

**New Delhi, August 2017**  
**Press Release**

## **New Delhi to host the largest gathering of electronics in Southeast Asia**

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**New Delhi, August 2017:** electronica India and productronica India, the leading trade fairs for electronic components and manufacturing technologies, will take place from September

14–16, 2017 at Pragati Maidan in New Delhi. This edition is set to be even bigger as it marks a presence of over 450 exhibitors representing more than 650 companies from about 18 countries. The electronics community meets at this global exhibition network that combines innovations and trends with country-specific themes. The event enables an impetus and an ideation platform for the electronics business.

Mr. Bhupinder Singh, CEO of Messe Muenchen India, said: “electronica India and productronica India have been promoting electronics manufacturing in India by attracting the leading electronic companies from across the globe to showcase their latest technologies in the Indian market. This year, we have reached an important milestone by being the biggest ever edition.”

Mr. Hemant Singh, Product Manager at Standex-Meder Electronics, shared his enthusiasm for their participation: “We are a manufacturer based in Germany and for the past three years we have participated in electronica India. The trade fair proves to be an important stop-over for the industry as it provides a common platform for various companies to come together. Our experience with electronica India has always been great as we develop good contacts and potential business deals there.”

### **The trade fairs – promoting ‘Make in India’**

Supporting the ‘Make in India’ initiative of the government of India to encourage domestic manufacturing and invite investors, the biggest ever investor forum **Advantage India summit** is concurrently organized with the fairs for the benefit of the electronics industry. The summit will enable potential investors to gain insight into the market opportunities, explore investment options in different states and collaborate with the local technology companies in India.

**e-Automotive** is another highlight of the trade fairs with a focus to promote the automotive electronics segment in India. The discussions at the e-Automotive conference will revolve around how to promote new alliances, roles and underlying principles among diversified competencies and how traditional suppliers can revamp their capabilities to

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accommodate modern demand. The conference will assist top thinkers and game changers of the automotive electronics industry in discussing and strategizing the best way forward to place India at the global hub of electronic innovation in the automotive segment.

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 bring the entire ESDM eco-system together into one platform. Policy makers, global and domestic manufacturers and stakeholders servicing this value chain will exchange valuable market information, analyze technology trends, technical skilling, investor friendly policies, best practices and business opportunities.

Mr. Bhupinder Singh added: "A mix of our trade fairs, informative conferences and networking programs offer a strategic focal point for the Indian electronics stakeholders to gather on a unified platform and deliberate on the progression of the sector."

#### **Business matchmaking at the Buyer-Seller forum and Business to Government (B2G) forum**

The top-most electronics manufacturing companies from various segments will engage in face-to-face meetings with the exhibiting companies at the networking program **'Buyer-Seller forum'** wherein more than 1,500 meetings are planned at this edition. At the previous edition, business worth INR 450 Crore was negotiated at the Buyer-Seller forum, which generated huge interest and reported strong participation from companies like MINDA Corporation, AmaraRaja Electronics, Bosch, LAVA International and L&T Heavy Engineering and many more.

**The B2G forum** will allow professionals to interact face-to-face with officials from the ministry, state governments and trade association representatives.

Supported by the Ministry of Electronics and Information Technology ([MEITY](#)), leading national and international trade associations including the Electronic Industries Association of India ([ELCINA](#)), the India Electronics & Semiconductor Association ([IESA](#)), the German Electrical and Electronic Manufacturers Association ([ZVEI](#)) and many [more](#), electronica India and productronica India is a must attend trade event for electronics industry professionals.

**To learn more about electronica India and productronica India and to register as a visitor, log on to [electronica-india.com](http://electronica-india.com) and [productronica-india.com](http://productronica-india.com).**

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### **About Messe Muenchen India**

As part of its international strategy, Messe Muenchen 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 Muenchen 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.