

TIECON MYSURU 2026

Experience Mysuru

Heritage Meets Innovation | Saturday, 18 April 2026

EVENT OVERVIEW

TIECon Mysuru 2026 provided a unique platform to celebrate Mysuru's rich heritage while fostering innovation and entrepreneurship. Experience Mysuru was a special curatorial initiative designed to immerse the audience in the cultural vibrancy and traditional craftsmanship that define the city. Through carefully curated product displays and live artform demonstrations, we bridged the gap between tradition and modern innovation.

GEOGRAPHICAL INDICATION (GI) PRODUCTS SHOWCASE

One of the highlights of Experience Mysuru was an extensive showcase of Geographical Indication (GI) products, officially recognised for their unique qualities and origin. This display served as both a visual delight and an educational experience — many entrepreneurs and business leaders explored new markets, with some offering insights on scaling, branding, and reaching global markets, fully upholding the spirit of TIECon 2026.

1	Mysore Rosewood Inlay	2	Mysore Ganjifa	3	Mysore Mallige
4	Chennapatna Toys	5	Mysore Silk	6	Mysore Painting
7	Sandalwood Oil	8	Mysore Agarbathi	9	Betel Leaves
10	Mysore Sandal Soap	11	Coffee Beans	12	Areca Nuts

CULTURAL CURATIONS — LIVE ARTFORM DEMONSTRATIONS

Beyond GI displays, Experience Mysuru came alive through dynamic presentations of traditional artforms. These live demonstrations transported audiences into the cultural soul of Mysuru, sparking conversations about how cultural entrepreneurship could create sustainable livelihoods for artisans.

1	Chande Beats	2	Veeragase	3	Yakshagana
4	Kamsale	5	Indian Board Games	6	Pottery

CONCLUSION

By bringing together GI products, live artforms, and passionate audiences, we had the opportunity to showcase that culture and entrepreneurship can go hand in hand. The event communicated that Mysuru's cultural treasures have real entrepreneurial value — uniting tradition and innovation under one roof during TiECon Mysuru 2026.