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## **LASER World of PHOTONICS INDIA: Growth in automotive industry impacts use of laser technology**

- Automotive sector continues to grow with flow of investments and Foreign Direct Investments (FDIs)
- Speed and precision in manufacturing is the need of the hour for automotive sector
- Laser & optical technologies to facilitate growth with seamless manufacturing – LASER World of PHOTONICS INDIA is the platform where these technologies are showcased

### **Automotive sector on a rise**

According to the Society of Indian Automotive Manufacturers (SIAM), the Indian automotive sector today is a \$74 billion industry and by 2026, the industry is expected to achieve a turnover of \$300 billion- clocking a CAGR of ~ 15 percent. The Automotive Mission Plan (AMP) was initiated by the Government of India to map the aspirations of the auto and auto component industry, to promote India as a preferred global manufacturing destination.

Vision AMP 2016-26 has been aligned with the 'Make in India' campaign. In its pursuit to foster best-in-class manufacturing infrastructure in India, the 'Make in India' initiative is spearheading a wider adoption of 'Industry 4.0' – which is going to change the way India manufactures, designs and refurbishes products.

National Automotive Testing and R&D Infrastructure Project, aiming at spending \$280 million for the creation of centers of excellence and crash test centers, and The National Electric Mobility Mission Plan 2020 for creating a vehicle base of ~7 million electric cars by 2020, – are some of the key initiatives by the government to boost sectorial development. More than 15% of the visitors at LASER World of PHOTONICS INDIA come from the automotive engineering industry and over 50% of other related industries. The trade fair proves to be the industry's annual gathering where new technologies and intelligent solutions for India's future market are presented.

### **Reliability brings opportunity: Smart manufacturing with Laser and optical technologies**

The automotive industry of India registered growth of 5.41 percent in manufacturing of passenger vehicles, commercial vehicles, three wheelers, two wheelers and quadricycle for the period of April-March 2017 as compared to the last year. Moreover, several international automobile groups plan to invest in India. According to [siamindia.com](http://siamindia.com), this upscale trend reflects on the need for more manufacturing across the sector. Modern technologies offering speed and precision in the manufacturing process will further increase productivity and profitability.

In order to become a global manufacturing hub, India is steadily shifting its manufacturing style, moving from traditional methods to more advanced manufacturing technologies and new processes. Key technologies such as laser and optical systems, robotics and automation are the backbone of modern manufacturing.

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### **The trade fair as the ideal opportunity to explore the best of technologies**

The leading trade fair for laser and optical technologies, LASER World of PHOTONICS INDIA, will showcase innovative, best-in-class as well as customized and affordable laser systems and technologies which are excellent for cost-effective and profitable manufacturing in the automotive engineering industry. Attendees will be able to find new providers and solutions, network with business partners or negotiate planned investments in scheduled face-to-face meetings in the Buyer-Seller Forum.

The trade fair alternates between Bengaluru and New Delhi each year. Taking place from 14 – 16 September this year at Pragati Maidan in New Delhi, LASER World of PHOTONICS INDIA will welcome technology providers from across the globe, who will showcase their products and solutions tailored for the Indian market. Participants can also benefit from various co-located and free to attend knowledge-rich conferences, such as “Additive Manufacturing Insight (AMI)”. The conference program connects industry leaders with scientist and gives room for discussion on current industry needs and future developments.

**Mr. Bhupinder Singh, CEO of Messe Muenchen India says:** “The automotive sector is projected to witness growth. With advanced applications of laser systems and technologies, the sector will continue to be productive and profitable.”

**LASER World of PHOTONICS INDIA is scheduled for 14-16 September 2017 at Pragati Maidan, New Delhi and is co-located with electronica India, productronica India and Additive Manufacturing Insight 2017. Log on to [http://www.world-of-photonics-india.com/](http://www.world-of-photonics-india.com) for more information. Media Contact at Messe München India: Siddharth Narain, +91-9971600355 or [siddharth.narain@mm-india.in](mailto:siddharth.narain@mm-india.in)**

*[Source: \*forbesindia.com]*

#### **LASER World of PHOTONICS INDIA**

LASER World of PHOTONICS INDIA is the only regional trade fair for laser and optical technologies in India, taking place every year since 2012, in different places in India. In 2016 the trade fair recorded 7,128 visitors, 140 exhibitors and 20 represented companies. The next edition of LASER World of PHOTONICS INDIA will take place from September 14 -16, 2017 at Pragati Maidan in New Delhi. [www.world-of-photonics-india.com](http://www.world-of-photonics-india.com)

#### **The LASER World of PHOTONICS global network**

LASER World of PHOTONICS has developed an international trade fair network. LASER World of PHOTONICS in Munich is the world's leading trade fair of the laser and photonics industry. World of Photonics Congress is Europe's largest photonics congress. LASER World of PHOTONICS CHINA and LASER World of PHOTONICS INDIA are leading regional trade fairs for laser and optical technologies and are staged annually in China (Shanghai) and India (alternating between Bangalore and New Delhi). With a total of 2,295 exhibitors and more than 92,000 visitors in Munich, China and India, Messe München is the world's leading trade fair organizer for lasers and photonics.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

