

SUMMARY REPORT

on the “INDIA” family of industrial trade fairs

CeMAT INDIA www.cemat-india.com

MDA INDIA www.mda-india.com

IA INDIA www.ia-india.com

Surface INDIA www.surface-india.com

Energy INDIA www.energy-india.org



15 – 18 December 2010

Bombay Exhibition Centre – Mumbai, India

Mumbai, 18 December 2010

Industrial trade fairs in India attract stronger international participation

The CeMAT, MDA, IA, Energy and first-ever edition of Surface INDIA, jointly organized by Deutsche Messe and its Indian subsidiary, drew to a conclusion on 18 December 2010, having attracted strong international participation. More than 350 companies from 22 countries presented their latest products in the Indian city of Mumbai, with 45% of exhibitors from abroad. There was particularly strong participation from Germany, Italy, Taiwan, China, Spain and Japan.



“India is one of the world's biggest growth markets, driven by the Indian automotive, mechanical engineering, metalworking and chemical industries. Our tradeshows are an outstanding opportunity for exhibitors to present themselves and make business deals on the Indian market,” commented Wolfgang Pech, Senior Vice President with Deutsche Messe.



This fourth edition of the industry exhibition in India included Surface

INDIA for the first time, covering the surface technology sector. Other themes covered were power transmission and control (MDA INDIA), intralogistics (CeMAT INDIA), industrial automation (IA INDIA), and conventional and renewable technologies for energy production (Energy INDIA).

Positive Mood

“It is obvious that the global economy is bouncing back,” remarked **Tessa Marheineke**, Global Fairs Director at Deutsche Messe, who went on to point out that the show’s standout feature was the buoyant mood shown by exhibitors and visitors alike.

“Economic crisis begins in the mind, but now perceptions have shifted to a more positive gear. Both the quality and quantity of the visitors has been very encouraging, and our exhibitors and various business partners are completely satisfied with the outcome of the show”, she added.



Mr. Sudhir Patil added: “Exhibitor satisfaction is high thanks to lots of traffic by all the right professionals. Particularly large numbers of orders are reported to have been placed by buyers from Germany, Italy, Spain, Taiwan and China. Those exhibiting at these fairs are reaping the fruits of the economic upswing.” The newly launched **Surface INDIA 2010** was a solid success, as the exhibitors met quality visitors throughout. Exhibitors are already planning to return for **Surface INDIA 2011** to be held in **Bangalore**.



SURFACE INDIA – a new show at the right time

A new entrant among the other established fairs of Hannover Milano Fairs India, Surface Technology also reaped benefits from the show. “The first edition of Surface India came to 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 initiated business in India. Exhibitors and visitors to 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,” remarked

Dr. Martin Riester
**Head of VDMA
Surface Treatment Technology**

Testimonials – Voices from the market

“It is the fourth time that the German-Indian Business Center combined events from Hannover Milano Fairs INDIA and Deutsche Messe in India to promote and support business between both countries. After a year of worldwide crisis, companies are again optimistic and have plans to expand towards Europe. We see plenty of opportunities and look forward to returning to Bangalore in 2011.”



Wolfgang Hoeltgen
**German-Indian Business Center
 Hannover**

“We at SERCOS International participated in IA INDIA 2010 for the first time. We are very satisfied with the response of the visitors at the exhibition. At the same time, we have observed a high level of knowledge and interest with regard to Industrial Communication Systems.”



Peter Lutz, Managing Director
SERCOS International

Testimonials – Voices from the market

“I am happy to say that CeMAT 2010 was a good and successful event for **NILKAMAL** from a business point of view. I guess that is what matters at the end of the day, to decide to participate again in your next event in 2011.

As regards the arrangement and management of the event, HMF I has never given any cause for complaint. All arrangements were smooth and

the security was excellent. Counter staff members were courteous and efficient, and the freight handling went smoothly. A well-coordinated effort that did not at any point cause any stress anywhere.

Hope to be with you again at CeMAT 2011 in Bangalore.”



Nilkamal Limited

Anand M. Rajadhyaksha
Advertising Manager



Testimonials – Voices from the market

Godrej Material Handling once again had a major presence at CeMAT INDIA, for the fourth consecutive year. “At a time when the economy is booming and there is great optimism in the market, this proved to be an excellent platform to display our new products & showcase our latest technologies.

It provided a tremendous opportunity to interact with our existing and



prospective customers. These interactions have provided us with first-hand feedback on providing better products and solutions, in our endeavours to expand as a total material handling solutions provider catering to all industries.

We are impressed by the professionalism exhibited by the Deutsche Messe AG in staging this Indian edition of their fairs. This year’s round of shows was well-organized and lived up to international standards. The organizers have worked with us as partners, thus in making this exhibition a success for us over the years. The past four years have given us an appropriate stage on which to unveil a wide array of new products.

This year been particularly special since the exhibition was used as a communication platform to launch our new business identity. The current show included a display of 12 new material handling products which have met with a fantastic response. We wish the organizers good luck in the years to come.



Godrej Material Handling
Neville Wankadia
Deputy General Manager
Marketing

Testimonials – Voices from the market

“ **Walther Spritz- und Lackiersysteme** participated in SURFACE INDIA in its first year.

The “Made in Germany” quality we have to offer met with keen interest. We are satisfied with the business contacts, project requests, offers and invitations for meetings within companies in India that we obtained during the show. We will be following the future course of the Indian market with great interest.”



Die Beschichtungs-Experten

Walther Spritz-und Lackiersysteme

Holger Weierstall Area Manager
India & Middle East

“**Reiter Oberflächentechnik** delivers automatic painting systems and solutions, customized for industrial clients in automotive and overall industrial sectors. Reiter participated in Surface INDIA 2010 for the first time, held at the Mumbai Exhibition Center (BEC) as a premiere show. In total we recommend Surface INDIA 2010 as a successful event, as we have had quality visitors on every day of the show.” In addition to this, we met Indian companies offering similar products made in India. Our leads will be forwarded to Reiter India, supported by the German headquarters. Our participation in Surface INDIA 2011 in Bangalore has been fixed in our marketing plan already,” said Frank Reiter, Managing Director.



www.reiter-oft.de

Testimonials – Voices from the market

“FESTO has a long association with Hannover Messe, which has been an effective launching pad for latest innovations and technologies every year in the field of automation.

The entry of Hannover Messe in the Indian Market with the IA/MDA exhibition is a welcome move for Festo and many other companies looking for an international standard platform to display their

innovations and application ideas for the benefit of Indian industries.

We are confident that the MDA show will take the quality standards of such events in India to much higher levels.”



FESTO

Festo Controls Pvt. Ltd.

R. Joshi
Managing Director

Conferences and Seminars generated key insight

During the four days of the fair, there were more than **15 conferences and seminars staged by HMF** to help find new business partners and provide key insight into the relevant industries and sectors.

Program Description	Organizers
“ Automation Kiosk” Automation technology and application training to the user Industries	Fluid Power Society of India
Solutions in the Material Handling Industry - Speaker Jonas Kjellberg, Manager, Global Material Handling Segment	SKF India
Conference on Automation by Knowledge Partner ARC - Advisory Group	ARC - Advisory Group and HMF
CEO Conclave (participation by invitation only)	Fluid Power Society of India
Control in Field (CIF) using FF	Foundation Fieldbus India Committee (FFIC), Instrumentation Experts Club (IEC) and HMF
Seminar on How to Setup Warehouse Storage Systems	MASS – Manufacturers Association of Storage Systems of India
Seminar and one-on-one meetings	Italian Logistics Association
Conference on Automation by Knowledge Partner ARC - Advisory Group	ARC - Advisory Group and HMF
Seminar on Universal Real-Time Communication with Ethernet	SERCOS, Germany
Seminar and one-on-one Meetings	City of Osaka, Japan
Panel Discussion on Performance Monitoring for Automation Systems	A&D India (Publish Industry) and HMF
Seminar on Vision Next: Emerging Key Trends in Materials Handling and Logistics	Log. India and HMF
Conference on Green Coatings and Modern Surface Modification Techniques	Society of Surface Protective Coatings (SSPC, India) and HMF
Doing Business in Germany	Hannover Impuls and German Indian Business Centre(GIBC)
Conference on Energy Efficiency – Emission Reduction in Transformer Manufacturing Technology	Indian Transformer Manufacturers Association (ITMA) and HMF
Seminar on EPLAN – Efficient Engineering for India	EPLAN - Division India
Seminar on Eplan - The next dimension of E-CAD/CAE design & Engineering Software with new release VERSION 2.0 (To Launch of VERSION 2.0)	EPLAN - Division India

Automation Kiosk

Fluid Power Society of India organized by



Automation Kiosk is a unique attempt for competing industries to get together to impart knowledge on a common platform in the interest of the user industries.

Under the umbrella of the Fluid Power Society of India (FPSI), an association of the fluid power industry and its members came up with the initiative to offer automation technology and application training to user industries during MDA INDIA. As a parallel activity to the exhibition, the Automation Kiosk offered application ideas in the form of working models.



This year **Bosch-Rexroth** India, **Festo Controls** and **Janatics** offered their own training equipment and experts for the Automation Kiosk. The focus was on sharing automation ideas rather than on sales.

Best Stall Design Awards

Hannover Milano Fairs India Pvt Ltd and A&D India magazine jointly announced awards for the Best Stall Design during the show. The awards were launched to foster imaginative concepts in product presentation while adhering to the prescribed norms for stall design. An independent jury consisting of eminent people from industry and institutions selected the winners listed below.



Best Stall Design

Festo Controls Pvt Ltd.



1st Runner up

Schaeffler Technologies GmbH & CO.KG



2nd Runner up

Curtis Instruments (I) Pvt Ltd



Special Recognition

Parker Hannifin India Pvt Ltd.



Impressions during the Shows



Supporting Organizations

The shows were supported by a number of industry associations and organizations such as Fluid Power Society of India, German Machinery Manufacturers Association, Society of Surface Protective Coatings, Indian Transformer Manufacturers Association, Indo German Chamber of Commerce and many other international bodies



China Electrical Equipmnet Industrial Association



China Federation of Logistics & Purchasing



Indo-German Chamber of Commerce
Deutsch-Indische Handelskammer
Mumbai · Delhi · Kolkata · Chennai
Bangalore · Pune · Düsseldorf



Next



www.biec.in

6 – 9 December 2011



About HMF

HANNOVER MESSE events in India are organized by Hannover Milano Fairs India, the Indian subsidiary of Deutsche Messe based in Hannover, Germany, and Fiera Milano Spa headquartered in Milan, Italy. Supporting organizations include the ARC Advisory Group, the Field Bus Foundation, the Fluid Power Society of India, the German Machinery Manufacturers Association, the Indian Transformer Manufacturers Association, the Indo-German Chamber of Commerce and the Society of Surface Protective Coatings, India.

Visit www.hmf-india.com for more information.

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