

# AFTER SHOW REPORT

## INDIA 2010

CeMAT INDIA      [www.cemat-india.org](http://www.cemat-india.org)  
MDA INDIA      [www.mda-india.com](http://www.mda-india.com)  
IA INDIA      [www.ia-india.com](http://www.ia-india.com)  
Surface INDIA      [www.surface-india.com](http://www.surface-india.com)  
Energy INDIA      [www.energy-india.com](http://www.energy-india.com)



# 15 December - 18 December 2010

Bombay Exhibition Centre – Mumbai, India

**CeMAT**  
INDIA

**MDA**  
INDIA

**IA**  
INDIA

**SURFACE**  
INDIA

**ENERGY**  
INDIA

## Mumbai, December 18, 2010

### Synergy Brings Success

On the background of high growth rate of 8.5% in Indian economy, the five specialized industrial trade fairs based on Hannover Messe held in Mumbai concluded on very positive note. The shows based on the proven concept of Hannover Messe, featured more than 375 exhibitors of which nearly 40% came from 22 countries across the globe.

The event was inaugurated on 15th Dec 2010 by Mr. Aman Chadha, Chairman, Engineering Export Promotion Council in the presence of representatives of several associations, partners, media and exhibitors.



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 4<sup>th</sup> 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. Exhibitors are already planning their participation for **Surface INDIA 2011** to be held in **Bangalore**.



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**.



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.**



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.

Entry of Hannover Messe in to Indian Market through IA/MDA exhibition is a welcome move by Festo and many other companies who are 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 exhibition will take the quality standards of such events in India to much higher levels in future.”

### **Festo Controls Pvt. Ltd. – R. Joshi - Managing Director**



“On Behalf of our company Walther Spritz-und Lackiersysteme, Wuppertal, Germany, we have participated in SURFACE INDIA as a premiere show. We achieved a high interest for our quality “Made in Germany”. We are satisfied with the business contacts, project requests, offerings and invitations for meetings within companies in India that we have obtained during the show. We are looking forward for the future market in India.”

### **Walther Spritz-und Lackiersysteme, Holger Weierstall Area Manager India & ME**



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

**Peter Lutz, Managing Director  
SERCOS International**



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, which was 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 met qualified Visitors during the entire show days. In addition to this, we met Indian companies offering similar products produced in India. Our leads will be forwarded to Reiter India, supported by the German headquarter. Our participation for Surface INDIA 2011 in Bangalore has been fixed in our marketing plan, already.

**Frank Reiter - Dipl. Wirt.-Ing. (FH) Managing Director  
Reiter GmbH + Co. KG Oberflächentechnik**

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.

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 HMFI
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 HMFI
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 HMFI
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 HMFI
Seminar on Vision Next: Emerging Key Trends in Materials Handling and Logistics	Log. India and HMFI
Conference on Green Coatings and Modern Surface Modification Techniques	Society of Surface Protective Coatings (SSPC, India) and HMFI
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 HMFI
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

### Organised by



### Fluid Power Society of India

Automation Kiosk is a unique attempt wherein the competing industries are getting 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 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 the experts for the Automation Kiosk. The focus was on sharing automation ideas and not on sale.



## 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 have been instituted to foster imaginative concepts in product presentation while adhering to the prescribed norms for stall designing. An independent jury consisting of eminent people from the industry and institutions selected the below mentioned winners.

Best Stall Design – Festo Controls Pvt Ltd. – Stall No. 1A 118

1<sup>st</sup> Runner up – Schaeffler Technologies GmbH & CO.KG – Stall No. 1E 518

2<sup>nd</sup> Runner up – Curtis Instruments (I) Pvt Ltd – Stall No. 5D 133

Special Recognition – Parker Hannifin India Pvt Ltd – Stall No. 1C 302





**Supporting Organisations**

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



CAN in Automation e.V.



Fieldbus Foundation™  
Freedom to Choose. Power to Integrate.



SPANISH INSTITUTE FOR FOREIGN TRADE



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



Manufacturers Association of Storage Systems of India



## Next Event

The next event will be held from **6 – 9 December 2011** at **Bangalore International Exhibition Centre, Tumkur Road, Bangalore 562123.**

**Look forward to welcoming you once again in Bangalore!**

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## About HMF

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](http://www.hmf-india.com) for more information.

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