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## **New records set by electronica India and productronica India in Bengaluru: More visitors, more exhibitors and more exhibition space**

- 17 percent more visitors than the previous Bengaluru edition
- Largest representation of electronics community reflects on positive industry growth
- Strong accompanying conferences offered added value to attendees

electronica India and productronica India set new records by bringing together 17,968 visitors and 425 exhibitors, representing over 650 companies showcasing innovative products, solutions and technologies from September 21–23 at Bangalore International Exhibition Centre in Bengaluru. The participants were extremely satisfied with the presentation of technologies and accompanying programs at the trade fairs and their growth, recorded in all important areas – the number of visitors, the number of exhibitors and the area occupied.

Bhupinder Singh, CEO of Messe München India said: “2016 marks as the strongest year for the trade fairs with overwhelming feedback from our exhibitors and visitors. At Messe München India, we work closely together with industry stakeholders to offer professional trade fairs keeping in mind the priorities of our customers.”

“We feel that productronica India holds a lot of importance for the industry as it brings all the industry stakeholders under one roof. We have been associated with the trade fair since its inception, so this speaks about the quality of the fair”, said Chris Kimble, Trans Technology India.

A major highlight of the trade fairs was the CEO Forum focusing on the topic ‘Invest in India’ jointly organized with the Electronic Industries Association of India (ELCINA). The program took place for the very first time on 21 September 2016 and brought together delegates looking for new business opportunities across India. About five Indian states including Chhattisgarh, Haryana, Jharkhand, Odisha and Rajasthan participated in the CEO Forum and discussed lucrative investment opportunities for domestic and international electronic manufacturing companies. The state representatives engaged in face-to-face meetings with potential investors as part of our Business 2 Government (B2G) Forum initiative.

Top decision-makers from across India attended the power-packed conferences, which offered them learning and networking opportunities.

Programs such as

- EmbedAsia, an international conference with focus on ‘automotive and avionics’ applications of embedded systems and technologies;
- IoT Conference with focus on ‘Making IoT work, artificial intelligence’;



- India PCB Tech organized jointly with ELCINA focusing on 'Make PCB in India — strengthening the backbone of electronics manufacturing' were all well received.

Other key programs, such as IPC India Technical Conference, IPC India Professional Development Workshops and IPC Hand Soldering Competition, conducted by IPC India, were also well attended.

“As buyers, we are always keen to see new technologies and new suppliers in the industry. We met our objectives of attending as we were able to explore a wide range of products and solutions”, said Prashant Singh, Head – Sourcing, Panasonic Automotive India.

Networking programs such as the Buyer Seller Forum generated huge interest and reported strong participation. Top decision makers conducted over 1,000 face-to-face meetings with the exhibitors. Among many others, the following companies participated, representing the application fields automotive, consumer electronics, telecommunications and more - MINDA Corporation, AmaraRaja Electronics, Bosch, LAVA International and L&T Heavy Engineering and many more.

“We engaged in the buyer seller forum that brought together some of the key buyers we were looking for. Our overall participation at electronica India has been fruitful. As industry’s leading trade fair – electronica India brings together a large base of customers together”, said Rajesh R Pranesh, Bosch Automotive India.

Singh concluded by saying: “electronica India and productronica India achieved impressive results with very satisfied exhibitors and visitors. The growth in participation figures reflects the positive outlook of the electronics industry. We are confident that the momentum will continue in the future.”

The next electronica India and productronica India will be held from 14–16 September 2017 at Pragati Maidan, New Delhi and will be co-located with LASER World of PHOTONICS INDIA to create synergies and added value for attendees.

Find more information about the trade fairs at <http://electronica-india.com/> and <http://electronica-india.com/>

### **About Messe München 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 München 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 München 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 München India will include more verticals keeping in mind its international expansion strategy.

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