

**electronica India 2018**  
International Trade Fair for Electronic Components, Systems and Applications  
**electronica-india.com**

**productronica India 2018**  
International Trade Fair for Electronics Development and Production  
**productronica-india.com**

September 26-28, 2018, BIEC, Bengaluru

 **electronica India**  
inside tomorrow  
September 26-28, 2018  
BIEC, Bengaluru, India

 **productronica India**  
innovation all along the line  
September 26-28, 2018  
BIEC, Bengaluru, India

Bengaluru/Munich, August 28, 2018

## Press Release

# electronica India and productronica India bring the world of electronics together

- **Growing interest in the Indian electronics industry**
- **electronica India and productronica India welcome over 500 exhibitors from 27 countries**
- **High-ranking supporting program to capture trends and innovations**

**Bengaluru:** The last decade has seen the steady rise of the Indian electronic industry riding on the burgeoning sectors like mobile phones, flat panel televisions, notebooks and desktops and the ever-growing consumer appliances market. The already expanding automotive industry also had its fair share of contribution in the electronics industry with newer models and state of the art components and features. In addition, the constant endeavors by the Indian government have ensured modernization and upgradation across major sectors of the Indian industry leading to a robust growth for the Indian electronics industry.

Market leading trade fairs catering to electronics industry, electronica India and productronica India benefit from the growing and optimistic electronics industry in India. This year in Bengaluru, Messe Muenchen India will be organizing the biggest ever edition of the shows which have grown by more than 40% compared to the last Bengaluru edition. IPCA Expo, which focuses on the printed circuit board segment, is for the first time co-located with the trade fairs. The exhibition is co-organized by the Indian Printed Circuit Association (IPCA) and Messe Muenchen India and supported by the Electronic Industries Association of India (ELCINA).

**Bhupinder Singh, CEO of Messe Muenchen India stated:** “Over 500 technology suppliers from 27 countries will be displaying innovative electronic technologies this year in Bengaluru. This is a unique opportunity for application industries to source latest solutions and learn market trends. We bring the biggest ever edition of the trade fairs – which is a true reflection of the positive market sentiments.”

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**Press Release** | August 28, 2018 | 2/2

The trade fairs are scheduled for September 26 to 28, 2018 at the Bangalore International Exhibition Centre and will showcase the entire range of electronic technologies focusing on components, systems, applications and innovative electronics production technology.

### **New topics and discussions at the co-located supporting programs**

electronica India and productronica India will feature numerous supporting programs which are designed to enhance the knowledge and facilitate networking amongst the attendees. Key programs this year include the **India PCB Tech conference** focusing on the 'importance of a robust supply chain and value addition to strengthen the PCB sector in India'. **Advantage India summit** will feature the mobile manufacturing in India and the **CEO forum** the 'vision for quadrupling to a US\$ 400 billion electronics industry'. Another exciting conference will be the **e-Automotive conference** highlighting the automotive electronics.

### **Buyer-Seller forum creating a valuable business community**

The Buyer-Seller forum is designed in a way to bring exhibitors and visitors together thereby acting as a matchmaking partner. Taking forward the idea from the last edition on popular demand, the current edition is likely to generate over 1,200 face to face meetings fostering a healthy ecosystem in the industry.

**Singh concludes:** "The current edition of electronica India and productronica India reflects the growing popularity as well as the rising importance of the Indian electronic industry in the world. We are confident that our attendees will benefit from our knowledge-rich conferences and the vast spectrum of technologies on showcase."

**The upcoming 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](http://www.electronica-india.com) and [www.productronica-india.com](http://www.productronica-india.com).**

### **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.