



# PARAMIN PR

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# Hannover Fairs to arrive in city soon

By Staff Reporter

**H**annover Milano Fairs India, a joint venture between Germany's foremost trade fair company, Deutsche Messe AG and Fiera Milano Spa, Italy's number one trade fair company will bring international standard trade fairs to India for the benefit both Indian and international enterprises. The fairs will project the country as an attractive investment destination, a major global source of quality products and services and premier marketing centre.

To provide a business platform to the industry across the globe to showcase the innovative technologies, products and services in India, Hannover Milano Fairs India will be organizing the 3<sup>rd</sup> edition of their four concurrent fairs in Mumbai during December 10-

13, 2009, with focus on materials handling and logistics, motion drive and automation, energy efficiency and industrial automation. Proximity to manufacturing centres like Pune, Nasik, Aurangabad, Kolhapur, Ahmadabad, Baroda, Indore makes Mumbai a very attractive destination, to maximize footfalls and participations.

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

The other advantages of the city are: international airport, sea port, train connectivity; availability of support infrastructure; availability of sufficient well-connected fair venues; concentration of decision-makers and buying power. Besides all these, Mumbai, the world's 6th largest metropolitan area and India's most cosmopolitan city, is among world's top 10 financial centers.

With the experience of the two best Organisers of international trade fairs, the India fairs are bound to be a success. As of last year, the four concurrent fairs which were held in Bangalore attracted 510 companies out of which nearly 40% of came from 22 overseas countries and the fair was attended by 9,660 visitors. This year's edition is expected to attract a large number of participants both from India and abroad.

On holding the fairs in December Sudhir Patil, MD of Hannover Milano Fairs India 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 synchronizes perfectly well with the fair dates in December. This is the time companies must stay in touch with their user industries to gain share of business in their new projects, otherwise they will miss the boat."

In the current challenging times the projected growth in GDP of over 7% is probably the best amongst large economies. With special stimulus packages from the Government of India, major industry sectors and infrastructure projects are on the growth path. The turnaround in the global economic situation expected in the last quarter of 2009 makes the timing of the fairs perfect.

The fairs are: CeMAT INDIA for Materials Handling and Logistics; MDA INDIA for Motion, Drive & Automation; Industrial Automation INDIA - for Process & Production Automation & Industrial Building Automation; Energy INDIA Solutions for Energy Efficiency, Renewable Energy and Captive Power Plants. The fairs will be an ideal B2B platform for showcasing the range of products and services and to interact with existing and potential customers who would be making decisions for new investments and stepping up production.

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