

**electronica India 2016**  
International Trade Fair for Electronic Components, Systems and Applications  
[electronica-india.com](http://electronica-india.com)

**productronica India 2016**  
International Trade Fair for Electronics Development and Production  
[productronica-india.com](http://productronica-india.com)

September 21-23, 2016 Bangalore International Convention Centre, Bengaluru



Press Release

21 September 2016

## Visitor attendance up by 9 percent on opening day: electronica India and productronica India 2016 offer spectrum of events to attendees

- Record number of trade visitors on opening day – 9 percent increase
- Inauguration by key dignitaries and representatives from government of India
- CEO Forum – Invest India inaugurated with presence of five Indian states
- Supporting programs: India PCB Tech, EmbedAsia and networking programs well received

**Twin trade fairs for electronics industry, electronica India and productronica India received overwhelming response from industry stakeholders on the opening day. 2016 marks as a strong year with 425 exhibitors showcasing over 650 represented brands.**

**Bengaluru:** Messe München India today officially opened the 17th edition of their leading trade fairs, electronica India and productronica India, scheduled for 21 – 23 September 2016 at Bangalore International Exhibition Centre (BIEC) in Bengaluru, India. The trade fairs gather global and domestic exhibitors, consultants, business experts and key government officials on one platform to explore latest technologies and new products. During the upcoming two days, visitors also have the opportunity to deliberate on key opportunities and challenges pertaining to electronic components, systems, applications and production technologies.

The inaugural ceremony of electronica India and productronica India took place on 21 September 2016, where the opening keynote was carried out by Shri. Gaurav Gupta, IAS, Commissioner, Industrial Development & Director of Industries and Commerce, Govt. of Karnataka.

### Electronics industry comes together

The occasion also marked the launch of the CEO Forum – Invest India. Some of the knowledge share and networking programs include EmbedAsia, IoT Conference, Buyer Seller Forum and Business to Government (B2G) Forum. Over 300 one-to-one meetings were conducted with selected top buyers at the Buyer Seller Forum on the opening day. Five Indian states including Chhattisgarh, Haryana, Jharkhand, Odisha and Rajasthan participated in the CEO forum and discussed lucrative investment opportunities for domestic and international electronic manufacturing companies.

Messe München India and Electronic Industries Association of India (ELCINA) jointly organize 'India PCB Tech' to promote the PCB industry. The 'India PCB Tech' pavilion gives a platform to the PCB suppliers as they showcase new technologies and gather the who's who of the PCB industry eco-system.

### Praises from industry stakeholders and key dignitaries

"productronica India continues to be the best platform to present our products and interact with customers at one place in the shortest time. It helps us in branding our products and growing our market presence as an electronics manufacturing solution provider", said **Mr. Praveen Madaan, Country Head SMT Division India, Juki India Pvt. Ltd.**

"Business events such as electronica India offer us opportunities to understand market trends and competitive landscape, connecting us with new customers each year. The current economic outlook in India

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appears highly favorable for local manufacturing and we are happy to be one of the participants”, said **Mr. S. Palanivelan, Phoenix Contact (India) Pvt. Ltd.**

“We have been participating every year at electronica India and have benefitted hugely from the exposure we received as a brand. Meeting new customers and entering new markets have been one of our key objectives we could achieve at the fair”, said **Mr. Vivek Sharma, MD-India, STMicroelectronics.**

“productronica India is the largest electronics trade fair connecting us with customers from across India. There is no better place for us than productronica India to promote our products”, said **Mr. KM Swaminathan, VP - Sales & Business Development, NMTronics India Pvt. Ltd.**

### **Widespread support from the industry**

The twin trade fairs are receiving whole-hearted support from government, state and trade bodies. Some of the supporting bodies includes: The Ministry of Electronics and Information Technology (MeitY), Government of India, Electronic Industries Association of India (ELCINA), India Electronics & Semiconductor Association (IESA), IPC India - Association Connecting Electronics Industries, Consumer Electronics and Appliances Manufacturers Association (CEAMA), The Consortium of Electronic Industries in Karnataka (CLIK), SEMI-Semiconductor Equipment and Materials International and German Electrical and Electronic Manufacturers Association (ZVEI).

Organizer of electronica India and productronica India and CEO of Messe München India, Mr. Bhupinder Singh concludes: “electronica India and productronica India achieved an outstanding result on day one. I am confident that the momentum will continue and our exhibitors and visitors will benefit in the coming days as well.”

electronica India and productronica India trade fairs are held in conjunction with LASER World of PHOTONICS INDIA to create attractive synergies for the attendees, offering them insight into a spectrum of industry solutions. To know more, log on to [electronica-india.com](http://electronica-india.com), [productronica-india.com](http://productronica-india.com) and [world-of-photonics-india.com](http://world-of-photonics-india.com)

### **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.

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