

Enter the new two-in-one center of electronics in India

electronicIndia paves the way for the two leading trade fair brands in electronics.

SEPTEMBER 8–11, 2009

Bengaluru (Bangalore), India
Bangalore International Exhibition Centre (BIEC)



electronic India

10TH INTERNATIONAL EXHIBITION AND
CONFERENCE FOR ELECTRONIC COMPONENTS,
ASSEMBLIES AND MATERIALS



productronica India

10TH INTERNATIONAL EXHIBITION
AND CONFERENCE FOR ELECTRONIC
PRODUCTION TECHNOLOGIES

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paves the way for the two leading trade fair brands in electronics.



"If you don't go forward you go backwards" goes a famous saying. Messe München International has gone forward with its electronics trade show in India since the year 2000, when the first event took place. The show has presented electronics components and systems

as well as electronics production. It has grown continuously during the last few years and has now reached a level where it is necessary to present electronics components and systems on the one hand and electronics production on the other hand in separate shows with their individual branding. We are very happy that from now on we will organize electronica India and productronica India with distinct brands, but jointly at the same time at the Bangalore International Exhibition Center.

In this new structure the two shows clearly demonstrate their close links to the world's leading trade fairs electronica and productronica in Munich, Germany. They will benefit from the strong global brands the two shows represent and we are sure, the synergies created will lead to further growth of our Indian shows within the next few years. The first steps of this development you already hold in your hands: with the new electronica India and productronica India logos on the front page and the new structure of this brochure presenting the shows.

Our success in the Indian electronics market is also due to MMI India, a subsidiary of Messe München International that was set up in India only one year ago. It is really the reward of Manmeet Sabarwal and his team that our show is the leading platform for the Indian and South Asian electronics industry. Celebrating its comeback in Bangalore where it once started. Within a few years the event passed through an incredible development. While it was held in a tent where the floor was covered with rugs in 2000, it is now an event of international standard, held at India's most modern trade fair site, the Bangalore International Exhibition Centre.

The worldwide network of electronics trade fairs organized by Messe München International and the commitment of the experienced team of MMI India and our regional partners, have given rise to the success of the show. And India's high-tech metropolis Bangalore, where many international companies have branch offices, joint ventures or contact offices, is the ideal location for electronica India and productronica India – a must for any company wanting to benefit from the huge potential of the Indian electronics market.

Sincerely yours,

Klaus Dittrich
Managing Director
Messe München International



The last year has seen a complete reorientation and relocation of the electronics fairs in India. electronicIndia 2008 has consolidated its position as India's no 1 electronics forum and largest fair in its category in South Asia with twice the size of any other similar show in its category.

Already many new global companies have shown a keen interest and commitment in joining the over 1000 exhibitors and represented companies that participated this year. To provide further a clear focus and a definite product segmentation our twin offerings and the world's leading trade show brands electronica – the world's largest show for components, assemblies and systems and productronica – the world's largest show for production technologies, are being introduced into the Indian market for the first time and electronica India 2009 will henceforth be known as **electronica India and productronica India 2009**.

We at Messe München International will continue to provide our high level of service and the extensive event management know-how from our global team of experts will be readily at your service always. Participate at India's no 1 electronics forum to be a step ahead of the competition, profit from the high ROI and witness truly world class technologies and facilities at your disposal.

Together we will overcome all challenges! Come, see for yourself!!

Sincerely yours,

Manmeet Sabarwal
Managing Director
Messe München International India

INDIA: ON THE FAST TRACK.

electronica India and productronica India: specialized brands

India is only at the beginning of a major development process. Above-average growth is predicted for the Indian economy in the coming years as compared to Europe and the USA. Thus it is a must for any company to confront the Indian market. electronicIndia has a 10 year tradition in the Indian electronics market. It has come to full maturity. Now is the time for advanced specialization of the trade fair: electronica India and productronica India are set to serve the special needs of the industry.

If one looks for the impulses behind the growth in India, the electronics industry quickly looms into view. This branch sets the standards and makes visions real. It's fascinating how no one wants to stand on the sidelines.

Bangalore is India's "Silicon Valley" – the IT hub of the country. A high volume of electronics production, high numbers of EMS companies, research and educational institutes as well as many international companies that are located here make this area the hub of the electronics industry.

electronica India and productronica India are squarely in the middle – as both participants and as actors.

Alive, active, exciting, stimulating. Electronics trade fairs like no others.

PERSPECTIVES:

- Growth of electronics production from \$11.8 bn. (2005) to \$155 bn. (2015)*
- Growth of electronics industry from \$11.5 bn. (2005) to \$62.0 bn. (2010)**
- Growth of the electronics market from \$28.5 bn. (2005) to \$363 bn. (2015)***

* Recent study by "Technology Forecasters", ** MAIT, E & Y Report, *** Recent Frost & Sullivan report

96.3% of the visitors and 84.3% of the exhibitors

assess the present economic situation of the electronics industry to be excellent-good.

86.1% of the visitors and 72.4% of the exhibitors

think that it will even improve in the future.

ELECTRONICS INDUSTRY 2006 BY SEGMENT*:

• Consumer Electronics production:	\$4.38 bn.
• Industrial Electronics production:	\$2.23 bn.
• Computers:	\$2.81 bn.
• Strategic Electronics:	\$1.01 bn.
• Communication:	\$2.07 bn.
• Electronics Components:	\$1.93 bn.

* source: Ministry of Information Technology & Communications, India

REVIEW:

SUCCESS IN FACTS AND FIGURES

In 2008 Messe München International and its subsidiary MMI India, for the first time ever acted as the sole organizers of electronicIndia. The trade show in Bangalore was a fantastic success from the beginning on. 446 highly satisfied direct exhibitors and 564 represented companies presented their products and applications on 16,000 sqm of exhibition space. 12,300 visitors from the industry and over 4,500 exhibitor attendees visited the trade show.

electronicIndia has established its position as the leading platform for the Indian and South-Asian electronics industry right from the beginning.

EXHIBITORS

An additional outstanding feature: global attraction. The electronics world comes because it must be seen here.

Participating countries:

- Austria
- Belgium
- Canada
- China
- Denmark
- Finland
- Germany
- Hong Kong
- India
- Israel
- Italy
- Japan
- Korea
- Malaysia
- Netherlands
- Philippines
- UK
- USA
- Singapore
- Slovenia
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand

HIGHLY SATISFIED EXHIBITORS AND VISITORS

Visitors' and exhibitors' show assessment of electronicIndia 2008:

visitors/exhibitors who assess electronicIndia overall as good to excellent



visitors/exhibitors who would recommend attending/exhibiting electronicIndia to business partners/business friends



visitors/exhibitors who see advantages compared to other trade fairs



visitors/exhibitors who say they will attending/exhibiting the show again in 2009



Mr. Seo, Senior Associate, Samsung C & T Corporation:

"The show size and environment is very good. We participate only in one exhibition in India and electronic India is the show for us."

KEY EXHIBITORS 2008

• Advance Tec • Alcon Electronics • Almit • Amara Raja • APW President • Arihant Electricals • Arrow • Ascent Circuits • Ascomp Inc. • Assembleon • AT & S • Atotech India • Bergen Associates Pvt. Ltd. • Bergen Systems • Bose Research • Brilliant • CDIL • Centrum • Cermet Resistronics • Champion Electronics • CIPSA-RIC India • Circuit Systems • Cirkuit Electro-Components • Dage • Deepakshi Display • Deki Electronics • Digital Circuits • DVS India • East India • Electra India • Electronic Relays • Elektronika Sales • ELICO Ltd. • EMS Technologies • Enerdyne Devices • Epcos • Ersas • Estovir • Farnell • Fuji Electric • Harting • Henkel • Hical • Hi-Tech Resistors • Hynetic • IMC • INDE Enterprises • Ind-Sphinx • INetest Resources Pvt. Ltd. • Infineon • ITPPL • J.A.M. • JP Electronics • Juki • KAYNES • KINNARI • Komax • Kyoritsu • Maestros • Miracle • Mitutoyo • Navion • Nemic-Lambda • Neural • NICA • NMTRONICS • NXP Semiconductors • O/E/N • OK International • OMEGA • Omniscient • ONYX • Panasonic • Persang Alloy • Powercap • Precision Electronic • Prismatic Engineering • Qmax • RABYTE • Ramakrishna • Relaytronics • Richardson • Rittal • S M Creative • Saini Impex • Samsung • Schleuniger • Schott • Siemens • SLN Technologies • SM Electronic Technologies (P) Ltd. • Sumitron • Taiyo Yuden • Tamura Corporation • Tomen Electronics • Trans-Tec • Truly Electronics Manufacturing Ltd. • Tyco Electronics • Vinyas • Würth • Yokogawa

VISITORS



57% of all visitors are decision-makers.

VISITOR STRUCTURE BY LINE OF BUSINESS

Manufacturing & Processing:	46%	
Research & Development:	16%	
Agents and Distributors:	11%	
Trade Association:	7%	
Import & Export:	6%	
Others:	13%	

**Mr. Suresh Nair,
Leaptech Corporation:**

"I am extremely happy with the pre-show publicity which is of international standards and have already concluded some transactions."

VISITOR STRUCTURE BY INDUSTRY SECTOR

Electrical Engineering & Electronics:	30%	
Information Technology:	15%	
Communication Technology:	12%	
Machinery & Plant Construction:	10%	
Automotive Industry:	7%	
Aviation & Space Technology:	7%	
Consumer Technology:	6%	
Medical Technology:	4%	
Quality Control:	4%	
Others:	5%	

**Mr. Soni Saran Singh,
Executive Director, NM Tronics:**

"The inflow of visitors has been very good from the start and it has generated a lot of queries and flow of information to our customers."

VISITOR STRUCTURE BY JOB FUNCTION

Marketing:	27%	
Production:	26%	
Research & Development:	18%	
Purchase:	12%	
Administration:	5%	
Executive board:	4%	
Finance:	2%	
Others:	6%	

**Ms. Irene Lim, Siemens
Marketing Director, South Asia:**

"The response was not only from Bangalore but also from the western and northern parts of India."



electronica India 2009

electronica India is a trade fair of excellence. It is conceived of and executed as a demand-oriented event for the leading national and international technology elite. As India's and South-Asia's leading fair for components and most important communication platform for the electronics industry, electronica India provides you with everything that a special fair has to offer. And at the same time, the parallel event, productronica India, presents the corresponding production technologies – a unique range!

10TH INTERNATIONAL EXHIBITION AND CONFERENCE FOR ELECTRONIC COMPONENTS, ASSEMBLIES AND MATERIALS

electronica India is much more than just a trade fair. It also provides a platform for the electronics industry to exchange information. Conferences with leading representatives from major companies give insight into the industry's most important topics. For this reason alone electronica India is a must for those in the business.

In 2009 a first-rate conference program with an agenda of high interest will be set again to reflect major trends in the industry.

SPECTRUM OF PRODUCTS:

- Semiconductors
- Sensors
- Relays, switches and interconnection technology
- Passive components
- Motors/drives
- Cables
- Assemblies and subsystems
- ED/EDA and Test and measurement technology
- Displays
- Power supplies

THE TOP-CLASS CONFERENCE PROGRAM OF ELECTRONICA INDIA 2008:

Symposium: Trends and Future Requirements in Automotive Electronics

Organizer: MMI India Pvt. Ltd.

Co-Organizer: ZVEI – German Electrical and Electronic Manufacturers' Association, Germany

93% of the attendees assessed the symposium as good to excellent.

Seminar: Exploring the latest Technologies and Tools in Electronics Design

Organizer: IET The Knowledge Network

Co-Organizer: MMI India Pvt. Ltd.

94% of the attendees assessed the seminar as good to excellent.

In 2008, 93% of the exhibitors felt that the accompanying program attracted more and higher qualified visitors.

Ms. Swee Hong, Infineon: *"The Automotive conference was excellent with a very good response from the delegates and the topics chosen were of due importance."*



productronica **India** 2009

productronica India is the innovative platform for production technologies which are experiencing strongly increasing demand due to the fact that India has emerged as an important destination for electronics manufacturing. The product spectrum is optimally geared to the market requirements. And it also benefits from valuable synergies because together with electronica India, the entire value-added chain of the electronics industry is presented.

10TH INTERNATIONAL EXHIBITION AND CONFERENCE FOR ELECTRONIC PRODUCTION TECHNOLOGIES

SPECTRUM OF PRODUCTS:

- Packaging
- Materials processing
- Component manufacturing
- Manufacturing equipment and logistics for PCBs and other circuit carriers
- Technologies in cable processing
- Soldering technology
- Manufacturing equipment and logistics for assemblies, modules and hybrids
- General operation aids and production subsystems
- Production-related services

India has already emerged as a hotspot for Contract Manufacturing (Electronics Manufacturing Services - EMS and Original Developer Manufacturing - ODM). The growing Indian economy is fuelling a massive consumer boom. Demand for electronic gadgets, appliances and equipment is growing briskly and companies are increasingly turning to EMS firms to fill the pipeline. productronica India reflects this hot topic in India with its top-class conference:

International Conference on Contract Manufacturing: The Indian Perspective

Organizer: MMI India Pvt. Ltd.

95 % of the attendees assessed the conference as good to excellent.

THE LOCATION:

THE DRIVING FORCE BEHIND ELECTRONICS

BANGALORE*:

• India's third largest city, est. metropolitan population:	6.5 million
• Net district income:	\$60.5 billion
• Average cumulated growth rate from 1991 to 2005:	58.9%
• Number of IT-Companies (Hard- and Software):	> 1,500
• Share of Headquarters of Global SEI-CCM Level-5 Companies:	> 38%
• R&D Institutions:	> 100
• Highest number of engineering colleges in the world	
• "Fourth best global hub of technological innovation" (United Nations)	

* most recent data, different sources

electronica India and productronica India take place in the Bangalore International Exhibition Centre (BIEC).

EXHIBITION HALLS:

- 40,000 sqm of covered space in 3 halls
- Hall 1 and 2 have 10,000 sqm each, hall 3 has 20,000 sqm with 5,000 sqm at a second level
- Water-based adiabatic air cooling
- Under-floor power ducts (with infrastructure for a 10 MW power supply), water, compressed air, telecom facilities
- Management offices at both ends incl. VIP rooms, control rooms and business centers

CONFERENCE CENTER:

- 5,600 sqm of built-up space with four conference halls
- Seating capacity of 1,500, 750, 200, 120
- Air-conditioned
- Facilities for green room, VIP room, faculty room

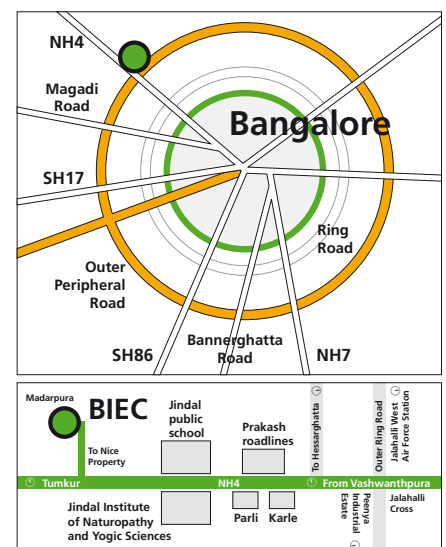
FOODCOURT

With facility for mass consumption

TRAINING CENTER

With 50 workstations and modern training halls

This complex which was only built in 2007, has everything a trade fair center needs to fulfil, even the most demanding logistical requirements: large, extensively supplied exhibition spaces, conference rooms permitting the widest array of uses, comfortable furnishings wherever you look and service facilities that leave no desires open. Both in detail and in sum: facilities with international standards impressively underscore the trade fairs' special benefits.



Free transportation service!

In cooperation with selected hotels, we provide registered fair visitors with a free shuttle service to the fairgrounds. More information will be available in time for the trade fair at www.electronica-india.com and www.productronica-india.com

We want to make your trade fair participation as easy as possible – while offering the individual options you need. This is not “conventional” service, but an invitation to cooperate with us as a partner.

BEFORE, DURING AND AFTER THE SHOW: USE THE FOLLOWING OPPORTUNITIES FOR CONTINUOUS PRESENCE.

OUR SERVICES:

CUSTOMISED TO MEET YOUR NEEDS

STAND CONSTRUCTION FOR PRESENTATION IN OPTIMUM SURROUNDINGS

We can make concrete suggestions for designing your stand. These stand packages have proven themselves time and again and enjoy great acceptance with exhibitors.



Trend



Success



Communication



Prestige

MARKETING SERVICES:

Maximising your participation means using a whole new range of marketing tools. Whether you have a new product to launch, a new brand to unveil, marketing services will enable you to stand out in a crowd and drive more visitors to your booth or simply increase your visibility in the industry.

SOME EXAMPLES:

- Logo on visitor badges
- Logo on delegate kits
- Logo on newspaper advertisements
- Name and logo on the main arch at the entrance
- Advertisement in show directory or show daily
- Time-slot for presentation in conferences



YOUR TRADE-FAIR SUCCESS CAN BE PLANNED!

Our marketing services brochure gives you an overview of all the services we offer.

Further information on marketing your trade-fair presence is available under www.electronic-india.com and www.productronica-india.com. We would be happy to advise you! Just contact our team to discuss your individual needs.

Ms. Patsy Cheok, Senior Officer, Assembleon: *“The advertising for the show was beyond imagination and therefore the response to the trade fair has been so positive.”*

GLOBAL PARTNERSHIP:

UNIQUE EXPERTISE TO CONNECT YOU TO THE WORLD



The organizational proficiency of Munich International Trade Fairs (MMI) is unlikely to be surpassed. This is due in part to the broad spectrum of exhibitions managed, ranging from consumer and technological goods to capital goods and particularly to high-tech industrial products.

But it is also MMI's international experience that plays a major role in this proficiency: experience that has become broader and more in-depth through the company's many years of active trade fair management. This is especially true for the electronics industry. MMI is represented with its own highly successful trade fairs in nearly all significant markets of this key industry.

It is just this aspect that makes trade fairs put on by MMI so attractive for many exhibitors: the know-how that MMI offers them – up to and including local expertise – is just as global as their businesses are.

This unique experience is also available to you, together with the many contacts and information that MMI continually provides. Profit from it – you'll see that it's worth it!

MMI: WORLD-WIDE AT HOME

- Presenter of over 40 trade fairs throughout the world
- In Munich alone: over 30,000 exhibitors/year from over 100 countries, with over 2 million visitors from over 200 countries
- Active in 89 countries with 6 subsidiaries and 66 representatives

MMI: PARTNER OF THE ELECTRONICS INDUSTRY

- Presenter of the electronica in Munich, the world's leading electronics industry trade fair
- Network for the electronics industry with fairs in Asia, the Middle East and South America
- Over 6,300 exhibitors
- Over 220,000 visitors
- Over 3,000 media representatives
- Strong local partners
- Partnership with all important industry associations

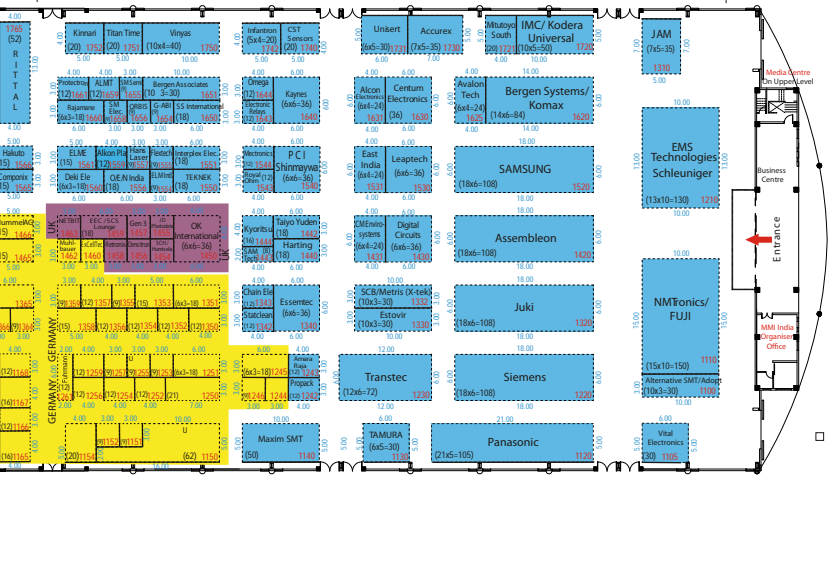


2008 HALL-PLAN

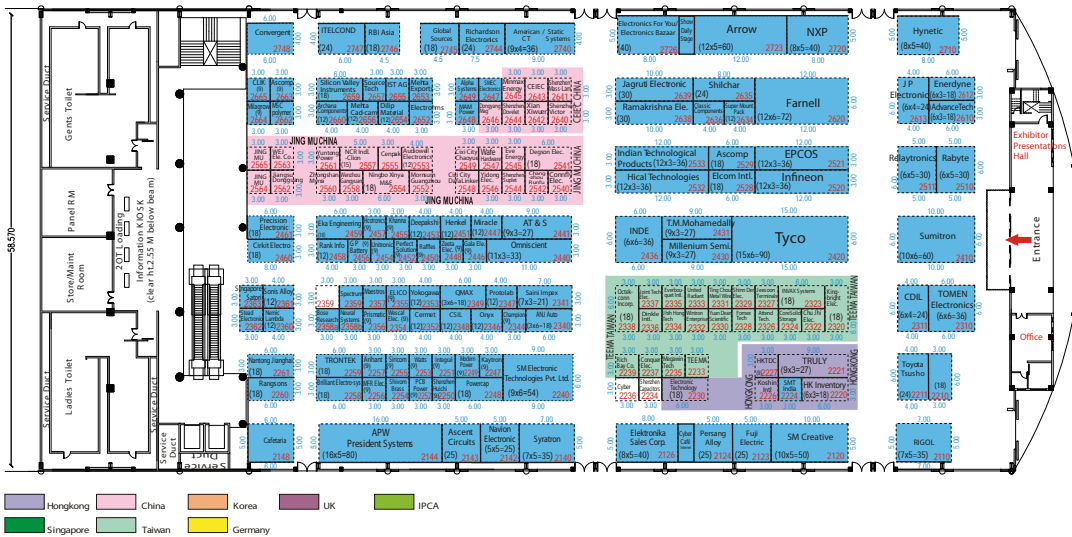
Hall No. 1 Upper Level



Hall No. 1



Hall No. 2



THANK YOU

We are happy to acknowledge the friendly support, help and assistance of the following organizations and national offices.

SPONSORS/CO-SPONSORS

- AEIS – Association of Electronics Industries in Singapore
- CCPIT – China Council for the Promotion of International Trade
- CEAC – China Electronics Appliances Corporation
- CEIEC – China National Electronics Import and Export Corporation
- CLIK – Consortium of Electronic Industries in Karnataka
- EECA – European Electronic Component Manufacturers' Association
- ELIP – Electronic Industries Association of Andhra Pradesh
- HKEIA – Hong Kong Electronic Industries Association
- IET – The Institution of Engineering and Technology, India
- IGCC – Indo-German Chamber of Commerce
- IPCA – Indian Printed Circuit Association
- SCAFI – Smart Card Forum of India
- SMTA-IC – Surface Mount Technology Association – India Chapter
- TEEMA – Taiwan Electrical and Electronic Manufacturers' Association
- VDMA – The German Machinery and Plant Manufacturers' Association
- ZVEI – The German Electrical and Electronics Manufacturers' Association

PROMOTERS/SUPPORTERS

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- BMWi – The Federal Ministry of Economics and Technology
- UKTI – UK Trade and Investment
- HKTDC – Hong Kong Trade and Development Council

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- Auma
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- Elcina

ORGANIZER

- MESSE MÜNCHEN INTERNATIONAL

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