

electronica India 2017

International Trade Fair for Electronic Components, Systems and Applications
electronica-india.com

productronica India 2017

International Trade Fair for Electronics Development and Production
productronica-india.com

September 14–16, 2017, Pragati Maidan, New Delhi



Press Release

September 14, 2017

electronica India and productronica India start in New Delhi today

- Inauguration by key dignitaries and representatives from the Government of India
- High-level networking at Advantage India summit
- Upcoming on day two: e-Automotive conference and India PCB Tech conference
- Business-matchmaking at the Buyer-Seller forum and B2G forum

New Delhi, September 14: Messe Muenchen India officially opened the largest ever edition of electronica India and productronica India today. The leading trade fairs for electronic components, systems, applications and electronics development and production in India show the latest developments and trends in the sector on three days at the Pragati Maidan, New Delhi.

The guest of honour, Dr. Ajay Kumar, Additional Secretary, Ministry of Electronics and Information Technology inaugurated the trade fairs and Advantage India conference in the gracious presence of Mr. Alex Paul Menon IAS, Chief Executive Officer, Chhattisgarh Infotech Promotion Society, Ms. Payal Kaul, Vice President, Invest India, Mr. Vikram Desai, President, ELCINA and Mr. Falk Senger, Managing Director, Messe Muenchen GmbH.

Once again the trade fairs gather international and domestic exhibitors, consultants, business experts and key government officials in one platform to explore the latest technologies and new solutions. A delegation from Japan representing Semiconductor Equipment Association of Japan attended the trade fairs on the opening day to understand market trends and explore business opportunities.

Bhupinder Singh, CEO of Messe Muenchen India, said: "We are very pleased with the positive response that we received already on day one. To ensure the high quality of the trade fairs, we work closely together with industry stakeholders."

The trade fairs—promoting 'Make in India'

Aligned with the Government of India's vision to transform India into a global electronics manufacturing hub, the trade fairs feature various accompanying programs including investment forums, conferences and business matchmaking sessions for the international and domestic investors.

On the opening day itself, the Advantage India summit enabled potential investors to gain insight into the market opportunities, explore investment options in different states and collaborate with

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the local technology companies in India. Also key stakeholders, including government representatives, attended the conference. The conference saw participation from state governments like Chhattisgarh and Andhra Pradesh who spoke about the policies, ease of doing business and investment opportunities for the investors.

On the second day of the trade fairs, visitors can look forward to the e-Automotive conference which focuses on promoting the automotive electronics segment in India. In partnership with the Electronic Industries Association of India (ELCINA), Messe Muenchen India is also organizing the second edition of the 'CEO Forum' and 'India PCB Tech' to put emphasis on growth opportunities within the ESDM and PCB industry.

The high-ranking Indian electronics manufacturing companies from various segments are engaging in face-to-face meetings with the exhibitors at the networking program Buyer Seller forum. More than 1,500 meetings are expected to take place there. In the previous edition, an estimated business worth of 4.5 billion (INR) was negotiated at the Buyer Seller forum, which generated huge interest of many investors and manufacturing companies and hence, received a strong participation again in 2017. Some of the key participating companies this year include Lava International, Maruti Suzuki, Reliance JIO Infocom, Indian Space Research Organisation (ISRO) and many more.

"electronica India and productronica India are proving to be more than just trade fairs – as we continue to offer more than just business contacts. In the next two days, visitors can expect to get insights into the market trends and most importantly access new growth opportunities. Our global reach across Germany, China and India will continue to benefit the electronics industry," concluded Singh.

The next edition of electronica India and productronica India will take place from September 26–28, 2018 at BIEC, Bengaluru. More information is available online at www.electronica-india.com and www.productronica-india.com

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About Messe Muenchen 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 Muenchen 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 Muenchen 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 Muenchen India will include more verticals keeping in mind its international expansion strategy.