



INTERNATIONAL EVENTS & MINES SERVICES



PROFILE

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# ABOUT US

We, **IEMS (INTERNATIONAL EVENTS & MINES SERVICES)** are facilitators who endeavour and strive for the empowerment of the Indian Mining & Construction industry. Our bustle on any day, is aspiring to connect Manufacturers / Distributors / Importers / Dealers & their Products / Technology with their Target Consumers, while sharing progressive strategies for the Industry.

We are an Agency, completely inclined to the Mining & Construction industry and its segments in Southern India, having associated with leading Manufacturers in the industry, as their Marketing Partner and supporting them in their Promotional campaigns, through customized Market Research initiatives, Brand Activations, Product Launches, Rural Market-Reach Drives, Audit Programs, Dealer & Distributor Meets, Seminars & Conferences, Business Events and Trade Exhibitions. Our focussed approach has gained us the commendation of leading Construction & Mining related Associations spread across all districts of Tamil Nadu.

IEMS comprises of a Team of Professionals with rich experience in the Mining and Construction industry in India. Hence, we are well-informed of the operational segments involved and the emerging trends in the industry. With over a decade of experience, we not just conceptualize, but effectively organise and execute Promotional and Marketing Events for Corporates, fetching results surpassing their expectation.

We firstly understand your requirement with an eye for detail, identify our role, focus on the possibilities & conclude on the strategy, present the concept for your study and concurrence, execute the campaign with the credence exclusively owned by us.

## **WHY IEMS & WE STAND OUT?**

- As a result of our Market-oriented approach and committed experience in the industry, we have gained a 360° understanding of the Market in the state of Tamil Nadu, enabling us to understand your Product better and identify your Target customers faster.
- As a result of our meticulous Market Research initiatives in the industry, spread across various segments, we have gained the proficiency and credence to influence leading Trade Associations, including those comprising of Builders, Engineers, Contractors and Key Decision Makers
- With a 365x24x7 connect with the Industry; we are highly knowledgeable and informed of significant Data & Statistics, Products, Businesses, Trending Concepts and Innovations.
- Backed with the realistic knowledge of the Modern Marketing trends on the Digital Network, we conceptualize your promotions, constantly scrutinize the developments, employ the analytics effectively and fetch you Results exceeding your projections.



## OUR PROVEN SKILLS

### **Effectual Communiqué:**

We Plan, Propose and Deliver concepts that fetch you the Positive Results.

### **Promotions that Work:**

Market-oriented Promotion Drives, which are Incessant, Engaging & Accurate.

### **One-stop Solution Provider:**

We Commit what we can Deliver. But, we habitually deliver complete Marketing solutions customized aptly for your Product.

## OUR PROVEN PROFICIENCY

Exhibitions, Seminars and Conference with Global magnitude

Customized Business Meets & Events

Business Development & Marketing Services

Brand & Trade Activation

Rural Marketing & Activation

Market Research

Branding Solutions

Technical Training Programs

Audit Programs

International Mining Tours

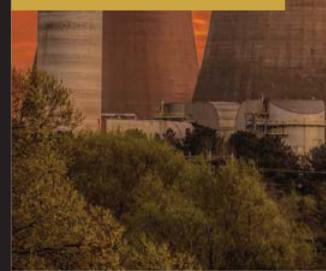


## OUR FOCUS

Mining

Construction

Earth Movers





# INNOVATION

# EXHIBITION

# EXHIBITION

# EXHIBITION

# EXHIBITION

We are a Team with a Market-driven approach and are hence recognized and appreciated for working with an eye for detail, right from the stage of conceptualizing our Business Exhibitions, to the dismantling day. We have ensured that consistency in our creativity and execution is never lost, with our proven methodology. We have always intended to exceed the Expectations of every Participant of our Exhibitions, whether Sponsors, Exhibitors, Committee Members or Business Visitors and we hold an outstanding track record of success, in achieving the same.

Since, we maintain a constant connect with the Industry, we keep ourselves well updated on the emerging trends and employ our extensive knowledge in enhancing the Business of our Exhibitors, through our Exhibitions. Further, our credence is proven through the quantum and eminence of the Business visitors who pre-register for their participation in our Exhibitions.

At IEMS, we ensure that our Exhibitors get to reach their Product / Technology to the correct Prospects, have a direct Business interaction with them and finalize on their Business proposals across the table, in our Exhibitions.

# Seminars & Conferences

Seminars and Conferences are Business Meets which are meant for effective sharing of Technology, while guising as an avenue to facilitate Business Networking. Hence IEMS ensures that the key Business intention is completely understood and analyzed in detail, before finalizing the respective program schedules. Compromising on Quality is something which we are unacquainted with and hence we have made our success statements habitual.

IEMS being Professionals in the field are well equipped with the required proficiency to organize your Seminars and Conferences, in the class that your Brand truly deserves. Irrespective of the Event being a closed community gathering or an International scale Business Meet, our Team will employ their skills to ensure the right ambience and the smooth functioning of every facet of the operations involved. Our Event Management services are comprehensive and include all required services, which could be extended to include any additional requirements which may be required for the Event Model.

# Customized Business Meets and Events

When it comes to Business Meets and Events for the Mining and Construction industry, we are a Team who fully understand the technicalities involved, in a manner far better than a regular Event organizer. The Meets will have to be designed to facilitate and effectively involve the interactions between the related Business people and your Marketing Team. Hence, we stand ahead of others with our unique scale of technical understanding of your Product and the Market, to execute these gatherings to perfection.

We are a Team, who have gathered and grown in our acquaintance of the Market, with a 365 x 24 x 7 connect. We could hence boast volumes of our experience, promoting and marketing Brands with the pertinent approach needed for each locality. We devise your Event Plans suitably, so as to make them as Informative as possible for the Participants, while maintaining the enthusiasm through-out.

Right from choosing the suitable Venue, Seating arrangement style, AV arrangements, Branding & Display arrangements to the professional catering arrangements required, we will ensure that every detail is taken care of, to your utmost satisfaction.



# Business Development Programs & Marketing Services

The process of Business Development entails tasks and activities favouring development and implementation of Growth opportunities both within departments and between organizations. A successful methodology is the creation of long-term ideals for an organization from Market Reach of the Brand to Customer relationship and retention supported with recurring engagement with the clientele for reputation building.

IEMS specializes in providing Business Development and Marketing solutions which are time-tested and adapted rightfully for the Digital era. We dutifully analyze the Brand; identify the product USP and advantageously position the Brand in the Market to efficiently triumph against the prevalent Market competition. We comprehensively provide support for the organizations to adapt to the new strategies and tactics in order to evolve against the challenges created by the constantly reforming digital marketing technologies.



# Brand & Trade Activation

Even recognizable Brands, may actually need Brand or Trade Activation. At times, a Brand would have attained its Market Reach, but the connected Product range may not be scoring favourably in terms of the quantum of sale. So no matter how renowned the Brand might be, what finally counts is the Product Sales figure.

At IEMS, we customize and plan promotions suitable for each product range and market location by identifying the Target customers and their interests. Hence our Brand and Trade Activation programs, efficiently invite Brand Promotion and the owing recognition, while equally providing solutions to enhance the Product sales in the respective market location.



# Rural Marketing & Activation

When it comes to Products and Equipments or Services, for the Mining and Construction industry, instances are bound to arise, where the Target Clientele happen to operate from a secluded location, with minimal access to the technology required for offering the understanding.

Well, we at IEMS are equipped with the proficiency to resourcefully handle such requirements and our biggest strength is the proactive experience that we have gained from organizing such events with proven track record and the strong base of prospects acquired even in these isolated locations.



# MARKET RESEARCH

Market Research is an organized effort to gather information about the targeted Market and Customers, which happens to be the component of top priority and the deciding factor to finalize on the business strategy. An effective Market Research campaign will have to resourcefully, systematically and analytically gather the social opinions & information and interpret the information duly to gain the right insight and support progressive decision making.

IEMS with a clear and proven expertise in the industry, works with the Manufacturers, collaborates with the Dealers and suitably interacts with the Consumers & Target audience, by aptly employing active and passive methods, for successfully conducting such surveys, opinion polls for multi-variant products. The Team blends the knowledge gained over the years from analysis of valuable data and feeds them into the Product strategy facilitating the development processes for your Product / concept.



IEMS Team comprises of Signage Professionals, with volumes of experience and expertise, for providing you with complete Branding Solutions across various mediums. From the initial stages of Designing to the final conversion onto the Exhibiting area, we can team-up with your in-house team or existing branding partner or operate as a one-stop solution provider, to support and promote your Brand elegantly and attract the required Brand loyalty from your Target audience.

At IEMS we deem and implement Branding strategies that not just raise your Brand Reach & Goodwill, but ensure that your Business is boosted in terms of revenue. While we ensure that the Creative excellence is maintained, we further work towards its rightful interpretation across channels for the desired results.

# BRANDING SOLUTIONS





# Technical Training Programs

Training as defined by renowned American Economist Wayne F. Cascio is, "Planned Programs undertaken to improve Employee knowledge, Skills, Attitude and Social Behaviour, so that the performance of the organization improves considerably". The key purposes identified are, Improving the quality of the workforce, Enhance employee's professional growth, Preventing their obsolescence, Assisting New Employees in understanding the culture and operational methodology, bridging the gap between Planning and Implementation.

IEMS Team holds Professional expertise in the field of Mining & Construction which comes in handy to provide a rich and in-depth training experience for your staff. We enjoy a strong connect with experienced Professionals, who have been serving the industry for decades and their valuable experience would be employed by us to educate and provide you with answers and solutions for all your questions.

# Audit Programs

IEMS can support you with customized Audit Programs designed to suit your specific requirements, which are observant & independent and provide the required assurance for your objectives, with the ultimate motive to add value and improve the organization's operations.

Our Audit programs have supported organizations in accomplishing their objectives, by implementing a systematic and disciplined approach to evaluate and improve the effectiveness of Risk Management, Control and Governance processes pertaining to the Mining & Construction industry.



# International Mining Tours

There are close to a hundred Mining and Construction Events & Seminars that are organized around the Globe and across the year. We with our established connect with the industry, are well informed of a comprehensive network of mining activities across the world, where the wisdom from Professionals with hands-on experience and years of learning, could well be tapped for our skill development.

IEMS has the expertise to organize exclusive Mine Visit Tours to have a site study on the Gold & Diamond mines of Africa, Copper Mines in Chile, Coal Mines of Indonesia or the Uranium Mines of Australia. Our comprehensive services for the tour packages will include your Travel Visa arrangements, booking of the Air travel tickets, local transportation arrangements, providing you with tasty and healthy food, local guide for sightseeing and shopping, including a comprehensive travel insurance cover.



# **Tamilnadu Mine Safety Association (TNMSA)**

# **Tamil Nadu Earthmoving Equipment**

# **Owners Welfare Association (TEMOWA)**

IEMS takes pride in declaring that we are highly recommended by the Associations who are active contributors in the Indian Mining & Construction industry. We operate as the recommended Event & Exhibition Partner for TEMOWA (Tamilnadu Earthmoving Equipment Owners Welfare Association) and TNMSA (Tamilnadu Mines Safety Association)

IEMS played an instrumental role in elevating the Annual Association Members' Gathering, to an International Exhibition showcasing Construction Equipment and Vehicles, with the Brand Name TEMOWA Expo.

The Exhibitor Profile of TEMOWA Expo includes Manufacturers, Importers and Dealers of all Construction equipments such as hydraulic Excavators, Wheel loaders, Backhoe loaders, Motor Graders, Vibratory Compactors, Cranes, Dumpers, Tippers, Forklift trucks, Dozers, etc., and covers every Product and Technology related to the industry with the complete coordination and support from individual District Associations, spread across the state. The Event has been recognized as a Business revolution for the HEMM industry of India with full-pack business networking Sessions, Seminars & Conclave, Tech Workshops, Conference Meets, Government Guidance sessions, Social Cause activities, Investors Meet, Training Sessions, and concludes with an Award Ceremony, organized at an international level and vibrantly covered by the Media connects.

Leading companies across the Globe participate and showcase their Advanced and upgraded Earth Movers and Heavy Equipments. The Exhibition hosts over 100 stalls with 15 Tech Pavilions and attracts around 10,000 Business visitors.

On similar lines, IEMS associated with TNMSA and successfully organised their Annual Mines Safety Observation Event, as a full-fledged Business Conclave, under the aegis of the Director General of Mines Safety. TNMSA recognized our contribution and favoured us with the opportunity to organize the **INTERNATIONAL MINING EXPO & CONCLAVE**, which had the active participation of Corporate Sponsors and gathered the presence of all Quarry & Stone Crusher industry Owners & Managers, Engineers & Technicians and the Audit Teams who actively involved themselves in the Networking sessions, Panel discussions, Training sessions, Technical demonstrations and Safety workshops. The Event also hosted a concurrent Job Fair pavilion for the industry and concluded with an Awards Ceremony for the achievers.

The success of the Meet further paved the way for the association of IEMS with TNMSA & TNSQCOA (Tamilnadu Stone Quarry & Crusher Owners' Association) for organizing the **INTERNATIONAL M-SAND SEMINAR**, on par with the standards and sessions of an International Conference. The Event brought together the entire M-Sand fraternity of over 200 M-Sand Manufacturers, over 200 Quarry & Crusher owners, over 200 Engineers & Architects and included Exhibitor stalls, Networking Sessions, Technical Presentations, Government Guidance sessions and Panel discussions. The Event which was anticipated to be an avenue for Marketing connects, turned out to be a source of Business Prospects for the Exhibitors.



# OUR CORE SERVICES

1. Corporate Events
2. Exhibitions
3. Brand and Trade Activation
4. Branding Solutions
5. Rural Marketing and Activation
6. Training Program
7. Market Research
8. Audit Programs
9. Sports Events
10. Business Development Services
11. International Mining Tour
12. Mining Seminar and Conference
13. Marketing Events



# Tamilnadu Mines Safety Association 2018





# International Mining Expo & Conclave 2019





# Indian Mining Day 2019

## MINING FOR BETTER TOMORROW INDIAN MINING DAY CELEBRATIONS

Date: 1<sup>st</sup> November, 2019





# ATLAS CAPCO





# M-SAND SEMINAR 2020





The power to drive  
your business  
Cat® Diesel

# MODOMINES - 2020



# TEMOWA- 2020



# TEMOWA- 2020





# IMEC - 3 SEPTEMBER 2022





# INTERNATIONAL MINING & MINE SAFETY EXPO 2023



# INTERNATIONAL MINING & MINE SAFETY EXPO 2023



# INTERNATIONAL MINING EXPO & CONCLAVE - 4TH EDITION - 2023





# INTERNATIONAL MINING EXPO & CONCLAVE - 5TH EDITION - 2024





# HABITAT - KARUR



# HABITAT - CHENNAI



# HABITAT - COIMBATORE

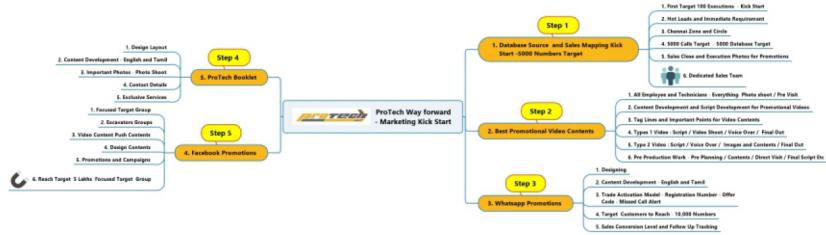


# SUN-X CONCRETE MARKET SURVEY





# PROTECH 360 SEPTEMBER 2022



## FIRST 100 EXECUTIONS

100+

We need to target the first 100 executions.



Reduce the cost and complete first 100 executions



Strategically operational marketing



Operational strength and marketing penetration Both benefit



Focused sales target

## GEOGRAPHICAL COVERAGE

Kanchipuram

Vellore

Chennai

Thiruvananthapuram

Walajabad

Chengalpattu

Vilupuram

## MARKETING TOOLS – MARKETING COMMUNICATIONS



Basic communication booklet



Strong promotional video contents - 10 nos



WhatsApp promotion and Facebook promotions



Hence, Professional services when emphasized with faster TAT, transparent and comprehensive reporting system, regular follow-up and reminders based on the maintenance cycle, assured accessibility during an unexpected breakdown would provide PROTECH with faster loyalty and dependency of the target customers.



# Habitat for Humanity®

**Public Connect**

**PWD Department**

**Implementations**

**Technical Details**

**Methods and Usage**

**M Sand – Awareness**

**Market Survey and Data**

**Forecasting and Planning**

**Industry and Social Connect**



INTERNATIONAL EVENTS & MINES SERVICES

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-  [www.youtube.com/watch?v=6hxD9JiBYI&t=26s](https://www.youtube.com/watch?v=6hxD9JiBYI&t=26s)
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