



INDIA

WIN INDIA 2013 - Post Show Report

WIN INDIA – World of Industry

Delivered

■ New Business ■ New Customers ■ New Markets ■ New Networks

17 - 20 December 2013
Pragati Maidan, New Delhi

WIN
INDIA

INDEX – PAGE

1.	Executive Summary
2.	Key Figures
3.	Show Highlights
3a.	Pavilion
3b.	Product Launches and Attractions
3c.	Seminars & Conferences
3d.	Trainings
4.	Networking Evening
5.	Purchase Managers' Awards & Stall Awards
6.	Exhibitor analysis & Product profile of the shows
7.	Exhibitor Testimonials
8.	Visitors at WIN 2013
9.	World of Industry – 2014
10.	Book your space

1. Executive Summary

World of Industry INDIA 2013, the most successful edition in India met the expectations of the partners in delivering the quality of business required to propel the much needed growth in the sector.

The international platform for business for the Global manufacturing sector hosted five international pavilions – Germany, Italy, China, Korea and Taiwan. With exhibitors from 27 countries displaying their innovations, WIN INDIA was home for 314 leaders from the industry exhibiting their latest offering for the industry.

With the first edition in Pragati Maidan, WIN INDIA is the renowned platform for global brands to connect for the latest developments in technology and provides a benchmark for networking.

The event was inaugurated by His Excellency Daniel Mancini, Italian Ambassador to India with Dr. Jose' B. Schulz, Minister Counsellor, Head of Economic and Commercial Division, German Embassy. Also present during the inauguration was Mr. Wolfgang Pech, Vice President, Deutsche Messe AG, Germany and Mr. Mehul Shah, Managing Director, Hannover Milano Fairs India Pvt Ltd.

Five focussed shows catering to different specialised requirements of the industry for automation included – Motion, Drive & Automation (MDA INDIA), Industrial Automation (IA INDIA), Materials Handling, Intralogistics, Storage Systems, Warehousing and Logistics Services (CeMAT INDIA), Paints & Coatings systems, Electroplating and Surface Engineering Techniques (Surface Technology INDIA) and Subcontracting, Components & Parts, Composites and New Materials (Industrial Supply INDIA).

The response of the industry to the first edition in North India last year when the show was organised at Greater Noida, the decision to establish the show at New Delhi has been proved to be an excellent one. Strengthening the tie-ups with the industry, the shows witnessed all the major players of the sector interacting with the solution providers of their requirements in automation and technology.



Key Figures

- 11,000 sqm gross area
- 400+ new products
- 11,374 visitors
- 200 Industrial delegations
- 30 Association delegations
- 7 Forums & training zones
- SmartBird by Festo – Main attraction
- International Purchase Managers' Summit – India 2013 – 2nd Edition attended by more than 70 purchase managers
- CEO Conclave – hosted 40 CEO's from the industry

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Automation
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MDA INDIA and Industrial Automation INDIA, complemented each other with the shows being categorised as the largest number of company participation under WIN INDIA with over 140 company displays. Focussing on hydraulics and pneumatics and electro-mechanical transmission solutions and to process and factory automation and industrial building automation, the buyers from different industry verticals found a connection to their day to day operational solutions. CeMAT INDIA, expanded over 20% this year with larger brands claiming their spot in the centerstage of the show. The largest exhibitor of WIN INDIA, Godrej and Boyce Mfg Co Ltd was the highlight of the show who also launched one of their products during CeMAT INDIA. Surface Technology INDIA showcased selected companies from varied industrial segments and product categories to welcome the niche segment serviced by the sector. Industrial Supply INDIA has set the strong base required to grow in the potential future. The premier edition created interesting match making with the business players present at the shows.



SmartBird by Festo, was one of the major attractions to which the crowds made sure to be present on the schedule timing of the flight. The engineering marvel, as expected, was a point of discussion on the floor with a video giving insights of the technology used to build the SmartBird. Eaton India, set up their training platform to educate the industry on the basics of hydraulics.

The 2nd edition of the International Purchase Managers' Summit – India 2013, was an excellent success with more than 70 purchase managers present to be updated on the international purchasing strategy. The purchase managers also were provided a tour through the exhibition and interacted with the companies on their requirements and sourcing.

Apart from the above, the important knowledge platforms supporting the exhibitions included MDA FORUM focussing on energy efficiency and new markets and applications, Industrial Automation FORUM on new trends in automation, CeMAT FORUM interactions on warehousing, retailing, cold chain with live warehouse set up and practices along with live forklift training and certification drive was the main attraction. Surface Technology Conference included insights on Corrosion, surface treatment and cleaning technology.

With over 200 industrial delegations from key buyer companies and another 30 delegations from the Industrial representations, the impact at WIN INDIA was quite strong. Representation from companies like Mahindra, Maruti Suzuki, Tata Motors, Jaguar, Hero Moto Corp, DHL, Jabong, Asian Paints, Hindustan Unilever, Escorts, Toyota, JCB, Pepsico etc. joined the stream of other buyers.

3. Show Highlights

3a. Pavilion & International Exhibitors

- Exhibitors from 27 countries exhibited at WIN INDIA with 5 country pavilions representing the latest technologies from their respective countries.
- German Pavilion included high profile exhibitors like Atlanta, B+M Surface Systems, Beda Flow, Euroroll, Hoffmann, HFB Walzlager, Micro-Epsilon, SUCO Robert, Taktomat etc
- Italian Pavilion included key companies like Berarma Srl, Comintec Srl, Farbo, Mecvel Srl, MGM Varvel, Poggi Transmission etc
- CCPIT – the trade promotion association from China, hosted the Chinese industrialist in the China Pavilion with more than 20 companies.
- Taiwan Pavilion - organised by Taiwan fluid power Association
- Korea Pavilion
- Parts2clean Pavilion
- AIDC Pavilion
- ASM Pavilion



3b. Product Launches and Attractions

After the 3 T capacity electric forklift truck introduced by Godrej Industries, with the increase in load capacity requirements, Godrej Industries launched the 5T Electric forklift. The introduction of this truck again make Godrej stand out as the market leader in India not only in introducing new technologies and products but also as a complete material handling solution provider. Voltas Material Handling launched Diesel Forklift 3T Syncro, which has capacity of 3000 kg and enhanced operator comfort.

SmartBird, Festo has succeeded in deciphering the flight of birds – one of the oldest dreams of humankind. The SmartBird was introduced for the first time in India at WIN INDIA, and was the largest attraction for the engineering community as it is considered to be an engineering marvel.

Known for the quality of its methods and processes for more than a century, the Stäubli has transferred its mechanical engineering know-how and its technological innovation to robotics. It displayed its latest robotic advancement at WIN INDIA which amazed the visitors at the show.



3c. Seminars & Conferences

MDA FORUM:

Jointly organised by German Engineering Federation (VDMA), the FORUM focussed on Engineering Energy efficiency and new applications. The speakers included high profile industrial members from companies like Argo Hytos, Bosch Rexroth, Bucher Hydraulics, JCB India, Festo Controls, Schwing Stetter India and Nord drive systems.

Knowledge Partner



Industrial Automation FORUM:

Jointly organised with German Electrical and Electronic Manufacturers Association (ZVEI) and (FFIC), the FORUM projected the importance of automation and the existing trends and benefits of the same.

Knowledge Partner



CeMAT FORUM and LIVE CeMAT Application Park:

Panel discussion focussing on process, tools, and techniques being used for warehouse design, and what opportunities exist for improving warehouse development and performance through better design was organised under the CeMAT FORUM. Each day of the show focussed on a different industrial vertical for scope of improvement, upgradation and management of the warehousing solutions which included warehousing design, retail and cold chain.

Knowledge Partner



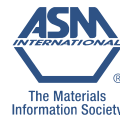
Along with the support of ThinkLink SCS, a LIVE application zone set up similar to an actual warehouse constructed alongside the CeMAT INDIA exhibition, highlighted the options of better picking accuracy & productivity in manual order under order picking and safe load handling techniques for loading and unloading at warehouses.

LIVE forklift training and certification of forklift users was also conducted to provide hands on practise and training.

Surface Technology Conference:

Jointly organised by ASM International, India Chapter, the conference focussed on covering surface modification techniques encompassing areas from conventional protective coatings to complex deposition procedures in fields as diverse as Automotive, Aerospace, Microelectronics, nuclear, etc. The platform offered an interaction opportunity among scientists, surface technology experts, academicians and commercial establishments.

Knowledge Partner



CEO Conclave:

40 CEOs from the industry gathered to have discussion on making India a global manufacturing hub and how technology will help Indian industry to achieve global competitiveness.

Organised by



FPSI Technical Seminar:

Organised by FPSI, this technical seminar focuses on solutions like Energy Saving, Safety in work place, factory automation for the user industry. This seminar attracted around 70 industry delegates.

Organised by



3d. Trainings

Eaton Technologies organised a specialised training zone to provide insights on the basics of hydraulics. The event was well attended with 2 separate sessions conducted in a day for a batch of around 25 members.

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4. International Purchase Managers' Summit – India 2013:

Jointly organised with Indian Academy of Management and powered by m-Junction, the summit was a platform for sharing the world class purchasing management strategies and practises. Eminent speakers from companies like Zydus Cadilla, Tata Steel, Mahindra & Mahindra, Institute for Supply Management, Bayer Corp Sciences, Pricewaterhouse Coopers, JB IMS and SAP were present to connect to the attendees. The paid conference had attendees from companies like JCB, Ranbaxy, Titan, Schaeffler, Dr. Reddy's, Grasim, Apollo tyres, Aditya Birla group, etc. were present.

Lyca Telecom was the Lunch Sponsor for IPMS India 2013

Knowledge Partner



Powered By



The summit ended with the Industry Purchasing Awards:

- **HMFI – IAM Award for Distinguished International Purchase Professional –**
Mr. Balakrishnan V. Iyer, Vice President – Procurement and CPO White Platform, Bayer Crop Science Ltd.
- **HMFI – IAM Award for Most Innovative SME of the Year 2013:**
Mavenvista Technologies (P) Ltd.
- **HMFI-IAM Award for Company with Best Green & Sustainability Practices:**
Mahindra & Mahindra Ltd.
- **HMFI & IAM Award for Company with Most Innovative Purchasing Practices:**
Mahindra & Mahindra Ltd.
- **HMFI & IAM Award for Company with Most Innovative Vendor Management Practices:**
Dr. Reddy's Laboratories Ltd & Schaeffler India

5. Networking Evening

The Gala dinner with the awards function hosted for the exhibitors and key VIP buyers at the show was held on the second day of the exhibition. Along with food and drinks, the opportunity was for networking amongst the attendees.

The Stall award winners and the categories announced are as follows:

**First Prize
Best Stall Award:
Godrej & Boyce**



**Runner-up
Best Stall Award:
Veljan Denison Ltd.**



**Special Award
Best Stall Design:
Staubli India Pvt Ltd.**



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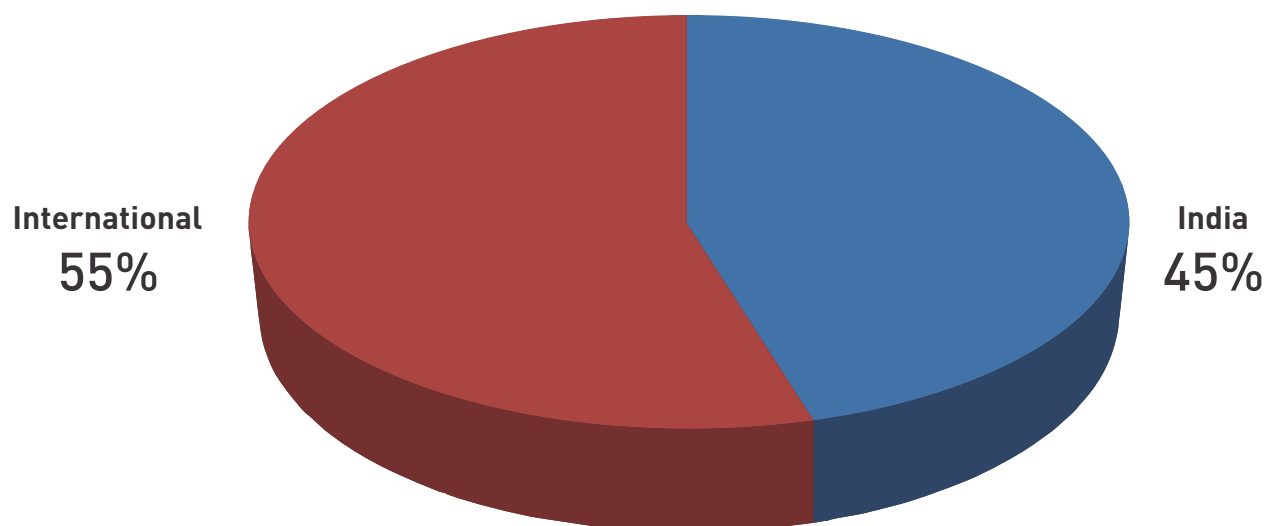
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CeMAT
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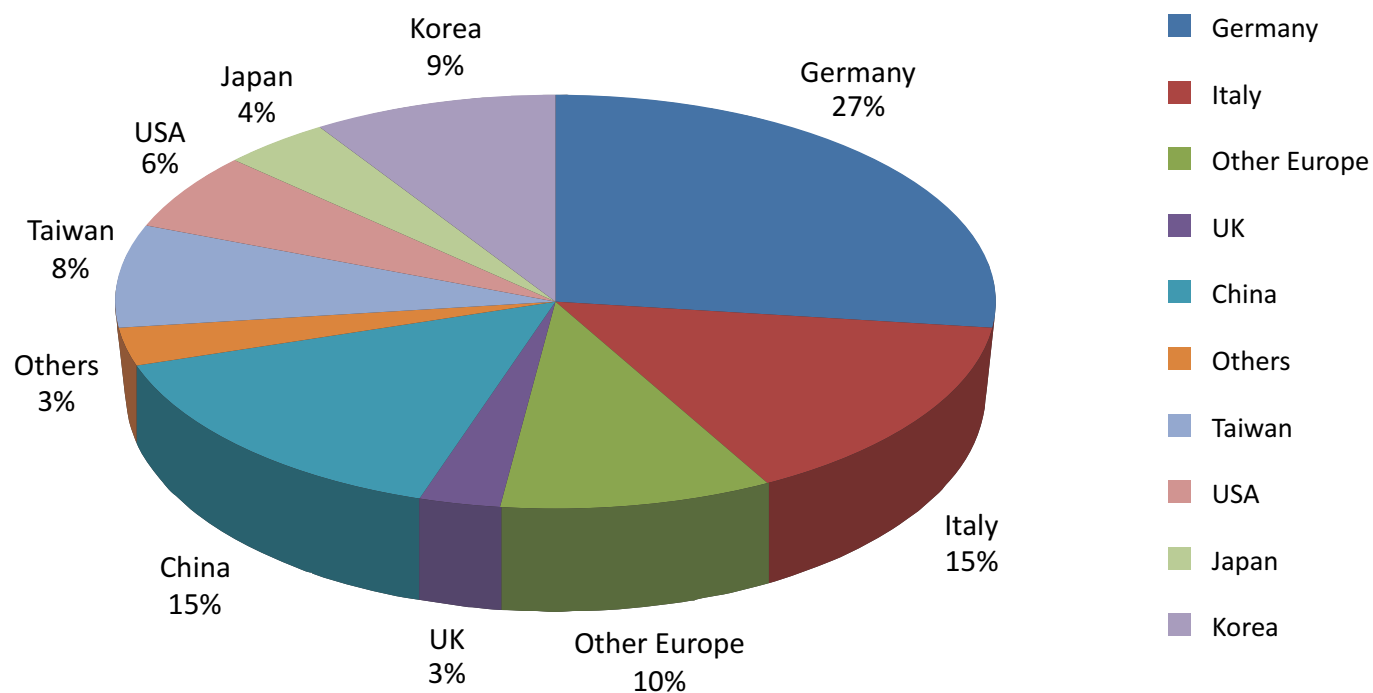
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WIN INDIA 2013 Exhibitors



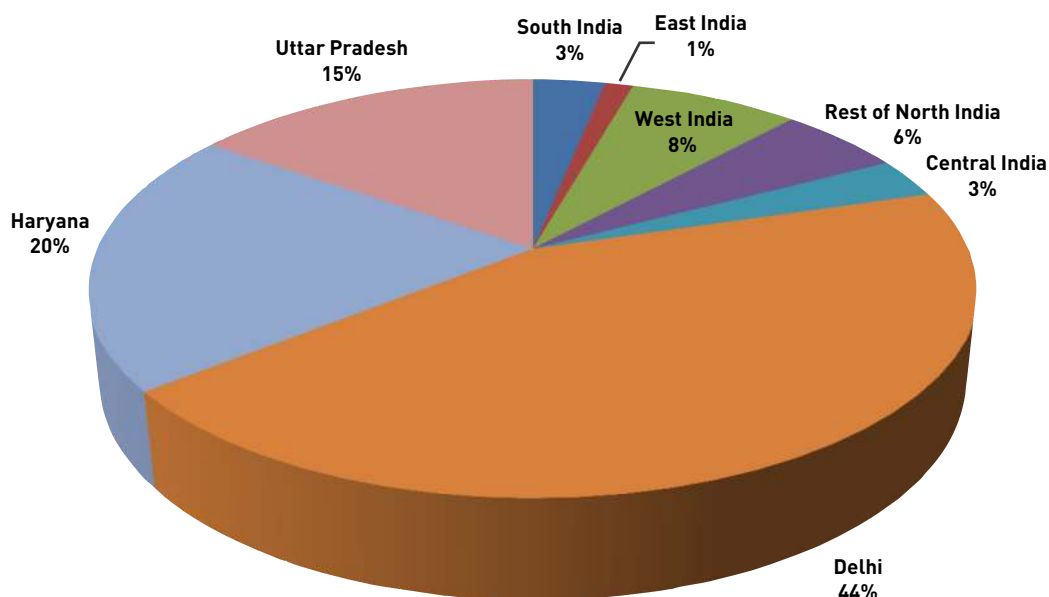
Break-up International



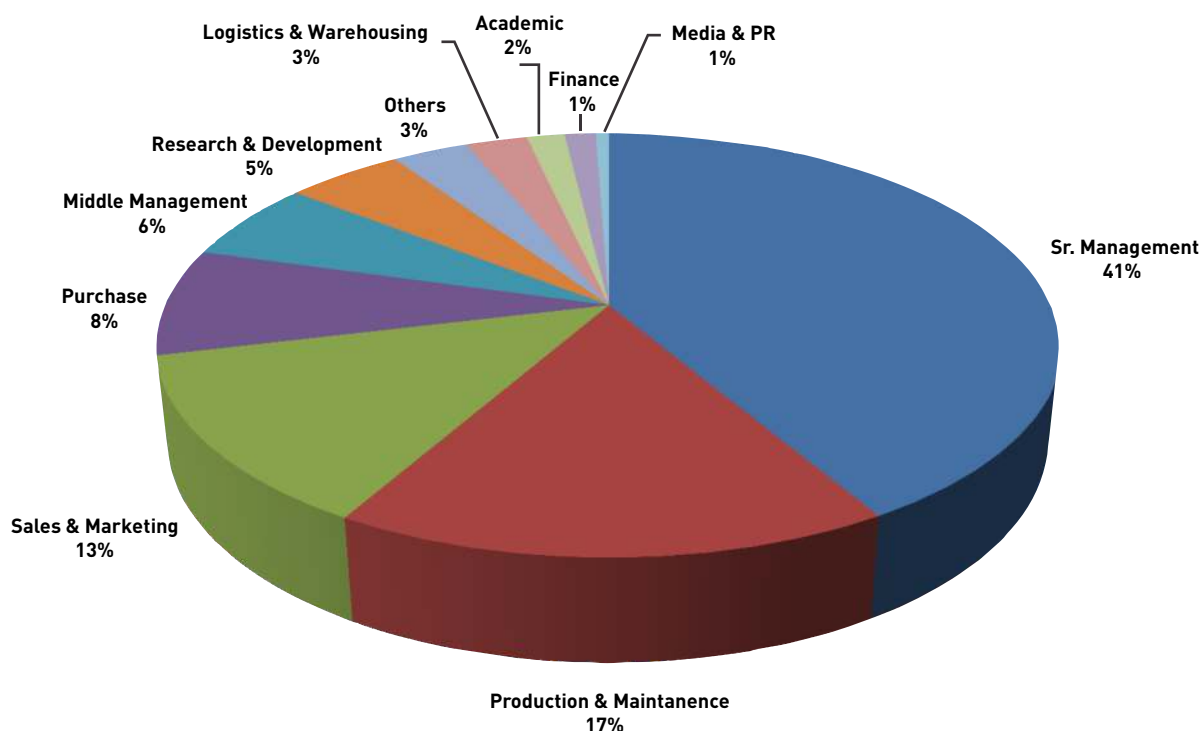
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WIN INDIA 2013 - Visitors Regionwise



WIN INDIA 2013 - Visitors Job Functionwise



7. Exhibitor Testimonials

FESTO

“

We have had a successful show at WIN INDIA 2013. We had visits of good number of decision makers and potential customers with interesting projects. Needless to say, Festo SmartBird was the centre of attraction of the entire event.

”

GODREJ | GODREJ & BOYCE

“

WIN INDIA delivered all that was promised-meetings with important buyers, ample promotions, lively atmosphere & a smooth experience. I wish the team the best & look forward to join hands with them again in the coming years

”

JUNGHEINRICH

“

CeMAT worldwide, is synonymous with Materials Handling & Intralogistics and we are happy to extend the global relationship we have with the brand to India. We strongly believe that CeMAT INDIA matches the standards set by the brand worldwide & extend our full support for future editions

”

STÄUBLI

“

Industrial Automation has been successful in getting us buyers who are serious about automating their manufacturing process & this has helped us immensely in meeting the right people at the exhibition. I congratulate the entire team for the stupendous success of the exhibition

”

connectwell
THE RIGHT CONNECTION

“

WIN INDIA is the One of the leading shows for INDUSTRIAL AUTOMATION IN INDIA, It Fascinating to See new technologies at WIN INDIA. We are pleased with a trade fair & the connections we have made over the period of 4 days

”

ElectroMech
| Solutions | Service | Satisfaction |

“

WIN has turned out to be a certain WINNER by putting together a fabulous show that is sure to benefit the entire industry. By providing a platform for the buyers & suppliers to meet in such professional manner, WIN has set the ball rolling for an optimistic 2014

”

7. Exhibitor Testimonials



“We’d like to wholeheartedly thank & congratulate MDA INDIA for having attracted the auto industry in such large numbers in spite of the slowdown that has hit the industry. It was encouraging to see the major players come out strongly against the prevalent market conditions & support our endeavor of innovation & development.”



“WIN INDIA gave us an opportunity to exhibit our products & also show its functionality live to the visitors. The “CeMAT Application Park” was a one-of-its kind activity that gave us ample eyeball grabs & also enabled influencers & decision makers to test the product before taking a decision”



“WIN INDIA, whilst being an international show, managed to attract a sizeable number of buyers from the Delhi NCR & other industrial regions in North India. I was pleased to meet & interact with a number of local players who might be interested in a long term business relation with us.”

EISENMANN

“As an emerging company, WIN INDIA gave us the perfect stage to meet buyers who were looking for manufacturing solutions for their production lines. We look forward to continue this fruitful relationship in the coming years.”



“Normally niche exhibitions tend to get misplaced when organized near or around topics which are otherwise general in nature. However, Surface Technology INDIA has managed to steer clear of these trappings & ensured a sizeable turn out in terms of visitors with serious buying plans.”



“Parts 2 Clean is a welcome addition under the banner of SURFACE TECHNOLOGY at WIN INDIA. We are extremely pleased with the quality of visitors and our focus here is on highlighting the technological options that are available”

8. Visitors at WIN 2013



and many more...

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Deutsche Messe
Worldwide



Hannover Milano Fairs India Pvt Ltd

WORLD OF INDUSTRY

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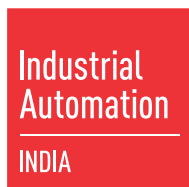
WIN

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win-india.com

Space Reservation Form for participation in WIN 2014

Applying for:


☐

☐

☐

☐

Company Name (English)

Name

Job Title

Address

Phone

Contact E-mail

STAND SPACE APPLICATION - CHOOSE ONE PARTICIPATION OPTION

Registration fees : Rs. 22,000 per exhibitor

☐ Option 1: Raw Space
Space only (minimum 36 sqm)

☐ Option 2: Package
Space incl. Shell Scheme (minimum 9 sqm)

☐ Option 3: International Pavilion
Group stand package (minimum 9 sqm) in the International Pavilion

Width (m)	Depth (m)	Sqm	Unit Price*	Subtotal
<input type="text"/>	X <input type="text"/>	<input type="text"/>	Rs 10,500*	<input type="text"/>
<input type="text"/>	X <input type="text"/>	<input type="text"/>	Rs 11,500*	<input type="text"/>
<input type="text"/>	X <input type="text"/>	<input type="text"/>	Rs 16,700*	<input type="text"/>

NOTE: The organizer reserves the right to alter the size of the stand slightly.

*Please note that 12.36% Indian service tax will be extra. (as on Date)

Total =

* Register before 31 March 2014 to avail 5% discount

DECLARATION BY THE EXHIBITOR

We agree to send the application form at a later date and this reservation form is confirmation of our participation.

Name Authorized Signatory

Job Title

Signature

Date

Company Stamp

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World of Industry – 2014

WIN INDIA - 10 - 13 December
 Hall 14 & 18, Pragati Maidan, New Delhi, India

