

**electronica India 2015**  
16th International Trade Fair for Electronic Components, Systems and Applications  
[www.electronica-india.com](http://www.electronica-india.com)

**productronica India 2015**  
16th International Trade Fair for Electronics Development and Production.  
[www.productronica-india.com](http://www.productronica-india.com)

September 9–11, 2015 Pragati Maidan, New Delhi, India



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### Press release

## **New Delhi witnesses India's largest trade fairs for the electronic components and manufacturing industry with policy and decision makers as key participants**

- 32 percent more visitors than the previous New Delhi edition
- Power packed accompanying conferences made it more attractive for visitors

electronica India and productronica India 2015 ended with an outstanding result: with 15,435 visitors and 352 exhibitors, representing 634 companies, showcasing their products, solutions and services at the trade fairs from September 09 to 11, 2015 at Pragati Maidan Exhibition Centre in New Delhi. Both exhibitors and visitors were extremely satisfied with the results of the trade fairs.

According to Mr. Bhupinder Singh, CMO & Member of the Management Board, MMI India: "This edition of electronica India and productronica India received tremendous response from visitors and exhibitors alike. The twin expos space was already sold-out two months before the show date. This signifies the trust that the electronics industry has on these trade fairs".

The trade fairs opened its gate to visitors with a splendid opening by VIPs from electronics manufacturers and government officials. Most of the leading

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electronics industry associations, eminent speakers and experts were part of the trade fairs. A major highlight of the trade fairs was the Buyer-Seller meet. This fulfilled the requirements of large electronics components suppliers and manufacturers by connecting them with the best suppliers. The buyers got the chance to shortlist the suppliers based on their requirements and engage in a focused one on one discussion. Companies who attended were Minda Group, Pricol Limited, Honda Cars India Ltd., Philips India Ltd., Panasonic Automotive India and more.

“We have been participating at electronica India and productronica India trade fairs since last four years. This year we feel the service levels and facilities for exhibitors is much better. There have been more conferences and seminars than the previous year, the buyer seller conferences have also been well organised organized and interactive“, said Alex Oh, Deputy General Manager, Hirose Electric Singapore.

The other highlights of the trade fairs were the power packed accompanying programs like the DEFTRONICS conference, a conference with focus on Internet of Things (IoT), the EmbedAsia conference and the conference on Smart Automation for SMEs.

“We are happy with the way the show has been organized and are looking forward to this continuing association with the show. This year, in terms of response, has been the best for us“, said Gagan Goel, Sr.Manager Marketing, Keysight Technologies.

Seconding him, Vishal Dahiya, Deputy General Manager, Panasonic India Pvt Ltd, added: “We are very happy to see increased footfalls in terms of visitors and are also happy to know that the entire trade fairs have been sold out. The enthusiasm of the organizers has had a positive effect on us and we shall certainly return to participate in the next year’s trade fairs as well.”



Praveen Joshi, VP, Sales & Business Development, NMTronics Pvt Ltd., said:  
“We have been demonstrating the government’s ‘Make in India’ initiative by exhibiting a completely different segment of products that are generating good enquiry. Overall the market has been good and our experience has been very positive with serious delegates and business visitors gracing the trade fairs. We already have committed our participation for the next edition.”

The next edition of electronica India and productronica India will take place from 21 to 23 September 2016 at BIEC, Bengaluru.

#### **About electronica India**

electronica India is the leading trade fair for electronic components, systems and applications in India. The fair is one of the most important industry gatherings for the electronics industry in Asia, and it takes place each year—alternating between New Delhi and Bangalore—at the same time as productronica India. A total of 13,906 visitors and 341 exhibitors representing 713 companies participated in both events in 2014. The next exhibition takes place from September 9–11, 2015. [www.electronica-india.com](http://www.electronica-india.com)

#### **electronica worldwide**

electronica China is part of Messe München International's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica China as well as productronica China, productronica India and eAsia.

#### **About productronica India**

productronica India is one of the leading trade fairs for the development and production of electronics in India. The fair is one of the most important industry gatherings for the electronics-manufacturing industry in Asia, and it takes place each year—alternating between New Delhi and Bangalore—at the same time as electronica India. A total of 13,906 visitors and 341 exhibitors representing 713 companies participated in both events in 2014. The next exhibition takes place from September 9–11, 2015. [www.productronica-india.com](http://www.productronica-india.com)

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#### **About MMI India**

As part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India.

With 10 subsidiaries in Europe and in Asia - and over 60 foreign representatives covering more than 100 countries, MMI has a network that spans the globe.

