



## CODISSIA "The lifeline of Expos"

CODISSIA, the experts in organizing expositions, are bringing about a fair combining Hospitality, Leisure and Tourism, in the name and style of INTRA 2011 (India Travel and Living Expo) during August 12-15, 2011 at Coimbatore.

CODISSIA - The Coimbatore District Small Industries Association, established in 1969, is an ISO 9001: 2008 certified Industries Association in Coimbatore, India has a membership of more than 1500 Industries. It is represented in the Advisory and Consultative Committees in Government Departments at the District, State and National levels.

CODISSIA is synonymous with world class trade fairs since 1988 having organised fairs like the Industrial Trade fair INTEC (12 editions), Agricultural Trade fair AGRI INTEX (10 editions), Building and Construction Trade Fair BUILD INTEC (5 editions), Subcontracting Fair SUBCON (5 editions), and Sheet Metal Fabrication Fair FABTEC INDIA (2 editions), to name a few. CODISSIA revels in its state-of-the-art world class Trade Fair Complex with 20,000 sq. mt. covered area, on 40 acres of sprawling landscaped land, just two km from the Coimbatore Airport. The success of the World Classical Tamil Meet conducted here by the Government of Tamilnadu during June 2010 bears testimony to the world class infrastructure this complex boasts of.

## Advertising and publicity support

The event will be effectively supported through a well-conceived advertising and publicity campaign which include:

- Advertising in leading newspapers, magazines, audio/visual media/ Online Promotions
- Free editorial coverage through press release in major publications and electronic media.
- Special invitations to industry personalities, NGO's, corporate heads, CEOs, opinion leaders and other persons who matter.
- Display of posters/ banners at shopping malls and other prominent places.



# SHOWCASE YOUR HOSPITALITY

Event Supporters



Services Export Promotion Council  
Set up by Ministry of Commerce and Industry, Government of India

Media Partner



Magazine Partner



Online Promotional Partner



Online Media Partner's



Official Event Magazine



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## Business Refreshed

EVER SINCE THE EVOLUTION, OF THE MANKIND HE HAS HAD the unending thirst for travel. The lure of the unknown has made umpteen explorers and travelers like Columbus and Vasco Da Gama discover new lands and cultures. Travelling is one of life's most interesting features that has even inspired literary sub-genre "travelers tales" like the Odyssey and Gulliver's Travels which are still universally read.

Some places are ideally positioned in every sense. People traverse geographical confines as easily as they welcome new cultures. Showcasing the place and the culture is important to make the destination attractive.

As economies grow and connectivity becomes stronger, movement of people is set to increase. Travel broadens the mind and raises the spirits. Leisure travel is set to multiply as affordability increases. The country as a whole and the southern region in particular is growing at a rapid pace. This makes it perfect place to promote travel and tourism.

## COIMBATORE "the happening place"

Coimbatore the emerging metropolis, a confluence of diverse cultures and people is an epicenter of growth. Easily accessible from all the southern states it has become an ideal destination for Trade Fairs.

Surrounded by holiday destinations, Coimbatore is well known for its salubrious climate and is reflected in the number of people who travel in and out for trade and leisure. The spending capacity of its citizens has increased many folds during the recent years and more people will take to travel in the near future. The stress of modern lifestyle has also made holidaying more popular.

Coimbatore is the second largest city in Tamilnadu with a strong engineering industrial base and a flourishing textile industry. Machine Tools, Textile Machinery, Foundries, Gears, Pump Sets, Motors, Auto Components, Valves are some of the key products manufactured by Industries of Coimbatore. The textile exports from this city and its neighboring areas are in excess of Rs. 50,000 Million. It's numerous health care facilities, technical and general educational institutions can be compared to the best in the word. It is an emerging IT and BPO centre and is ranked at 17th place among the global outsourcing cities.

Coimbatore has strong economic links with neighboring cities like Tirupur, Erode, Salem & Karur whose businessmen are always a happy lot crisscrossing the globe, for business and pleasure alike. It is well connected by road to cities like Mysore, Calicut, Cochin, Madurai and Trichy at a radius of 200 Kms. Air and rail connectivity make travel from and to Chennai, Bangalore, Hyderabad and Bombay very easy.

## The Visitor Profile

- Visitors from the travel trade and industry.
- Business travelers, organizational group tourists, Govt. & Bank employees with LTA.
- Holiday makers, students, children, elderly people for pilgrimage tours.
- Key Business and Corporate Travel decision makers, Members of various Clubs.
- Potential investors in the field of Hospitality, Leisure and Travel Industry.

INTRA 2011 expects thousands of potential visitors from Coimbatore, Tirupur, Erode, Ooty, Palakkad, Cochin etc., to visit this unique Expo with family and friends and has the potential of generating sound business.



## INTRA 2011 – India Travel and Living Expo

INTRA 2011 has an interesting profile of participants from the Travel and Tourism industry like Travel Agencies, Resorts, Hotels, Package Tour Operators, Spas, Airlines, Cruise Liners, Indian Railways, Tourism Department of all States, Tourism Agencies of different countries around the world, especially from US, Europe, China, Sri Lanka and other Southeast Asian Countries.

The objective of this fair is to invite all stake holders in the Travel and Tourism industry to showcase their services and facilities to the enterprising and travelling population of this region. Coimbatore and its neighboring regions have numerous export houses bringing forth thousands of business travelers and potential tourists.

## The Exhibitor Profile

- National & International Tourist Organizations. State Tourism Promotion Boards.
- Trade Associations, Financial and Banking Institutions, Insurance Firms.
- Transportation: Airlines, Charters, Railways, Passenger Transporters, Car Rentals, Shipping, Cruise Liners etc.
- Travel Agents, Tour Operators, Group Travel Operators, Foreign Exchange Dealers. VISA Counselors and Agents, Destination Management Companies, Pilgrimage Tour Operators, Medical Tourism Promoters.
- MICE Operators (Meetings, Incentives, Conference & Exhibition Organizers), Convention and Exhibition Centers.
- Holiday Packages and Holiday Financiers, Technology Providers: Online Travel Portals, Hotel Reservation Networks, Property Management systems.
- Hotels & Resorts, Convention Centers, Health Spas and Ayurvedic Centers, Fitness Centers, Yoga Centers, Naturopathy Resorts.
- Time-Share Resorts, Corporate Clubs, Amusement and Theme Parks, Summer and skill camp organizers for children Event Caterers, Event Managers etc.
- Adventure Sports: Aero Sports, Aqua Sports, Terrestrial Adventure Operators (Trekking, Mountaineering, Jungle Camping), Adventure Gears, Wildlife Safari, Eco Tourism Resorts, Golf Resorts, etc.
- International Educational Institutions and Counselors in the field of hospitality and tourism studies etc.
- Health Care and Travel Insurance Services.
- Travel Accessories: Credit Cards, Foreign Exchange, Baggage Manufacturers, Photography Equipment and Holiday Accessories Manufacturers.
- Handicrafts.
- Specialty vehicles.
- Publications.
- Any other travel related products.