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Bangalore, August, 2016

**Press release**

**electronica India 2016 and productronica India 2016**

**return to become the biggest trade fairs in the Indian ESDM industry**

**electronica India and productronica India, the leading trade fairs for electronic components and manufacturing technologies taking place from September 21–23, 2016 at Bangalore International Exhibition Centre (BIEC) in Bengaluru. This edition is set to be the biggest edition of the trade fairs marked by over 400 exhibitors representing 650 companies from 17 countries including France, Japan, Korea, Malaysia, Switzerland to name a few. The trade fairs will also see country pavilions from six countries— China, Germany, Hong Kong, Singapore, Taiwan and UK.**

The participation of leading exhibitors from across the industry reaffirmed the value and focus of electronica India 2016 and productronica India 2016 as an essential industry event. Some of the leading companies include Bosch, Juki India, Murata, NMTronics, Rohm, STMicroelectronics among many more.

Concurrent to the trade fairs, there will be various conferences, a buyer seller forum, a B2G (business to government) forum, and exclusive pavilions from IPC India and CLIK (Consortium of Electronic Industries of Karnataka).

The trade fairs for the first time will have participation from various Indian states including Chhattisgarh, Haryana, Jharkhand, Madhya Pradesh, Odisha, and Rajasthan, in the State Pavilion. ELCINA and Messe München India have jointly organized **Invest India—a CEO forum**, wherein the states will bring in attractive investment opportunities in the Electronics System Design & Manufacturing (ESDM) field to domestic as well as global manufacturing firms.

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The electronics market in India is expected to reach USD 400 billion by 2020 and PCB being the backbone of almost all electronics products plays an important role in facilitating growth of the electronics market. As per ELCINA's research, the PCB industry in India is expected to grow up to USD 6 billion by 2020. Messe München India and ELCINA are jointly introducing '**India PCB Tech**', which will showcase the PCB technologies from the best manufactures and their suppliers from across the globe to cater to the growing demand of PCBs in various industry segments. The joint initiative will bring the entire PCB industry eco-system and related supply chain together.

The trade fairs are supported by the Ministry of Electronics and Information Technology (MeitY), and leading national and international associations such as the Electronic Industries Association of India ([ELCINA](#)), India Electronics & Semiconductor Association ([IESA](#)), National Small Industries Corporation ([NSIC](#)), Consumer Electronics and Appliances Manufacturers Association ([CEAMA](#)), the Consortium of Electronic Industries in Karnataka ([CLIK](#)), the German Electrical and Electronic Manufacturers Association ([ZVEI](#)) among many others, resulting in the outstanding quality of electronica India and productronica India.

According to Mr. Bhupinder Singh, CEO, Messe München India, "electronica India and productronica India have been promoting electronics components, systems, applications and manufacturing in India by attracting the leading electronic companies from across the globe to showcase their latest technologies in the Indian market and partner with the domestic manufacturing companies. Considering Indian Government's 'Make in India' initiative to encourage domestic manufacturing and to invite the investors, we are organizing the investor summit in the ESDM segment with the participation from six states, creating tremendous business opportunities for the stakeholders. This year, we have reached an important milestone as both trade fairs have grown tremendously in terms of new exhibitors, overall exhibition space and more concurrent educational events. To ensure return on our exhibitors' investments, we will organize the largest buyer seller forum wherein leading manufacturing companies from various segments viz. EMS, automotive,



consumer electronics, defense and aerospace, industrial electronics etc. will make their sourcing decisions.”

electronica India and productronica India 2016 will showcase latest offerings by our exhibitors in product categories including semiconductor and display manufacturing, passive components, power supplies sensor and soldering technology, PCB, electromechanics, embedded systems, assemblies and sub-systems, wireless and other circuit-carrier manufacturing, test and measurement, quality assurance, Electronic Manufacturing Services (EMS), production materials/equipment, environmental technology and clean-room technology, organic and printed electronics and many others categories. The trade fairs will be held in conjunction with LASER World of PHOTONICS INDIA 2016 creating attractive synergies and added value for visitors.

#### **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 15,435 visitors and 352 exhibitors representing 634 companies participated in both events in 2015. The next exhibition takes place from September 21–23, 2016. [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 15,435 visitors and 352 exhibitors representing 634 companies participated in both events in 2014. The next exhibition takes place from September 21–23, 2016. [www.productronica-india.com](http://www.productronica-india.com)

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#### **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 organizational 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.

