

# Deutsche Messe and Hannover Fairs India launches 'Energy India'

**Energy India to run concurrent with three other fairs focusing on industrial automation, power and intra-logistics**

**D**eutsche Messe, organiser of Hannover fair along with its Indian subsidiary Hannover Fairs India, announced the debut of 'Energy India' fair. It is a new addition to Hannover Deutsche Messe's India trade fair cluster comprising three other fairs, namely MDA India, CeMAT India and IA India. The four fairs will be held from December 10 to 13, at the Bangalore International Exhibition Centre, Bangalore.

## **Energy India :**

Energy India will focus on efficient energy supply solutions and renewable sources and visitors from energy industry, manufacturing industry, capital goods industry, services industry, and policy makers are expected.

"Many international companies are looking to understand the attractive Indian energy market which is among the fastest growing in the world. In India, on the other hand, companies want to grow in this space and we have positioned Energy India as a platform for both to meet and thus expand the Indian energy market," said Sudhir Patil, MD, Hannover Fairs India.

India needs to develop efficient energy supply solution in pace with demand if it continue to enjoy steady economic growth. The country plans to increase its conventional generation capacity by more than 100 GW-nearly 80% by 2012 and increase the renewable share of its overall energy mix from 7% to 10% by 2010, and 20% by 2020- for which it is looking at private investment. In order to attract these investors, India is currently considering introducing long-term tax and depreciation concessions, as well as tradable eco-power certificates similar to the Kyoto emission certificates currently traded around the world. India's primary focus in the renewables segment is on wind power, which is expected to account for some 60 % of the extra 12 GW of renewable generation capacity planned

between now and 2012. Ernst & Young rates India as one of the fastest growing markets or renewables.

## **IA India :**

Speaking on IA India trade fair, Rajesh Nath, Director, VDMA, said, "Statistics put out by the German Office for Foreign Trade (bfai) show that India's processing industry is growing by around 11 percent annually as more and more international corporations relocate to the Subcontinent. This growing competition means that many manufactures in India's key export industries such as automotive and subcontracting industry and the foodstuffs, packing an consumer goods industries, are under pressure to invest significantly in production automation equipment and software." These industry spent about \$2 billion on automation technology in 2007, a figure that is forecast to grow by 7% annually through until 2012. In addition, new buyers of automation technology are to be found in the IT and communications sector, the semi conductor industry, the energy sector and the aircraft components manufacturing sector. Overall demand in India's technology sector is anticipated to grow by 25% annually. This year the show ill feature 80 exhibitors from India and abroad.

## **MDA India :**

"India's demand for power transmission / fluid power and advanced control system is growing by 20% annually on the back of its steady transition to automates production processes. A massive 75 percent of this demand is being met from imports, making India an extremely



**From L to R Sudhir Patil, MD, Hannover Fairs India, Rajesh Nath, Director, VDMA & Gururaj, Secretary, Fluid Power Society of India**

attractive market for international providers," said Gururaj, Secretary, Fluid Power Society of India.

At its 2007 premiere, MDA India, the International Trade Fair for Motion Drive and Automation, featured the latest in electric, mechanical, hydraulic and pneumatic power transmission products, components and systems. This year the show will be attended by 216 exhibitors of which 114 companies from the overseas.

## **CeMAT India :**

Demand for industrial trucks, forklifts, hoisting gear, cranes, software and material handling and warehousing systems is especially strong on the Indian logistics marke. The market is enjoying annual growth rates of 20 to 30 percent and its annual sales volume is expected to reach 140 billion euros by 2015. for this year, the exhibition is expected to attract more than 145 exhibitors from all over the world.

Business and visitors at the trade fair will also benefit from the new concept that Hannover Fairs has introduced- the Job and Career Center.