

Conference Agenda

Day One – 6<sup>th</sup> June 2024

<b>Theme – “Present Perfect”- Coining the future of corporate gifting in India</b>	
<b>10:00 Hrs</b>	Conference and Exhibition Registration
<b>11:00-11:15</b>	Conference Inauguration and Lamp Lighting
<b>11:15-11:20</b>	Welcome note by RX India
<b>11:20-11:30</b>	Keynote Address
<b>11:30 – 12:15 Hrs</b>	<p><b>Inaugural Panel Discussion – Navigating the Legal and Ethical Paths – Corporate Gifting</b></p> <p>While corporate gifting is a great way to promote a business and your client relations, it comes with its set of problems. Considered a gift, there is a moral obligation to not expect something in return of a corporate gift as that is what sets it apart from the unethical side of professional gifting. In this session, lets look at some important points to be considered in accordance with laws created to support the same-</p> <ul style="list-style-type: none"> <li>• Section 194R of Income Tax</li> <li>• Compliance with anti-bribery and corruption laws (Prevention of Corruption Act (PCA), the Prevention of Money Laundering Act (PMLA), and the Foreign Contribution Regulation Act (FCRA) all apply to corporate gifting)</li> <li>• Ethical consideration in corporate gifting</li> <li>• Transparency, accountability, and full disclosure of purpose and value in gifting practices</li> </ul>
<b>12:15 – 1:00 Hrs</b>	<p><b>Panel Discussion – Budgeting for Corporate Gifts – Is outsourcing the way to go?</b></p> <p>It is a widely known fact that corporate gifting is a great way to build brand loyalty, maintain relationships with clients and employees alike as well as simply attracting new clients in a positive way. A smaller percentage of organisations manage end-to-end corporate gifting internally without a gifting platform, which indicates that a larger portion of those who outsource are aware of the challenges posed by handling corporate gifting internally. Among the top issues and benefits of outsourcing corporate gifts are -</p> <ul style="list-style-type: none"> <li>• Easier brand identity with personalisation and branding options.</li> <li>• Managing cost and time in a better way through outsourcing</li> <li>• Limited choice attributes such as colour and size</li> <li>• Inability to purchase gifts from multiple brands/retailers.</li> <li>• Managing gift inventory, storage and shipping</li> <li>• Limited range of products</li> </ul>
<b>1:00 – 2:00 Hrs</b>	<b>Networking Lunch</b>
<b>2:00 – 2:30 Hrs</b>	<p><b>Fire Side Chat– Expanding on the Export &amp; Import end of Corporate Gifting</b></p> <p>India’s corporate gifting has been significantly dependent on imports, which has seen a drastic shift towards exports and utilizing the products produced in India. India majorly exports to Mozambique, USA, Germany, and Congo in terms of corporate gifting. This shift from importer to solution provider is great in terms of GDP and FDI as well. A great impact of reduced imports would be skill development within the workforce of the country because when faced with the need to replenish our own resources, we will move towards learning newer and better skills. Another great way is to support the local artisans and the handicraft industry, to support the artists and SMEs for growth. Another great opportunity for the same is the Make in India policy.</p>
<b>2:30 – 3:00 Hrs</b>	<p><b>Talk Show - The Changing face of Stationery in Indian Corporate Sector</b></p> <p>Stationery is the easiest marketing tool as part of your corporate gifting campaigns. From personalized diaries to branded pens, the use of a product branded with your organization’s name every day will make sure you stay in the background of your client’s thoughts. Stationery is considered an integral part of a person in the corporate world –</p>

be it your client or your employee. Personalized stationery is one of the best corporate gifts considered.

**End of Conference Day 1**

Day Two – 7<sup>th</sup> June 2024

<p><b>11:00 – 12:00 Hrs</b></p>	<p><b>Panel Discussion: The Art of Corporate Gifting - Creating a Memorable Experience</b></p> <p>Corporate gifting is considered more as a way to show gratitude, be it towards the employees of your company or clients. Corporate gifting is as much about following the proper etiquette as it is about maintaining relationships. Understanding the purpose and impact of your gift is important for a memorable gifting and receiving experience. In today's time, corporate gifting has grown from just being an extra expense to being an indispensable part of corporate relations. Opting for gifts that reflect the value you place on the relationship and get something that shows the clear effort of being chosen. One of the biggest reasons that first impressions matter in corporate gifting is because it helps to establish a positive perception of your business. A well thought out gift, accompanied by great packaging sends across the message that you care about the recipient and are invested in their satisfaction. In this session our experts from several paths of the industry will talk about how to create unique and memorable gift experiences for all your corporate gifting opportunities. Corporate gifts help in creating a sense of being rewarded and belonging amongst the employees and employer.</p> <ul style="list-style-type: none"> <li>• How To Promote Your Business Through Corporate Gifts</li> <li>• Personalised gifts taking corporate gifting a step further</li> <li>• Festive gifting adds a personal touch to the basic employee-employer relationship</li> <li>• Beyond the Gift – How right packaging can elevate your corporate gifting strategy</li> <li>• Making the gifting experience more impactful with experiential elements</li> </ul>
<p><b>12:00 – 1:00 Hrs</b></p>	<p><b>Panel Discussion – Tapping into the Corporate Gifting Trends and Future Innovations in India</b></p> <p>Exploring emerging trends and innovations in the corporate gifting industry, such as the integration of AI and automation, virtual gifting experiences, and the use of data analytics for personalized gifting recommendations. Corporate gifting has evolved from being just a by-product of customer relations to being one of the most important parts of client relationship. Let's explore the upcoming trends that are taking the industry by storm. By 2024, the Indian online gifting business is expected to be worth <a href="#">\$84 billion</a>. With the idea of long-distance gifting made simple, especially for WFH employees, online gifting has taken Centre stage. The online gifting business in India has strong long-term growth possibilities, especially given the current changes the epidemic has made to the brick-and-mortar stores.</p> <ul style="list-style-type: none"> <li>• Artisanal and Local products to support the Handicraft industry.</li> <li>• Tech gadgets take centre stage in 2023 and forward.</li> <li>• Promotional merchandise to push brand relations and recognition.</li> <li>• Corporate gifting the employees for DEI (diversity, equity, and inclusion)</li> <li>• Online gifting – Gift cards and subscriptions make for a thoughtful gift</li> </ul>
<p><b>1:00 – 2:00 Hrs</b></p>	<p><b>Networking Lunch</b></p>
<p><b>2:00 – 2:40 Hrs</b></p>	<p><b>Talk Show – Sustainability as the Key Ingredient for Reducing Carbon Footprints in Corporate Gifting</b></p>

When it comes to protecting the planet, every step counts – including choosing the right corporate gifts for your clients, partner, employees and other stakeholders. While gifting is a great way to show your gratitude, choosing the wrong gift can do more harm than good. Environmentally conscious corporate gift choices will help reduce the carbon footprint of your organization as lesser unwanted products will end up in the landfills. Giving out environment friendly business presents is not only a trend but a move that will continue to gain momentum.

- Choosing ethically produced products.
- Plantable seed paper stationery – pens, pencils, and notebooks that turn into plants
- Reusable and recyclable aspects of the gift – packaging and subcomponents like containers
- Reduction in waste generation, hence, reduced carbon footprint
- Increasing popularity of sustainable and eco-friendly products is making the switch to sustainability easier.

**End of Conference Day 2**