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## Press Release

### **electronica India and productronica India set new record with the 2019 edition**

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- **673 exhibitors from 18 countries**
- **26,310 visitors**
- **1,500+ meetings at the Buyer-Seller forum**

electronica India and productronica India 2019, a marquee event that gave a glimpse of the future, in the rapidly evolving area of Electronics System Design & Manufacturing (ESDM), ended today on a high note. The record-breaking edition saw participants from across the world revealing new and exciting trends for the growing electronics industry in India.

electronica India and productronica India 2019 along with the co-located trade fair IPCA Expo, were spread across 33,000 square meters, with 673 exhibitors from 18 countries showcasing their latest technologies, products and services. 26,310 visitors attended the trade fairs and the supporting programs to see the futuristic solutions on display at the exhibition grounds.

The number of visitors rose by 35 percent over the previous Delhi edition. Jointly held with IPCA Expo and Smart Cards Expo, the synergies between the trade fairs have resulted in the setting of these new records. The trade fairs took place from September 25–27, 2019 at the India Expo Centre, Greater Noida.

“We are pleased with the response the trade fairs and the supporting programs received. We plan on stepping up the game a few notches more and outdoing ourselves in the next editions,” commented Mr. Bhupinder Singh, CEO of Messe Muenchen India.

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“The 2019 editions of electronica India and productronica India have shown remarkable growth in the international and domestic participation. We are glad to be providing this stage to the global brands to reach out to the growing Indian market,” commented Mr. Falk Senger, Managing Director of Messe München GmbH.

The exhibition covered a variety of interesting segment hinged around concepts like semiconductors, electronic components, Surface Mount Technology (SMT), Electronic Manufacturing Services (EMS), Printed Circuit Board (PCB), amongst others.

The growth potential of the Indian electronics market is highlighted by the presence of countries and regions pavilions, from China, Korea, Singapore, Taiwan (Chinese Taipei) and the United Kingdom showcasing their latest products to support the growing manufacturing market in the region.

“The quality of customers at electronica India is beyond our expectations. The show also gives us the opportunity to increase our brand image and awareness. Association with electronica India has been very fruitful for the past seven years and we look forward to the future opportunities,” commented Alex Oh, Senior Sales Manager, Hirose Electric Singapore Pte Ltd.

“We have been participating in productronica India in the past ten years and we can see very good response. Every year the size of the trade fair and number of visitors is increasing. productronica India is one of the medium, which helps us to demonstrate our equipment to the existing and new customers,” explained S. S. Bist, General Manager, Maxim SMT Technologies Pvt. Ltd.

“This is our fifth year of participation in electronica India and we thank this platform for the opportunity to address our customers and extend our brand awareness. We are looking forward to increasing our business in India and electronica India supports our strategy. The response has been very good and

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we had interesting meetings,” said Selva Kumar, Director - Operations, Nichicon Electronics India Pvt. Ltd.

### **Supporting Program – Conferences and Forums**

The 3-day event also hosted supporting programs designed to fulfil the needs of the growing electronics industry. The India PCB Tech conference, which aims to create a focused knowledge forum to promote the PCB industry in India, was highly appreciated.

The e-Automotive conference provided powerful, engaging, disruptive and progressive strategic focal points to the stakeholders of the automotive industry and the CEO Forum focused on “Realizing the vision of a trillion US\$ digital economy–The role of components and design led manufacturing”. The sessions and workshops covered the entire electronics eco-system and discussed the key concerns shared by the industry.

The Buyer-Seller forum saw a remarkable attendance with a high interest from the electronics community to make new contacts and build future business prospects who engaged in more than 1,500 meetings. Some of the participating buyers were Amararaja Electronics Ltd, Denso India Pvt Ltd, Havells India Ltd, Liebherr Appliances India Pvt Ltd, Napino Auto & Electronics Ltd., Robert Bosch Engineering & Business Solutions Pvt Ltd, Samsung Electronics India Pvt Ltd, Secure Meter Ltd, Valeo India Pvt Ltd, Vivo Mobile India Pvt Ltd, Whirlpool Corporation.

Mr. Manish Khosla, Purchase Head, Magneti Marelli Powertrain India Pvt. Ltd. shared: “The buyer seller platform is an excellent platform as we are able to meet number of suppliers in a short span of time, the good factor and benefit is we were able to meet global suppliers who otherwise are not easily available for face to face meeting.”

Part of the event was a hand-shake ceremony of Messe Muenchen India with Samsung Electronics preceded by Mr. Bhupinder Singh, CEO of Messe

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Muenchen India and Mr. KwangWoon Bae, Vice President Procurement of Samsung Electronics. The trade fairs furnish a conducive platform for Samsung Electronics to procure locally and source from India for their largest manufacturing unit in the country.

Find out more about the trade fairs at [www.electronica-india.com](http://www.electronica-india.com) and [www.productronica-india.com](http://www.productronica-india.com).

### **electronica India**

Founded in 2000, electronica India is the leading innovative platform that focuses on electronic components, systems, applications and solutions in India.

### **electronica worldwide**

electronica India is part of Messe München's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica China, Smart Cards Expo, electronicAsia as well as productronica China, productronica South China, productronica India and LOPEC.

### **productronica India**

productronica India is the leading innovative platform that focuses on electronics production technologies. The trade fair features first-rate forums and events, which highlight the latest market trends and technologies.

### **productronica worldwide**

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### **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

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Ceramics. In the coming years Messe Muenchen India will include more verticals keeping in mind its international expansion strategy.