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Mumbai

Press release:

Messe München India and ELCINA enter into a strategic partnership for promotion of domestic electronics manufacturing at electronica India 2016 and productronica India 2016

- **Partnership to create growth opportunities for electronic manufacturing in India**
- **To provide a knowledge sharing and learning platform for the stakeholders**
- **Create opportunities for international companies to invest and collaborate with the Indian companies for technology and knowledge transfer**

This partnership combines both: **Messe München India's** expertise in bringing the world's leading electronic components and production technology suppliers at electronica India and productronica India and **ELCINA's (Electronics Industries Association of India)** strength to deliver world-class manufacturing solutions for the electronic manufacturing companies in India.

The cooperation comes at the right time because the demand for electronic goods are expected to reach USD 400billion by 2020. So the Indian government's initiatives to promote manufacturing and investment in this sector puts India high on the list of potential places to invest.

Established in 1967, **ELCINA** has been India's first industrial association supporting the electronic components sector and has a membership base of over 300 companies. It advises the Indian government on policy and business environment issues for the electronics industry. ELCINA also focuses on promoting the manufacturing of electronic components, electronic parts, raw materials, Electronics Manufacturing Services (EMS) for segments such as Consumer Electronics, IT, Telecommunications Industry, Defence Electronics, Industrial Electronics, Medical, Automobile, Security, Lighting, Electronic Design, Embedded Systems and more.

electronica India and **productronica India** are India's and South Asia's leading trade fairs for electronic components, systems, applications and production technologies. Last year, these trade fairs in New Delhi were attended by 15,435 visitors and witnessed participation from 353 exhibitors, representing 634 companies from 16 countries including **China, France, Germany, Hong Kong, India, Japan, Korea, Malaysia, Philippines, Russia, Singapore, Switzerland, Taiwan, Thailand, UK and USA.**

Mr. Vikram Desai, President of ELCINA, expressed satisfaction on the partnership between ELCINA and Messe München India and said, "There was an urgent need to promote 'Brand India' in electronics and find new opportunities enabling rapid growth of manufacturing. ELCINA's and Messe München India's partnership will promote and achieve this objective."

In the words of Mr. Rajoo Goel, Secretary General of ELCINA, "We are very pleased to form a strategic partnership with Messe München India. The trade fairs, electronica India and productronica India are the leading trade fairs for the electronics industry that are well attended by decision- and reform-makers. This will be a win-win partnership for ELCINA, Messe München India and the entire electronics industry. We are sure that we will synergize to develop opportunities for the Indian and global companies to collaborate at electronica India and productronica India."



This year, electronica India and productronica India stand larger than the previous edition of Bengaluru. electronica India has been fully booked seven months prior to the commencement of the trade fair. The space for productronica India is filling fast. International players and market leaders from different continents will be exhibiting.

Visitors will profit from the valuable synergies which result from the stronger international representation and a broader range of products with the increased exhibition space.

Mrs. Nicole Schmitt, Director Exhibition Group, Messe München said, "Under the flagship program 'Make in India', many foreign electronics manufacturers have established their manufacturing base in India. With ELCINA as our strategic partner there will be high interest by the global electronics industry to look at India as an investment destination."

Further, Mr. Bhupinder Singh, CMO & Member of the Management Board, Messe München India added, "This partnership will not only promote Indian manufacturing but will also aim to bridge the gap between policy makers (government) and manufacturers (exhibitors) by bringing the electronics eco-system at a single largest platform."

Parallel to the trade fairs, there will be first-rate accompanying programs, Buyer-Seller meetings and Business to Government (B2G) forums. ELCINA and Messe München India will bring new initiatives such as '**India PCB Tech**, '**CEO Forum** and '**ELCINA Startup Pavilion**' (exclusive for ELCINA members) to the trade fairs.

The trade fairs will take place from 21 – 23 September 2016 at BIEC, Bengaluru. For more information, kindly visit www.electronica-india.com or www.productronica-india.com.

Media queries:

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About electronica India and productronica India:

electronica India is India's and South Asia's leading fair for electronic components, systems and applications. As the most important communication platform for the electronics industry, electronica India displays all a specialized fair can offer with products ranging from semiconductors, sensors, relays, switched and interconnection technology to passive components, motors/drives, cables, ED/EDA, assemblies and subsystems to test and measurement technology, displays and power supplies. With electronica India, the entire value-added chain of the electronics industry is presented.

productronica India is an innovative platform for production technologies covering as wide as packaging, material processing, component manufacturing, manufacturing equipment and logistics for PCBs and other circuit carries, technologies in cable processing, soldering technology, manufacturing equipment and logistics for assemblies, modules and hybrids, general operation aids, production subsystems, production related services, laser systems for electronics production.

electronica India and productronica India are events in the electronics network of Messe München International. This network of electronics trade fairs includes leading regional events in Delhi, Bengaluru, Hong Kong and Shanghai, as well as electronica and productronica in Munich. A total of 5,517 exhibitors and 200,000 visitors take part in these events.



About Messe München 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. Messe München India has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India.

The trade fairs organized by Messe München India are analytica Anacon India, electronica India, productronica India, drink technology India, LASER World of PHOTONICS India, Intersolar India, India Lab Expo, IFAT India and Indian Ceramics. In the coming years Messe München India will include more verticals keeping in mind its international expansion strategy.

About ELCINA

Electronic Industries Association of India was established in 1967 as the first industry association supporting electronics hardware, when India's Electronics industry was still in its infancy. Since then, Electronic Industries Association of India has established itself as an interactive forum for electronics and IT manufacturers. Electronic Industries Association of India actively interacts with the government and advises it on policy and business environment issues. It networks with technical institutions and business support organisations in India and abroad to enable business expansion and information dissemination on technical developments. With greater liberalisation, Electronic Industries Association of India's focus has shifted to professional and value-added services to the Electronics Community.

