

PRESS RELEASE

Messe Muenchen India announces partnership with India Cellular and Electronics Association (ICEA)

- Messe Muenchen India and ICEA will join forces to focus on Display Manufacturing at **electronica India 2022** and **productronica India 2022**.
- This partnership will bring together the entire value chain of display electronics under one roof.
- This step is closely aligned with the Ministry of Electronics and Information Technology's focus on increasing domestic electronics manufacturing through additional incentives.

New Delhi, 15 May 2022: Messe Muenchen India and the India Cellular and Electronics Association (ICEA) recently joined forces to promote the display manufacturing ecosystem at **electronica India 2022** and **productronica India 2022**, to be held on **September 21–23, 2022**, at the **India Exposition Mart Ltd. (IEML), Greater Noida**. This partnership contributes to support the Government of India's vision of Aatmanirbhar Bharat to make India self-reliant in electronics manufacturing.”

About its partnership with Messe Muenchen India, **Pankaj Mohindroo, Chairman, ICEA**, said, “Demand for displays in India is likely to reach \$20 billion by 2025 with our current emphasis on Electronics Manufacturing in India and becoming Aatmanirbhar. The massive thrust on raising electronics manufacturing from \$75 billion to \$300 billion is the primary reason for this huge buoyancy. We are getting ready to build display fabs in the country as there is no better time to focus on building this strategic core industry in India. ICEA, in collaboration with Messe Muenchen India, will offer a platform to invite the complete ecosystem at a common place to promote display manufacturing in India. We will support more such outreach initiatives in the future as they are necessary for growth of the entire electronics manufacturing sector.”

Achieving the \$300 billion growth target

In keeping with the Ministry of Electronics and Information Technology's (MEITY) vision of taking Indian electronics manufacturing from its current value of \$75 billion to \$300 billion by 2026, ICEA recognizes the role of global partners to achieve this ambitious goal. **Rajesh Sharma, Executive Director & Principal Advisor, ICEA**, said, “With the latest incentives, the entire ecosystem of electronics manufacturing including chip-based semiconductors, lithium-ion batteries, and display fabrication has been covered. Now we are at an important stage of establishing domestic capabilities, and ICEA has been working tirelessly to build the vast supply chain that is necessary for a thriving manufacturing market. We are happy to partner with Messe Muenchen India as their shows are trusted platforms for awareness creation and knowledge sharing among all key stakeholders along the supply chain.”

Continuing the legacy of leadership

As leading trade fairs in the electronics manufacturing space, **electronica India** and **productronica India** have served the industry's interests for several years now. As the country emerges as a leading manufacturing hub through targeted incentives and policy focus, the shows will play an even more important role in bringing together buyers and sellers along the supply chain. Reiterating the importance of partnership with ICEA, **Bhupinder Singh, CEO, Messe Muenchen India**, said, “The Indian government has recently announced a \$10 billion scheme to boost semiconductor and display manufacturing in the country. All this potential will only be realized through the combined power of state-of-the-art manufacturing technology and seamless synergy between demand and supply-side partners. The core strength of our shows lies in establishing these synergies through our high-level conferences, extensive technology portfolio, buyer-seller meets, and networking opportunities. We are proud to join hands with

ICEA and work towards building a dynamic supply chain ecosystem in the country through our exhibitions.”

Dr. Martin Lechner, Executive Director Business Unit New Technologies, Messe München, added, “Messe Muenchen India trade fairs have been contributing significantly towards connecting Indian manufacturers with global suppliers. We believe that our collaboration with ICEA will stimulate innovation and catalyze growth in the field of display manufacturing in India.”

About:

Messe Muenchen India organizes electronica India and productronica India trade fairs annually, which alternate between New Delhi and Bengaluru on yearly basis. electronica India and productronica India are South Asia’s leading trade fairs for electronic components and manufacturing technologies that showcase the entire value chain in electronics production in all industrial sectors.

India Cellular and Electronics Association (ICEA) is the apex industry body of mobile and electronics industry comprising of manufacturers, brand owners, technology providers, VAS application and solution providers, distributors and retail chains of mobile handsets and electronics devices.

<https://icea.org.in/>

electronica India and productronica India will take place from September 21–23, 2022 at the India Exposition Mart, Greater Noida. Visit electronica-india.com and productronica-india.com to know more about the trade fairs.

For press and media enquiries, contact Sheron David +91 80970 44208 sheron.david@mm-india.in

More about Messe Muenchen India:

Founded in 2007 as a wholly owned subsidiary of Messe München, Messe Muenchen India Pvt. Ltd. is one of the leading organizers of trade fairs in India with an extensive portfolio of B2B trade fairs covering various sectors: air cargo India, analytica Anacon India/India Lab Expo, bauma CONEXPO India, drink technology India, electronica India, IFAT India, Indian Ceramics Asia, Intersolar India/The smarter E India, LASER World of PHOTONICS INDIA, MatDispens, Pack Mach Asia Expo, Pharma Pro Pack, productronica India, Smart Card Expo, VRTECH India, World Tea & Coffee Expo. Messe Muenchen India works closely with industry stakeholders to develop well-researched trade fairs encapsulating the latest trends and innovations dominating the industry. Headquartered in Mumbai with offices in New Delhi, Bengaluru, Hyderabad and Ahmedabad, Messe Muenchen India connects global competence by bringing professionals together for business, learning and networking.

About 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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.