

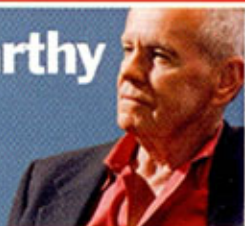
**Yep,  
He's Gay**  
Why Rowling  
outed him



**Swinging  
Singles**  
One-armed  
golfers hit it big



**Cormac McCarthy  
Speaks!**  
Reclusive author talks  
to the Coen brothers



# TIME

Special Report

## Why California Is Burning



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# Meeting with innovation

PROGRESSIVE TRAVEL COMPANIES AND DESTINATIONS PLAY A KEY ROLE IN DRIVING INTERNATIONAL TRADE LINKS THROUGH THE OLDEST BUSINESS TOOL OF ALL — THE FACE-TO-FACE DISCUSSION. HERE'S A LOOK AT SOME OF THE INNOVATORS IN MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS.

Reports by Mike Sullivan.



# India meetings curry favor

**It is no accident that India has lately become a 'hot' destination for meetings and business events. Like its famed cuisine, India's culture and its range of venues and experiences are full of spice.**

Rapidly developing business destinations—and no country is developing with more zest than India right now—have historically been a natural focus for meetings, incentives, conventions and exhibitions (MICE).

But in India, the pace of development of both business and the MICE industry is bewildering and probably unprecedented.

Tourism promotions point to India as 'a land of living contrasts,' but it is also a dynamic and gifted nation surging ahead in the new global economy. India—like its most popular sport, cricket—plays energetically to its unique advantages.

With the latest technologies, the best of venues and state-of-the-art business facilities, India meets the highest global standards for conferences and meetings and combines them with a unique, 5,000-year-old cultural heritage.

Nowhere else in the world can you host events aboard royal

says India occupies a unique niche for incentive travel.

"When you want to build stronger relationships with a business partner, make a client feel truly special, offer an unforgettable reward to a top achiever, or give your employees the royal treatment ... what better than to bring them to the unparalleled land of gods and gurus, of mysticism and majesty, of history, geography and culture?" he says.

"Imagine a program that takes your client up the ramparts of an ancient fort on the back of an elephant, swaying to the sound of beating drums. Where lunch in gardens overlooking the Taj Mahal is accompanied by the sweet music of a flute. Where thousands of oil lanterns light up the night as the boat docks on the banks of the holy river Ganges at Varanasi. Where the secrets of Ayurveda reveal the beauty of Sri Lanka. A program that finally reveals what it means to be on top of

**THE IMPETUS FOR DELEGATES TO VISIT ICONIC SITES SUCH AS THE TAJ MAHAL, OR STUDY YOGA IN ITS HEARTLAND OFFERS COLOSSAL APPEAL FOR EVENTS ORGANISERS.**

trains like The Palace-on-Wheels and The Royal Orient, or amid the majestic Himalayas—or near ancient heritage sites, forts, palaces and other breathtaking locations.

The appeal of opportunities to visit iconic sites such as the Taj Mahal, or even to study yoga, is not lost on events organizers. Perhaps the industry leader of MICE in India is Creative Travel, operated by travel industry identity Ram Kohli and his sons Rohit and Rajeev.

Established in 1977, Creative has grown to be one of Asia's leading destination management companies, covering all of India, Nepal, Bhutan, Sri Lanka and Tibet—and its Plan It! division is regarded as one of India's finest conference management teams.

"We felt that the business of conference planning required a dedicated team of experts," says operations director Rohit Kohli. "That is why we created Plan It!—a team of dedicated conference professionals with a singular mission to make every event a memorable one."

Ram Kohli, Creative Travel's chairman and managing director,

the world—by taking participants on a flight over the one and only Mount Everest."

Creative Travel programs have inspired many of the world's leading business organizations and associations to gather in India—and many have gone on to invest and develop business in the country. It's a happy outcome that the India Convention Promotion Board is delighted to keep encouraging.

[www.conventionipcb.org](http://www.conventionipcb.org)

