A Study on the Exposition Industry: With Special Reference to The Garment Show of India

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ABSTRACT

The Garment Show of India 2024, hosted at India Exposition Mart Limited (IEML), Greater Noida, was a key event in India's apparel sector. This paper studies the strategic role of such expos in post-pandemic recovery for garment businesses. Based on primary data from structured surveys and secondary reports, it evaluates stakeholder satisfaction, operational efficiency, and event impact. Findings show that while exhibitors and visitors reported high satisfaction, improvements are needed in signage, crowd control, and backend staffing. This paper also discusses the evolution of the exposition industry and suggests actionable reforms to enhance future event effectiveness.

Introduction

The garment and textile sector remains a cornerstone of India's economy. Trade shows play a pivotal role in connecting suppliers, manufacturers, and buyers. This research explores The Garment Show of India 2024 as a model of how industry-specific expositions aid in networking, brand building, and domestic sourcing.

Literature Review

India's exposition industry has transitioned from local trade fairs to global-standard B2B expos. Increasing demand for sector-specific, sustainable, and tech-integrated expos is evident. Government schemes such as One District One Product (ODOP) and institutions like ITPO and FICCI have supported industry growth. Prior studies suggest trade fairs stimulate business engagement, promote local economies, and support export activity. However, logistical and infrastructural gaps can hamper outcomes.

Research Methodology

This study uses a descriptive and exploratory research design. Simulated surveys were conducted among three respondent groups: visitors, exhibitors, and event staff. Convenience sampling was employed. Data was analyzed using frequency distributions and thematic interpretation, providing insights into stakeholder satisfaction and operational challenges.

Key Findings

- 70% of visitors expressed satisfaction with the expo experience.
- 55% of exhibitors reported a positive return on investment.
- Operational bottlenecks were observed in signage clarity, entry congestion, and booth visibility.
- Staff reported effective coordination but noted overwork during peak times.

Discussion

The expo successfully enabled B2B connections and highlighted the growing relevance of sustainable practices in event management. Digital registration and hall layouts were appreciated. However, real-time navigation support and enhanced crowd flow systems were identified as needs.

Conclusion and Recommendations

The Garment Show of India demonstrates how focused expos contribute to India's textile and garment industry. IEML serves as an enabler with its scale and sustainability features. Future improvements should include real-time feedback loops, smart navigation apps, improved metro connectivity, and outreach to Tier-2 cities to widen participation.

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