

END SHOW REPORT –For 2008 shows



10-13 December, at Bangalore International Exhibition Centre

Names of the Shows conducted

- MDA INDIA www.mda-india.com
- IA INDIA www.ia-india.com
- CeMAT INDIA www.cemat-india.com
- Energy INDIA (New Topic) www.energy-india.org

The above shows saw over 510 exhibitors participating from 20 countries on a display area spanning over 20,000 sqmtrs with official country pavilions from 6 countries. This year a new concept was initiated as an integral part of the show “Job and Career Centre”.

The show attracted 9567 high caliber visitors.

Conferences and Seminar:

Seminar on Fluid Power Technology by Fluid Power Society of India

Seminar on Dynamic Warehousing and Cold Storage Solutions by Schaefer Systems International Pvt Ltd.

Panel Discussion on Low cost automation for SME’S organized by A & D, VDMA, HFI and DMAG.

Seminar on Industrial Automation by VDMA-German Engineering Federation.

CEO’S meet organized by Fluid Power Society of India.

Organized By:

Hannover Fairs India Pvt Ltd

Deutsche Messe AG

Fluid Power Society of India (Joint organizer for MDA INDIA)

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Overview:

The fairs were inaugurated on 10th December by Mr. Rangachar, Former President Indian Machine Tools Manufacturing Association, Mr. Wolfgang Hahn, Head of the Policy Principles Directorate General at the German Ministry of Transport, Building and Urban Affairs along with the guest of honors Mr. Udyant Malhotra, President Fluid Power Society of India, Mr. Andreas Gruchow, Member of the Board of Management DMAG.



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The second edition of CeMAT INDIA, MDA INDIA, IA INDIA and Energy INDIA were conducted at Bangalore International Exhibition centre which is a very state-of-the art exhibition complex.

This year new concept was initiated “Job and Career Centre” as an integral part of these four shows. The idea behind starting this new concept was to create a platform for the companies to project their company policies and future manpower requirement to the technocrats visiting the fair. As finding the correct people especially in the engineering sector has become difficult and costly.

Over 510 exhibitors showcased their latest technology on a display area spanning over 20,000 sqmtrs. Out of which above 40 % was international participation from 20 countries. Taiwan Fluid Power Association (TFPA) and Japan Fluid power Association (JFPA) had organized a pavilion again this year in MDA INDIA. Also all the exhibitors and visitors appreciated the facility of the free bus shuttle service from various locations in Bangalore. Also a travel desk was set up at the arrival lounge of the Bangalore international airport for any assistance especially for our international guests by our official travel partner “Orbitz Tours and Travels”.

Another important feature of the show was official country pavilion from Germany, Italy, Spain, Taiwan, China and UK showcasing latest technologies from these countries on the common platform. The backdrop in which the fairs were conducted was very challenging, but still the show went on very well and majority of the exhibitors were happy with their participation. The overall business atmosphere during the four days was very upbeat.

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This year one more new initiative was started “The best stall award” for each show. The winners of these awards were awarded a memento during the exhibitor evening function. On the same day of inauguration exhibitor evening was hosted for the networking of the exhibitors amongst themselves at the Poolside of the beautiful scenic hotel “Golden Palms “.

The Winners of the awards were

Energy INDIA – LAPP India

MDA INDIA – SEW Eurodrive

IA INDIA – Rittal India

CeMAT INDIA- Hormann KG

Some names of the leading exhibitor who participated

CeMAT INDIA –Action Construction Equipment Ltd, Baka Liftec, Demag Cranes, Godrej & Boyce, Hormann KG, Gandhi Automation, Toyoda Material Handling India, Knapp Logistics, Kompress India, Maini , Linde, Metalsistem S.p.a, Schaefer Systems International Pvt Ltd, Voltas Ltd, W.H. Brady

MDA INDIA - Bonfiglioli Riduttori SPA, Bucher Hydraulics GmbH, Argos Hytos, Eaton Fluid Power, Eural Gunatti, Faster Hydraulics, FAG Bearings, Getriebebau Nord Drivesystems, Hagglunds Drives, HAWE Hydraulics, Janatics Pneumatic,

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Parker Hannifin India Pvt Ltd, Elecon Engineering, SKF India Ltd, Stauff India, Taiwan Fluid Power Association, Veljan Hydrair, Yuken India, SEW Eurodrive.

Industrial Automation INDIA- Beckhoff Automation, BLOCK Vertriebs GmbH, Harting India, Helukable India Pvt Ltd, Hypertrac GmbH, Leuze Electronic GmbH, Rittal India Pvt Ltd, Schunk India Pvt Ltd, Sick India Pvt Ltd, Siemens Ltd, Sortimat Technology GmbH & Co, Tata Consultancy Services Ltd, Testo India Pvt Ltd, TOX Pressotechnik India Pvt Ltd

Energy INDIA – Billets Electro Werke Ltd, Bureau of Energy Efficiency, Ministry of Power, Clarke Energy India Pvt Ltd, Crompton Greaves Ltd, Elecon Measurement Pvt Ltd, Envitech Biogas AG, GE Energy, Klauke c/o Textron India Pvt Ltd, LAPP India, Prok Devices Pvt Ltd, Tebian Energy Systems Pvt Ltd, Universal Power Transformer Pvt Ltd, Victory Electricals Ltd

List of the countries from where the exhibitors participated.

Austria	France	Italy	Sweden
Belgium	Finland	Japan	Taiwan
Bulgaria	Germany	Netherlands	Turkey
China	Great Britain	South Korea	United Arab Emirates
Denmark	India	Spain	United States of America

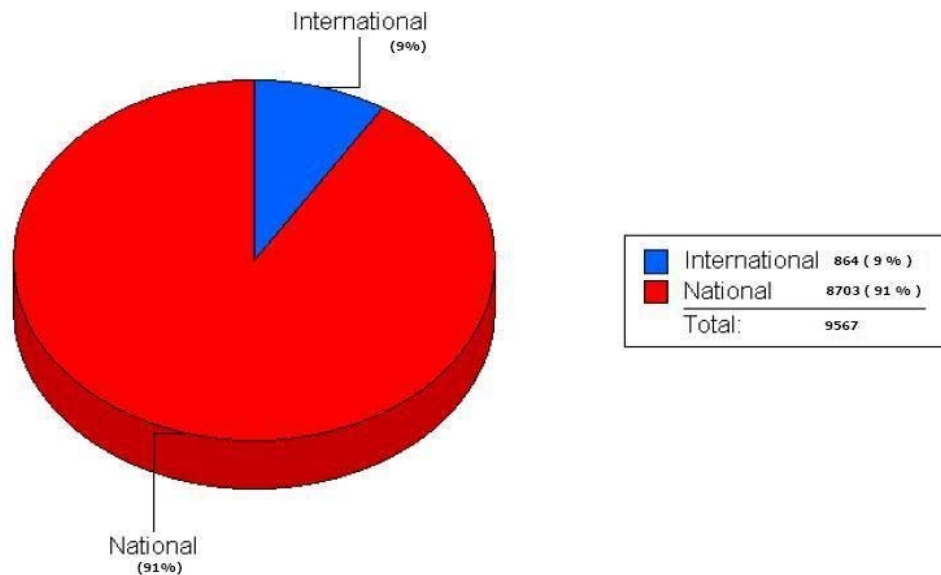
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VISITOR ANALYSIS:

Like for any show the quality of visitors determine the success of the show. This year **9567** high quality visitors visited attended the four concurrent shows. And looking at the market situation and untoward happening around all exhibitors were happy with the turn out of the visitors and especially the quality of the visitors. Especially the international exhibitor which is almost 45% of the total participation said that they could meet with their potential partners and had a good discussion for future tie ups.

Total No Of Visitor : **9567**

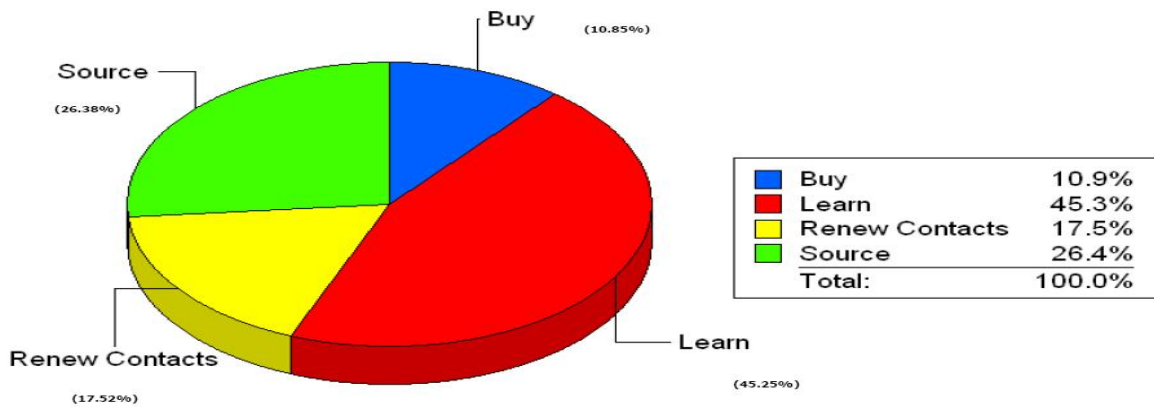


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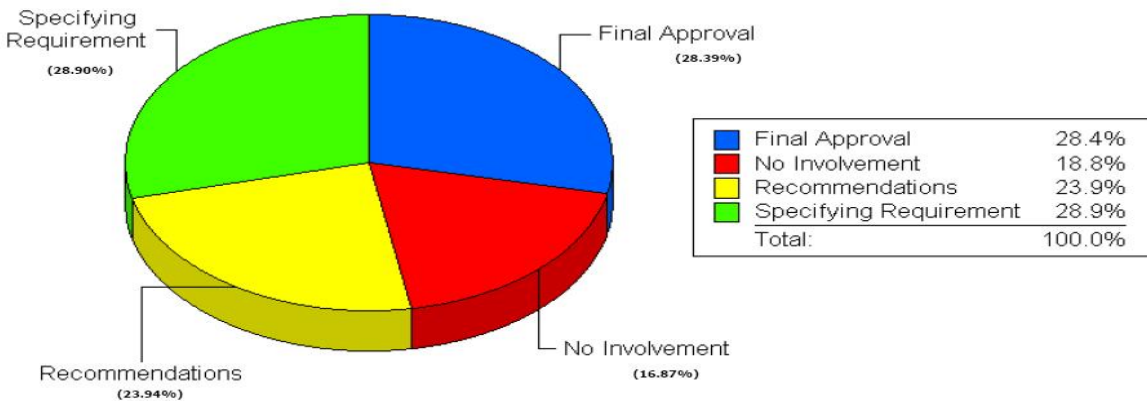


Almost 37 % of the total visitor who visited the fair came either to source new products or buy. More than 50 % of the visitors attending the fair had a involvement in purchasing. This is a good yardstick which speaks about the high quality of visitors that attended the fair.

What is the purpose of visit (Survey Form)



Involvement in Purchase

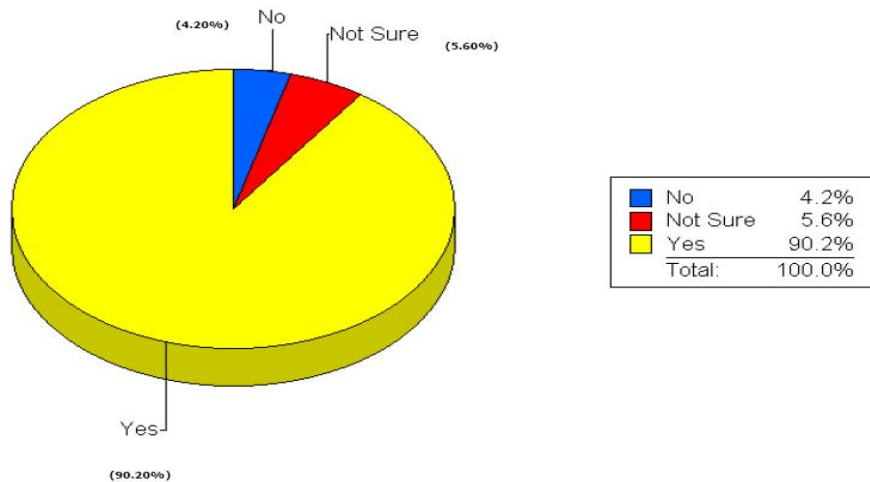


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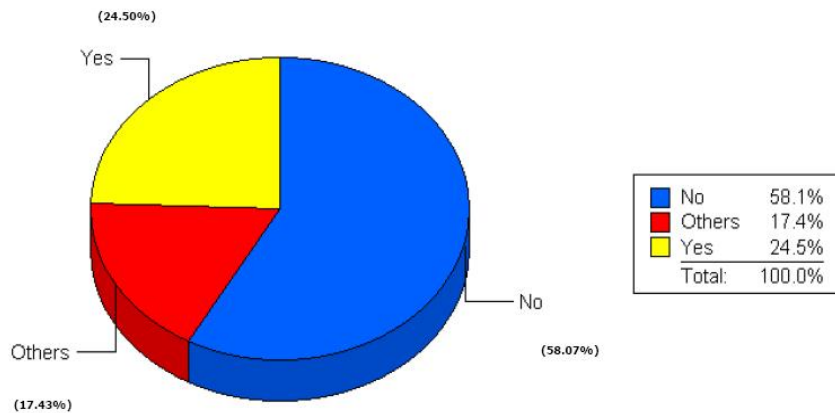


Out of the total visitors 90 % liked the fair and intent to visit again of which 25 % intent to participate in the coming show.

Do you intent to visit exb in 2009 again (Survey Form)



Do you see the possibility of being an exhibitor (Survey Form)



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The surveys conducted during the fair revealed that the exhibitors were happy with the quality of the visitors that visited the fair as majority of the visitors were decision makers .Especially the international exhibitors were happy and said they could find some good potential partners who can represent them for the Indian markets. Here are few remarks from the exhibitors expressed during the show.

UFI Filters- Enzo Sancassiani-Managing Director –MDA INDIA 2008

-Mainly for foreign companies participating in MDA INDIA is a good opportunity to have a good shape of the distribution market in India. Thanks to the high number and qualified contacts of visitors.

MDA INDIA is an excellent platform for the companies to develop in Indian market you save time, cost and reduce possibilities of mistakes.

EMCO Dynatorq Pvt Ltd- Mr. N Shridhar-Asst Sales Manager-MDA INDIA 2008

-Meticulously planned well organized very impressive. A prestigious show that enlightens every visitor whether student, businessman, professionals or industrialist on various subjects. An unforgettable event under one roof bridging buyers and sellers. Hannover Fairs India must continue every year.

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Hilscher Gesellschaft für Systemautomation GmbH-Andreas Micheel- IA INDIA 2008

As one of the world leading companies in communication, we exhibited in IA India to get in contact with the new market in India and to promote the whole range of Hilscher products.

Our expectations were absolutely fulfilled and we had a lot interesting discussions with potential customers, will result in a purchase in short time.

Gandhi Automation Pvt Ltd-Mr. Samir Gandhi-Managing Director-CeMAT INDIA
CeMAT 2007 helped us a lot to increase our stall size to 200 + sqmtrs in CeMAT INDIA 2008.And NOW! We are thinking of having 300+ sqmtrs stall at CeMAT 2009.

This is the truly global exhibition with quality visitors from Industry across the board. Keep it up.



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Hardchem Electronic- Mr. H.P. Parikh-CEO-Energy INDIA

This was our first participation with HFI and we found that since the exhibition is from different product sector i.e. motion drives, industrial automation, energy and material handling we could meet potential customers from a wider perspective and application point of view.

It was also good to see that you arranged free bus shuttles to the grounds .The co-operation from the organizer was good.

Supporting Organization:

VDMA German Engineering Federation

ZVEI

ICEX-Spanish Institute for Foreign Trade

Assofluid

British Fluid Power Associations

Cetop

Eurotrans

Japan Fluid Power Association

Taiwan Fluid Power Association

China Federation of Logistics & Purchasing

China Electrical Equipmetn Industrial Associations

China Hydraulics Pneumatics & Seals Association

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Instituto nazionale per li Commercio Estero
Indo German Chamber of Commerce
Indian Machine Tools Manufacturers Association
PDA Events
VNB International
Consortium of Electronics Industries of Karnataka

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