

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
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Bengaluru, September 27, 2018

Press Release

High participation from the electronics industry on the opening day of electronica India and productronica India

- **Electronics technologies on display by 592 global and Indian companies**
- **Grand opening in Bengaluru attracted electronics professionals and enthusiasts**
- **Mobile manufacturing and future of mobility – key themes of Advantage India summit and e-Automotive conference**

electronica India and productronica India opened on September 26, with high participation from electronics professionals attending from across India. Held together with IPCA Expo, the trade fairs are open from September 26 to 28, 2018 at Bangalore International Exhibition Centre bringing the electronics community together.

Bhupinder Singh, CEO of Messe Muenchen India, is delighted with the scale of the fairs: “The number of exhibitors has increased by 40 percent this year – making this Bengaluru edition the largest ever. electronica India and productronica India are bringing top global manufacturers and suppliers from 27 countries – strongly outlining the internationality of the trade fairs.”

Rajoo Goel, President of the Electronic Industries Association of India (ELCINA), added: “ELCINA has been associated with electronica India and productronica India shows for many years and has seen the trade fairs grow tremendously. New electronics innovations which are ready to be implemented in the Indian market are the highlight of the show. We can see so many new companies this year who are displaying their products.”

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Press Release | September 27, 2018 | 2/2

Kushal Patel, President of the Indian Printed Circuit Association (IPCA), stated: “India is the only country where The World Electronics Circuit Council is represented by ELCINA and IPCA. Being the president at IPCA, I firmly believe that our association with electronica India and productronica India will lead the PCB Industry to a robust growth by creating a healthy ecosystem for buyers and sellers. Our collaboration is a major step that towards the development of the PCB industry in India and we are confident that it will create massive growth opportunities for the sector.

Valuable conferences and matchmaking supporting programs

On the opening day, two concurrent conferences, Advantage India summit and e-Automotive conference took place. They were attended by major representatives from the electronics industry who discussed numerous shared challenges, connected with potential partners and suppliers and learnt new trends. The Buyer-Seller forum was fully-packed due to high interest from the community to make new contacts and build future business prospects. Some of the participating buyers are from Bosch Automotive, Godrej & Boyce, Intel, Lava International, Reliance Jio, Samsung India, Schneider Electric, TVS Motor company, Whirlpool among many others.

The Advantage India summit highlighted the theme ‘Bringing the billion together: mobile manufacturing, the way ahead’. The program engaged experts deliberating on opportunities and challenges in the mobile manufacturing eco-system in India. Delegates representing most of the major mobile manufacturing companies also discussed how India can take a leap in mobile manufacturing and what key learnings can be derived from the global manufacturing processes, which can be immediately implemented in the Indian sub-continent.

The e-Automotive conference outlined the theme ‘Future of automotive mobility’. It was very well attended and covered the ecosystem for electric vehicles (EV) in India, battery technology for EV and hybrid vehicles as well as market trends in the Indian automotive sector.

Press Release | September 27, 2018 | 3/3

Next two days: creating more value for the community

The supporting program of days two and three will offer even more opportunities for exchange of knowledge, discussion, and networking: The e-Automotive conference, the CEO Forum, the India PCB Tech conference and the IPC India workshop will cover the entire electronics eco-system and discuss important concerns shared by the industry.

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electronica India and productronica India are taking place from September 26–28, 2018 at BIEC, Bengaluru. More information is available online at www.electronica-india.com and 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.