



Leading the manufacturing fraternity to Prosperity

ENGINEERING EXPO
India's Premier Industrial Trade Fair

The industrial climate in India is highly enthused as the economic environment is showing signs of revival. In this backdrop, Engineering Expo will return to Ahmedabad for the eighth successive year in December 2009. Acting as a catalyst in dispersing knowledge, it will provide a conducive business platform to the Gujarat industrial sector as a whole. It will bring together participants from the entire manufacturing sphere and act as a one-stop-shop, thus benefitting the exhibitors as well as the visitors. Supported by a number of leading industry associations and a host of business publications, Engineering Expo to be held from December 18-21, 2009, will surely play a vital role in enhancing the manufacturing sector and sustaining the tempo prevalent in Gujarat.

Recognised for its vibrancy and entrepreneurial spirit, Gujarat is considered to be one of the most industrially developed states in India with respect to industrial investment, value of production and value-addition in industrial sector. Inferring from the present scenario where the Indian economy has begun to rebound, Gujarat assumes a pivotal role in the fast changing business dynamics. In this situation, trade fairs also assume significance as they can help companies to foster business and trade. Doing exactly this for the last eight years, Engineering Expo has become one of the major trade platforms for the industry as it caters to the needs of industrial growth.

To be held in Ahmedabad from December 18-21, 2009, the Expo would enlighten the manufacturing community about a variety of products, which will help boost its efficiency. It will reinforce the belief that Gujarat, especially Ahmedabad, is an important market, and this is a key reason for organising the Expo here, every year.

8th Edition
200+ Exhibitors
25,000+ Business visitors

Gujarat: Leading the way

The state has achieved impressive economic growth rates due to its inherent spirit of entrepreneurship. "Gujarat has surged ahead as an important manufacturing destination. The industrial infrastructure is among the best-9 SEZ, 12 industrial parks and about 30 product clusters. There is a significant presence of the steel, auto & auto ancillaries, heavy engineering, power, machine tools and industrial machinery



We have been regularly exhibiting at the Expo and we expect more number of real buyers during this event. We believe that the Engineering Expo team will take care of this, as it knows very well the expectations of participants and buyers. We will showcase some of the latest innovations in material handling at the exhibition.

Naman Joshi, director, Solutions 4 Energy ◀

industries. All these areas hold extremely attractive prospects for companies like ours, which are active in the metal cutting, abrasives, medium transfer, test rig and machine tool accessories technologies," says Nikhil Nayak, executive director, NN

Combined Engineering Agencies (CEA), one of the participants of Engineering Expo-Ahmedabad.

The state's economy and overall development has gathered tremendous momentum over the past few years, and specifically engineering industry has witnessed an increase in investments in the last couple of years. A case in point is Tata's Nano Car Project at Sanand near Ahmedabad. This development is expected to increase the demand for engineering products. "Gujarat is now India's emerging market for automotive sector. Going forward, it is likely to become a preferred automotive components supplier region for the automobile manufacturers from all over India," says Zuzer T Lokat, MD, ITS Tooling.

The state also has well-developed infrastructure facilities, which are considered essential for sustainable industrial development. "The quality and number of ports that are coming up in Gujarat is an indication of the strong industrialisation in the future. Even the areas (like the Kutch region) that used to be remote earlier is one of the fastest and most developing areas in Gujarat. The infrastructure like the roads, etc. is also of the best quality. The people of Gujarat are pro-business minded and the business environment is quite favourable," avers Rajeev Lath, director, Dewas Techno Products.

The mega show

Having earned a strong industry connect and generated envious business deals during the previous editions, this Infomedia 18 event is strongly supported by a whole range of Infomedia 18's in-house business-to-business (B2B) magazines, like *SEARCH*, *Modern Machine Tools*, *Chemical World*, etc., catering to almost all the industry verticals. Being promoted by CNBC TV18, it is all set to provide a favourable environment to exchange technological know-how and develop vendor bases.

The Expo serves as a platform for Indian and foreign companies to exhibit their products and services, to interact with potential buyers, get new business

Date	: December 18-21, 2009
Venue	: Ahmedabad Education Society Ground, Drive-In Road, Ahmedabad
Admission	: Pre-registration & on-spot registration
Exhibition Ground	: 12 km from airport and 6 km from Ahmedabad railway station
Online Registration	: www.engg-expo.com
Timings:	
Business visitors	: 10 am to 3 pm
General visitors	: 3 pm to 7.30 pm

safety and environment, general engineering, material handling equipment, logistics, testing and measuring equipment, pipes tubes fittings and welding equipment & accessories. The Expo will be spread across 1,00,000 sq ft with more than 200 participants and an estimated 23,000 footfalls including a flurry of engineers, technocrats, government officials, manufacturers, traders and corporates.



NN Combined Engineering Agencies has been associated with several of the well-established firms in Gujarat for some time, but the enormous growth in the manufacturing sector in the state requires us to increase our presence in this market. We have chosen Engineering Expo at Ahmedabad to make our presence felt with a select range of products, which have been well-received by the Gujarat market along with a few new products, with which we plan to target select industrial segments—power, automobile and nuclear. We would like to develop new business contacts with many companies in the SME segment, which is an attractive segment for our company.

Nikhil Nayak, executive director, NN Combined Engineering Agencies ◀

leads and forge new partnerships. Large, medium and small industries from the manufacturing and services sector will be showcasing their latest products and technologies. Leading engineering companies such as AVG Automation, Bearing & Tool Centre, BTH Electricals (Guj), Compucare, Meghna Infotech, Valgro Engineers, etc. comprise the esteemed exhibitors list at the Expo. The exhibition will have pavilions dedicated to machine tools and accessories, process machinery and equipment, electrical and electronics, hydraulics and pneumatics, automation & instrumentation, packaging & auxiliaries, IT products and services,

Flashback

With over 200 exhibitors and more than 16,000 business visitors, the Engineering Expo 2008 generated a business of around Rs 25 crore. It eminently provided an ideal mix of a vast range of exhibitors, standard amenities and visitors. The event was supported by All India Association of Industries, Rajkot Engineering Association and CNBC TV18. The media partners of the event were the *Economic Times* and *Outlook Business*. With more than 89 per cent satisfied exhibitors and an equal percentage of quality business visitors, it generated more than 5,000 business leads. Further, the visitors to the event



▲ Inauguration of Engineering Expo-Ahmedabad 2008



Gujarat is now India's emerging market for automotive sectors. Going forward, it is likely to become a preferred automotive components supplier region for the automobile manufacturers from all over India. Our expectation from this Expo is to get brand & company recognition in the Gujarat market, which in future will require a consistent supply of quality metal working tools due to an increase in demand and installation of high productive CNC machines. We will display TRUCUT product range, which includes solid carbide rotating tools for metal working industry like drills, end mills, reamers, form tools, etc.

Zuzer T Lokat, managing director, ITS Tooling ◀

were from prominent organisations like Bharat Petroleum Corporation (BPCL), Ingersoll Rand and Indian Space Research Organisation, among others.

The SME connect

The small and medium-sized enterprises (SMEs) sector is very critical for the growth of emerging markets like India. The SME sector is of the opinion that more opportunities are in the pipeline as many MNCs are planning to enter India. Engineering Expo will provide SMEs opportunities not just to display their products, but also to witness some of the latest technologies to grow their business. "The entrepreneurial spirit of the state is evident in a vibrant SME segment, which comprises over 3 lakh enterprises—an attractive market for our company. We would like to develop new business contacts with many companies in the SME sector, which is an attractive segment for our company. The SME segment plays a vital role in the supply chain of various industrial sectors and provides a lucrative market for the metal cutting industries," states Nayak.

Market full of opportunities

Gujarat houses a number of multinational corporations, private sector companies, public sector enterprises and medium and small-scale units. Companies will use the platform provided by the Expo to build business contacts and expand their market in the state. Nayak avers, "CEA has been associated with several well-established firms in Gujarat for some time, but the huge growth in the manufacturing sector in the state requires us to increase our presence in this market. We have chosen the Engineering Expo at Ahmedabad to make our presence felt with a select range of products that have been well-received in Gujarat along with a few new

products, with which we plan to target select industrial segments like power, automobile and nuclear."

Exhibitors can use the Expo to promote their brands and products to target customers. "Our expectation from this Expo is to get brand and company recognition in the Gujarat market, which in future will require a consistent supply of quality metal working tools due to an increase in demand and installation of high productive CNC machines. We will display TRUCUT product range, which includes solid carbide rotating tools for metal working industry like drills, end mills, reamers, form tools, etc.," says Lokat.



Being a generalised (that is not dedicated to one sector only) exhibition, we are expecting attendance from all the sectors in the Engineering Expo. This would help us to introduce our company and products in all the industrial sectors. We would display different storage solutions that would suit various sectors in the present industrial scenario in India. The products would be very economical, easy to use/handle and of high quality.

Rajeev Lath, director, Dewas Techno Products ◀

Being an all-inclusive engineering show, allied sectors will use this opportunity to reach out to a number of industries. "Being a generalised (that is not dedicated to one sector only) exhibition, we are expecting attendance from all the sectors in the Engineering Expo. This would help us to introduce our company and our products in all the industrial sectors. We would display different storage solutions that would suit various sectors in the present industrial scenario in India. The products would be very economical, easy to use/handle, and of high quality. We are working on designs that would be affordable for any kind of industry," says Lath.

A platform for innovation

Visitors will get an opportunity to see some of the latest innovations from

across the globe. Nayak observes, "At Engineering Expo, we will be targeting the cutting tool market with a product offering from three of the leading companies in their respective areas—Mapal Dr Kress KG (high performance tooling for boring, finish boring and reaming operations), Hartmetall Werkzeugfabrik Paul Horn GmbH (grooving technology) and botek Präzisionsbohrtechnik GmbH (deep hole drilling solutions). We also plan to display the product line from Dittel Messtechnik GmbH (a leading company in the monitoring of grinding machines), Brush Research Manufacturing Co (flex hone product line), and Gesellschaft fuer Antriebstechnik GmbH (having products for the wind, steel and power sectors)."

Some of the companies will use this opportunity to display their latest offerings. "We have been regularly exhibiting at the Expo and we expect more number of real buyers during this event. We believe that the Engineering Expo team will take care of this, as it is aware of the expectations of participants and buyers. We will showcase some of

the latest innovations in material handling at the exhibition," says Naman Joshi, director, Solutions 4 Energy.

See you in Ahmedabad

Equipped with all the prerequisites—participants and visitors who mean business, best infrastructure, organisers, vast media coverage, supporters and partners with reach—the event has gained in stature over the years. The remarkable response received from the earlier exhibitions is testimony to the fact that this is the one and only trade fair that caters to the diverse needs of engineering. As the who's who of the industry will be present at the Expo to improve reach, seize opportunities and achieve profitability, it will surely act as a nodal point to generate fruitful business leads. ■