, consisted of nine companies with 21 delegates from Travel & Tourism, Health Care, Resorts, Hospitality, Logistic, etc.

Mr Sanjay Verma, Consul General of India, Dubai, inaugurated the FIEO

Pavilion. Mr Sumanta Chaudhary, Joint Secretary (WANA), Ministry of Commerce & Industry, Government of India; Mr Manish Shankar Sharma, Director, Tea Promotion, Tea Board of India, Dubai, and Ms Aparna Dutt

Sharma, CEO, India Brand Equity Foundation, CII, were also present on the occasion.

According to the feedback received from the participants, this year, the



Mr. Sumanta Chaudhary, Joint Secretary (Wana), Ministry of Commerce & Industry (3rd from left). On his left are Mr. Sanjay Verma, Consul General of India, Dubai; Mr. G P Upadhyaya, Secretary General, FIEO and Mr K. Unnikrishnan, Director, FIEO.

number of visitor as well as the expectation of business is much higher than last year as they had good opportunity to interact with potential business visitors from the UAE and other GCC countries during the fair. While interacting with business visitors, the participants felt that they view India as an emerging superpower and hence look at visiting India in a different light compared to the image India had 10 or 15 years back.

According to estimates, the total travel market in India is expected to

reach UAD 26 billion by end 2010. It is anticipated that the GCC countries, which are insulated from the global downturn, will contribute significantly to this growth. It is also to be noted that the 2010 Commonwealth Games scheduled to take place in New Delhi later this year will be a boon for Indian Travel & Tourism.

There was lot of enthusiasm amongst the visitors towards India due to various innovative services offered by the participants this time. This includes focused attention for develop-

ment in medical and wellness tourism, rural tourism, adventure tourism and yoga tourism, which were the talking point for the Arabs during these years.

As one of the fastest growing economies in the world, India is an interesting destination with all sorts of visitors descending – from business travelers to high-end holiday makers.

As per the estimates given by the event organizers, ATM 2010 received 15% more business visitors than ATM 2009. ■
