



Project Information Memorandum

APPENDICES

Request for Proposal - VOLUME III

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APPENDIX – I

KEY DEFINITIONS & CONCEPTS

Event	An event refers to any form of organised gathering including corporate meetings, conventions, congresses, conferences, symposiums, seminars, trade shows, fairs, exhibitions or incentive meetings, either wholly or partially attended by foreign participants. In the case of incentive travel, one event is equated to one incentive group.
Incentive Travel	Incentive travel refers to any form of travel programme sponsored by a company either fully or partially, to reward and/or to motivate its employees to achieve an even higher level of performance.
Exhibition	An exhibition refers to an event held within a limited period of time during which a reasonably large number of exhibitors display their product samples and/or promote their services with the ultimate goal of selling the products and/or services to the trade, industry users and bulk buyers.
Association Meeting	Association meeting refers to an assembly of persons who are engaged in the same or almost similar profession or trade to discuss and exchange information.
Corporate Meeting	A corporate meeting refers to a company meeting which is attended by employees from the same company, regardless of whether they are from one country, one region, or worldwide.
Convention	A convention refers to a corporate meeting or an association meeting.
Conferences	Conferences are events held by associations, professional groups, and other membership organisations. These events do not usually require exhibit space, but are otherwise similar to congresses. They require meeting space for general sessions, food service areas, and breakout meeting rooms. Hotels and conference centres host the majority of conferences.
Expenditure	The (per capita) expenditure of a participant refers to the total amount of money spent by him/her during his/her stay in the destination city. It includes key expenditure items such as accommodation, food, local transport, recreation and shopping. International airfare and registration fees however, are not included. Per diem expenditure refers to a participant's per day per trip spending.
Congresses	Associations, professional groups, political and other membership organisations hold congresses, with attendance ranging from 500 to 30,000 attendees. The larger of these meetings typically take place in congress centres with dedicated exhibit halls. Smaller events are held in hotels and conference centres. Congresses usually consist of a number of concurrent meetings, with a few general sessions. Facility

needs include assembly space for general sessions, banquet facilities, and numerous breakout-meeting rooms. Approximately two-thirds of congresses use exhibit space for displays and booths.

Congresses generate a great amount of spending in the area economy because a large percentage of attendees originate from outside the local area, typically stay several nights in the host city, and spend money on accommodation, food, retail goods, transportation and entertainment. Spouses, family or companions accompany about 40% of attendees. Without dedicated exhibit space, a market is limited to events that occur in individual hotel properties or conference centres.

Corporate and Other Meetings

Corporate meetings include training seminars, professional and technical conferences, sales meetings, shareholder events, product introductions, and management meetings. Attendance ranges up to 100, with an average of fewer than 50. These meetings are held in hotels with meeting space, conference centres, and sometimes in the meeting room blocks of larger congress centres. Corporate meetings usually require meeting rooms or ballroom space, but not exhibition space. Larger functions are sometimes held at congress centres. Corporate meeting planners and attendees prefer facilities with business amenities and a high-quality, professional appearance.

Social, Military, Educational, Religious, and Fraternal Events

Referred to as SMERF events, these events include weddings, fund-raising events, educational seminars, religious gatherings, parties, and other community events that have a civic, social, or entertainment purpose. These events typically require a ballroom or multipurpose space where food and beverage services and, in some cases, entertainment can be provided. SMERF events are the most common type of events in most civic centres and locally oriented conference facilities. Generally, SMERF groups are highly price sensitive with respect to hotel room and space rental rates.

Trade Exhibitions

Trade exhibitions (also called trade fairs or trade shows) provide a means for wholesalers and retailers to transact business with industry buyers. Trade associations, independent show organisers, and other companies sponsor and produce trade shows. Similar to congresses, trade fairs require exhibit halls and are generally restricted to congress centres, as opposed to hotel or conference centre event spaces. Like congresses, trade fairs offer a forum for exchanging industry ideas. Trade fairs are more product- and sales-oriented than congresses. They are exhibit-intensive, and exhibitors prefer column-free, single-storey, open space facilities. Exhibitors construct temporary custom booths for product display. Trade fairs typically attract a large number of attendees that originate from outside the host city, but their length of stay is shorter and their average spending lower than congress attendees. Many trade fairs are increasing the amount of meetings and other breakout sessions they conduct in order to augment the educational component of their events, attract more attendees, and keep them in the host city for longer periods of time.

Public Exhibitions Public Exhibitions (sometimes called consumer shows) are public, ticketed events featuring exhibitions of merchandise for sale or display. Public exhibitions provide a means of product distribution and advertising. Some, such as auto and boat shows, have recreational and entertainment components as well. Public exhibitions range in size from small local, specialised shows with a few hundred attendees to large shows with many thousands of attendees. The larger public exhibitions may occur in congress centres, shopping malls, fairgrounds, and other public-assembly facilities with large exhibition areas.

Most attendees are local residents, although a few large public exhibitions have a regional or national draw. Exhibitors often come from out of town and may follow a series of events occurring in different venues. Site selection considerations for public exhibitions include the size and income of the local population, availability of facilities, and the number of competitive shows in the market. Many public exhibitions are beginning to incorporate educational seminars, and the availability of meeting space is becoming increasingly important for these events.

**General
Assemblies**

Assembly events usually involve a ceremony, speech, or other similar activity that attracts a crowd of spectators. These events attract anywhere from 200 to 50,000 people or more and many require arena or stadium seating. Assemblies stem from many of the same sources as SMERF events, but are less likely to involve a food and beverage element. These events do not usually require large amounts of exhibit and meeting-room space.

**Sports and
Cultural Events**

Sports and cultural events include everything from volleyball games to major pop concerts. The requirements typically include a stage in various configurations, basic seating aimed at large and sometimes unruly crowds, and “backstage rooms”. Technical requirements can be extensive and include elaborate sound systems, scoreboards and lighting.

APPENDIX – II

UTILIZATION STATISTICS

2.1 UTILIZATION FIGURES OF INTERNATIONAL CONVENTION AND EXHIBITION CENTRES

Facility	Utilization rates *	Data for the year
Queen Sirikit National Convention Centre, Bangkok	<ul style="list-style-type: none">70%65% booked as of date	<ul style="list-style-type: none">2004-052005-06
Bangkok International Exhibition Centre	<ul style="list-style-type: none">25%25%36%26% as of date	<ul style="list-style-type: none">2002200320042005
Jakarta Convention Centre	<ul style="list-style-type: none">76.2%84.7%74.0%77.3% as of date	<ul style="list-style-type: none">2002200320042005
Hong Kong Convention & Exhibition Centre	<ul style="list-style-type: none">60% as of date	<ul style="list-style-type: none">2005
Sydney Convention & Exhibition Centre	<ul style="list-style-type: none">46% as of date	<ul style="list-style-type: none">2005

2.2 UTILIZATION FIGURES OF INDIAN CONVENTION AND EXHIBITION CENTRES

Facility	Utilization rates	Data for the year
Chennai Trade Centre	<ul style="list-style-type: none">65% as of date	<ul style="list-style-type: none">2005-06
HITEX, Hyderabad	<ul style="list-style-type: none">7%13%17% as of date	<ul style="list-style-type: none">200320042005
Pragati Maidan	<ul style="list-style-type: none">57% as of date	<ul style="list-style-type: none">2005

**For both International and Indian facilities, utilization is calculated only on the basis of days booked and not on the basis of space utilised.*

CASE STUDIES

A) INDIAN CASE STUDIES

1.1 CASE 1: HITEX EXHIBITION CENTRE

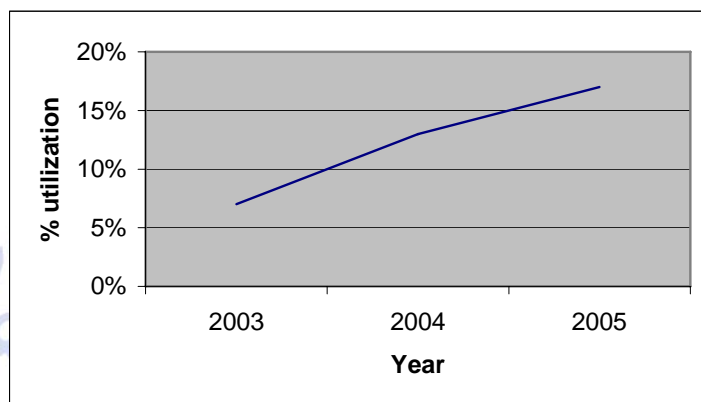
HITEX is one of India's most modern exhibition venues. The facility is spread over nearly 100 acres. The Centre has been designed to enhance functionality and flexibility in providing state-of-the-art infrastructure for organizers of international exhibitions, conventions, trade shows and corporate events.



HITEX houses a large array of infrastructure and services that comprise:

- 3 air-cooled exhibition halls each of 3500 sq. m (37,660 sq. ft) area. They are part of phase I master plan. HITEX envisages adding 5 more halls of 3500 sq.m in phase II in future.
- An open display area spread over 32,825 sq. m (353,197 sq. ft) supplements the indoor display area and facilitates showcasing of large machinery and equipment in the open ambience.
- Trade Fair Office building
 - ➔ 4561 sq.m (49,076 sq.ft) of area in Ground plus 3 floors
 - ➔ The building offers service like Organizers' Office, VIP Lounge, Media Centre, etc. and it also provides space for services such as Business Centre, Travel and Forex, Bank ATMs, Souvenir Shop, Florist, Car Rentals, Photo Studio, etc.
- Entrance Plaza (housing registration and ticketing counters)
- Open car park to accommodate around 1200 cars

PERFORMANCE UTILIZATION OF HITEX CENTRE



Source: Hitex calendar of events

* Utilization is only on the basis of exhibit days & not on the basis of space utilized

TECHNICAL DETAILS FOR EXHIBITION HALLS

Length	72 m
Width	48 m
Net Exhibition Area	3500 sq.m. (37,660 sq.ft.)/hall
Flooring	Epoxy coated concrete floor, with anti static treatment
Ceiling	Profiled metal sheet with glass wool inside and exposed steel frame
Height	10.5 m to 19.5 m
Entrance & Exit	7 sets of glazed doors
Freight Doors	One main rear door 5.8 m (W) x 6.0 m (H); Two main side doors 4.0 m (W) x 6.0 m (H); Eight side doors 3.0 m (W) x 6.0 m (H)
Suspension Points	70 kg each at nodal points of steel truss
Power Distribution	14 sets with 63A/100A incoming, 65 nos. 32A 1 Ph & 3 Ph tap off points.
Compressed Air	Ring main system, with air pressure at 7 bar
Water Supply	32mm dia connection from ring main
Sewer Point	18 points on either side of central duct, 100 mm main header & 75 mm dia laterals
Ceiling Lighting	250 lux with metal halide luminaries
Communications	100 nos. telephone outlets/hall; 65 nos. Data outlets connected to our central switch for internet connectivity through VSNL gateway
Ventilation	Centralised air cooling
Fire Safety	Hose reel, beam type detectors, fire extinguishers, 7 manual call points, photo luminescent signages
PA System	20 nos. speakers for announcements /hall
Security System	CCTV surveillance system - with cameras at various locations inside and outside the halls and Trade Fair Building
Wash Rooms	Separate for ladies & gents with special provision for physically challenged, both within the halls and outside in the service blocks

Open Exhibition Area	32,825 sq.m (353,197 sq.ft) with perimeter lighting and power supply
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FUTURE PLANS

Five more exhibition halls will come up in phase II of the project. They will have similar infrastructure facilities as the current halls do. A lakeside multi-cuisine restaurant too is part of the master plan for HITEX. The restaurant will have an area of 792 sq. m. (8522 sq. ft.), is designed to have tables for nearly 180 guests.

In line with international exhibition centres, HITEX plans to include a well-equipped congress building with conference halls that will serve as the perfect venue for large corporate seminars and workshops that go hand-in-hand with trade shows. Nearly 1350 people can be accommodated in 1 large or 2 bifurcated conference halls and the 8 smaller conference rooms.

In addition, a convention centre is being developed on the NAC grounds adjacent to the HITEX exhibition centre. The centre is being developed by Emaar Properties, a UAE based property developer. The 4,000-seating capacity convention centre will be India's largest and a technologically advanced convention facility. It will be an integrated 291,000sq.ft facility with a 300-room business hotel on 15 acres of land. The air-conditioned centre can be configured to increase seating capacity to about 6,500 and is equipped with several automated features to facilitate diverse utilization. It has various facilities and amenities that a world standard gathering would conceivably seek. It is expected to be ready in time to host the May 2006 meeting of Asian Development Bank.

OWNERSHIP STRUCTURE

Hitex is promoted and managed by Hyderabad International Trade Expositions Limited (HITEX). The promoters of HIETX include L&T Infocity Limited, National Academy of Construction, Municipal Corporation of Hyderabad, Hyderabad Urban Development Authority, and Department of Tourism, Government of Andhra Pradesh.

1.2 CASE 2: CHENNAI TRADE CENTRE

EXHIBITION FACILITIES

The Chennai Trade Centre is set up at a prime location in the Chennai metro at



Nandambakkam, in an area of over 25 acres of land with four modules of 4,400 sq. metres each of exhibition halls and support services to be built in a phased manner. In the first phase, two halls - Hall 1 (4,400 sq. m.) and Hall 2; (1,716 sq. m.) have been set up with six metres height to display all merchandise, including machinery. The

Trade Centre is designed to be a "state-of-the-art" Exhibition Complex. The air-conditioned halls have no pillars or columns.

CONVENTION FACILITIES

The ground floor area of the convention centre is 6714 sq. m., which includes a multipurpose hall of 1900 sq. m., a stage of 500 sq. m., banquet hall of 750 sq. m., lounge of 269 sq. m., and business and meeting rooms. The multipurpose hall can accommodate a maximum 1500 persons and it can be partitioned in two equal halves with the help of a sound proof Foldable Partition. This would enable holding events of 750 persons or even lesser number in the main hall. Apart from the hall there are about six rooms of different capacities varying from 25 sq. m. to 135sq. m., which can accommodate meetings and conventions of different sizes.

There is a provision for a Food Court in an area of 320 sq. m. in the first floor. At the entrance there is an open plaza of about 800 sq. m. with uniquely designed porch. Also, there is VIP lounges, rest rooms, and green rooms for the stage performers. The cost of building just the convention centre was Rs.26.83 crores.

PERFORMANCE SCENARIO

The exhibition centre is performing well. Based on current bookings for the financial year 2005-2006, the exhibition centre shows an utilisation rate of 57% if, we just take into account the number of days the centre is booked for in the calendar year. It shows an utilisation rate of 46% if we consider the sq. ft. utilization. The convention centre has been booked for 121 days in the current financial year, which is an utilisation rate of more than 30% as a percentage of days booked in a year. The overall utilisation rate for the centre is 65% as of date for 2005-2006, based on the number of days the centre has been booked for in a year.

HALL RENTAL CHARGES

The base space rent for an exhibition hall is Rs.70 per sq. m. per day. There is 30% concession on bare space rent for lean season, which is April to June. In addition, there is Rs. 50 per sq. m. day charge for A.C., Rs. 13 per sq. m. per day for stand lighting. The convention hall charges are Rs. 100/- per head subject to a minimum of Rs. 100,000. Audio system can be rented for Rs. 20,000 per day and the video system for Rs. 10,000 per day. Stage lighting charges are Rs. 13000 per day and housekeeping charges are Rs. 5000 per day. Meeting rooms are rented out on a per head basis of Rs. 100 per head and a minimum charge of Rs. 5000 per room.

OWNERSHIP STRUCTURE

Chennai Trade Centre is a joint initiative of Department of Commerce, Government of India, India Trade Promotion Organisation (ITPO) and the Tamil Nadu Government. The Tamil Nadu Trade Promotion Organisation (TNTPO) manages it. TNTPO is a joint venture of ITPO and the Tamil Nadu Industrial Development Corporation (TIDCO)

1.3 CASE 3: PRAGATI MAIDAN

Pragati Maidan covers 149 acres of prime land in the heart of Delhi. It is the hub of exhibition activities round the year. Nearly 75 exhibitions/trade fairs and other events are organized in Pragati Maidan every year of which about thirty events are international.

The exhibition complex in Pragati Maidan comprises of 16 halls (62,000 sq. m. of covered exhibition space) and 28 State and Central Government



Pavilions with a total covered exhibition space of over 1,25,000 sq. m., besides 10,000 sq. m. of open display area. In addition, the complex has two open theatres, one Cinema Hall and four conference halls. A number of seminars, symposiums and conferences are also organized in these halls during different fairs. But, the maximum capacity of a conference hall is just 200 and that of a covered theatre is 367. Also, most of the exhibition halls are not air -conditioned.

PERFORMANCE SCENARIO

The trade fairs organized at Pragati Maidan attract nearly 4 million visitors every year. For year 2005, Pragati Maidan has been booked for 207 days, which shows a utilization rate of 57% based on the number of days the center has been booked in a given year.

HALL RENTAL CHARGES

The rates for Pragati Maidan are variable over the year. During the peak period the hall charges range between Rs.130-155 per sq. m. per day and during the lean period they range between Rs.45-55 per sq. m. per day. In addition air-conditioning charges of Rs.48 per sq. m. per day is charges, if the facility is available and the event organizer avails the facility. Also, stand lighting charges are Rs.15.20 per sq. m. per day.

OWNERSHIP STRUCTURE

Pragati Maidan is owned and managed by India Trade Promotion Organization. ITPO is the premier trade promotion agency of the Ministry of Commerce & Industry, Govt. of India.

sized at Rs.40 crores in Delhi and Rs. 160 crores in India According to India Convention Promotion Bureau, Delhi has a 35% share of the convention market and 25% share of the meetings market.

1.4 CASE 4: VIGYAN BHAWAN

The government of India established Vigyan Bhawan. It offers more than 1,85,000 square feet of meeting and convention space. It has a plenary hall with a seating capacity of 1200 and six smaller meeting rooms with capacities ranging from 65 delegates to over 375 delegates. It was built by CPWD.

POSITIONING PLATFORM

It is a premier conference centre for governmental functions as well as private functions that have government participation. It has a well-defined target segment, which is limited to government and industry associations and therefore, it doesn't compete with private sector facilities.

UTILIZATION

Vigyan Bhawan hosts about 150 events every year and around 60 of these events are large events with an average size of 500 delegates. The number of international events in a year is about 10-15% of the total events hosted at Vigyan Bhawan. It has hosted many important international events like the meetings of UNESCO and Non-Align Movement. Central and state governments, public sector units, and semi-government institutions host 60% of the events held at Vigyan Bhawan. Corporate and business conferences hosted by industry associations, and social welfare events make up the rest 40%. There are no cultural events hosted at Vigyan Bhawan. Based on the number of days booked in a year, it has a utilization rate of 40-50%.

1.5 CASE 5: LE MERIDIEN

Le Meridien is a five-star hotel, which has 32,000 sq. ft. of conventions and meeting space and no exhibition space. Most events are charges on a per plate basis and no rent for space is charged if a meal is ordered. Significant sources of revenue include

F&B, audio-visual equipment, and floral arrangements. But, the most important revenue source is room rents and conferences are seen as a channel to increase room rents.

MARKETING EFFORTS

They have an international arm which undertakes marketing for international conference. Banquets team does the local marketing, which essentially involves order bookings on the phone.

UTILIZATION

The average size of conference at Le Meridien is 100 attendees. It has a utilization rate of 80-85% based on the number of days booked. The largest segment is banquets, which consists of weddings and social events. Corporate meetings with about 30 conventions a year are also, a key segment. There are only about 10 international conferences a year, but they are important contributors to the revenue as they have a high volume of room bookings as compared to other events.

1.6 CASE 6: MAIDENS

Maidens is a four star hotel offering convention and meetings facilities, but no exhibition space. It caters to the local and the regional market. Space, and food and beverages are charged for separately. They do not have in-house audiovisual equipment and outsource it. Their other revenue sources include transport and floral arrangements.

MARKETING EFFORTS

They have a sales division that visits corporations across the country.

UTILIZATION

Banquets, consisting of weddings and social events, are the most important segment of events hosted at Maidens. Also, corporate meetings are a key segment, with about 10 conferences taking place every year with an average size of 30 attendees, and about 10 lunch, dinner, or cocktail gatherings. The number of events is growing at 5% per annum and it shows a utilization rate of 80-85% based on the number of days it is booked in a year.

B) INTERNATIONAL CASE STUDIES

1.7 CASE 1: SYDNEY CONVENTION AND EXHIBITION CENTRE

The Sydney convention centre has total convention, exhibition, and meeting space of more than 400,000 sq. ft. Of this nearly 300,000 sq. ft. is exhibition space and the rest is meeting and convention space. A little more than 50,000 sq. ft. is convention space that is split into halls and an auditorium. In addition, there is a auditorium which



can seat up to 3500 people. There is 50,000 sq. ft. of break out space.

POSITIONING STRATEGY

Sydney has focused on attracting corporate meetings, incentives and conferences from Asia. Sydney has good trade agreements in the Asian region and it is in a similar time zone. They have targeted business events from this region. Jon Hutchison, the managing direct of Sydney Convention and Visitors Bureau, observes "Incentive groups from Europe and the U.S. are generally between 50 to 300 people, whilst groups from Asia more commonly range between 500 and 4,000 (*Source: Business Travel News, San Francisco: Jan 17, 2005. Vol. 22, Iss. 1; pg. 36, 1 pgs.*)". Sydney Convention and Exhibition Centre has a capacity of 3500 in its largest auditorium, which can cater to this market. It leverages its natural advantages of being located on the Diamond Harbour, which is home to Australia's significant tourist destinations including the Opera House, and the Sydney Aquarium, to promote itself as a MICE destination. It is a place to mix business with leisure.

PROMOTIONAL & MARKETING STRATEGIES

The responsibility of promoting Sydney as a MICE destination lies with the Sydney Convention and Visitors Bureau. Its members include hotels, restaurants, attractions, event venues, entertainment, professional conference organisers and other business tourism suppliers. It assists on bidding for international conferences and conventions. It was able to attract an Amway incentive event, which had a total of 14,000 visitors, and added AU\$80 million to the local economy. Also, Sydney has won the bid to host the 2012 Lions International Conference, which expects to attract 25,000 delegates.

ECONOMIC IMPACTS

Business Tourism events in Australia generate annual expenditure of US\$ 12 billion (AU\$17 billion), and create 214,000 Australian jobs. Sydney Convention and

Exhibition Centre is the most important convention centre in Australia and plays a significant role in generating business tourism. It has a utilization rate of more than 45% based on the number of days the centre was used for in a given year.

OWNERSHIP STRUCTURE

Sydney Convention and Exhibition Centre is owned by the Sydney Harbour Foreshore Authority and is privately managed by Convention Centre Management Pty Ltd (CCM). CCM is a consortium jointly owned by hotel group Accor Asia Pacific and food services organisation Compass Group. The operating company under the CCM holding company is Darling Harbour Convention and Exhibition Pty Ltd (DHCE). The Sydney Harbour foreshore authority is a statute authority of the Government of New South Wales.

1.8 CASE 2: SUNTEC SINGAPORE INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

Suntec Singapore International Convention and Exhibition Centre has over 450,000 square feet of meeting space. It has over 250,000 square feet of exhibition space. More than 125,000 square feet of meeting space in form of convention hall and over 60,000 square feet as break out space.



It is a part of Suntec City, which has over 2.5 million sq. ft. of office space, a mall that has 270 outlets and the world's largest fountain to add to its attractiveness. It is in immediate vicinity of the central business district and provides access to many hotel rooms, shopping malls, and entertainment facilities.

POSITIONING & MARKETING STRATEGY

Singapore has been ranked as Asia's top convention city for 21 years by Union des Associations Internationales. It is one of the top ten convention cities of the world. The Singapore Exhibition and Convention Bureau manages Singapore's promotion campaign as a MICE destination. It is a part of the Singapore Tourism Board. Singapore is marketed as a city with the best infrastructure to support MICE events. It has good accessibility from all over the world with 3700 weekly flights being operated by 74 international carriers. Also, it has 100 hotels offering more than 30,000 rooms. It is a compact city with good public transportation. They have many MICE facilities each having its unique advantages. Suntec is the most versatile of these facilities as it can host many different kinds of events and therefore, benefits a

lot from this campaign. Also, Singapore uses tourism as a hook to promote itself as a MICE destination. It has tourist spots like the Jurong Bird Park and is a shopper's paradise.

Suntec has won the bid to host IMF and World Bank's annual meeting in September of 2006. The event is expected to attract 20,000 visitors from 180 countries. The IMF-World Bank meetings along with the Singapore Biennale are expected to add US\$ 23 million to the local economy in the form of tourism spin-offs.

Suntec hosted nearly 1300 events in 2002. It has formed strategic alliances with Singapore Airlines, Swissotel, Singapore Exhibition and Convention Bureau, Oriental Singapore, Marina Mandarin, Conrad Centennial etc. for marketing itself as a MICE destination. It is performing well with a utilization rate of more than 80% for both 2003 and 2004 based on the number of days the centre was used for. Also, Suntec generates a lot of revenue through advertising. It has many advertising facilities in the form of banners, e-board and posters. Advertising rates vary from S\$ 20 a week to S\$ 6300 a week.

OWNERSHIP STRUCTURE

Suntec Singapore International Convention and Exhibition Centre is owned and managed by a consortium of companies and individuals, which includes New World Development Company, Winsor Industrial Corporation Limited, and Henderson Land Development Company Limited etc.

1.9 CASE 3: MICE INDUSTRY OF HONG KONG

According to figures released by the Hong Kong Tourism Board (HKTB), the number of conventions and exhibitions has decreased from 355 in 1997 to 255 in 2002. But the number of international visitors at these events has grown from 244,014 in 1997 to 379,567 in 2002. Hong Kong's exhibition industry, in particular, continues to do well, boosted by visitors from the mainland.

The continued buoyancy of trade fair activity was also reflected in new levels of revenue generated by the industry, despite the sluggish world economy in 2002. According to figures from HKECIA, a total of more than HK\$1.45 billion (US\$180 million) was spent by exhibitors alone, which is an eight per cent rise over 2001.

TRACKING MICE VISITORS

	1999	2000	2001	2002
Total no of MICE visitors	343,145	422,217	463,935	491,292
Convention visitors	42,013	58,514	29,795	33,199
Exhibition visitors	211,344	251,612	322,492	346,368
Corporate visitors	89,788	112,091	111,648	111,725
Total no. of events	1,391	1,797	1,706	1,814
No. of conventions	210	246	198	209
No. of exhibitions	60	60	49	46
No. of corporate events	1,112	1,491	1,459	1,559

Source: Hong Kong Tourism Board, MICE

Hong Kong Convention and Exhibition Centre

With a total exhibition area of 64,000 sq m, the HKCEC is the largest award-winning multi-purpose facility in Asia. Its state-of-the-art facilities include five exhibition halls, two ballroom-style convention halls, two large foyers for pre-function gatherings, two world-class theatres, 52 various-sized meeting rooms, seven harbour-view restaurants and a host of supporting amenities.

Each year the HKCEC welcomes over four million exhibitors, delegates, quality buyers and visitors from around the world. There have been more than 20,000 events hosted in this magnificent venue since 1988. During the past fiscal year (1 July 1999 - 30 June 2000), a total of 3,083 events were contacted including 75 exhibitions of which 57 were major and recurrent whereas 18 were new; 36 major international conferences; 65 entertainment events; 285 banquets; and over 2,800 corporate events, incentive functions, meetings, press conferences, seminars, etc. HKCEC will continue to bring in world-renowned events to further enhance Hong Kong's leading position as the trade fair capital in Asia.

1.10 COMPILATION OF SPECIFICATIONS OF KEY INTERNATIONAL CONVENTION CENTERS

HOUSTON CONVENTION CENTRE - BENCHMARKS FOR EXHIBITION FACILITIES

EXHIBITION HALLS

Audio/PA System	<ul style="list-style-type: none"> • An overhead public address system is available with ambient control. • Acoustic ceiling treatment enhances sound quality. • Located in all Exhibit Halls, they may be operated separately, in pairs or combined.
Electrical & Utility Capabilities	<ul style="list-style-type: none"> • All Exhibit Hall utility services are delivered through flush mounted utility floor boxes on 30" X 30" centers. • The boxes contain domestic cold water – 3/4", sanitary waste drains – 3", 125 PSI compressed air, phone lines, and open ducts for additional services from our under-floor exhibit hall tunnel system. • 120 volt, 1 phase, 20 amps, 5 wire twist lock receptacles • 208/120 volt, 3 phase, 4 wire with ground, 1 receptacle, 100 amps • 208/120 volt, 3 phase, 400 amps • 408/277 volt, 3 phase, 400 amps • Designated columns throughout the exhibit halls have natural gas available for use.
Floor Load Limits	<ul style="list-style-type: none"> • 1,000 lb. per sq. ft in Halls A, B, C, D & E. • 400 lbs. per sq. ft in Halls F & G
Freight Access	<ul style="list-style-type: none"> • 42 drive-up docks with 29 freight doors on Level One. • 24 drive-up docks with 10 freight doors on Level

	<p>Three.</p> <ul style="list-style-type: none"> • Each Exhibit Hall contains at least one drive-in access door; • Drive-in doors serving Halls 14'H X 24' (or 30') W. • Side drive-in doors for Halls are 25'H X 30'W. • Level Three drive-in doors for Halls F & G are both 19' X 30'W.
Freight Elevators	<ul style="list-style-type: none"> • 11 elevators of varying dimensions; (3) with 20,000 lbs. load limit and (8) with 12,000 lbs. load limit.
Lighting	<ul style="list-style-type: none"> • Control of all Exhibit Hall lighting is zoned to four intermediate levels of illumination. • Illuminations levels of 12, 25, 50 and 100-foot candle are available by multi-level switching. • Colour corrected metal halide down lighting is standard with additional quartz emergency lighting. • Additional spot lighting for exhibits or events is available from the Audio Visual Department.
Telephone	<ul style="list-style-type: none"> • A digitally controlled telephone system providing software features including High-Speed T-1 Internet Access, Web-Casting from show floor, Pre-Wired Fibre-Optic Cabling Backbone, T-Span, 56k Data Circuits, and Voiceover "IP."

WASHINGTON CONVENTION CENTER

EXHIBITION HALLS

Columns	<ul style="list-style-type: none"> Predominantly 90 foot centers; 60 foot centers on the northeast sides of Hall B and C.
Ceiling Height	<ul style="list-style-type: none"> Predominantly 30 feet
Freight Docks	<ul style="list-style-type: none"> 42 enclosed docks
Freight Access	<ul style="list-style-type: none"> 3 drive-in doors (25 feet wide x 15 feet high) 2 overhead doors (19 feet wide x 15 feet high)
Floor Load Capacity	<ul style="list-style-type: none"> 350 lbs. per square foot
Lighting	<ul style="list-style-type: none"> Metal halide
Food Service	<ul style="list-style-type: none"> Three permanent Lease stands (one in each hall)
Restrooms	<ul style="list-style-type: none"> 7 sets men's and women's
Show Offices	<ul style="list-style-type: none"> 2600 square feet All the show offices on this level have restrooms
First Aid	<ul style="list-style-type: none"> Permanent room; access from inside Hall and loading dock
Utilities and Services	Floor Boxes on 30 foot centres contain: <ul style="list-style-type: none"> Electrical <ul style="list-style-type: none"> 100 amp/208 volt 3 ph; 20 amp/120 volt Telephone/Data <ul style="list-style-type: none"> RJ45 Voice and Data Outlets; Single Mode and Multimode Fibre Connections Audio And Video At Multiple Boxes <ul style="list-style-type: none"> XLR Mic and Line Connectors RJ45 Audio Input Plumbing <ul style="list-style-type: none"> 3 inch drain
Utilities and Services	On Columns: <ul style="list-style-type: none"> Electrical <ul style="list-style-type: none"> 100 amp/208 volt 3 ph; 20 amp/120 volt Audio And Video At Multiple Columns <ul style="list-style-type: none"> Paging, Video, Multipin Audio Connectors Plumbing <ul style="list-style-type: none"> 1 inch water line; 1 inch compressed air pipe; can be routed to floor boxes via conduit in floor
Utilities and Services	Overhead: <ul style="list-style-type: none"> Electrical <ul style="list-style-type: none"> 120/208 and 277/480 volt 3ph

QUEEN SIRIKIT NATIONAL CONVENTION CENTRE

LIGHTING	<ul style="list-style-type: none"> Fully-computerized lighting system It can be programmed to provide any other lighting effect as required, from pinpoint spotlighting to simulated broad daylight.
SIMULTANEOUS INTERPRETATION FACILITIES	<ul style="list-style-type: none"> The Plenary Hall incorporates a simultaneous interpretation system for 4,000 delegates operated via cordless infrared links and can handle up to six languages beyond the 'lingua franca' being used by speakers.

TELECOMMUNICATIONS FACILITIES	<ul style="list-style-type: none"> • Full range of telecommunications equipment, including voice and data lines, telex and teleconferencing facilities and Wi-Fi or Wireless Fidelity. • Telephone Lines (IDD): 1000 • Provisional Lines (IDD): 1000
POWER OUTLETS	110/220 volts
SECURITY SYSTEM	<ul style="list-style-type: none"> • Comprehensive fire detection and fighting systems • A highly trained corps of permanent security personnel assures delegate security. • For international events, the Center also provides the manning X-ray equipment and metal detectors at all key entry points. • The Center is equipped with automatically sequenced television cameras, which facilitate continuous monitoring of all public and function areas from a central control room.
AIR-CONDITIONING	<ul style="list-style-type: none"> • The QSNCC has a centralized 4,000 metric ton chilled water central air-conditioning system
PARKING FACILITIES	<ul style="list-style-type: none"> • There is on-site parking capacity at the QSNCC for 700 cars and 30 buses, with overflow arrangements available for over 1,500 vehicles in the adjoining Thailand Tobacco Monopoly compound.
GENERAL SERVICES	<ul style="list-style-type: none"> • The QSNCC provides full transportation in the entrance areas of Zone A, plus exchange and banking services, ATM, a post office, wireless internet, business center, a convenient store and other supporting amenities.
UTILITIES	<ul style="list-style-type: none"> • A water purification plant with a 3,500 cubic meter reservoir • Environmental protection is meanwhile assured by a wastewater treatment facility that provides full-cycle biological treatment for 500 cubic meters per day. • An emergency back-up generator kicks-in automatically in the event of an external grid failure-a rare occurrence in Bangkok. • Power outlets within the QSNCC offer 220-volt cycles to extend maximum convenience to delegates or exhibitors using imported electrical hardware.

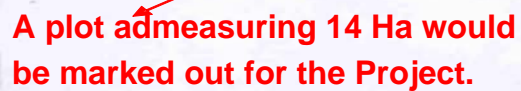
AUDIO VISUAL SPECIFICATIONS - QSNCC, BANGKOK THAILAND CONVENTION SUPPORT FACILITIES

- Video Conference Facility - 128k ISDN Line
- Computerized registration system based on Windows NT, FoxProDMBS
- 2 fully equipped computerized rooms
- 20 IBM Pentium PC's per room
- Multi Media Capabilities

Auditorium with Stage should at the minimum follow the below mentioned benchmarks with regard to stage related specifications & equipments:

<u>Measurements</u>	<p>Total area: 3850 sq. m.</p> <p>Maximum capacity: 2437</p> <p>Seats in rows wit/h work desks: 1000</p>
<u>Stage Equipment</u>	<ul style="list-style-type: none"> - 2 circular diases raised to 1.8m and lowered to 3m Depth: 16m Width: 20m. Height: 10m. - Independent junction boxes for additional sound and lighting equipment - Variable apron area consisting of 40 curtain guide rails - 11 synchronous hoists and 300 synchronous mobile chain Hoists, curtain, scrim and cyclorama battens. - Adjustable proscenium lighting bridges - Extensive spotlight inventory from 500 to 5000 watts, mobile spotlight gantries. - Portable control panels for stage manager and curtain machinery.
<u>Projection & Sound Equipment</u>	<ul style="list-style-type: none"> - Stereophonic PA system - Simultaneous interpreting system fully equipped for 8 languages - Computer controlled stereophonic conference system with aisle microphones up to 240 microphones - Professional film projectors for 16mm and 35mm films - High intensity moveable slide projector for 35mm slides on screen - Special high intensity overhead projectors - Slide projector for slide on TV. - Data show system - PC viewer system - Colour video projection system VHS, Umatic ND B.cam - Laser pointers - Screens available varying in size from 2m to 5m in diameter for rear and front projection - 8 integrated interpreter booths accommodating 2 interpreters each - 2 large projection booths integrated at rear - 2 radio and TV commentators booth integrated at rear - Extensive lighting and sound control panels - Closed circuit TV system - Discussion system - Special Closed Circuit TV for light control - Stage lighting consists of 180 dimmer lines with 250 lamp with variable power. Also the control of the lighting can be executed either manual, or automatic using 12 programs or by computer system
<u>Additional Equipment</u>	<ul style="list-style-type: none"> - Cable ducts to TV vehicle park and interface points for video and sound control - Illuminated music stands orchestra seating and lift - Adjustable lecterns - 10 dressing rooms with closed circuit TV

Figure VII.I: Dimensions of the Site



Appendix - IV

Figure VII.II: Topographical Survey of the Site



Features Code for the Topographic Survey drawing:

S No.	ALFANUMERIC	CATEGORY
1	RC	ROAD CENTRE
2	RL	ROAD LEFT
3	RR	ROAD RIGHT
4	KR	KACCHA ROAD
5	RJN	ROAD JUNCTION
6	SL	SPOT LEVEL
7	WE	WELL
8	TR	TREE
9	EP	ELECTRIC POLE
10	PB	PUCCA BUILDING

Figure VI.I: The Site Development Framework

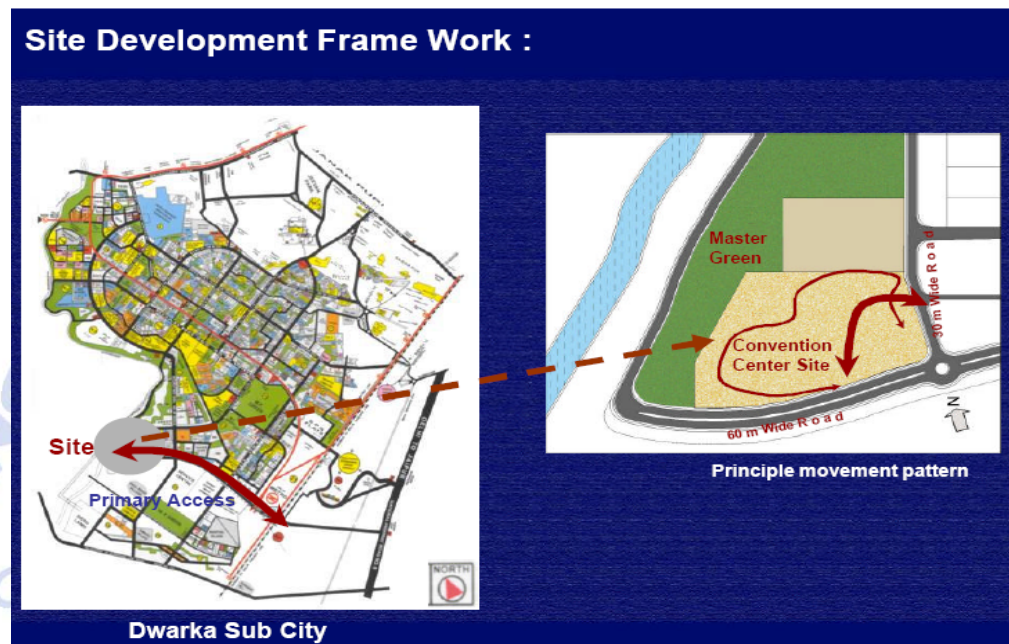


Figure VI.II: Climatic Analysis of the Site

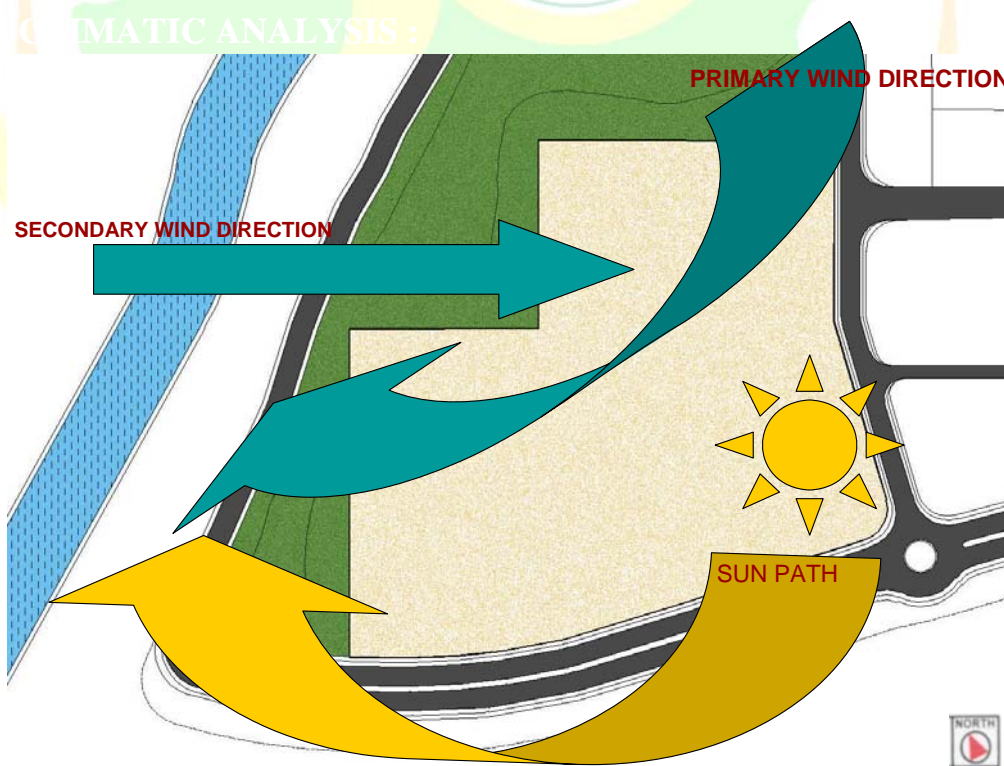
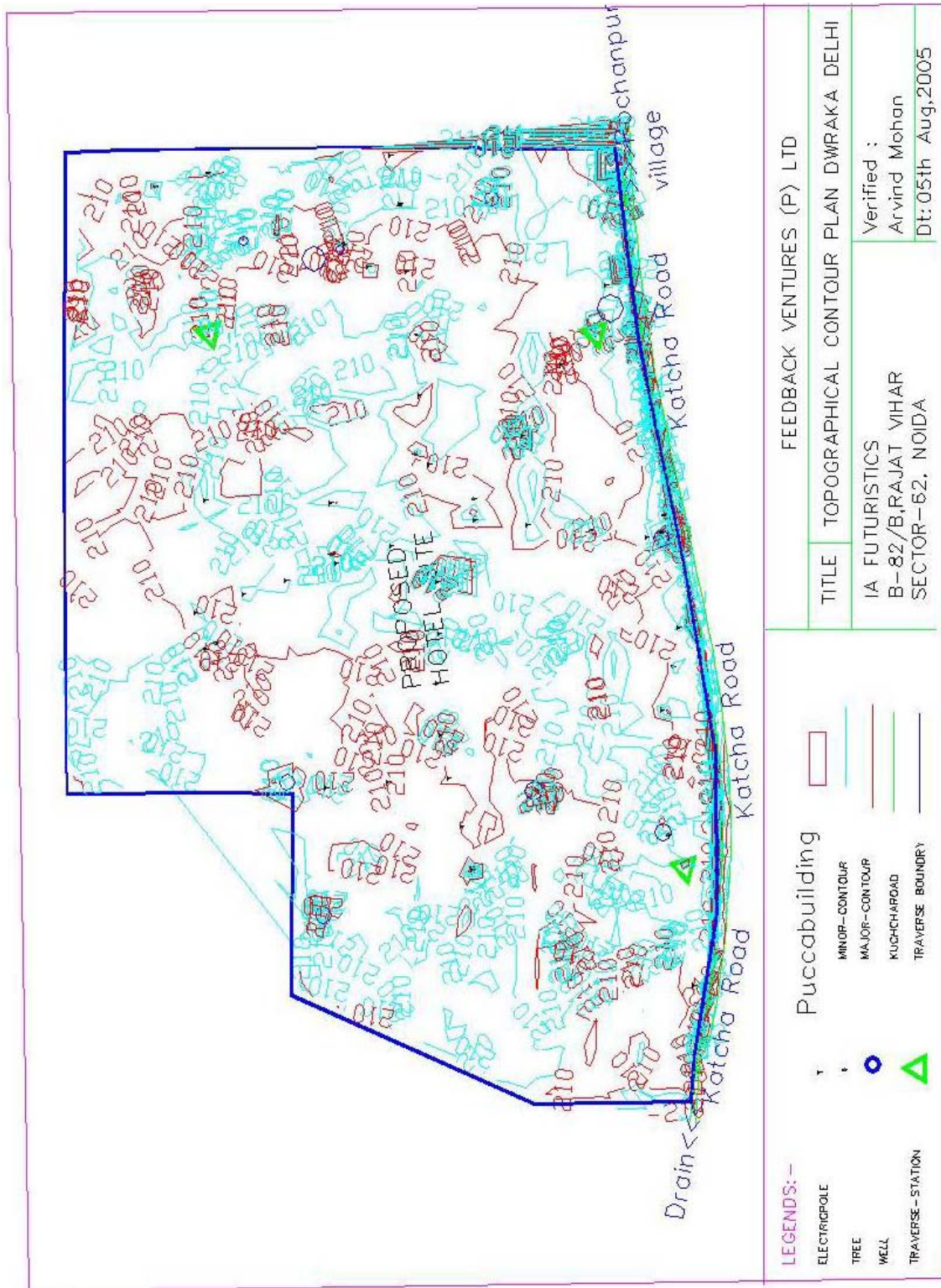


Figure VI.II: Topographical survey drawing - 2



APPENDIX – V

DWARKA – INFRASTRUCTURE OVERVIEW

1. INFRASTRUCTURE

1.1 Connectivity

Currently Dwarka is connected to the city through the following roads

i) Road Network

- Northern Approach – (known as PALAM DABRI MARG) – This connects Dwarka to Janakpuri, Vikaspuri and the rest of North and West Delhi. It is a 7 meter wide road and is flanked by Grade C convenient and hardware shops all along from Dabri Maud to Dwarka Gate.
- Eastern Approach – (Known as PALAM ROAD) – The Palam Road connects Dwarka to most of the city. Starting from the Domestic Airport it passes through the jurisdiction of the Delhi Cantonment as well as some of the older settlements like Manglapuri, Palam, Raj Nagar, Pehlampur Palam etc. till the Dwarka Gate. It also currently passes through the railway crossing of northern railway line going toward Rewari. The stretch from the railway crossing till the Dwarka Gate is a 7 meter wide predominantly un-metalled road with a large number of potholes thus making it inconvenient for driving.
- South-Eastern Approach – (Known as INDIRA GANDHI INTERNATIONAL AIRPORT ROAD) – Connects Dwarka to NH8. It is predominantly a 30 meter wide road which also passes through the Northern Railway as well as Shahabad Muhammadpur.
- A 60 meter wide Western Approach road from Najafgarh Road already exists. The following efforts made by DDA are now underway to improve the connectivity of Dwarka Sub-City with the other parts of Delhi.

The Northern Approach – This approach to Dwarka is being widened in to a 45 meter wide road from Pankha Road via the Palam drain over which the project of Madhu Vihar Bridge is under way.

Eastern Approach – A 45 meter wide road is being constructed through the Cantonment area with a 6 kilometer long flyover from Palam over the Northern Railway Crossing till Sector 7. This would connect South and Central Delhi to Dwarka, Army and Air Force authorities have consented for alignment plan proposed by DDA. Details have been worked out jointly by Army, Air Force and DDA.

South-Eastern Approach – The existing Bharthal marg will be widened and be connected to Dwarka as a 60 meter wide road (expandable to 100m in future) with an under pass at the Northern Railway junction connecting Dwarka at Sector 22, 26 to the NH8. This has been approved by Ministry of Urban Development, Government of India and is to be completed jointly by DDA, Railways, AAI & PWD Delhi Govt.

Southern Approach: Talks of an 80 meter wide road connecting Dwarka with the planned 100 meter western peripheral expressway is also underway. In the South, Dwarka will be connected to Brijwasan Road as well as the Western Peripheral Expressway in Dwarka Phase II.

ii) **Metro**

Dwarka falls under the Phase I of the Delhi Metro Rail Corporation (DMRC) project. The Line 3 of the Metro will run between Connaught Place and Dwarka. 7 stations have been currently demarcated in Dwarka. The Metro enters Dwarka in between Kakraula and Sector 15. There will be a total of 7 stops starting from Sector 15 then in Sector 14,13,12,11 & 10 and currently ending in between Sectors 9 & 20.

The metro will play an important role in connecting Dwarka to Connaught Place the CBD of the city as well as to the Residential, Commercial and Retail hubs along this route. This will increase the connectivity of Dwarka thus increasing its potential as an upcoming Sub-City and destination. This Line is finally proposed to be extended to the International airport and then connected to Line2 which runs through Vasant Kunj, Lado Sarai terminating in Sanjay Gandhi Transport Nagar.

1.2 Accessibility

The accessibility of the convention center site at present to the other parts of the city is not adequate. However due to efforts of the DDA as mentioned above Dwarka will be well connected to the rest of the city and the accessibility is expected to be good.

1.3 Power

A total of 18 grid sub-stations are planned through the DVB and the private sector to meet the electrical load requirement of Dwarka Sub-City. DVB has demanded 2, 220 KV and 11, 66 KV grid sub station sites. Out of which 7 grid sub-station sites were handed over to the DVB in 1992 and 4 sites in 1995. The remaining 2 sites could not be handed over as the land had not been acquired.

In addition to the above grid sites, DVB demanded 1,220 KV and 4,66 KV in the year 1996. Out of 5 sites, 3,66 KV grid sites were handed over to DVB in the year 2000. The balance 2 grid sites are in the process of being handed over. Out of the grid sites handed over to DVB, 2, 66 KV and 1,220 KV have been commissioned. Work in 66 KV grids in Sector 9 and Nasirpur are in progress.

DDA has already paid a sum of Rs.123 lakhs to DVB in March 1994 for providing interim feeder to meet the immediate load requirement of DDA housing pockets as well a Coperative Groups Housing Societies. DDA also paid a sum of Rs. 36 lakhs to DVB in May 1999 for providing interim feed for giving connections to SPS's, CT's and DDA Dwelling Units in Phase II Dwarka. Accordingly, DVB is releasing electric connections through the said interim feed.

DDA has also deposited the required amount of Rs. 3826.89 lakhs to DVB for providing peripheral electrical services of different sectors. The work for this has been taken up by DVB in sectors 2, 4,6 and Nasirpur. 18,326 houses were completed by DDA till 30.9.2000 out of which 14,062 houses have been electrified by DVB and the work in balance pockets is in progress.

1.4 Water Supply

Water supply system of Dwarka Sub-City has been planned for provision of 50 gallons per head per day. The water treatment plant is to be established at Bakerwala, 200 acres of land has already been acquired and demarcated for the DJB by the DDA for setting up the water treatment plant. The requirement of water for the current housing Stock is approximately 10 MGD, at present only 4 MGD water has been released by the DJB for the Dwarka Project from the Nangloi treatment plant having a capacity of 40 MGD, feeding the western zone. For the remaining requirement water carrying system has tentatively been agreed to and it will take at least 3 years to complete.

Six command Tanks (Over head water tanks) have been planned in accordance with the population distribution to ensure regular water supply. Out of these six command tanks, two command tanks have already been completed and have started functioning. Two command tanks are under construction. The water supply network under the command area of five command tanks has already been laid.

In addition to this, studies have been got commissioned by DDA through INTACH for rain water harvesting in Dwarka Project. 4 MGD. Water will be available from rainwater harvesting in Dwarka Project Areas. In addition to this, Irrigation & Flood Department GNCTD have also got studies done for harvesting of water on the upstream of Najafgarh Drain and from this about 20 MGD water will be available. On the basis of these studies, DJB should plan the work of water treatment plant so that part of water supply is met with from rainwater harvesting. Currently the residents of Dwarka are charged for extra boosting required.

1.5 Communication

For the approximate 1 lakh telephones, the sub-city will require three Electronic Automatic Telephone Exchanges. Two exchanges have already started functioning. Most of the lines have been laid and many houses have been connected with telephones.

1.6 Drainage

The natural slope of the ground is towards Najafgarh Drain. It is proposed to construct five major outfall drains including the existing Palam Drain, to which the peripheral drainage system of Dwarka Project will be connected. Out of the five major drains, drain no. 3 i.e the Palam Drain already exists. Work on two other drains has already completed by DDA. The work on a portion of drain No. 2 where the discharge exceeds 1000 cusecs is yet to be taken up by the 17 F department, GNCTD.

1.7 Sewage Disposal

The total sewage discharge from the Dwarka Project is estimated to be 48 Mgd. The sewage network has been paid by DDA. Sewage pumping stations are proposed to be constructed at four locations to avoid deep excavations for sewer lines. From these sewage-pumping stations, the sewage will be pumped through rising mains up to the sewage treatment plant under construction by MCD in Sector 16-D near Najafgarh Drain. The construction work on all the four sewage-pumping stations along with rising. The construction work on all the four sewage-pumping stations along with rising mains have been completed and two are already under operations.

2. URBAN FORM

2.1 Sector Planning

Dwarka is anticipated to be a self sufficient Sub-City with due consideration to functional hierarchy and principles of Urban Development. Each sector will function as an

independent entity with well defined segregation and compatibility of land such as residential, commercial, various levels of educational institutions, hierarchy of healthcare facilities, cultural and recreational spaces and other daily need facilities walking distance.

Dwarka will comprise of a total of 29 sectors, housing a population of one million, to be completed in two phases. Each sector is planned on approximately 80 ha (900 m X 900 m). The community organization within the residential sector originates from sub-cluster having population of 1000 to 1500 persons consisting 200 to 300 families. 4 such sub-clusters from one cluster having a population of 4000 to 5000 persons consisting of 800 to 1000 families. 3 to 4 such clusters make one neighborhood unit having a population of 12,000 to 15,000 persons consisting 2400 to 3000 families. On an average 2 such units form one sector having a population of 30000 to 35000.

Sectors are defined by 60m or 45m wide arterial roads facilitating easy accessibility, this encourages by pass traffic to move on the outskirts instead of getting in to the sectors. Each sector has four entry points at a minimum distance of about 450m from the main arterial intersections. Two of these are linked to each other by 20-30m wide link roads and insure inter and intra sector connectivity.

There is no point in the sector which is at a distance of more than 300 m either from the sector or the arterial roads. Ease of accessibility to every part of the sector is also insured by segregated vehicular, pedestrian movement and planned dedicated cycle tracks.