

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 1155
ANSWERED ON 03/12/2024

**PROMOTION OF INTERNATIONAL LEVEL TRADE AND EXHIBITION CENTRE IN
AMRITSAR**

1155. SHRI GURJEET SINGH AUJLA:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether is a fact that the establishing an International level Trade and Exhibition Centre in Amritsar to promote it as a premier MICE (Meetings, Incentives, Conferences, and Exhibitions) destination;
- (b) whether it is true that Amritsar is rich tourism and pilgrimage sites, strong logistics, and diverse hospitality options, is well-positioned to attract large-scale events and trade fairs;
- (c) whether it is a fact that world-class convention centre with a capacity of up to 4,000 seats, combined with exhibition and trade facilities, would significantly boost tourism, local businesses, and cultural exchange;
- (d) whether the Government consider allocating funds or support for the development of such a facility, particularly in the proposed location near Ranjit Avenue, which offers ideal accessibility; and
- (e) if so, the details thereof?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) to (c) The MICE industry significantly boosts economic and business development, offering numerous benefits. These include business growth through networking, economic boost through investments in the host city and new avenues of revenue generation. The MICE industry also holds immense potential in job creation for the local population, knowledge sharing, tourism promotion, infrastructure development, enhanced soft power, support for local businesses and global cultural exchange, ultimately driving growth and development across sectors.

(d) & (e) MICE centers are developed at various cities in India. Bharat Mandapam, Yashobhoomi, Tamilnadu Trade Promotion Organisation, Karnataka Trade Promotion Organisation, etc. are developed by the Ministry of Commerce and Industry.