

## Meetings, Incentives, Conferences, and Exhibitions (MICE) Market Increase Business Activities & Key Growth Opportunities

#3200,SEATTLE, WASHINGTON , UNITED STATES, January 7, 2022 /EINPresswire.com/ -- [MICE industry](#) includes meetings, incentives, conferences, and exhibitions. In this large group, mostly planned well are brought together under the umbrella of one organization. In fact, this is now widely used in all kinds of meeting-related materials, including seminar handouts and business documents. The mice industry is can be referred to as an international hospitality concept that involves the need for meetings and the participation of its people in order to offer career development, business expansion, and networking opportunities.

Globalization of business coupled with the rise in the international business travelers is a key factor augmenting the growth of the Meetings, Incentives, Conferences, and Exhibitions (MICE) market. The growing use of social media and meeting apps is again propelling the growth of the Meetings, Incentives, Conferences, and Exhibitions (MICE) Market. In November 2020, Microsoft has announced that it is going to allow the users of its video conferencing platform, Teams, to integrate new apps to make the platform more productive. The company is adding 20 new apps — including Asana, HireVue, Monday.com, Slido, and Teamflect, and others — to the Teams app store that already offers 700 apps



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- BI Worldwide
- ITA Group
- ONE 10
- Meetings and Incentives Worldwide Inc.
- Creative Group
- Access Destination Services
- 360 Destination Group
- CSI DMC
- CWT
- Reed Exhibitions Ltd
- BCD Group
- Corporate and Leisure Events
- ATPI Ltd.

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- In February 2021, The Singapore Tourism Board (STB) announced the launch of the SingapoReimagine MICE Virtual Show, the first such collaboration between STB and local MICE players
- In December 2020, SOTC Travel along with Singapore Tourism Board (STB) hosted an engaging and insightful Virtual MICE event - “Growing MICE Connections, Achieving Together” for its esteemed clients
- In February 2021, Thomas Cook (India) Ltd., launched a strategic corporate outreach – India’s first such physical MICE event since lockdown, in partnership with Marriott International
- In January 2021, NexTech AR Solutions formed a partnership with Coex, a South Korean convention, and exhibition hall, and the largest of its kind in Seoul. This is the start of the launch of its platform in Asia where the industry of meetings, incentives, conferences, and events, known as MICE, has grown more rapidly

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- What is the scope of the Meetings, Incentives, Conferences, and Exhibitions (MICE) market report?
- What is the CAGR of the Meetings, Incentives, Conferences, and Exhibitions (MICE) market?
- What is the competitive strategic window for opportunities in the Global Meetings, Incentives, Conferences, and Exhibitions (MICE) Market?
- How the current trends will shape the market in the future?
- How will the COVID-19 pandemic impact the Meetings, Incentives, Conferences, and Exhibitions (MICE) market in 2022?
- How can I get a sample report of the Meetings, Incentives, Conferences, and Exhibitions (MICE) market?
- Which are the factors are affecting the growth of the market?
- How to measure the regional opportunities for future development?
- What modes and strategic moves are considered favorable for entering the Market?

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Coherent Market Insights offers the following services:-

- This report gives a pinpoint factor assessment and Comprehensive study with recent developments.
- Detailed information on factors that will assist industry growth during the next five years
- It offers a study about trending factors that will impact the advancement of the Global Meetings, Incentives, Conferences, and Exhibitions (MICE) Market.
- It gives pin factor projection of converting competition dynamics and keeps you in advance of competitors
- It offers accurate estimations about market size, share, demand, growth over the projected timeline of 2020-2027.
- It allows dynamic changes according to trends.
- The coherent research offers customization of reports according to customer requirements.

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