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Rising corporate and entertainment events is boosting the event management market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Event Management Market in India 2010 as part of its Media and Entertainment Industry report series.

Mumbai, India – June 08, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Event Management Market in India 2010 report. The growing need of skilled professionals in managing the increasing number of events in the corporate and media sectors is driving the event management industry.

The report begins with a quick overview of the market with estimated market size, growth rate and segmentation of events. It further elaborates on the stages of organizing an event. An analysis of drivers reveals that increase in disposable income and willingness to spend, increase in below the line promotion among establishments, rising need of organized and structured events and rise in number of institutions providing specific courses in event management is driving growth in this sector. The key challenges identified include lengthy procedure for import of equipments and high levels of entertainment tax imposed by the government.

The competitive landscape identifies major event management companies in India including their business overview, services offered and operations.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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