

**Mr. Yogesh Mudras,**  
Managing Director, UBM India

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Mr. Yogesh Mudras, Managing Director, UBM India speaks to Energetica India on UBM's role in India's growing renewable energy sector, the new concepts being introduced by the company to help exhibitors and the trends in exhibition.

**ENERGETICA INDIA: Where do exhibition companies stand in India's growing but smaller renewable energy industry?**

**YOGESH MUDRAS:** Over the past year, India has moved up to the second spot from third position in this year's 'Renewable energy country attractiveness index' released by EY. This is primarily due to a combination of strong government support and increasingly attractive economics.

It is true that the Renewable Energy sector, especially the Solar Industry in India is going through a challenging time with regards to the anti-dumping duty, implementation of GST, increase in transmission and wheeling charges, high commissions and cess on third party purchase, to name a few.

While large-scale projects such as solar parks are contributing to the growth, India also needs to ramp up small scale energy development, such as rooftop solar, in order to reach some 300 million people who are not connected or

are under served by the power grid. Right now, these types of small-scale, off-grid projects don't have the same access to financial capital that big projects do.

A dedicated green investment fund with ring-fenced capital and clean energy expertise could help finance under served projects such as rural solar energy development, as well as newer technologies like electric vehicles and solar batteries. A third-party financing model would also work splendidly.

Exhibitions industries dealing in this space hope to be the community builders of the domain, making the combined voice of the industry heard through the platforms and the insightful seminars that address these challenges jointly. The exhibition industry has a significant role to play in this respect. The industry in collaboration with home grown energy organisations and the Ministry of New and Renewable energy can pull in the necessary international investment, global interest and the right technology breakthroughs to increase the scale and

use of renewable energy in India.

In this context, the recent move by SBI to sanction credit facilities amounting to INR 2,317 crores to corporates for financing Grid Connected Rooftop Solar projects under an SBI-World Bank programme is considered one of the milestone for the sector.

**ENERGETICA INDIA: What kind of changes / trends have we seen in participation from energy companies-Indian and global?**

**YOGESH MUDRAS:** Interestingly, over the past few years, we have seen more Indian organisations participate in the show which was earlier more of an international preserve. Greater participation by Indian organisations shows the corresponding development of the sector. The government recognising the power sector as a key sector of focus has played its part to promote sustained industrial growth in the domain.

Of course, any upcoming sector

requires additional push for it to go in a self-sustaining model. A lot is churning in the RE sector especially for India. Here, Events and Expos not only act as a catalyst to further propel the sector, but, also act as huge knowledge hubs and networking forums to consolidate the existing base. This in turn draws in more exhibitors and visitors, whether from local or global domain.

In the past couple of years, about 52% of the total exhibitors are International participants from 45 countries including Japan, Germany, France, Poland, USA, Korea, China, Taiwan amongst others, some of them with prominent country pavilions. It is the largest congregation of Indian RE industry in the subcontinent. Our aim is to continue expanding the base along with adding depth and quality to the proceedings, and that's why we strive to deliver something new every time.

**ENERGETICA INDIA: What role has UBM played in promoting India's renewable energy industry?**

**YOGESH MUDRAS:** UBM India's renewable energy expo is the second largest in the world.

The Renewable Energy India (REI) expo is a shining example of a show that continually delivers above expectations results for the renewable energy sector and UBM India.

In the last 5 years, the show has acquired a unique dynamism in terms of robust technology categories, knowledge forums, showcases from coveted brands, and innovative engagements that other exhibitions around Asia haven't been able to replicate. It helps that Green Energy is one of the key focus sectors of the Government of India, and the expo has become very influential, promoting India's renewable energy and attracting more than 30,000 senior industry professionals worldwide.

REI is marketed as the most comprehensive platform covering innovations, policies and processes in the RE sector covering key categories from Solar, to Bio-energy in Asia. Strategic collaborations & renewed relationships with key Government ministries,

embassies and agents globally has given REI unprecedented trust, reach & success as a brand in the market.

REI has a plethora of unique engagement & branding platforms like Equipment Master class, B2B & B2G meetings, private knowledge and technical forums. For instance, this year at REI, we had a 3-day power-packed conference - 'Accelerating Momentum...From Ambition to Action' that focused on innovations, challenges and the way forward. An Advantage Rajasthan session by the Govt of Rajasthan at the REI provided insights on Ease of Doing Business in the state, Policy push for Manufacturing, Attractive tariff structure, Solar Parks and Land Availability, Transmission and Evacuation Policy, Single Window Clearance and Skilled Man Power and Labour Reforms, among others. All these efforts enable quality business and business interactions and bear fruit in the promotion of clean energy by providing a global platform for long-term relationships among various solar power companies, including the developers, suppliers and contractors.

Additionally, with South India becoming a hub for green energy, UBM India launched RenewX, that has proven to be a successful platform created for organizations focusing on South India's renewable energy economy market to understand the trends and opportunity in this sector.

**ENERGETICA INDIA: How is the technology intervention bringing changes in the exhibition industry?**

**YOGESH MUDRAS:** Technology plays an important aspect when it comes to trade shows. It not only streamlines the entire process but also boosts excitement levels. These days a lot of excitement is created by individual organisations to provide live demo of their products. For instance, in the recently concluded IFSEC security and surveillance show, a booth featured a security alarm system, in case of smoke that was being re-created in one enclosed room. These gadgets and technology-enabled product attract a higher traffic of audience.

The use of technology also enhances sustainability. UBM India started the E-Ops Manual for each of the expos, eliminating the hard copy, thereby saving paper and making it handy & easily accessible for all. Whatsapp groups are created with all the vendors so that everyone is on the same page and troubleshooting of issues can easily be achieved.

Technology has also been used effectively to spread the buzz about our events. In the past we have used technology features such as Supplier finder, an interactive screens with the show floor plans, Tech Walls (Huge LED screens placed at various strategic locations to update about Live Twitter Updates, Social Media run Competitions, Bus Schedules, Upcoming Seminar), Mobile App (to help attendees with Networking with other attendees, navigation, Social Media feed, Bus Schedule and Seminar Schedule), Matchmaking (a match and meet service, a FREE online tool. Live Pharma Connect is open to visitors and exhibitors allowing both parties to make pre-arranged pharma specific, mutually beneficial meetings during the event), Digital Surveys (We strive to offer our customers what they want and therefore their feedback is of utmost importance to us), QR Codes (To promote digital sharing of content, we print a single page collateral with a QR code to the download link of Show directories. Through this we are also able to collect data of all those who downloaded the show directory as the download link is attached to a form), Digital Media (Real time updates of the exhibition through Social Media, Website, Tech Walls, EDMs, Videos, SMS to keep our audience engaged through Omni Channel experience.)

Technology has also, by way of social media, increased the marketing and post show outreach scope for exhibition and trade shows. We can reach out to the mobile-based consumers and enthusiasts through platforms like Facebook, Twitter and Instagram. UBM Global offers online solutions like EDMs, Webinar, Microsite and Performance-based Campaign.