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Press Release

Messe Muenchen India's trade fairs go online from December 9 to 11, 2020

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Messe Muenchen India is responding to the predicament of business networking and visitor engagement in the wake of the COVID-19 pandemic with a unique online exhibition and conference platform for the exhibitors and visitors of analytica Anacon India & India Lab Expo, drink technology India, electronica India and productronica India, IFAT India, LASER World of PHOTONICS INDIA, MatDispens, PackMach Asia Expo, World Tea & Coffee Expo and The Smarter-E.

The unique online expo designed and managed in-house by Messe Muenchen India will provide a streamlined exhibiting experience to global customers while protecting data and providing a real-time dashboard view to exhibitors on their engagement with buyers. The platform will not only enable cross-selling products and services, but it will also maximize the audience reach as well as return on investment.

The extensive trade fair portfolio offered by Messe Muenchen India will be accessible globally, enabling international engagement by exhibitors and visitors in all time zones.

“The idea is to keep the flow of communication unrestricted, while the convenience and speed of b2b engagement remain quick and seamless. The newly developed platform will provide constructive solutions for networking and brand engagement. With the online expo, we aim to provide a stage for year-round visitor and exhibitor activities to foster business relationships, to connect, interact and transact”, commented Mr. Bhupinder Singh, CEO, Messe Muenchen India.

Messe Muenchen India's online expo will be held from December 9 to 11, 2020. It will showcase an extensive range of products and services covering a wide segment reach of electronics, laser, pharma, research, packaging, renewable energy, environment solutions, beverage, tea and coffee along with engaging webinars, panel discussions as well as the Buyer-Seller Forum.

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Press Release | October 28, 2020 | 2/2

About analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: Part of the analytica network are the trade fairs analytica China, analytica Anacon India and India Lab Expo in Mumbai and Hyderabad, analytica Vietnam and analytica Lab Africa.

Messe Muenchen India

Founded in 2007 as 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: bauma CONEXPO India, electronica India, productronica India, MatDispens, drink technology India, LASER World of PHOTONICS INDIA, Intersolar India/The Smarter "E" India, IFAT India, analytica Anacon India/India Lab Expo, Pharma Pro Pack, Indian Ceramics, Smart Card Expo, MatDispens, VRTECH India, World Tea & Coffee Expo, Pack Mach Asia Expo and AirCargo India. 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

Messe München

With more than 50 special trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. In total, every year more than 50,000 exhibitors and some three million visitors take part in the more than 200 events on the exhibition grounds in Munich, at the ICM – International Congress Center Munich –, at the MOC Veranstaltungszentrum Munich, and abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, as well as around 70 foreign representations for more than 100 countries, Messe München is globally present.