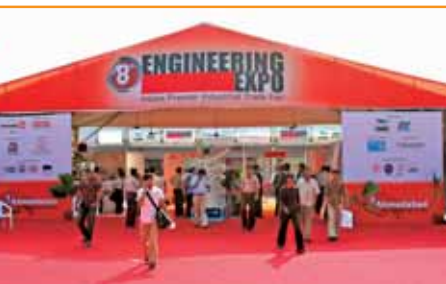


# Reinforcing business vistas

Gujarat, considered to be one of the most industrially developed states in India, is likely to play a pivotal role in today's fast-changing business dynamics. In this scenario, Engineering Expo – Ahmedabad proved to be a catalyst in dispersing knowledge and a platform for participants to foster business & trade ties. Riding high on the revival mode, the mega event reinforced the growth story of the Indian manufacturing sector. A report...



The engineering industry is the backbone of the Indian economy. Boasting of a robust infrastructure aided by state-of-the art facilities, Gujarat has opened up its economy to cater to the growing needs of industry. Thus, it has emerged as a preferred destination for the manufacturing industry. As leaders from the industry gathered at the 8<sup>th</sup> edition of Engineering Expo - Ahmedabad, it was loud and clear that the Indian manufacturing sector was gearing up for robust growth in near future.

ancillary sector, power generation equipment and alternative energy, among others. And, an expo of this scale provides the right opportunity to expand our business horizon by sharing knowledge and ideas. It will definitely boost industries and motivate Gujarat's manufacturing sector. The Engineering Expo is a platform through which manufacturers and visitors can meet people with same interests. This would obviously help boost vendor confidence of this region."

In his speech Modi stated, "The Gujarat government has played an active role in strengthening the business environment in the state. The manufacturing industry in the state looks promising and the upcoming port infrastructure in Gujarat will attract a lot of downstream industries here." Stating that the Expo would provide an excellent platform to various industries in the engineering sector to market their innovative products and share their rich experience, ideas & expertise through a fruitful exchange of

## Inaugural session

The Expo was inaugurated in the presence of Rupesh C Shah, president, Gujarat Chamber of Commerce & Industries (GCCCI), and Pankaj Modi, COO, Mundra Port & Special Economic Zone Ltd. Speaking on the occasion, Shah observed, "Gujarat has a bright future and we are poised to gain a quantum leap in our industrial growth. Some of the emerging sectors in Gujarat include automotive & auto

**200+ Exhibitors**  
**21,500+ Business Visitors**  
**Rs 40 crore+ business generated**  
**Wide coverage in regional as well as national newspapers**

thoughts, Modi wished all the exhibitors and participants fruitful business during the Expo.

During the function, a CD having a list of all the exhibitors of Engineering Expo - Ahmedabad and their key details was unveiled. This wealth of information can be used as a ready-reckoner to source engineering & allied products & services.

### A medium for success

Engineering Expo was organised by Infomedia 18 - the publishing arm of one of the biggest media conglomerates, Network 18 Group. The Expo was able to generate fabulous business deals due to its strong industry connect and wide publicity. This Infomedia 18 event was strongly supported by an array of 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 provided a favourable environment to exchange technological know-how and develop vendor bases. The event got extensive coverage not just in local newspapers, but also in national dailies like *The Times of India*. For better facilitation of trade & business, the organiser brought a newsletter on the second day, which was circulated among the exhibitors & visitors. The Expo had Kirloskar Oil Engines Ltd and AVG Automation as power and automation partners, respectively.

### All-in-one show

The 8<sup>th</sup> edition of Engineering Expo-Ahmedabad brought together more than 200 exhibitors from across the country, showcasing their latest products, technologies and innovations for the manufacturing industry under one roof. The four-day mega event witnessed more than 21,500 visitors and business worth more than Rs 40 crore was generated.

There were dedicated pavilions for process machinery & equipment;

## Exhibitors speak

### Naman Joshi

director, Ghanshyam Group

We have got very good response from the visitors. The Expo has helped us successfully promote our indigenous machines to the masses that were from unexpected corners of the state.

### Parag Shukla

technical director, Micon Automation Systems Pvt Ltd

We had on display a range of process instrument measurement devices, communication products and HVAC products. We got many dealers and distributors for range of products and this will definitely help us in expanding our reach.

### Parag Patel

proprietor, Samruddhi Industries

We exhibited precision measuring instruments aimed at mechanical, piping and fabrication industries and pharma sector. Over four days we sold more than 500 pieces of our products. With the number of inquiries we have received, we are sure to have a 10 per cent rise in our business. The responses have been overwhelming and we have already booked our presence for next year.

### N G Kumar

chief executive, Qmarz Mechatronic & Metrology

We have displayed machines that can be used for cylindrical and internal grinding machines primarily for the bearing industry. Our machines on exhibit ranged a price from Rs 1 – Rs 9 lakh. We are participating for the first time in the Expo and aim to make business worth Rs 1 crore per annum from Ahmedabad market.

electrical & electronics; hydraulics & pneumatics; automation & instrumentation; packaging & auxiliaries; IT products & services; safety & environment; general engineering; material handling equipment; logistics; testing & measuring equipment; pipes, tubes & fittings; welding equipment and accessories.

Exhibitors from across India participated in this Expo, making it truly a pan-India event. Some of the leading companies included Solutions 4 Energy Pvt Ltd (Vadodara), Jayshree Machines (Rajkot), Shah Sales Corp (Indore), AVG Electronics Pvt Ltd (Bengaluru), EOS GMBH (Chennai), GKS Engineering Pvt Ltd (Coimbatore), Carboline Toolings (Hyderabad), Dewas Techno Products Pvt Ltd (Dewas), Delta Power

Solutions India Pvt (Gurgaon), Hi Tech International (Ludhiana), Fivebro Water Services (Mumbai), Kamar Infrastructure (Mumbai), CTR Manufacturing Industries Ltd (Pune), Sandvik Asia Ltd (Pune), Vijay Engineering Corporation (New Delhi) and Qmarz Mechatronics & Metrology (Tiruvallur).

Being an all-inclusive engineering show, the event provided an opportunity for the exhibitors from allied sectors



## Visitors speak

### B B Swain

industries commissioner, Government of Gujarat

Indian companies are doing extremely well worldwide. Through such exhibitions, they get a platform to showcase latest innovations and indigenous technologies. I express my best wishes to the organisers and wish them success in their good work.

### Pradeep Raval

chairman - health, solid waste management, Ahmedabad Municipal Corporation

Environment-friendly technologies have a major presence at this exhibition. Also, it is good to see local companies and their innovations in machinery & engineering solutions. I congratulate Infomedia18 for organising this excellent event to promote upcoming technologies that will benefit the manufacturing industry at large.

### S Pattabiraman

general manager, Ahmedabad Zone, Corporation Bank

It was exciting to see that in the period of slowdown such a large number of exhibitors and visitors had participated in the trade show with a wide variety of machine tools and engineering products. A good participation of SMEs from across the country was refreshing.

to reach out to a number of industries. The Expo served as a platform for companies to exhibit their products & services, interact with potential buyers, get new business leads and forge new partnerships. "We have received more than 200 enquiries over two days, which is overwhelming and beyond our



expectations. The quality of the visitors has been extremely focussed in their requirements and the response to our products has been very good," said Jatin Patel, proprietor, J B Electronic Co.

### Partners in progress

Engineering Expo provided opportunities for SMEs, who are critical for the growth of emerging markets like India, to display their products as well as witness some of the latest technologies that could help grow their business. "We received a good number of enquiries from corporates and SMEs that visited the show. With more than 200 enquiries generated at the Expo, we have already received business proposals of more than Rs 30 lakh in a single day," claimed Vinod Kumar Soni, GM - business development, Hi-Tech International.

The Expo showcased some of the pioneering engineering solutions and technologies to the visitors. The event attracted decision-makers, and visitors coming from leading industrial centres such as Vadodara, Rajkot, Gandhinagar among others, in search for the latest in

engineering solutions that can improve their business prospects. The exhibitors received an overwhelming response from the visitors, and gained many of the leads with the potential to generate revenues & new partnerships in Gujarat. Delegates from prominent companies who visited the exhibition included Reliance Industries, Adani Group, Bosch Rexroth, Torrent Power, etc.

### A platform for innovations

Gujarat houses a number of multinational corporations, private sector companies, public sector enterprises and medium & small scale units. Visitors got a glimpse of the latest innovations from across the globe. Similarly, some companies utilised this opportunity to display their latest offerings. "This Expo was an ideal platform to display and exhibit our innovations in the welding industry. We had a range of new products that are used in the industry. And, our focus was to educate customers about the benefits of our machines, which are indigenous & have better service backup. We are also in talks with an overseas manufacturer for technical transfer and collaboration," opined Dr Hoston Thomas, director, BTH Electrics (Guj) Pvt Ltd. Companies participating at the Expo were able to build business contacts and expand their market.

### See you again in 2010

With the coming months looking promising for the manufacturing sector, the event provided a boost to the participating companies by facilitating more business development opportunities. Equipped with all the prerequisites – participants and visitors who mean business, top-quality infrastructure, adept organisers, vast media coverage, supporters and partners with reach – the event was a huge success. Those who missed this edition can look forward to participate in the 9<sup>th</sup> edition of Engineering Expo - Ahmedabad which will be held from December 17-20, 2010. 