

Opportunities to tap emerging markets

Going by the past experiences, the slew of activities by way of tie-ups and business leads generated, Indore will soon play host to a plethora of opportunities that the second edition of Engineering Expo presents. The expo is all set to serve as a window of opportunity to the latest engineering equipment and technologies, besides providing a favourable environment to exchange technological know-how and develop vendor bases. An insight...





2nd Edition
200+ Exhibitors
15,000+ Business Visitors

Date: February 19-22, 2010

Venue: Poddar Plaza, Gandhi Hall, M G Road, Indore

Admission: By registration and on spot

Exhibition Ground: 10 km from airport; 5 km from Indore railway station

Online Registration: www.engg-expo.com

Timings:
Business visitors: 10 am to 3 pm
General visitors: 3 pm to 7.30 pm

In this age of ever-changing business dynamics, no organisation is leaving any stone unturned to satiate the ever-growing demands of the customers. This brings to the fore the criticality of knowing and understanding customers in a better way. More so, it is critical when the economy is going through one of the most tumultuous times. Here lies the significance of trade fairs where buyers & sellers come together and offer innovative solutions to meet the customer demands effectively. Having proved its mettle during the last eight years, Engineering Expo has become a brand to reckon with. With vast experience in providing exhibitors and visitors a trade platform to boost their bottom line, the Expo has been crossing milestones every year.

Strongly backed by an array of in-house business-to-business magazines such as *SEARCH*, *Modern Machine Tools* and *Chemical World*, it provides the reach to a host of industrial segments, helping exhibitors find prospective clients. More so, being promoted by CNBC TV18,

Engineering Expo has set its sights on the future of manufacturing by instilling fresh insights and showcasing innovative products & services.

Throwing light on the performance of Engineering Expo in the last eight years, Lakshmi Narasimhan, CEO - Publishing, Infomedia 18, avers, "The brand Engineering Expo is a brilliant example of starting humble and achieving an enviable feat over the years. Apart from the commercial aspect, the increasing confidence and trust of the Indian manufacturing industry that we enjoy is very reassuring. With opportune times ahead, this season of Engineering Expo is brimming with prospects."

Indore beckons

Indore, the commercial capital of Central India, is a favoured test market for industries. The city is the single-largest business centre of the state commanding most of the volumes in trade, industry and services, compared to other cities. Machine tool is strong in this region and so is textile. Pithampur

near Indore is one of the largest hubs of vehicle and automobile industries in India. Well-known industrial houses have opened factories and plants in Indore.

The exhibition arena at Indore will bring together some of the biggest names from the industry, both from India and other parts of the world. Machine manufacturers, raw material manufacturers, distributors and financial organisations will all be a part of this Expo.

Innovation on display

Gauging the lucrative prospects of the Indian economy, companies are vying for a major share of the pie. In order to achieve this goal, they are coming up with a host of innovative products and services to serve their customers in a better way. Time and again, Engineering Expo has proved to be a preferred point of display of the latest innovations in the field of engineering. This time too the event will witness the convergence of the entire manufacturing and engineering industry, besides 200+ exhibitors from the plastics and packaging fraternity alone.

Further, this expo will witness participation from various sectors like machine tools, hydraulic & pneumatic systems, fluid power, rubber, plastics, packaging, electrical & electronics, pumps & valves, automation systems, material handling equipment, instrumentation & control equipment, chemical plant & machinery, pharmaceutical machinery, safety equipment, wires & cables, adhesives & sealants, automotive components, IT products & services and general engineering.

PlastPack joins hands

The fourth edition of PlastPack would be held as a joint event along with the second edition of Engineering Expo - Indore. Commenting on this, Subhash Chaturvedi, founder president, Indian Plast Pack Forum, says, "Our organisation had supported the maiden edition of Engineering Expo - Indore and observed that infrastructure & facilities created there were at par with national standards. It was a great initiative by the organiser

Exhibitors speak

Praveen Agarwal

president, Indian Plast Pack Forum

We expect Engineering Expo to help the economy come out of the slowdown by providing an impetus to the auto industry of the region. IPPF's members, comprising industrialists & businessmen, are always on the lookout for diversification & expansion opportunities. Engineering Expo shall definitely open a new window for all such members.

Mehul Thakkar

proprietor, Vrajlal and Sons

We expect top companies to exhibit in the forthcoming Engineering Expo at Indore. We hope to garner good contacts for expanding our client base. We will display all sorts of packaging solutions including packaging machinery. Our organisation is performing up to the mark and we expect to outperform ourselves in the coming year with the help of this event.

Anil Jha

proprietor, Anju Agenices

Engineering Expo is emerging as a good platform for us. The products to be showcased by us will include pharma processing and packaging machinery. Engineering Expo has been extremely positive for our business, giving way to new trade enquiries. We hope the forthcoming Expo too brings positive surprises for our business.

to put in order for the first time an event of such stature in a tier II city like Indore. Further, the good visitor response surpassed the expectations of exhibitors, who reported a host of interesting contacts and detailed business. This underscores the role Engineering Expo continues to play in creating significant business opportunities. Hence, we believe that our association with the show will go a long way in benefitting the participants (exhibitors as well as visitors) from the plastics and packaging industry."

Further, to showcase the competencies of Indian small-scale industries (SSIs) and to capture market opportunities, National Small Scale Industries Corporation Ltd (NSIC) too has joined hands with the forthcoming edition. On the occasion, Sanjay Rautela, deputy general manager, NSIC, says, "We participate in select international and national exhibitions and trade fairs every year. NSIC facilitates the participation of the small enterprises by providing concessions in rental. Further, participation in these events exposes

SSI units to international practices and enhances their business prowess."

Indore: A recap

In its first edition, Engineering Expo - Indore achieved stupendous success and reiterated its commitment of providing a perfect trade platform for companies. Besides generating Rs 20 crore worth of business, it attracted more than 150 exhibitors and over 12,000 visitors. The show also focussed on bringing in large buyers in the form of delegations from Volvo Eishar, Indo German Tool Room, Kinetic, Larsen & Toubro Ltd, Kirloskar Brothers Ltd, Ranbaxy, Bridgestone, and many more.

The countdown begins...

Garnering growth and facilitating trade opportunities, Engineering Expo - Indore is gearing up to instill positivity and confidence among the engineering fraternity by bringing in promising prospects. It is now action time for the manufacturing industry to make the most of these opportunities. 