

7 December 2007

CeMAT INDIA, MDA INDIA, INDUSTRIAL AUTOMATION INDIA

(4 – 7 December 2007 in Bangalore)

New trade shows in India a notable success

- Exhibitors satisfied with outcome
- High calibre of visitors praised

Bangalore. From 4 to 7 December 2007 the new exhibition and trade show centre in Bangalore hosted three new industrial shows: CeMAT INDIA, MDA INDIA and INDUSTRIAL AUTOMATION INDIA. Approx. 600 exhibitors used this opportunity to showcase their latest technology on a display area of approx. 17,000 square metres. Keynote displays were devoted to the fields of intralogistics, industrial automation and power transmission and control. More than 60 percent of the exhibitors came from outside India, primarily from Germany, Spain, Italy, the United Kingdom and Taiwan.

9,247 professionals from the Indian sub-continent came to the shows in order to experience a wide array of product innovations and cutting-edge technology at a brand-new venue. Exhibitors expressed great satisfaction with the high calibre of the attendees, and the organizers at Deutsche Messe remarked: “We are pleased that everything worked out so well. When we started our detailed planning phase for the event some two years ago, we were aware that establishing new trade fairs in India would be no easy task. But the success of these events in India has fully confirmed that it was right to venture onto the Indian marketplace – a move made following consultation with our exhibitors. Many of our exhibitors were already active on the Indian market, some for decades, but for others it marked the first step towards business on a new market. What they needed to get started was a professional exhibition showcase

like the one we have just launched,” explained Wolfgang Pech, Senior Vice President at Deutsche Messe in Hannover, Germany.

Exhibitors more than satisfied with the outcome of the trade shows

Desch Antriebstechnik GmbH & Co. KG from Arnsberg, Germany, has exhibited at Motion, Drive and Automation (MDA) in Hannover for many years. The company is also represented on the Indian market. “Desch is keen to raise the level of awareness of the company in India and that’s why we are here. We are especially interested in the construction machine industry, which we supply with switchable friction clutches, as well as the machine tool industry. MDA INDIA now provides us with an excellent platform to present our company’s expertise to a wider market in India. The calibre of the visitors is quite outstanding. Almost all the visitors we spoke to were interested professionals from industry who wanted to find out about our products”, said Martin Hammerschmidt, who is responsible for sales of drive technology with Desch.

Firms from other countries are also leveraging the new showcase to promote themselves in India, for example CIRCUTOR SA from Barcelona. In the words of Jorge Gallardo Sauret, Commercial Director: “The Indian market offers us lots of growth potential, so we are now beginning to work this market. The show brought us several promising leads and a great deal of dialogue with visitors from every branch of industry.”

A similarly positive response was found among the exhibitors at CeMAT INDIA. The comments made by Gerhard Schleich, Regional Sales Manager with Knapp Logistik Automation GmbH in Graz, Austria, were typical: “There is enormous potential demand on the Indian market. The question is whether there’s already a market for our products. We were really pleased with the number and excellent calibre of visitors to our stand. Most of the visitors were logistics managers looking for solutions in automation.”

Another company taking part in CeMAT INDIA from abroad: METAISISTEM S.p.A., a maker of innovative storage and shelving systems based in Rovereto, Italy. Monika Abt, International Sales Director at METAISISTEM, was highly enthusiastic about the outcome of the show: “We experienced a tremendous response and succeeded in generating a number of very

good leads. This provided us with further evidence that events staged by Deutsche Messe always attract visitors of the highest quality.”

Among the exhibitors on hand at INDUSTRIAL AUTOMATION INDIA was BLOCK Transformatoren-Elektronik GmbH & Co. KG from Verden, Germany. “We are very pleased with the high calibre of the professionals in attendance. This trade fair gives us the perfect stepping stone to new business in India,” remarked Wolfgang Reichelt, Managing Director at BLOCK.

The Taiwanese Fluid Power Association staged a Taiwanese Pavilion featuring 17 exhibitors, and has already stated their intent to return with another pavilion in 2008. “Next year we are likely to have an even bigger lineup of exhibitors. This was our very first pavilion at a trade fair in India, where participating firms were keen on unlocking new business potential. Some of our exhibitors were aiming at expanding their business activities in India, while others were just beginning to make inroads into the market. We are highly content with the run of the show and the excellent contacts it generated,” said Hans Kao, the association’s General Secretary.

The 181 participating companies from India also expressed very great satisfaction with the show. Prayasvin Patel, Chairman & Managing Director at ELECON Engineering Company Limited, is certainly no stranger to Deutsche Messe events: “We have taken part in many trade fairs staged by Deutsche Messe over the years, and here in India we found the show to be every bit as professional. We will definitely be back again in 2008.”

Energy INDIA 2008

Following the successful launch of the three industrial fairs CeMAT INDIA, MDA INDIA and INDUSTRIAL AUTOMATION INDIA, Deutsche Messe and its Hannover Fairs India subsidiary feel confident about introducing their next industrial themed fair to India. Energy INDIA will be launched next year and will take place in conjunction with the three existing fairs. All energy-related topics relevant to the current or future energy needs of industry and the efficient, sustainable use of resources have been included in the concept and structure of the event. In view of the ongoing modernization of Indian industry and the increasing drive to introduce automated manufacturing and process technology, India requires highly efficient energy supply networks and systems that can meet the rising demand.

From 10 to 13 December 2008 the Bangalore exhibition centre will not only host CeMAT INDIA, MDA INDIA and INDUSTRIAL AUTOMATION INDIA, but also the premiere event Energy INDIA.

Number of characters, including spaces: 4,846

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