

WE EW

WORLD EVENTS ECONOMY WEEK

A platform for the global event economy -
**weaving together the people, platforms,
and possibilities** that matter.



FRIDAY
12TH
JUNE, 2026



MONDAY
15TH
JUNE, 2026



**HITEX EXHIBITION
CENTRE,
HYDERABAD**





**WORLD EVENTS ECONOMY
WEEK**

Bringing together cross-sector
events to build one of it's kind
unified events economy platform

THE EVENT ECONOMY IS NOT AN INDUSTRY. IT IS A MULTIPLIER.

A trillion-dollar ecosystem spanning tourism, trade, culture, and creativity — accelerating globally and structurally under-leveraged in integrated form.

\$2 TRILLION+

Global events industry
(direct + indirect impact)

15–17% CAGR

Projected growth across business events, experiential sectors, and creator-led economies

1 IN 10 JOBS

Linked to travel, events, hospitality, and experience ecosystems globally

3X MULTIPLIER EFFECT

On local economies through tourism, infrastructure, and services

**THE OPPORTUNITY
IS NOT IN EVENTS.**

**IT IS IN HOW THEY
CONNECT.**

THE EVENT ECONOMY IS GROWING. BUT NOT CONNECTED.

Despite scale and growth, the ecosystem remains fragmented across sectors, stakeholders, and platforms.



FRAGMENTED ECOSYSTEMS

MICE, weddings, and creative industries operate in silos with limited cross-leverage



DISCONNECTED AUDIENCES

High-value stakeholders attend different platforms, rarely intersecting



UNDERUTILISED ECONOMIC POTENTIAL

Events generate impact — but lack integrated frameworks to multiply value



LACK OF PLATFORM THINKING

Most events are episodic, not designed as continuous economic systems

**THE WORLD DOES NOT NEED
MORE EVENTS.**

IT NEEDS A SYSTEM.

INTRODUCING WEEW

A GLOBAL PLATFORM DESIGNED TO BRING TOGETHER
HIGH-GROWTH SEGMENTS OF THE EVENT ECONOMY INTO ONE
UNIFIED SYSTEM.



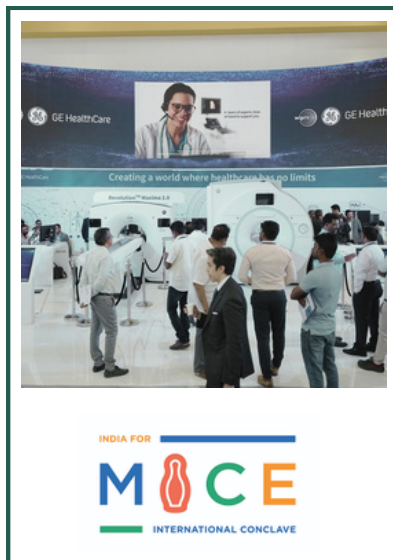
WEAVING HIGH-GROWTH SEGMENTS INTO
ONE GLOBAL PLATFORM — FROM HYDERABAD.

**CELEBRATION &
EXPERIENCE ECONOMY**



June 12-13, 2026

**BUSINESS &
TRADE ECONOMY**



June 14, 2026

**CREATIVE &
CULTURAL ECONOMY**



June 15, 2026

A curated global assembly of 500+ delegates drawn from 25+ associations
— spanning global to regional event industry ecosystems.



June 12-13, 2026

SOUTH INDIAN WEDDING PLANNERS CONGRESS (SIWPC)

THE FLAGSHIP PLATFORM OF THE CELEBRATION ECONOMY

A curated, high-impact gathering of the global wedding ecosystem — bringing together planners, designers, hospitality leaders, and creative professionals into one integrated platform.

\$130B+
INDIA'S WEDDING ECONOMY

10+
COUNTRIES REPRESENTED

700+
CURATED DELEGATES

100+
INDUSTRY LEADERS & EXPERTS

50+
EXHIBITORS & EXPERIENCE PARTNERS

WHY ATTEND

- Access top-tier planners and decision-makers
- Discover global trends, formats, and innovations
- Build high-value partnerships and collaborations
- Position within a high-spend, high-influence ecosystem

EXPERIENCES

- Floral showcases & design installations
- Expo with latest innovations & services
- Gala awards night & red-carpet moments
- Curated dining, cocktails, and after-parties

WHO IS COMING

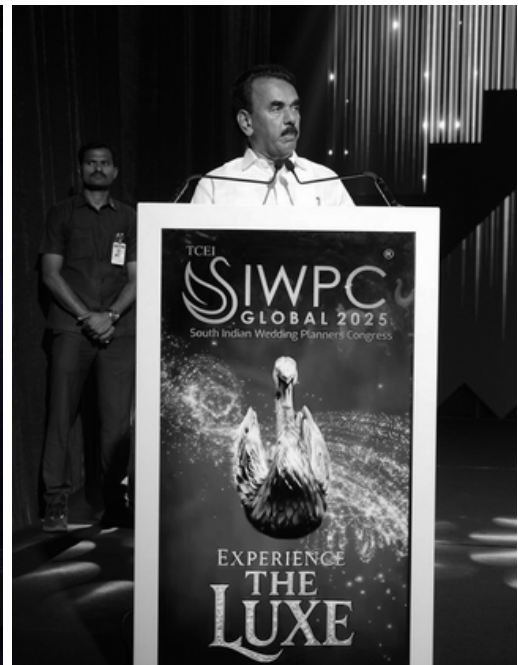
- Leading wedding planners
- Luxury event designers
- Hospitality & destination partners
- Global experts & creative leaders

FORMAT

- Masterclasses
- Panel discussions & fireside chats
- Exhibition & showcase zones
- Awards & recognition platforms



GLIMPSES FROM PAST EVENTS



INDIA FOR MICE



JUNE 14, 2026

THE FLAGSHIP PLATFORM OF THE BUSINESS EVENTS ECONOMY

A curated, high-impact platform bringing together the global Meetings, Incentives, Conferences, and Exhibitions (MICE) ecosystem — connecting destinations, corporates, associations, and industry leaders into one integrated business environment.

\$1.2T+

GLOBAL MICE
INDUSTRY SIZE

05+

COUNTRIES
REPRESENTED

500+

CURATED
DELEGATES

100+

INDUSTRY LEADERS &
DECISION-MAKERS

75+

EXHIBITORS &
DESTINATION PARTNERS

WHY ATTEND

- Access top corporate buyers, associations, and planners
- Discover emerging destinations and venue opportunities
- Build strategic partnerships across global markets
- Position within a high-value business events ecosystem

FORMAT

- Keynotes & industry-led discussions
- B2B meetings & hosted buyer programs
- Destination showcases & presentations
- Policy dialogues & strategic roundtables

WHO IS COMING

- Corporate event planners & CXOs
- Global destinations & tourism boards
- Convention centres & hospitality leaders
- Associations, trade bodies & government representatives

EXPERIENCES

- Curated B2B networking sessions
- Destination-led immersive showcases
- Hosted buyer & seller meetings
- Evening networking & industry mixers



Hyderabad: Built for Global Events





CREATIVE ECONOMY
CONCLAVE

JUNE 15, 2026

CREATIVE ECONOMY CONCLAVE

THE FLAGSHIP PLATFORM OF THE CREATIVE & CULTURAL ECONOMY

A curated, high-impact platform bringing together creators, cultural leaders, media, design, and experience industries — shaping how culture, content, and creativity drive economic value.

\$35B+

NATIONAL CREATIVE
ECONOMY SIZE

20+

CREATIVE SECTORS
REPRESENTED

600+

CURATED
DELEGATES

100+

CREATORS, LEADERS &
INNOVATORS

50+

CREATIVE BRANDS &
EXPERIENCE PARTNERS

WHY ATTEND

- Access leading creators, studios, and cultural leaders
- Discover new formats in content, design, and experiences
- Build cross-industry collaborations and partnerships
- Position within the fastest-growing cultural economy

EXPERIENCES

- Live installations & immersive showcases
- Content, design & storytelling experiences
- Creative exhibitions & brand activations
- Networking with creators & industry leaders

WHO IS COMING

- Creators, artists & storytellers
- Media, content & entertainment leaders
- Designers, architects & experience curators
- Brands, platforms & cultural institutions

FORMAT

- Keynotes & creative leadership talks
- Panels & cross-industry conversations
- Showcases & installations
- Collaborations & idea labs

A NEW CONVERGENCE OF CREATORS, CULTURE, AND COMMERCE SHAPING WHAT'S NEXT





WHY PARTICIPATE

GOVERNMENTS

- Position as a global events destination
- Attract investment, tourism, and international events
- Showcase infrastructure and policy strength
- Engage directly with global decision-makers

INDUSTRY

- Access buyers, partners, and new markets
- Showcase to a curated, high-value audience
- Build cross-sector partnerships
- Convert visibility into business

CREATORS

- Gain global visibility
- Collaborate across industries and formats
- Present in a high-impact environment
- Connect with brands and platforms

THOUGHT LEADERS

- Engage high-intent global audiences
- Build authority across sectors
- Shape future industry narratives
- Be part of a defining platform

DISTINGUISHED GUESTS & SPEAKERS

Speaker line-up is currently under active discussion and will be announced shortly.



SRI JUPALLY KRISHNA RAO
Hon'ble Minister for Tourism and Culture
Govt of Telangana



SMT A. VANI PRASAD IAS
Special Chief Secretary YAT&C
Govt of Telangana



SRI SUMAN BILLA IAS
Additional Secretary - Department of Tourism
Government of India



SRI AJAY JAIN IAS
Principle secretary - Department of Tourism
Government of Andhra Pradesh



SRI HARI KISHORE IAS
Joint Secretary - Department of Tourism
Government of India



MS ADELINE VANCAUWELAERT
COO, UFI



SRI SAMIT GARG
President, Event and Entertainment
Management Association (EEMA)



SRI SURAT SINGH MALHOTRA
Founder, Namdhari Group of Companies
President, Indian Exhibitions, Conference and
Events Services Association (IESA)



SRI SOORAJ DHAWAN
President, Indian Exhibition Industry
Association



SRI OMUNG KUMAR BHANDULA
Indian film director & production
designer



**SRI MOHAMMED GULAMALI
MORANI**
Designated Partner, Cineyug Entertainment



SRI SEBASTIAN WITT
Partner, JWC



SRI CHANDER MANSHARAMANI
Vice Chairman, ICPB

VENUE

HITEX EXHIBITION CENTRE, HYDERABAD

A WORLD-CLASS VENUE FOR THE GLOBAL EVENT ECONOMY

One of India's leading exhibition and convention destinations, designed to host large-scale international trade shows, conferences, and high-impact global gatherings.



HOST CITY - HYDERABAD, INDIA

A CITY BUILT FOR GLOBAL CONVERSATIONS

A fast-emerging global destination at the intersection of business, technology, culture, and infrastructure, positioning itself as one of India's most event-ready cities.

\$75B+

HYDERABAD GDP (APPROX.)

TOP 5

INDIA'S LEADING BUSINESS & TECH HUBS

25+

INTERNATIONAL HOTEL BRANDS

30M+

ANNUAL AIR PASSENGERS (RGIA CONNECTIVITY)

1,500+

TECH COMPANIES & GLOBAL CAPABILITY CENTRES

1,00,000+

SQM'S CONVENTION CAPACITY

ORGANISING TEAM



Sri Srikanth T G

Chairman
weew 2026

Business Head
HITEX



Sri A. Balaram Babu

Organising secretary
weew 2026

President
TCEI



Sri Ravi Bura

General Secretary
TCEI

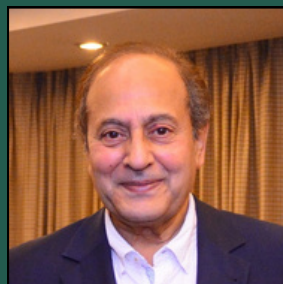
Advisory Council



Sri R Ravi Kumar

President

The Federation of Telangana
Chambers of Commerce and Industry



Mr. Gary Khan

Chief Executive Officer

Hyderabad Convention
Visitors Bureau (HCVB)



Sri Arjun Narne

**Director of Conference
Matter**

Crafts Council of Telangana

ORGANISERS



HOST STATE



SUPPORTING ORGANISATIONS

INTERNATIONAL PARTNERS



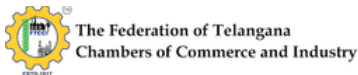
NATIONAL PARTNERS



STRATEGIC PARTNERS



PARTNER ASSOCIATIONS



INDUSTRY MAGAZINE PARTNERS



EVENT SCHEDULE

JUNE 12-15, 2026 | HITEX | HYDERABAD

12-13

JUNE



Anchored By



14

JUNE



Anchored By



15

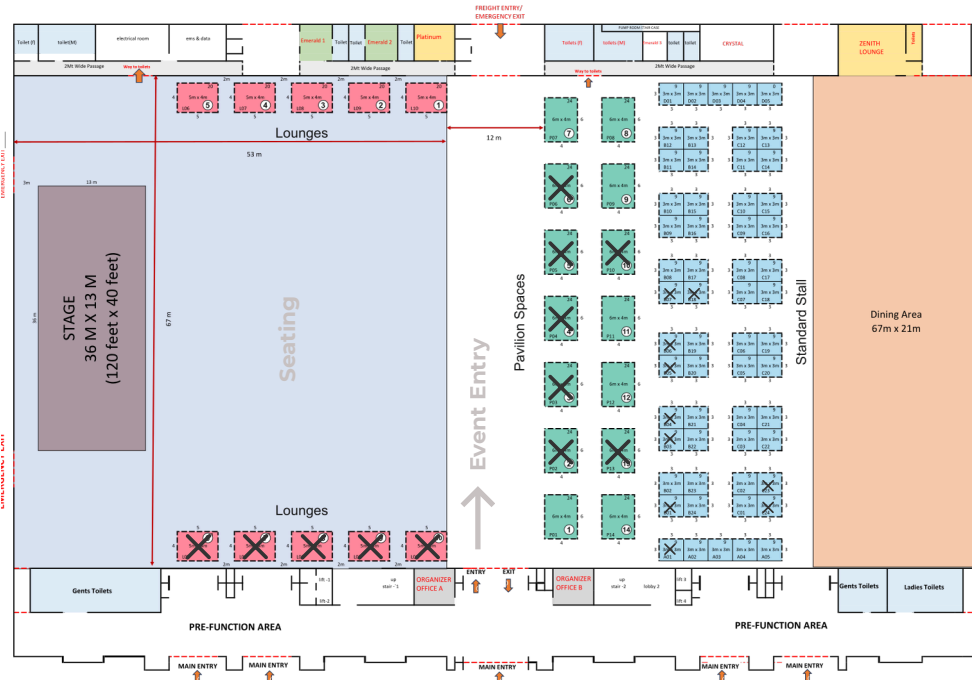
JUNE



Anchored By



WEEW LAYOUT



Hall 04 Layout

× = Sold

Lounges of area 5m x 4m (20sqms) - 10NOs
PRICE - 10 Lakhs + GST

- video slot in any one WEEW ecosystem event (SIWPC / India for MICE / Creative Economy Conclave)
- Opportunity for 1 official representative to participate in award presentation ceremonies
- 8 Full-Access Delegate Passes with access across all WEEW platforms and sessions from 12-15 June 2026

Pavilions of area 6m x 4m (24sqm) - 14 Nos
PRICE - 6 Lakhs + GST

- Pavilion presence within the WEEW exhibition ecosystem
- 8 Full-Access Delegate Passes with access across all WEEW platforms and sessions from 12-15 June 2026

Expo Stalls of area 3m x 3m (9sqm) - 58 NOS
PRICE - 1.25 Lakhs + GST

- Standard Stall Includes:
 - Chairs - 2 nos, Table - 1 no.
 - Plug Point - 1 no, Spotlights - 3 nos
 - 2 Full-Access Delegate Passes with access across all WEEW platforms and sessions from 12-15 June 2026

For Expo sales contact :
Mr. Ravi Bura : +91 98490 23363
Ms. Prabha : +91 9885555212

JOIN WEEW



SPONSOR / PARTNER WITH US

Position your brand at the center of a global platform. Engage high-value audiences. Build strategic visibility.



REGISTER NOW

Step into a curated ecosystem of decision-makers. Access ideas, networks, and opportunities across three economies.



EXHIBIT WITH IMPACT

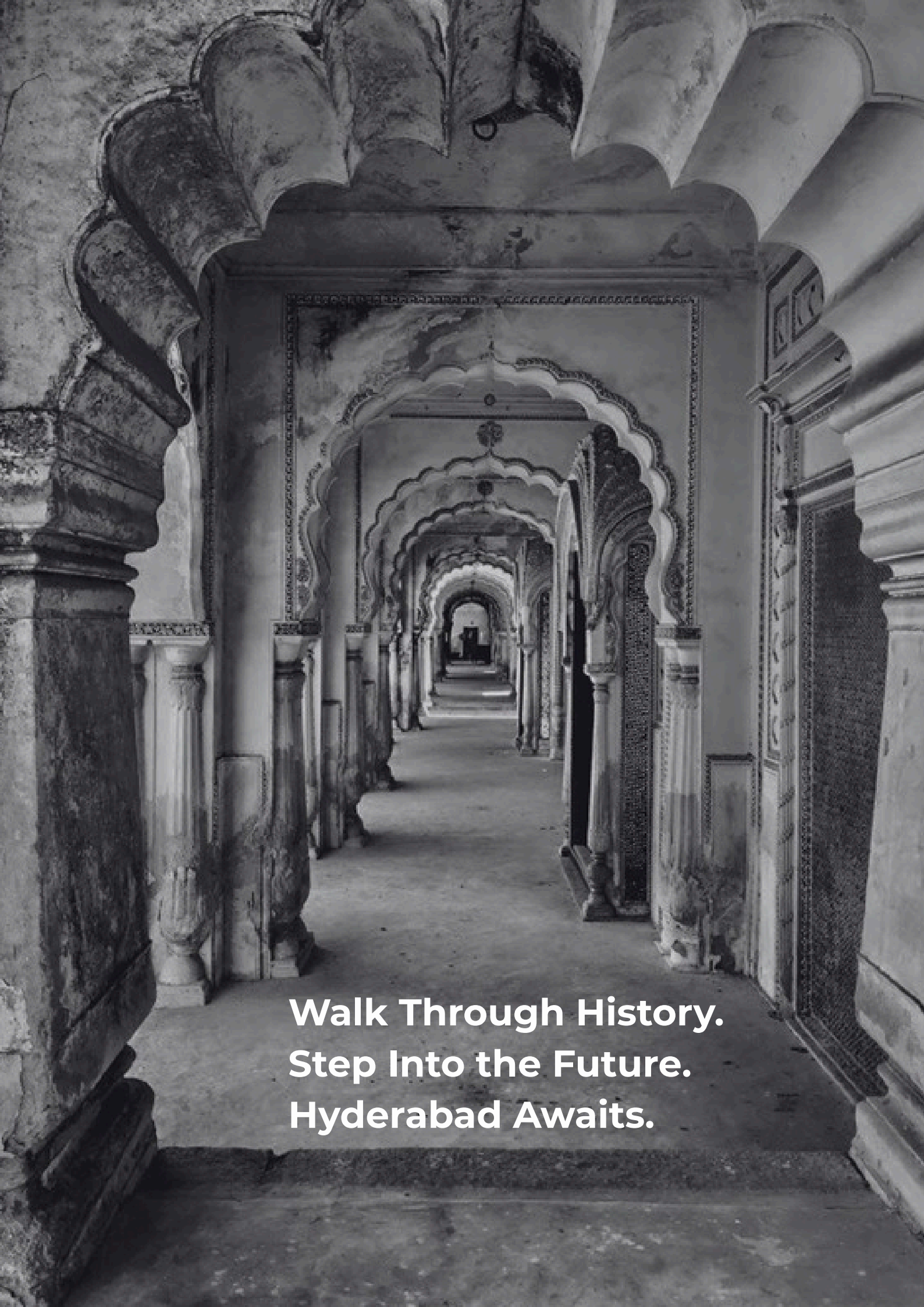
Showcase, connect, and convert. Put your brand in front of the right audience at scale.

**THIS IS WHERE THE GLOBAL
EVENT ECONOMY COMES TOGETHER.**

BE PART OF IT.

TO REGISTER





**Walk Through History.
Step Into the Future.
Hyderabad Awaits.**



TELANGANA CHAMBERS OF EVENTS INDUSTRY
#108, HITEX Exhibition Centre
Izzat Nagar, Kondapur
Hyderabad, Telangana – 500084, India

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