



Trade Fair

NEWS



Hannover Fairs India gets new name

AAT News Service

HANNOVER Fairs India (HFI), the leading trade fair company in the country, has changed its name to Hannover Milano Fairs India (HMF).

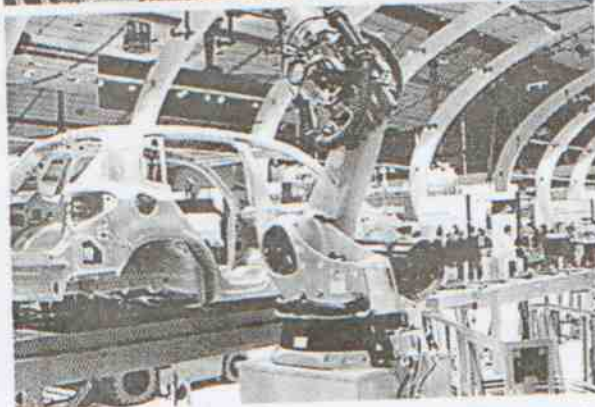
HFI was established in India in March 2006 as a 100 per cent subsidiary of Germany's foremost trade fair company, Deutsche Messe AG. Recently, Fiera Milano Spa, Italy's No 1 trade fair company has picked up 49 per cent equity in HFI. As the name reads, HMF is a joint venture between two globally leading trade fair companies and is among the latest addition to the list of joint ventures being established in the country.

The timing of setting up this joint venture in India is quite significant, as the economy is already witnessing positive signals from many quarters.

"While the German parent company is strong in the trade fairs on the technical and manufacturing sectors, the Italian one is strong in sectors such as travel, hospitality, fashion, wellness and food. It is a win-win situation for both the companies, as together they will cover much wider spectrum of industries for trade fairs in India.

"The joint venture is the result of a well-thought business strategy between the two and the Indian joint venture is not a stand-alone case. It is a part of a larger plan covering other countries as well, the first one being in China. The third and fourth joint ventures are going to be in Russia and Brazil respectively," said Sudhir Patil, Managing Director, HFI.

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"Both the parent companies combine their forces and experience for mutual benefit. The goodwill of the parent companies will definitely help the joint ventures to do good business in the world's largest growth markets. Besides, access to the worldwide networks of the parent companies will be available to HMF for promoting shows in India, which is a major strength parent companies provide to the Indian

joint venture. HMF will soon introduce the popular fairs of Fiera Milano as well to Indian market," said Mr Patil.

Last year, the erstwhile company's fairs in Bengaluru on the topics of engineering and manufacturing attracted the participation of 576 companies. Nearly 40 per cent of them came from 23 overseas countries and the show was attended by 9,660 visitors.

The performance of Indian economy, even in this difficult times, is being debated and analysed at the boardrooms of many European, American and Japanese companies. Now, more than ever, everyone who is somebody in industry worldwide, whether it is manufacturing or entertainment or communication, wants to have a foothold in India. And the best way to enter the Indian market is through participation of a trade fair. By organising B2B events in India, HMF will provide international companies with a trustworthy platform to enter Indian market.

The benefits are two-fold. On the one hand, foreign companies get access to Indian market through fairs and on the other hand, it enables Indian corporates to learn more about foreign ones and helps improve business relations. The city and venue of a trade fair is very important for the good conduct of a show. The next set of four shows of HMF covering sectors such as materials handling and logistics; motion drive and automation; energy efficiency and industrial automation will be held in Mumbai from December 10-13, 2009. Proximity to manufacturing centres like Pune, Nashik, Aurangabad, Kolhapur, Ahmedabad, Baroda, Indore makes Mumbai a very attractive destination.

The other advantages of the

city are: international airport, sea port, train connectivity; availability of support infrastructure; availability of well-connected fair ground; concentration of decision-making and buying power. Besides all these, Mumbai, the world's sixth-largest metropolitan area and India's most cosmopolitan city, is among world's top 10 financial centres.

The key visitor target groups around Mumbai are: auto & auto components industry; engineering industry; textiles; IT & ITeS; pharmaceuticals; chemicals & petrochemicals; manufacturing and retail. India is still the second-fastest growing economy in the world. So it makes business sense for corporates around the globe to participate in trade fairs in India.

While explaining the significance of holding the fairs in December, Mr Patil said, "the timing of the show is very important. Economies around the globe are expected to come out of the slowdown in the last quarter of 2009. New investment and economic activity will gain momentum by the end of this year. This synchronises perfectly well with the show dates in December."

The fairs will be an ideal B2B platform for suppliers of technology and equipment. The fairs are the best venue to contact user industries who would be looking for upgrading their manufacturing and other facilities to cut flab in the system, said Mr Patil.

Participating in the forthcoming fairs is an ideal opportunity to once again approach the market with aggressive strategy, he added.