

Press Release

4th edition of Hannover Fairs in India concludes with new developments and satisfied exhibitors

Mumbai, December 18, 2010

Last year's economic downturn has definitely been left behind and business is picking up again. This is reflected by the euphoria prevailing among the more than 350 exhibitors at the Industry shows organized by Hannover Milano Fairs India (HMFI) and Deutsche Messe AG, Hannover, more than 40% of which came from 22 countries across the globe. The trade fair which was inaugurated on Dec 15 2010 in the presence of Mr. Aman Chadha, Chairman, Engineering Export Promotion Council concluded today (Dec 18, 2010). Several visitors throng in to attend the 5 international trade shows namely: **MDA India:** Motion Drive and Automation (Hydraulics and Pneumatics, Electro-mechanical Transmission), **Industrial Automation India:** Process and Production Automation and Industrial Building Automation, **CeMAT India:** Materials Handling, Storage and Warehousing as well as Logistic Services, **Energy India:** Energy Efficiency – decentralized Renewable and conventional energies and transformer industry pavilion and **Surface India:** Surface Technology. Over 10,000 visitors came to experience this 4th edition of HMFI which had a huge offering for the entire manufacturing industry.

“World economy is going up and you can feel it”, says Tessa Marheineke Director, Global Fairs, Deutsche Messe AG who believes that the best aspect of the trade fair is the positive mood of the exhibitors and the visitor. “Economy crisis starts in the head, but now minds have changed. Both the quality and quantity of the visitors has been very encouraging and our exhibitors and various business partners are completely satisfied with the result”, she adds.

Adding further, Mr. Sudhir Patil says, “High satisfaction index of exhibitors in terms of large numbers of quality visitors is indeed a very positive aspect of the fair. Exhibitors, especially from countries like Germany, Italy, Spain, Taiwan, China etc. reported business prospects of high orders. The fruit of the buoyant economic situation is being reaped in by the exhibitors at these fairs.”

The newly introduced, Surface INDIA 2010, was a successful event, as the exhibitors met qualified visitors during the entire show days. In addition to this, the International participants met Indian companies offering similar products produced in India. Exhibitors are already planning their participation for Surface INDIA 2011 to be held in Bangalore.

HMFI strongly believes that the success lies in the increase in the number of exhibitors every year. While this adds to the brand of the overall fair, all the old exhibitors still form an integral part of HMFI who

participate on the fair every year. The number of trade visitors this year has jumped up by 20% when compared to the last year figures.

Taking back a good experience and better business opportunities, this is not the end of a trade fair, but a beginning of another one. Based on the interaction HMFI has now decided to alter the trade fairs at different locations in the coming years – next year in Bangalore. Through this, exhibitors get enough time to generate and present new offerings to their target consumers at various different markets over a period of time.

“It is the fourth time that the German-Indian Business Center joined events of Hannover Milano Fairs INDIA and Deutsche Messe in India to promote and support business between both countries. After a year of a worldwide crisis, companies are again optimistic and have expansion plans towards Europe. We see plenty of opportunities and look forward to coming back to the events in **Bangalore 2011** next year”, says Mr. Wolfgang Hoeltgen, German Indian Business-Center Hannover.

A new entrant among the other established fairs of Hannover Milano Fairs India, Surface Technology too reaped in equal benefits from the trade fair. “The first edition of Surface India is placed in the market at the right time. German providers of surface treatment technology have shown increasing interest in the Indian market over the past year and as of today various German surface treatment companies have started their business presence in India. Exhibitors and visitors of the exhibition can rely on the substantial expertise of Hannover Milano Fairs India and the sector and market specific knowledge of their strong Indian partner the Society for Surface Protective Coatings - India. From what I have seen here in Mumbai, I am convinced of a good development of this show in the upcoming years and look forward to Surface India 2011 in Bangalore”, said Dr. Martin Riester, Head of VDMA Surface Treatment Technology.

All the 4 days during the trade fair, there were more than 15 conferences and seminars organised by HMFI to help find new business partners and give key insights on the relevant industries and sectors. During the 4 days, the trade fair witnessed various launches like Toyota Industries who launched a new Fork Lift truck, Eplan Electronic who launched a highly efficient and user friendly software called VERSION 2.0 and many more.

The trade fair concluded on a very positive note with the exhibitors and the visitors leaving the premises with a smile on their faces thus clearly indicating the success of the trade fair.

About HMFI

HANNOVER MESSE events in India are organized by Hannover Milano Fairs India, the Indian subsidiary of Deutsche Messe AG, Hannover, Germany, and Fiera Milano Spa, Milan, Italy. Supporting organizations

include ARC Advisory Group, Field Bus Foundation, Fluid Power Society of India, German Machinery Manufacturers Association, Indian Transformer Manufacturers Association, Indo German Chamber of Commerce, and the Society of Surface Protective Coatings, India. Visit www.hmf-india.com for more information.

For more information, please contact:

Prana PR

Swati Mirchandani: 9820857591/ swati@pranapr.com

Priyanka Rohilla: 9769066027/ priyanka.rohilla@pranapr.com
