

Hannover Milano Fairs India Pvt. Ltd.

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GLOBAL TECHNOLOGIES

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Readers: Our Most Precious Asset

Dear Friends

The incredible growth witnessed in the Indian telecom sector in the past few years has propelled the industry to the second spot among the telecom networks in the world. Today the total number of telephone subscribers in the country crossed the 670 million mark in July 2010 and the total number of mobile subscribers have reached 488.38 million at the end of July 2010. According to recent reports, India will overtake China to become the world's largest mobile telecommunications market by the year 2013.

With this in the backdrop Federation of Indian Chambers of Commerce and Industry (FICCI) feels that there's still huge potential and the best avenue to give exposure is an International quality show. So along with Department of Telecommunications (DOT), Govt. of India, India Telecom 2010 is all set to roll out at Pragati Maidan, Delhi. A Board of All is also being organized simultaneously with the show.

We are again featuring leading Indian based company ESDS Software S with its Information Technology Awards' nominees. It was the only company to win special award and the green IT infrastructure award for 2010. In a company is playing in the development of the country.

We had the pleasure of covering two renowned electronics fairs - one in Berlin. We have reviewed both the shows.

This year again Hong Kong Electronics Fair (HKEF) and electronics Asia Pacific Fair, Hong Kong Electronics Fair (Autumn Edition) and electronics Asia Pacific (Spring Edition) are being organized simultaneously with the show. A new Green Electronics Square showcase environmentally friendly electronics products. Well known brands like Sony, Samsung, Toshiba, V-MODA, etc. have showcased their new products and some of them had almost a whole hall dedicated to their 7 inch Galaxy tablets. Samsung Galaxy Tab runs Android 2.2, offers playback and unrestricted access to applications. It also sports a rear-facing 3.2 megapixel camera for video chatting. It has a history that will last for ages.

For the first time CeBIT, the largest ICT show in the world and currently India's largest ICT show is coming together at Hannover to explore Indo-European ICT trade opportunities for Indian and European SMEs to interact and a window to collaborate business advantages of both.

Hannover India 2010 is fast emerging as the engineering show in India. This was the first time in India - Materials Handling and Industrial Automation (MHA) India, Energy India, Surface India, and Industrial Automation India. This was the first time in India - Materials Handling and Industrial Automation (MHA) India, Energy India, Surface India, and Industrial Automation India. This was the first time in India - Materials Handling and Industrial Automation (MHA) India, Energy India, Surface India, and Industrial Automation India.

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Outside The Box

Prem K Verma, CEO, Tata Motors subsidiary, discusses supply-chain in depth and innovative strategies >>>

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EVENT ANNOUNCEMENT

Hannover To Hold 4th Edition Of Trade Fair For India

Hannover Milano Fairs India (HMF) is holding its 4th edition of industrial trade fairs based on Hannover, Messe of Germany in Mumbai. In the four days starting December 15-18, 2010, HMF will present the international trade fairs which will be a B2B event for companies to reach out to user industries in India. The fairs will be held at Bombay Exhibition Centre, Goregaon, Mumbai, with visiting hours from 10:00 am to 6:00 pm.

The concurrent trade fairs announced by HMF are: MDA India, Industrial Automation India, CeMAT India, Energy India, and Surface India.

From Whence Came HMF?
HMF was set up in 2007 and is a subsidiary of three trade fair companies - Deutsche Messe AG, Germany; and Fairs Milano S.p.A., Italy. Another function of HMF is the representation of the German State of Lower Saxony (Hannover) in India. HMF carries out a number of activities for promoting trade and technology transfer between the companies in India and Lower Saxony.

CeMAT India: The event is significant for the logistics sector in India. Suppliers of material handling equipment, logistics and warehousing services and technology developers will find CeMAT India ideal for presenting their products and services.

Surface India: The event is significant for the surface technology sector in India. Suppliers of surface technology equipment, surface coatings, and surface finishing services will find Surface India ideal for presenting their products and services.

MDA India: The event is significant for the material handling sector in India. Suppliers of material handling equipment, material handling services and technology developers will find MDA India ideal for presenting their products and services.

Industrial Automation India: The event is significant for the industrial automation sector in India. Suppliers of industrial automation equipment, industrial automation services and technology developers will find Industrial Automation India ideal for presenting their products and services.

Energy India: The event is significant for the energy sector in India. Suppliers of energy equipment, energy services and technology developers will find Energy India ideal for presenting their products and services.

SPEED UP YOUR BUSINESS

ANNOVER

ENERGY

SURFACE INDIA

CeMAT INDIA

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INDUSTRIAL BEARINGS
Safe grip on handling bearings

MATERIAL HANDLING
Moving beyond conventional technology

A consortium of trade fairs

With an additional trade fair joining the esteemed list of the four concurrent trade fairs, it looks like Hannover India is all set to shine felt yet again in its 2010, 4th edition.

“This year the fairs are further strengthened with a comprehensive conference program on the topics of automation, energy, green coatings, etc. The theme for the current year is ‘Speed Up your Business’ which is perfectly in tune with a high growth rate economy.”

Sudhir Patil, Managing Director, Hannover Milano Fairs India

Automation INDIA / Energy INDIA / Surface INDIA and Hall 5 CeMAT INDIA: The four concurrent trade fairs for the current year are: Surface India, CeMAT India, MDA India and Energy India. These four trade fairs are the most ideal platform to see the latest technology trends and exchange information. The joint presentation of these four fairs at the Hannover Milano Fairs India has a unique advantage for exhibitors and visitors. “Our trade fairs play a catalytic role in the economy by helping industries choose the right technologies for their enterprises and provide solutions for their challenges. The topics of the five shows are closely interrelated and exhibitors can find their potential customers among the participants of other shows. Likewise, visitors have an opportunity to see integrated technologies in a single visit,” explains Patil. Thus, through a synergistic approach the fair is all set to play a pivotal role in bringing the entire gamut of the manufacturing industry under one roof.

Far-reaching approach

In a recent announcement, Centre for Monitoring Indian Economy (CMIE) said that the Indian economy is expected to grow by 9.2 per cent in 2010-11 following impressive growth in the manufacturing and services sectors. This is a clear sign to indicate that specialised industrial trade fairs are the most ideal platform to see the latest technology trends and exchange information. The joint presentation of these five fairs at the Hannover Milano Fairs India has a unique advantage for exhibitors and visitors. “Our trade fairs play a catalytic role in the economy by helping industries choose the right technologies for their enterprises and provide solutions for their challenges. The topics of the five shows are closely interrelated and exhibitors can find their potential customers among the participants of other shows. Likewise, visitors have an opportunity to see integrated technologies in a single visit,” explains Patil. Thus, through a synergistic approach the fair is all set to play a pivotal role in bringing the entire gamut of the manufacturing industry under one roof.

Seminars and conferences

With an aim to not only exhibit products but also to raise awareness of the new trends, concepts and challenges taking place in the industry, seminars and conferences play an integral part in this trade show. The first day of the trade fair will witness a CEO conclave by Fluid Power Society of India, SKF India and knowledge partner ARC Advisory Group with HMF and Foundation Fieldbus India Committee (FFIC), Instrumentation Experts Club (IEC) will also conduct their seminars on the

Double delight

Interstar India and Energy INDIA, two of India's leading trade fairs for the energy marketplace, have partnered to offer trade visitors a special entrance ticket offer. Co-located trade fairs offer visitors complimentary admission and complete overview of energy solutions on December 15 and 16, 2010. The cooperative program enables visitors to register one time and the ticket will be valid for both Interstar India and Energy INDIA on the overlapping days of December 15 and 16, 2010. “Interstar and Energy INDIA have a common visitor target group, in order to leverage strength from both the shows to a mutual advantage the organizers have combined their forces for a joint promotion,” avers Patil.

The exhibitors

Over 350 exhibitors from 20 countries will occupy a gross area of approximately 20000 sq. m. There will be official country pavilions from Germany, Italy, Taiwan, China and UK showcasing the latest technologies. The largest number of exhibitors will come from India, followed by Germany, Italy, Japan, USA, Spain and China respectively. There are two halls in the exhibition. Hall 1 will feature MDA INDIA / Industrial

new technology trends from diverse industrial sectors.

Motion drive and automation, mechanical and electronic MDA INDIA 2010. Industrial production automation and energy INDIA will have solutions for five power plants. CeMAT INDIA will focus on material handling and automation. This time around there will be for the first time a fifth international trade fair, Surface INDIA, which will focus on the topic of surface technology.

New entrant

According to industry experts, this year trade shows have registered a growth which is testimony to how well the industry and the importance of trade fairs in the business development of the industry this year. Hence, to enhance their offerings to the industry this year Hannover has added Surface INDIA to

Hannover Milano Fairs India Pvt. Ltd.

More foreign firms expected in Mumbai Hannover fair

Our Bureau

Kolkata, Nov. 24

Hannover Messe, the international trade fair organisation, is looking forward to increased participation of foreign exhibitors in the Indian arm of its fair, Hannover Messe India, to be held in Mumbai between December 15 and 18.

"Last year, because of the global downturn, the number of exhibitors in India was 320. Of these, 25 per cent was foreign participants. This year we expect the number of exhibitors, both foreign and domestic, to increase substantially," said Mr Sudhir Patil, Managing Director, Hannover Milano Fairs India Pvt Ltd.

ESTIMATES

He estimated that the number of exhibitors for the India fair this year would be 350, and at least 35 per cent of them would be foreign participants. Footfall in the fair is also likely to increase to above 10,000 people, up from around 9,000 last year.

Hannover Messe India this year will have five fairs being organised simultaneously under one brand. They are CeMAT India, an international trade and logistics fair, Energy India, a fair on renewable and conventional energies, IA India, a process and production automation and industrial building fair, MDA India, a motion drive and automation fair and Surface India, a fair on surface technology.

The India arm of the Hannover Messe fairs began in 2007, with the first one held in Bangalore.

Hannover Milano Fairs India to hold five trade fairs in December

Hannover Milano Fairs India (HMF) is organising five international trade fairs from 15-18 December 2010 in Mumbai at Bombay Exhibition Centre, Goregaon. These include:

- MDA India focused on motion drive and automation (hydraulics & pneumatics, electro mechanical transmission);

- Industrial Automation India focused on process & production automation and industrial building automation;
- Energy India focused on renewable and conventional energies;

- Surface India focused on surface technology.

HMF is a subsidiary of two of the largest trade fair companies from Europe - Deutsche Messe AG, Germany and Fiera Milano Spa, Italy. HMF is also pro-

हेनोवर फेयर का आयोजन

मुंबई ॥ डच मेस एजी का औद्योगिक व्यापार मेला 15-18 दिसंबर, 2010 के दौरान मुंबई के बांबे एक्जिबिशन सेंटर में होगा। इस पांचवें इवेंट में सीमेंस इंडिया, एनबी इंडिया, इंडस्ट्रियल आटोमेशन इंडिया, एमडीए इंडिया और सर्फेस इंडिया भाग ले रही हैं। हेनोवर मेस हेनोवर, जर्मनी में स्थित विश्व का प्रमुख औद्योगिक व्यापार मेला है। यह फेयर सर्फेस टेक्नोलॉजी और कोटिंग्स पर केन्द्रित है। इस व्यापार मेले में 22 देशों की 350 कंपनियां भाग ले रही हैं। डच मेस के ग्लोबल फेयर्स के डायरेक्टर टेसा मरहीनेक ने कहा 'भारत का आटोमेशन उद्योग भरोसे वाला है लेकिन भारत केमिकल्स और फॉर्टलाइजर से लेकर मैकेनिकल इंजीनियरिंग और मेटल उद्योग में भी बिजनेस के अच्छे अवसर प्रदान करता है।

Toyota's make imp announcement at HMF

The fourth edition of the Hannover Milano Fairs India (HMF) which flagged off, witnessed a sharp increase in the number of visitors since the morning at Bombay Exhibition Centre, Goregaon (E). The second day of Hannover Milano Fairs India brought together various interesting seminars and conferences tapping and highlighting important discussions for the manufacturing industry. A major strategic announcement was made by Toyota Industries regarding their 'Material Handling Business'. Kirloskar Toyota Textile machinery Pvt. Ltd. Which developed the material handling business of the parent company Toyota Industries Corporation, has now formed as a subsidiary which is called 'Toyota Material Handling India Pvt. Ltd'.



15 से 18 दिसंबर, 2010 तक मुंबई में आयोजित होने वाले हेनोवर मेले में भाग लेने के लिए एमडीए इंडिया के अध्यक्ष सुधीर पाटिल, एनबी इंडिया के अध्यक्ष सुधीर पाटिल, एनबी इंडिया के अध्यक्ष सुधीर पाटिल और एमडीए इंडिया के अध्यक्ष सुधीर पाटिल के साथ फोटो।



भारत में रहेली व्यापार की अपार तकनीक को जल्दी से लेवाना हेतु ही जर्मनी का प्रमुख मेले द्वारा मुंबई में आयोजित हेनोवर मेले में भाग लेने के लिए एमडीए इंडिया के अध्यक्ष सुधीर पाटिल, एनबी इंडिया के अध्यक्ष सुधीर पाटिल और एमडीए इंडिया के अध्यक्ष सुधीर पाटिल के साथ फोटो।

6 MUMBAI, SATURDAY, FEBRUARY 06, 2010



Surface tech fair in Mumbai

HANNOVER Milano Fairs India has announced the fourth edition of its Indian fairs in Mumbai this year with a new topic: Surface India 2010. All the topics are done on the same pattern of the globally-acclaimed Hannover Messe, Germany. These topics are now the leading fairs in their respective categories with the support from international as well as Indian participants. This year's attraction will be special theme pavilions, in which all the leading companies will be showcasing their products and applications along with the opportunity of training sessions within the fair to the engineers and technocrats from the user industries, said S J Patil, MD, Hannover Milano Fairs India. This kind of initiative is one of its kinds in the Indian exhibition industry. Similar kind of activity was started in 2009 in the form of 'Automation Kiosk', jointly organised with Fluid Power Society of India, for which it received an overwhelming response from the industry. Also the display from 'Indian Profibus Association' was an attraction amongst the visitors in 2009.

specialists from the metalworking sector, the car industry, the energy industry and electrical engineering. Meanwhile, Factory Automation serves as a showcase for the complete spectrum of integrated automation solutions, as well as innovators in mechanical engineering and electric power transmission and control. Industrial Building Automation demonstrates how automation solutions that exploit the interdependency between production process and production environment are increasingly giving businesses a real competitive edge. The special display 'Mobile Robots & Autonomous Systems' presents the complete spectrum of mobile robotics for industrial production, the public sector and the service industry. Suppliers of automation solutions can put their robots through their paces in the Application Park. The leading trade fair MicroNanoTec, formerly MicroTechnology, is expanding its coverage of nano technology and laser technology in 2010 while still maintaining its focus on MicroTechnology. MicroNanoTec benefits directly from the cross-industry display environment at Hannover Messe. At Digital Factory, the leading trade fair for integrated Processes and IT Solutions, small and medium-sized enterprises that are still hesitant about using software tools have an opportunity to familiarise themselves with the many options available. The trade fair Research & Technology innovations market for R&D, functions as the network linking the nine trade shows in the Hannover Messe line-up. Here research centres, institutes and commercial enterprises present their latest developments to visiting professionals and forge business contacts with potential investors. This year Italy is the partner country.

Hannover Milano Fairs India Pvt. Ltd.

6 MUMBAI, WEDNESDAY, DECEMBER 29, 2010

Trade Fair
NEWS

ASSIGNMENTS ABROAD TIMES

Overseas exhibitors bullish on India

AAT News Service

TRADE fairs are the mirror of the economy. The successful conclusion of the fairs of Hannover Messe, world's largest industry and technology trade fair, in Mumbai, is the true reflection of the booming Indian economy, said Tessa Marheineke, Director, Global Fairs, Deutsche Messe AG, organisers of Hannover Messe in Germany.

Over 10,000 visitors came to experience the fourth edition of HMFII event, which had a huge effect of the fair," quipped Ms Marheineke.



Sudhir Patil, MD, Hannover Milano Fairs India



Tessa Marheineke, Director, Global Fairs, Deutsche Messe



Exhibitors at a trade fair booth.

Corporate around the globe are looking at India as the real place to do business, be it as a market, or for joint ventures. The fairs - CeMAT India, Industrial Automation (IA) India, India Energy India and Surface India, organised by Hannover Milano Fairs India (HMFII) attracted highly-rated exhibitors and quality trade visitors. This time, over 40 per cent of the 350 exhibitors were from abroad.

Most of the exhibitors were very much satisfied with the outcome. "Different participants have different targets. Some of them were here on the lookout for partners, some were here to show their presence in the market, and some others were looking for market penetration," said Ms Marheineke.

Some international companies were even looking for personnel for their Indian subsidiaries at the fair ground. The presence of big names such as Simrit show the popularity of the fairs. "Overall, the show has a positive effect on the participants. People are in the vibrant mood," was the expression of an exhibitor, when asked about the

face India 2010, was a huge success, as the exhibitors met potential partners during the show. International participants could meet Indian companies offering

pared with last year. "For most of the exhibitors, this was a good experience. It provided them better business opportunities. In fact, it was not the beginning of another one. Based on the interaction, HMFII has decided to alter the trade fair between Mumbai and Bengaluru. Next year, the event will take place in Bengaluru. Through this, exhibitors get enough time to generate and present new offerings to their target consumers at various markets over a period of time," said Mr Patil.

It is the fourth time that the German-Indian Business Center and support business center in Germany and India. "After a year of worldwide crisis, companies are again optimistic and have expansion plans towards Europe. We see plenty of opportunities and look forward to Bengaluru next year," said Wolfgang Hoeltgen, of German-Indian Business Center, Hannover.

"We participated in IA India this year for the first time. We are satisfied with the response of the visitors during the exhibition and we have noticed a high level of interest with regard to industrial communication systems among the visitors," said Peter Lutz of Serco International, a multi-national company.

Holger Weierstall, Area Sales Manager India & Middle East, Walther Spritz-und Lackiersysteme, Wuppertal, Germany, said "we are happy to notice the high interest among Indian visitors for

the 'Made in Germany' brand. We are satisfied with the business contacts, project requests, offerings and invitations for meetings from Indian companies. We are looking forward for future market in India".

A new entrant among the other established fairs of HMFII, Surface Technology too reaped equal benefits from the fair. "The first edition of Surface India is placed in the market at the right time. German providers of surface treatment technology have shown more 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 fair could rely on the substantial expertise of HMFII & 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 coming years and look forward to Surface India 2011 in Bengaluru," said Martin Riefter, Head of VDMA Surface Treatment Technology conference also organised over 15 exhibitors and seminars concurrently with the fair to help business partners and give key insights on the relevant industries and sectors. During the 4 days, the fair witnessed various launches. Toyota Industries has launched a new Fork Lift truck, Eplan Electronic launched a highly-efficient and user-friendly software called Version 2.0, to name a few.

offer for the entire manufacturing industry. "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 and high orders. The fruit of the loyal economic situation was reaped by the exhibitors at the fair," said Sudhir Patil, MD, HMFII.

The newly introduced, Surface India 2010, was a huge success, as the exhibitors met potential partners during the show. International participants could meet Indian companies offering

MUMBAI, SATURDAY, FEBRUARY 06, 2010



Surface tech fair in Mumbai

News Service

HANNOVER Milano Fairs India has announced the fourth edition of their Indian trade fair in Mumbai this year with a new topic 'Surface India 2010'. All the topics are done on the same pattern of the global-acclaimed Hannover Messe, Germany. These topics are now the leading fairs in their respective categories with the support from international as well as Indian participants.

This year's attraction will be special theme pavilions, in which all the leading companies will be showcasing their products and applications along with the opportunity of training sessions within the fair to the engineers and technocrats from the user industries, said S J Patil, MD, Hannover Milano Fairs India.

This kind of initiative is one of its kinds in the Indian exhibition industry. Similar kind of activity was started in 2009 in the form of 'Automation Kiosk', jointly organised with Fluid Power Society of India, for which it received an overwhelming response from the industry. Also the display from 'Indian Profibus Association' was an attraction amongst the visitors in 2009.

Trade Fair
NEWS

Hannover Messe to introduce 2 new fairs

AAT News Service

HANNOVER Messe, the world's biggest and most important technology trade fair has added brand new trade fairs in this year's line-up. The fair will run from April 19-23. The nine leading international trade fairs on the programme cover the entire spectrum of industrial production. The central themes of the show are industrial automation, energy and industrial supply and services, said Wolfgang Pech, Senior Vice-President, Deutsche Messe, the organisers of the fair.

The leading trade fair, Energy has a key role to play at Hannover Messe. It is the world's largest trade fair for energy technologies and presents the technology mix of the future, with the focus on both conventional and renewable energy generation.

As in previous years, Energy hosts a series of applications-oriented forums and conventions that offer visitors the opportunity to get to grips with the subject matter quickly and in depth. The new trade fair MobilTec focuses in with the major focus on energy themes at Hannover Messe and presents mobility technologies for the future. It brings together energy suppliers, system and component suppliers for electric mobility applications and manufacturers of hybrid and mobile drives.

the leading trade fair for Power Plant Design, Systems, Operation and Maintenance. This show, which attracted some 30,000 trade visitors in 2009, is one of the most important platforms for the presentation of innovative technologies for power stations, whether fired by coal, gas, oil, water or steam. The gas, oil, water or steam. The leading trade fair for Industrial Subcontracting and Lightweight Construction gets more than just a new name, however. Now its scope has been extended to include a new focus on lightweight construction technologies.

Industrial Supply will once again be the platform of choice for suppliers of components and systems from more than 50 nations. CoilTechnica is the new trade fair for coils, transformers and electric motors. Strategic and located next to Industrial Supply and in the vicinity of Industrial Automation and Energy, the brand new trade fair CoilTechnica makes its debut in 2010. Due to take place once every two years, it will attract manufacturers of coils, transformers and electric motors to Hannover, said Mr Pech.

The main display categories are coil components and accessories, insulation materials, winding technology and production equipment, electronic components and systems for testing, measuring and diagnostics. As well as manufacturers of transformers and generators, specialists in mechanical engineering, plant engineering and energy generation can also meet their target buyer audience at CoilTechnica, including visiting professionals from electrical engineering, the car industry and automation technology. The world of modern automation systems for all branches of industry stages its annual gathering once again in 2010 at the trade fair Industrial Automation.



Wolfgang Pech, Senior Vice-President, Deutsche Messe

In 2010, InterKamer changes its name to Process Automation. It remains the leading technology event in its field, where technicians from industries such as chemicals, pharmaceuticals, biotechnology and food can find solutions designed for their specific processing needs - as can

specialists from the metalworking sector, the car industry, the energy industry and electrical engineering. Meanwhile, Factory Automation serves as a showcase for the complete spectrum of integrated automation solutions, as well as innovations in mechanical engineering and electric power transmission and control.

Industrial Building Automation demonstrates how automation solutions that exploit the interdependency between production process and production environment are increasingly giving businesses a real competitive edge.

The special display 'Mobile Robots & Autonomous Systems' presents the complete spectrum of mobile robotics for industrial production, the public sector and the service industry. Suppliers of automation solutions can put their robots through their paces in the Application Park.

The leading trade fair MicroNanoTec, formerly MicroTechnology, is expanding its coverage of nano technology and laser technology in 2010 while still maintaining its focus on MicroTechnology. MicroNanoTec benefits directly from the cross-industry display environment at Hannover Messe.

At Digital Factory, the leading trade fair for Integrated Processes and IT Solutions, small and medium-sized enterprises that are still hesitant about using software tools have an opportunity to familiarise themselves with the many options available.

The trade fair Research & Technology, innovations market for R&D, functions as the network linking the nine trade shows in the Hannover Messe line-up. Here research centres, institutes and commercial enterprises present their latest developments to visiting professionals and forge business contacts with potential investors. This year Italy is the partner country.

The leading trade fair MI-

Hannover Milano Fairs India Pvt. Ltd.

SPECIAL SECTION

"It is All About Cutting Edge Technology"

Sudhir J Patil, Managing Director, Hannover Milano Fairs India Pvt Ltd, spoke to Milon D'Silva, Editor, Ind Products Finder, about the forthcoming exhibition in Mumbai, elaborating on a few aspects of visitor interest. Excerpts:

There is a new event at the exhibition this year. What's the rationale?

This is part of an ongoing process of bringing relevant, high technology shows for the Indian industry. As for the new addition this year, Surface India is an offshoot of the Surface Technology show at Hannover Messe, which covers a complete spectrum of industrial surface treatment techniques, ranging from pre-treatment to paint coatings and electroplating. Again, this show has great relevance to almost all manufacturing industries, apart from the transport, aviation, aerospace and shipping sectors. Another important aspect is the environmental impact of the various surface treatment systems, whether used for corrosion control or imparting a better surface finish. All this calls for cutting edge technologies, as the technology here is evolving rapidly and better products coming into use.

What is the Indian scenario in this sector? Is there any supporting organisation for this show?

Yes, like our other shows where we have highly credible supporting organisations, for Surface India too we have one, the Society For Surface Protective Coatings—India (SSPC India), as a supporting organisation for this. It is a non-profit professional society, founded in 2004, concerned with the use of coatings to protect industrial steel structures. SSPC India is based at IIT-Bombay and works with leading Indian companies and has an international advisory board too. It is very active in the paints and coatings segment and the current focus is on industrial coatings, especially for the oil and gas, refineries, power plants, and chemical process industry. What are the other associations supporting the various events?

For CeMAT India, we have support from Manufacturers Association of Storage Systems of India (MASS), apart from other country specific associations that include Materials Handling and Logistics Technology Association (MHLTA) and VDMA (German Engineering



Institute for Foreign Trade; China Federation of Logistics and Purchasing; and Indo-Ger Chamber of Commerce. For IA India we have the Fieldbus Foundation, Instrumentation Experts Club (IEC) and CAN in Automation. I Energy India, we have the support of Indi Transformer Manufacturers Association (ITMA), the German Electrical and Electronic Manufacturers Association (ZVEI), besides the regular VDMA and IGCC divisions. And for MDA India we have the most support with the Fluid Power associations of several countries supporting the efforts. Besides, there is the regular CEO Conclave conducted by the Fluid Power Society of India and the ARC Inside Forum organised by the ARC Advisory Group. So it is a very comprehensive schedule of events on the sidelines, apart from the main show.

Foreign participation is one of the USPs of this exhibition. What is the scale this time?

We are expecting around 300 participating companies from 19 countries. Of these, roughly a third would be foreign companies. Like last year, the show will be spread across the two halls of the Bombay Exhibition Centre. The Indian scenario remains buoyant and that attracts a lot of global attention with new companies coming in to explore the potential for business. Large overseas participants also means new products and technologies coming to the Indian market, which in turn has a multiplier effect in increased competition and a better deal for customers.

The Hannover events are now here and firmly established. What about the shows from Fiera Milano side of the business?

Hannover events are essentially about engineering and manufacturing technologies and capital goods. Fiera Milano, on the other hand is known for lifestyle product events—fashion, jewellery, et al. We are doing the groundwork for this and in course of time there would be events from this side too, as there is certainly a growing demand

Hannover Milano Fairs Now the Famous Five

Hannover Milano Fairs India has added a fifth show to its India Exhibition portfolio, which is now in its fourth edition, and organised consecutively for the second year in Mumbai

Hannover Milano Fairs India (HMFI) is back with its 4th edition of specialised international industrial trade fairs (December 15-18, 2010) based on the world renowned Hannover Messe of Germany in Mumbai. When two global event organisers join hands, the results are bound to be spectacular. HMFI is a subsidiary of HM Global Germany GmbH, a joint venture between Fiera Milano Spa, Italy's Number One trade fair company and Deutsche Messe AG (DMAG, owner of the Hannover exhibition site in Germany), and a well-thought business strategy between the two companies. The idea is to take the famous fairs from the two global leaders in the industrial (Deutsche Messe AG) and lifestyle (Fiera Milano Spa) domains, to the emerging economies of the world.

In a recent announcement, the Centre for Monitoring Indian Economy (CMIE) has said that the Indian economy is expected to grow by 9.2 per cent in 2010-11 following impressive growth in the manufacturing and services sectors. The clear sign of the revival in the economy has encouraged various companies to announce new investment and expansion plans involving adoption of better techniques and equipments which

latest markets and highlight international market trends. They are also a forum for application-oriented demonstrations of the latest technology, as well as new launches of cutting edge technologies and presentations of the latest research findings.

The Events at the Show

CeMAT INDIA is highly significant for the logistic sector. India, Logistics is fast emerging as a major industry sector in the country. With booming retail and widespread supply chain networks logistic has tremendous potential for growth in India.

Suppliers of material handling equipment, logistic and warehousing services and the technology developers will find CeMAT INDIA an ideal platform for presenting their products and services. The leading exhibitors in CeMAT include Godrej, Voltas, Maimi, Jost's Engineering, Neelkamal, Toyota, Brady, Exide, Chp, DMAG, Puma, Sick, Kardex, Hercules, Action, Curtis, Kaup, Giovenzana, Schaltbau, Bolzoni, HETRONIC, Anwood Logistics, and many more.

INDUSTRIAL AUTOMATION INDIA



Pavilion to project efficient technologies in this field. SURFACE INDIA—The application of a surface industry is multi-fold considering that it could be play a crucial role for ever from a pin to an aircraft. New technologies and surface treatment are also



Latest Technologies On Show Hannover Milano Fairs India Dec. 15-18, 2010

Hannover presents unique B2B events

Hannover Milano Fairs India (HMFI) will put up its 4th edition of specialized international industrial trade fairs based on renowned Hannover Messe of Germany in Mumbai. Starting Dec. 15 through 18, 2010, HMFI will present five international trade fairs domestic and international companies to reach out to diverse user industries in India through a single platform. With more than 300 exhibitors, of which one third from 19 overseas countries, visitors will have a unique opportunity to get an overview of new technology trends in diverse industrial sectors.

The concurrent trade fairs announced by HMFI are:

MDA INDIA - Motion Drive and Automation (Hydraulics & Pneumatics, Electro-mechanical Transmission)

INDUSTRIAL AUTOMATION INDIA - Process and Production Automation and Industrial Building Automation

CeMAT INDIA - Materials Handling, Storage & Warehousing and Logistic Services

ENERGY INDIA - Energy Efficiency, Decentralized Renewable and Conventional Energy and Transformer Industry Pavilion

SURFACE INDIA - Surface Technology

Covering five core sectors of the industry, the fairs will complement each other and participate in the respective shows. The fairs will be held at Bombay Exhibition



Sudhir Patil - MD HMFI

Centre, Goregaon, Mumbai. Centre for Monitoring Indian Economy (CMIE) said that the Indian economy is expected to grow by 9.2 per cent in 2010-11 following impressive growth in the manufacturing and services sectors. The

clear sign of the revival in the economy has encouraged various companies to announce new investment and expansion plans involving adoption of better techniques and equipments which are the most ideal platform to see the latest technology trends and exchange information.

"This is where these five major trade fairs we are organizing here will fit in," says Director Sudhir Patil. This year shows have registered a growth of 12 percent over previous year which is testimony to the fact how well the shows are received by the industry and the importance of trade fairs in the business development for the exhibiting companies, he added.

"To enhance our offering to the industry this year we have added SURFACE INDIA to the group of fairs. Surface protection technology is important in

every sphere of industry and combining this topic with the other existing shows is only a logical extension for us," says Patil.

According to him, environmental concern is prime factor in the surface treatment process. SURFACE INDIA will focus through a seminar on Green Coating and Modern Surface Modification Techniques organized jointly with Society for Surface Protective Coatings India.

The shows have received official support of several organizations and industry associations like Fluid Power Society of India, ARC Advisory Group, Indian Field Bus Foundation, German Machinery Manufacturers Association, German Chamber of Commerce and many more.

The key visitor target groups for the fairs will include automotive industry and components suppliers, diverse manufacturing industries, construction machinery, printing machinery, materials handling industry, electrical, electronics and engineering industry, oil & gas industry, plastic and rubber machinery, & process industries, chemical, petrochemical, infrastructure, ports, warehousing, railways and airport authorities, food processing and packaging industry, food industry and service industries. Mumbai other major cities, a good number of outstation visitors are expected for the fairs.



Sudhir Patil - MD HMFI

Set up in 2007, Hannover Milano Fairs India (HMFI) is a subsidiary of part of the largest trade fair companies from Europe namely Deutsche Messe AG, Germany and Fiera Milano SpA, Italy.

- The Five Shows**
- MDA India** - Motion Drive and Automation (Hydraulics & pneumatics, electro-mechanical transmission)
- Industrial Automation India** - Process & production automation and industrial building automation
- CeMAT India** - Materials handling, storage & warehousing and logistic services
- Energy India** - Energy Efficiency - Decentralized renewable, conventional energies and transformer industry
- Surface India** - Surface technology

CURTAIN RAISER

Fab Five

Hannover Milano Fairs India (HMFI) is back with its 4th edition of specialized international industrial trade fairs combo this December in Mumbai. We met Sudhir Patil, MD, HMFI to find out more. By Niranjan Mudholkar

Hannover Milano Fairs India (HMFI) has been bringing the world renowned Hannover Messe of Germany to India since 2007 every December. This year from Dec 15-18, 2010, the show hits the financial hub of the country. "While the first two editions received good response, last year was not very encouraging due to recession. However, this year the show has bounced back with a healthy 10% growth," said Sudhir Patil, MD, HMFI. "This year HMFI will present five international trade fairs which will be a unique B2B event for domestic and international companies to reach out to diverse user industries in India through a single platform. With more than 300 exhibitors, of which one third from 19 overseas countries, visitors will have a unique opportunity to get an overview of new technology trends in diverse industrial sectors," he informed.

Covering five core sectors of the industry, the fairs will complement each other and enhance business prospects for the participants in the respective shows. The fairs will be held at Bombay Exhibition Centre, Goregaon, Mumbai.

In a recent announcement, Centre for Monitoring Indian Economy (CMIE) said that the Indian economy is expected to grow by 9.2 per cent in 2010-11 following impressive growth in the manufacturing and services sectors. The clear sign of the revival in the economy has encouraged various companies to announce new investment and expansion plans involving adoption of better techniques and equipments which are cost effective and the latest in technology. Specialized industrial trade fairs are the most ideal platform to see the latest technology trends and exchange information. "This is where these five major trade fairs we are organizing here will fit in," added Patil.



Glimpses from a previous edition

"To enhance our offering to the industry this year we have added Surface India to the group of fairs. Surface protection technology is important in every sphere of industry and combining this topic with the other existing shows is only a logical extension for us," he said. Surface India will focus on environment friendly technologies through a seminar on Green Coating and Modern Surface Modification Techniques organized jointly with Society for Surface Protective Coatings India.

The shows have received official support of several organizations and industry associations like Fluid Power Society of India, ARC Advisory Group, Indian Transformer Manufacturers Association, Field Bus Foundation, German Machinery Manufacturers Association (through VDMA), Indo German Chamber of Commerce and many more.

The key visitor target groups for the fairs will include automotive industry and components suppliers, construction machinery, printing machinery, materials handling industry, electrical, electronics and engineering industry, oil & gas industry, plastic and rubber machinery, infrastructure, chemical, petrochemicals & process industries, ports, warehousing, etc.



SMWORLD DECEMBER, 2010