

Press release



## **Tube India International 2010 & Metallurgy India 2010: Global footprint on the Indian Subcontinent**

The international trade fairs for the tube, pipe and metallurgy industry in Mumbai exceeded expectations.

The emerging Indian market with time has become one of the most dynamic economies in the world and this potential was highlighted at these fairs. Bearing in mind such pulsating circumstances within the industry, exhibitors had high expectations about the returns from the trade fairs, which were met generously. The discussions at the booths saw a delightful exchange of ideas, comprehensive new dialogues with interesting and promising delivery of business even after the fairs.

Tube India International 2010 & Metallurgy India 2010 – the leading trade fairs for the tube, pipe and metallurgy industry took place from 10 – 12 February, 2010 and were held at the Bombay Exhibition Center in Mumbai parallel to ESSEN WELDING INDIA 2010. A sum total of 274 exhibitors rented approximately 12,000 square metres of exhibition space.

The positive response of more than 6,420 visitors was a testimony to the right decision to organise these fairs in Mumbai. The shows witnessed an increase of 27% in the number of Exhibitors and 60% in the number of Visitors in comparison to the earlier editions of the event.

The feedback from the participants was unprecedented.

Mr. Phillip Knight stated that ‘from the ITA’s point of view the 2010 edition of Tube India International had been an outstanding success and felt that the exhibition had found its spiritual home in Mumbai. Visitor levels had been noticeably higher than that in the 2008 event in New Delhi and the enquiries the ITA had received had been of a high quality’.

Mr. Zacharia of SMS Meer GmbH reiterated that “in his opinion it was a good idea to choose Mumbai as the new place for this event”.

Mr. M. K. Kirshna of IMF, Italy said “that it was a good experience to know the Indian pipe industry with the positive impression of the booming Indian economy. Overall, they were quite satisfied with the exhibition and were able to establish many contacts”.

The representative of Linsinger Maschinenbau GmbH said that “as the gateway to India, the Mumbai exhibition venue had proven to be an important strategic meeting place, attracting a wide spectrum of existing and potential decision makers”.

Mr. Schwarzinger of voestalpine Krems GmbH said that “they were surprised about the quantity and quality of the contacts, which they had during the fair. Quality products were getting more and more important for India; therefore, they saw good possibilities to start business partnerships with Indian companies”.

Mr. Vijay Joshi of Inductotherm (India) Pvt. Ltd. said that "they were very much impressed with the overwhelming response from the exhibitors and visitors alike".

Mr. Tushar Chaudhary of Prolifique Rolls Pvt. Ltd. said that "due to the efficient management of the show, the organisers have made it an event of international standards".

Mr. Joachim Schäfer, Executive Vice President and Managing Director, Messe Düsseldorf GmbH said that 'being in the right place at the right time is vital for making good business deals. There is no doubt at all, that we are in the right place here in India. The atmosphere in the hall was fantastic.

At Tube India International/Metallurgy India, exhibitors found the perfect platform for making new business contacts and cultivating and expanding existing relationships.

The team of Messe Düsseldorf looks forward to seeing all exhibitors at the next show in 2012".

Official national presentations from Germany, China and Austria were part of the fairs. Of the countries represented - Germany, China, United Kingdom and Austria had the largest number of exhibitors, with 37, 22, 8 and 7, respectively. In total, exhibitors from 22 countries were represented at Tube India International and Metallurgy India and ESSEN WELDING INDIA displaying an extensive range of equipment, machinery and technology to the visitors.

Tube India International and Metallurgy India are organised by Messe Düsseldorf GmbH and its Indian subsidiary, Messe Düsseldorf India Pvt. Ltd.

The next Tube India International and Metallurgy India are scheduled to take place in 2012. For further information, please visit [www.tube-india.com](http://www.tube-india.com) or [www.metallurgy-india.com](http://www.metallurgy-india.com).

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