

Automation, Power Transmission & Control  
Technology & Solutions for Sustainable Business Growth

# World of Industry

MDA - Hydraulics & Pneumatics,  
Electro-Mechanical Transmission

Industrial Automation - Factory &  
Process Automation

1-3 December 2016  
MMRDA Grounds, Mumbai

10<sup>th</sup>  
Edition

Powered by

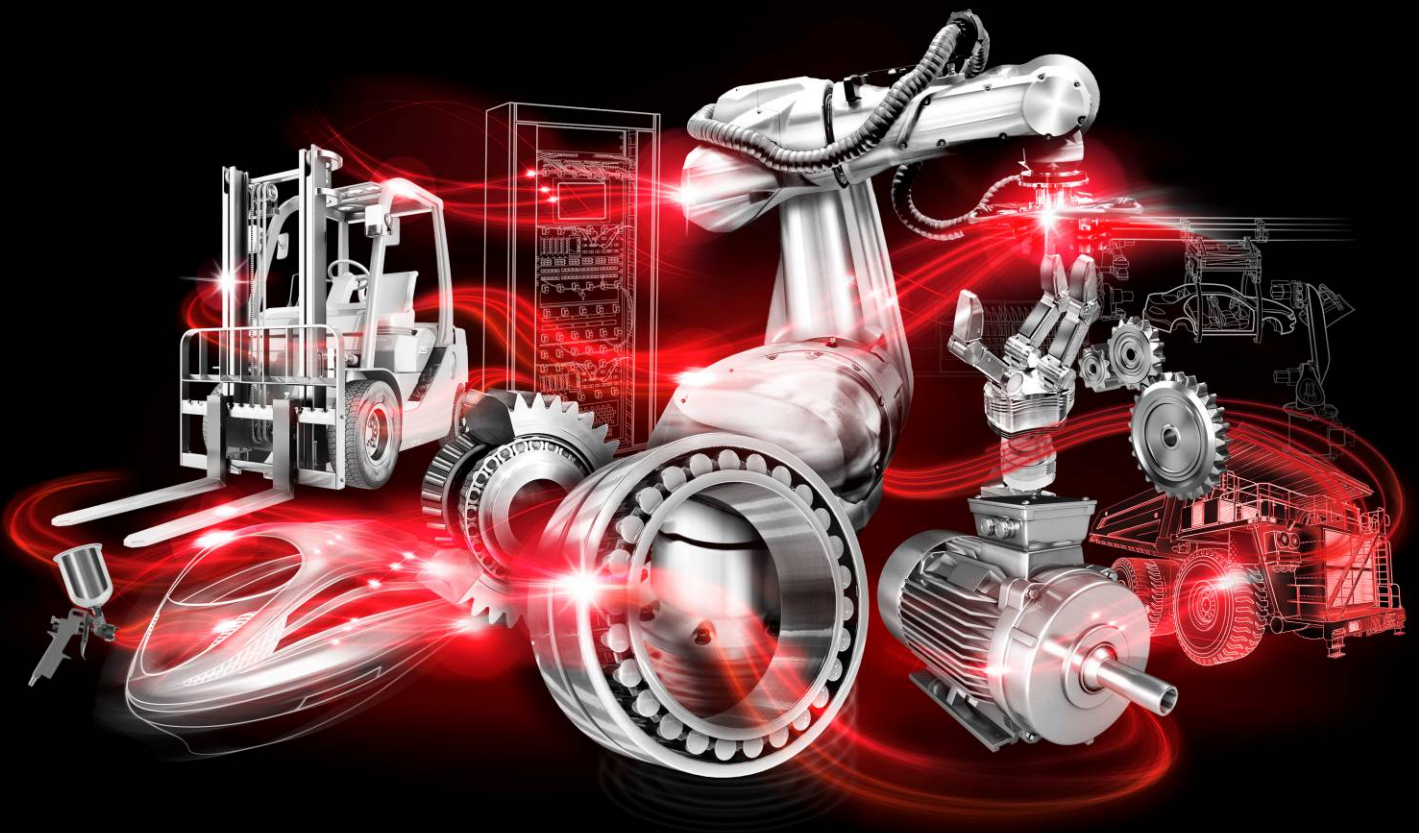


Co-Host



Department of Heavy Industry  
Government of India

Industry Patron



Deutsche Messe



FIERA MILANO

MDA  
INDIA

Industrial  
Automation  
INDIA

**WIN**  
INDIA

# Meet YOUR customers, Strengthen Relationships, Maximise YOUR Business!

★ 

**350**  
companies showcased  
their technology and  
services

★ 


**9420**  
visitors across  
3 days



★ 

**21**  
countries  
representation





**33%**  
increase in visitor  
footfall



**489**  
delegates from PSUs,  
discrete and process  
manufacturing sectors



\*WIN INDIA 2015 – Post Show Report

## Who will visit?

### Job Function

- Managing Director / CEOs
- COOs / Directors
- General Managers
- Plant Head
- Procurement Head
- Purchase Managers
- R&D Head
- Production Managers
- Design Engineers
- Maintenance Engineers
- Consultants
- Industry Policy Makers

### From Industry Sectors

- Automotive Industry
- Construction Equipment Manufacturers
- Agriculture Equipment Manufacturers
- Defence and Aerospace Industry
- Machine and Machine Tools
- Pharmaceuticals
- Food Processing and Packaging Industry
- Oil and Gas
- Machine Builders and System Integration
- Electrical and Power Industry
- Mining and Steel
- Chemical and Process Industry
- Solar and Wind Power Industry
- Plastic and Rubber Industries
- Sheet Metal Industry and Fabricators
- Services



# Enhance YOUR sales penetration. Stay ahead of the game.

MDA

INDIA

**Motion, Drive and Automation  
(Hydraulics & Pneumatics,  
Electro Mechanical Transmission)**

www.mda-india.com

**Exhibit Profile**

- Linear Drives, Gears, Motors
- Mechanical Transmission Systems
- Bearings
- Hydraulics
- Pneumatics
- Pumps and Valves
- All types of Pipes and Tubes
- Seals and Sealing Technology
- Lubricants and Lubrication Systems
- Equipment for bearing production and machining
- Manufacturing equipment for mechanical transmission systems, motors and seals
- Services and Software for Drives, Gears, Hydraulics, Pneumatics



## Joint Organiser for MDA INDIA:

Fluid Power Society of India has been an ardent supporter of MDA INDIA, since its inception. MDA INDIA has strived since then to promote 3 major segments of the fluid power industry extensively – Mobile Hydraulics, Industrial Hydraulics and Pneumatics. Through MDA INDIA, FPSI aims at increasing awareness about the potential of fluid power and augmenting the range of applications of hydraulic and pneumatic systems in the country.



## Understand Market Trends, Gain New Insights!

### Features at MDA INDIA

#### MDA FORUM:

VDMA (German Engineering Federation) organises MDA FORUM, which focuses on innovations and trends in the Hydraulics and Pneumatics sector. This forum brings together the manufacturing industry & user industry as attendees.



**FPSI Training Program** - Special training sessions for fluid power sector by Fluid Power Society of India

## Special Zone for Compressed Air and Vacuum Technology

In 2016, a dedicated CAVT zone will present an opportunity for exhibitors to showcase their strengths & specialties to qualified sets of target buyers and make presentations & demonstrations of their products and services.

CAVT zone will attract buyers from mechanical and plant engineering and the automobile and electrical engineering industries, in addition to experts from science and government.

### Exhibit Profile

#### Compressed Air

- Air compressor, Processing compressor, Special compressor
- Parts and components of compressor
- Air Dryers, Axial Flow Compressors
- Centrifugal Compressors, Compressed Air Filters

#### Vacuum Technology

- Vacuum pumps, Vacuum valves and accessories
- Vacuum measurement and calibration
- Vacuum engineering equipment
- Vacuum application equipment

## Industrial Automation

INDIA

## Factory and Process Automation

[www.ia-india.com](http://www.ia-india.com)

### Exhibit Profile

- Industrial Automation Systems
- Assembly and Handling Systems, Linear Positioning Systems
- Robotics
- Sensors and Actuators
- Control Systems, PLC, SCADA, HMI
- Communication Systems – Field bus systems, Ethernet, Profibus
- Data Capturing and Identification Systems
- Electrical Systems
- Industrial IT and Software
- PLM, CAD, ERP
- Microsystems Technology
- Process Automation



# Features at Industrial Automation INDIA

## Automation Training Zone

The Automation Training Zone, in its 2nd year, will roll out training programs in line with the Gol's vision of 'Skill Development' and 'Enhancement' in manufacturing. It will also educate end user sectors with latest automation technologies and its applications.



### Discrete Manufacturing

- Pharmaceuticals
- Automotive
- FMCG
- Food and Beverage
- Consumer Durables

### Process Industry

- Chemical
- Energy
- Cement
- Oil and Gas
- Paper and Pulp

**ATZ 2015, trained 191 engineers in 2 days.**

Joint Organiser

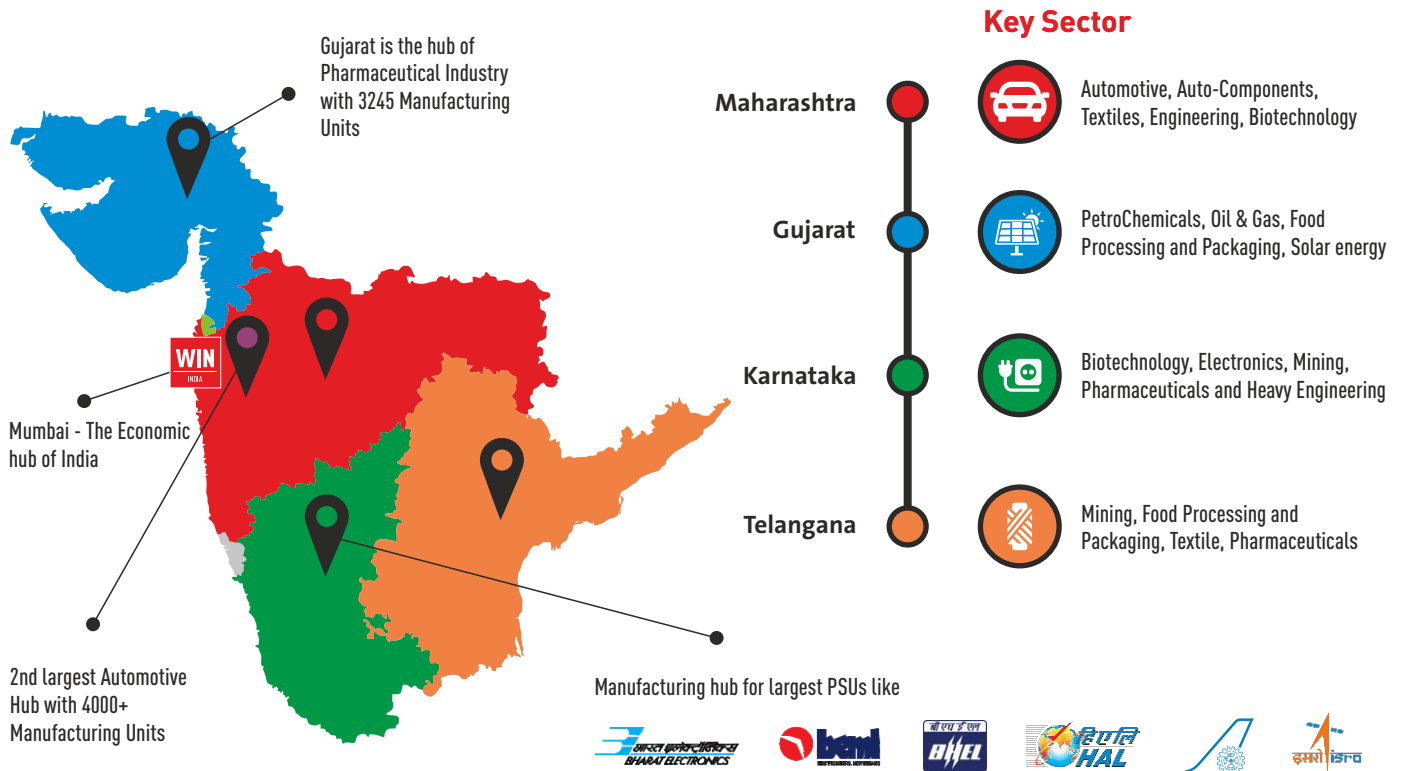


## Automation Application Park

Automation Application Park is a concept where the organisers and system integrators work closely to demonstrate and promote a live application. This will educate end users and visitors about latest automation solutions. It will also help them to understand about the latest technologies and products been used.



# In the RIGHT place, at the RIGHT time Get the most for YOUR business



## Make the MOST of our Marketing Campaign

A comprehensive 360 degree Marketing and Promotional Plan, targeted at all spectrums of buyers will create visibility for the show across India. The plan is divided in three stages:

<p><b>Phase 1:</b> Awareness &amp; interest generation among key influencers &amp; industry mavens</p>	<p><b>Phase 2:</b> Visibility &amp; information-sharing among focused user industry groups</p>	<p><b>Phase 3:</b> Invitation to buyers, Setting B2B meetings, Promoting international and Indian brands on board, country, state &amp; association pavilions to the visitor universe</p>
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## Promotional Plan

- Direct e-Marketing**  
Emails sent to validated 50,000 business houses from West and South India.
- Media Partner Promotion**  
Magazine Partners to publish advertisements from March to November  
Partners to send emailers every month to their respective database  
Web banners on B2B portals till the event
- Social Media Marketing**  
Connecting the Industries via Facebook, Twitter and LinkedIn
- Roadshows**  
Creating Awareness along with Association Partners
- Co-Exhibitor Promotions**  
e-Invitations and Direct Mailers to be provided to exhibitors for inviting their prospective buyers to their stand.
- PR Activity**  
Mainline news dailies covering the event – Pre Show, at the Show and Post Show
- Direct Invitations**  
Invitations to be sent to 50,000 buyers of West and South India
- Outdoor Activities**  
Branding on Hoardings and Bus Panels
- Newspaper Advertisement**  
Advertisements in leading newspapers like Times of India, Economic Times, Hindustan Times and many more.
- VIP Telecalling Activity**  
Telecalling team rigorously inviting the VIP buyers to the show. Followed by SMS invites to be sent to VIP buyers.



Deutsche Messe



FIERA MILANO

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Hannover Milano Fairs India Pvt. Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

**Concurrent Show:**



**Materials Handling/ Intralogistics,  
Storage Systems, Warehousing  
and Logistic Services**

[www.cemat-india.com](http://www.cemat-india.com)

Joint Organisers for MDA INDIA

Knowledge Partner for Automation Training Zone

Supporting Organisation

