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Record number of high quality visitors – unprecedented increase in exhibitors at electronica India and productronica India 2018

Final report

After three action-packed days, India’s largest electronics trade fairs concluded in an upbeat mood today. The visitors spent their time networking and experiencing the latest technologies from all over the world.

- 592 exhibitors from 27 countries
- 25,000+ visitors
- 8 country pavilions

As compared to the past edition, the exhibitor numbers grew by 30 percent with a strong increase in the number of exhibiting countries. The participants from around the world revealed the new trends which are meaningful for the growing electronics industry in India.

With over 25,000 visitors, the trade fairs delivered unprecedented results. The number of visitors rose by 34 percent over the previous edition. Jointly held with IPCA Expo, the synergies between the trade fairs have resulted in the setting of these new records. The trade fairs took place from September 26–28, 2018 at Bangalore International Exhibition Centre in Bengaluru.

“The innovation platform for the industry”

In view of these record figures, Bhupinder Singh, CEO of Messe Muenchen India, stated: “electronica India and productronica India are the trade fairs representing the electronics community in India. We are pleased with the overwhelming results and extremely positive feedback from our exhibitors on the quality of attendees. The huge participation at the networking forums has reinstated our position as the most important innovation platform for the industry.”

Participants admire the show’s comprehensive coverage across each industry sector:

Prasad Bakre, Head—India, Sumida Trading Pte Ltd., said: “We witnessed a phenomenal number of footfalls at our booth that enabled us to experience and plan for immense growth opportunities. Also, the

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productronica India | International Trade Fair for
Electronics Development and Production

Date: Sep 25 - 27, 2019

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ambience at the venue was extremely conducive for growth and we are very happy with the hospitality and the organizational abilities displayed by the team at Messe Muenchen India.”

Kai Hold, Marketing Manager, PIC GmbH, said: “We have been doing business in India for more than ten years now and we are a long-term exhibitor at electronica India. The event has helped us in building a solid customer base and each season we are connecting with more and more potential clients at the trade fair. We are pleased to see the response and are also looking forward to enhancing our production processes in India to efficiently serve a growing customer base.”

D. N. Srinivasa, Section Manager—Sales, Mahindra CIE Automotive, said: “electronica India and productronica India are very stimulating trade fairs for the electronics sector as they provide tremendous opportunities for exhibitors to showcase their latest technologies. One of our primary aims of participating in these trade fairs is to display our latest products to all our potential customers. All in all, the trade fairs have been very fruitful for us, from the point of developing new business connects.”

The growth potential of the Indian electronics market is reflected by the presence of eight country pavilions including China, Germany, Korea, Singapore, Taiwan, the United Kingdom, and for the first time the European Union and Sri Lanka.

Visitors extremely satisfied with supporting programs

Designed to fulfill the needs of the growing electronics industry, eight conferences and workshops took place during the three days. While the Advantage India summit focused on the trends in the mobile manufacturing market in India, the e-Automotive conference deliberated on the future of mobility in the Indian automotive sector. The conferences, highlighting upcoming technological trends, were very well attended.

The CEO forum, the India PCB Tech conference and the IPC India workshop also covered the entire electronics eco-system and discussed the key concerns shared by the industry.

Expanding business network at the Buyer Seller forum

Buyers from all industry sectors looking for innovative, new-to-market electronics technologies met participating exhibitors at the Buyer-Seller forum on all three show days. The fully-packed lounge witnessed engaging discussions between decision-makers. More than 1,250 individual meetings took place with brands such as Bharat Electronics, Hella Automotive, Samsung India, Secure Meters, Valeo to name a few.

One of the buyer participant, Hardeep Singh Gill, representing Bharat Electronics Limited shared: “electronica India and productronica India trade fairs are growing each year. The exhibitions are interesting every year with some of the most advanced and disruptive technologies being showcased. Buyers like us are hugely benefited by attending. We have also interacted with several exhibitors and closed some discussions with serious sellers. It was a great a experience interacting with most sellers and we are really excited to again attend the trade fairs.”

Singh concluded: "Overall the trade fairs have been extremely successful. The response received for the next edition in Delhi is also overwhelming and we are looking forward to even bigger editions of the trade fairs."