



MAHRATTA CHAMBER OF COMMERCE, INDUSTRIES AND AGRICULTURE

7 January 2026

Hon'ble Mr. Abdulla Husein Salman Mohamed Al-Marzooqi
Consul General
United Arab Emirates

Subject: Invitation to Participate – Pune Global Business & Cultural Tourism Meet 2026 organised by MCCIA at Pune on 20 February 2026 at Pune

Dear Sir,

Greetings from MCCIA ...!!!

MCCIA's Tourism Committee is organising a focused event titled **"Pune Global Business & Cultural Tourism Meet 2026"**, aimed at strengthening linkages between Pune's tourism sector and international tourism boards/consulates. Pune has emerged as a major centre for business travel, cultural tourism, and international collaborations, and we believe that a direct interaction with your office will be highly beneficial for our members.

The proposed format includes:

- Short country presentations by Consulates/Tourism Boards on opportunities for tourism and collaborations
- A curated exhibition (approx. 20+ stalls) showcasing Pune-based tourism and hospitality offerings
- Structured one-to-one meetings with tourism stakeholders from Pune

We would be delighted to have your participation and a presentation from your office highlighting tourism opportunities, business travel initiatives, cultural exchange programmes, and any specific collaboration areas that you wish to promote.

Request you to kindly confirm your interest and participation as a speaker and also look forward to your sponsorship support as a Partner Country for this event. The Partner Country Sponsorship charges will be Rs.3 Lacs. Please feel free to connect with the undersigned in case you need any more information / clarifications on the above.

We look forward to welcoming your office for this important initiative in Pune.

Warm regards,

Mahesh Kabadi
In-Charge, MCCIA Tourism Committee
98508 39775 / maheshk@mcciapune.com



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Pune Global Business & Cultural Tourism Meet 2026

(by MCCIA Tourism Committee – Friday, 20 February @ MCCIA, Pune)

Partner Country Sponsorship Deliverables for a value of ₹3 Lakhs

Branding & Visibility

- Recognition as **Partner Country** across all event communications
- Logo placement on:
 - Event backdrop
 - Delegate badges
 - Event website & registration page
 - Printed brochures, banners, and digital screens

Exhibition & Display

- **Premium pavilion/booth space** at the event venue
- Opportunity to showcase country tourism, culture, trade and investment opportunities

Speaking / Presentation Opportunities

- Dedicated **country presentation session / showcase slot**

Networking & Engagement

- Priority invitations for:
 - B2B meetings
 - Networking luncheon with dignitaries

Promotional Privileges

- Display of your **country tourism film / promotional video** during the event (breaks)
- Inclusion of partner country profile in event booklet / souvenir
- One page advertisement or feature write-up in event literature

Digital & Media Exposure

- Announcement and acknowledgement on social media channels
- Recognition in event press releases

Post-Event Benefits

- Post-event report and visibility metrics
- Option to propose joint follow-up activities, tourism showcases or trade missions



CONCEPT NOTE**1. Background & Rationale**

Pune has emerged as a vibrant business hub, a centre for culture and heritage, and a preferred destination for international collaboration. With rapidly growing industry sectors, a strong academic ecosystem, and rich cultural diversity, Pune offers significant potential to position itself as a key gateway for business and cultural tourism. To build on this potential, the MCCIA Tourism Committee proposes a focused event that brings together international tourism offices, consulates, and local tourism stakeholders on one common platform. The objective is to highlight opportunities for bilateral tourism promotion, business engagement, and cultural exchanges while showcasing Pune's capabilities as a destination for both business travel and experiential tourism.

2. Objectives of the Event

- To create a structured platform for promoting business and cultural tourism opportunities between Pune and various countries.
- To facilitate direct engagement between international consulate representatives and Pune-based tourism companies.
- To showcase Pune's tourism services, products, and cultural experiences through a compact exhibition.
- To encourage potential partnerships, collaborations, and outbound/inbound tourism initiatives.
- To provide visibility to participating organizations through sponsorships and curated interactions.

3. Proposed Event Format**A. Exhibition (25+ Stalls)**

A small, curated exhibition space featuring around 25 stalls by:

- Travel agencies and tour operators
- Hotels, resorts, hospitality service providers
- Cultural and heritage experience providers
- Attractions, tourism technology startups, and support services

Opportunities for sponsorship and enhanced visibility will be offered.

B. Interaction with International Consulates (Half-Day Morning Session)

Representatives from various Consulates/Embassies—especially those responsible for tourism, trade promotion, and cultural exchange—will be invited to:

- Present tourism opportunities in their respective countries
- Share information on bilateral collaboration possibilities
- Highlight country-specific travel schemes, new attractions, and business travel support
- Interact with industry representatives to understand outbound tourism trends from Pune

This session may also be supported through targeted sponsorship opportunities.

C. One-to-One Meetings (Half-Day Post-Lunch Session)

A structured B2B meeting format will be created where:

- Delegates can pre-select countries/consulates of interest
- Consulate representatives can meet industry players based on their target sectors
- Discussions can be held on partnerships, country-promotion events, joint campaigns, cultural exchange programmes, etc.



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4. Expected Participants

- Pune-based travel and tourism companies
- Hospitality sector representatives
- Cultural tourism organisations
- International consulates and tourism promotion boards
- Airlines and travel service providers
- Media and influencers (select invitations)

5. Expected Outcomes

- Strengthening Pune's position as a hub for international business and cultural tourism.
- Enhanced connections between local industry and international tourism offices.
- Identification of country-specific collaboration avenues and joint promotional activities.
- Increased visibility for participating companies and sponsors.
- Potential development of an annual flagship tourism networking event by MCCIA.

6. Possible Dates & Venue

- **Venue:** MCCIA, Pune (SB Road / Tilak Road Centre)
- **Proposed Timeline:** One full day; dates to be finalised based on consulate availability

7. Sponsorship Opportunities

- Event sponsorship (overall branding)
- Session-wise sponsorship (international presentations, lunch, networking)
- Exhibition stall sponsorships
- Delegate kit branding and other visibility options

A detailed sponsorship matrix will be prepared once the Committee approves the concept.

8. Conclusion

This proposed event is designed to position Pune's tourism ecosystem on the global map by creating meaningful engagements between international tourism bodies and the local industry. With its focused format, curated exhibition, and structured B2B interactions, the event will offer clear value to all stakeholders while reinforcing MCCIA's role in promoting business and cultural tourism in the region.

9. Contact for further details

Mr. Mahesh Kabadi

In-Charge

MCCIA Tourism Committee

maheshk@mcciapune.com

+91 9850839775



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Pune Global Business & Cultural Tourism Meet 2026

(by MCCIA Tourism Committee – Friday, 20 February @ MCCIA, Pune)

PROGRAMME FLOW

Pune Global Business & Cultural Tourism Meet 2026

Venue: MCCIA, Pune

Date: Friday, 20 February 2026

Venue Location: <https://maps.app.goo.gl/USktWpZjuYm7Wkhy8>

Morning Session – Country Presentations & Interactions

09:30 – 10:00 AM

Registration, Networking Tea & Visit to Exhibition

10:00 – 10:10 AM

Welcome Address – MCCIA Tourism Committee

10:10 – 10:20 AM

Special Address – MCCIA Leadership

10:20 – 12:30 PM

Country Presentations (10–12 minutes each)

International Consulates / Tourism Promotion Offices present on:

- Tourism offerings
- Cultural and business travel
- Collaboration opportunities
- Support for outbound travel from Pune

12:30 – 01:00 PM

Open Interaction & Q&A with Consulate Representatives

01:00 – 02:00 PM

Networking Lunch + Exhibition Visit

Afternoon Session – One-to-One Meetings (B2B Connect)

02:00 – 02:15 PM

Briefing on Meeting Format & Introductions

02:15 – 04:45 PM

Scheduled One-to-One Meetings

Delegates meet consulate representatives based on pre-selected interests.

Dedicated cabins/table spaces allocated for each country.

04:45 – 05:00 PM

Closing Remarks & Way Forward

05:00 PM onwards

Open Networking & Exhibition Close

A Wing, 5th Floor, MCCIA Trade Tower, S.L. Kirloskar International Convention Centre Complex,
403 - A, Senapati Bapat Road, Pune - 411016, Maharashtra India

T : +91-20-2570 9000 **F** : +91-20-2570 3021 **E** : info@mcciapune.com **W** : www.mcciapune.com

CIN : U01409MH1974NPL017803