

“Make in India” makes big impression at WIN INDIA 2015

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- **Spotlight on integrated industry and workforce development**
- **WIN INDIA 2016 in Mumbai**

“Make in India”, the Indian government’s program to modernize manufacturing and attract foreign investment, took center stage at WIN INDIA 2015. “‘Make in India’ generated a huge amount of attention at HANNOVER MESSE in April. We carried that momentum to New Delhi in order to support India’s goals of upgrading infrastructure, manufacturing and logistics,” said Wolfgang Pech, senior vice president at Deutsche Messe. “Not only did this year’s WIN INDIA showcase the latest solutions for integrated industry, but it also featured an expansive educational program designed to bring India’s industrial workforce up to speed with the latest technologies.”

From 9–11 December at the Pragati Maidan exhibition center in New Delhi, 350 exhibitors from 21 countries demonstrated cutting-edge technologies and solutions for modernizing factories and warehouses. At the same time Indian government and industry organizations presented the benefits of setting up production in India. WIN INDIA’s four trade fairs – Industrial Automation INDIA, MDA INDIA, CeMAT INDIA, and Surface Technology INDIA – covered four key industry sectors: production and process automation, power transmission and fluid technology, materials handling and logistics, and surface treatment.

Daniela Behrens, Lower Saxony’s undersecretary of Economics, Labor and Transport, led a business delegation from Lower Saxony to visit WIN INDIA and meet with Indian business executives and politicians. “India was Partner Country at HANNOVER MESSE 2015, which has already led to numerous business contacts. Now it is time to expand, strengthen and further intensify these contacts. The trade fair is thus a tremendous platform and an ideal contact exchange,” said Behrens.

Companies exhibiting at WIN INDIA 2015 included such industry leaders as B&R Automation, Balluff, Beumer Group, Camozzi, Festo, , Hyundai Forklifts, Jungheinrich, NORD Drivesystems, Pepperl+Fuchs, Phoenix Contact, Siemens, and Wago. China, Germany and Korea presented country pavilions. WIN INDIA 2015 attracted more than 9,400 visitors.

For the first time at WIN INDIA, India’s Automation Industry Association (AIA) staged its Automation Training Zone, which is based on the “Make in India” and “Skill India” initiatives and educates end-users about the

latest automation technologies. The CeMAT Application Park provided hands-on learning opportunities with live demonstrations of a complete supply chain management system.

Undersecretary Behrens opened WIN INDIA on 9 December together with Shri Anant Geete, India's Minister for Heavy Industry and Public Enterprises. Further highlights of the three-day program included keynotes on digitalization in the factory and the future of warehousing. Panel discussions about training and skills development and logistics parks rounded out the program.

WIN INDIA 2016 is scheduled for 1–3 December at the Bandra Kurla exhibition center in Mumbai. "As an international trade fair organizer we adapt our strategy in India to the current conditions. For 2016 we are moving WIN INDIA from the political capital to the commercial capital. Western India has rapidly transformed into India's engineering and manufacturing hub thanks to the emergence of industrial belts such as Chakan-Ranjangaon-Talegaon. Staging WIN INDIA in Mumbai enables us to serve additional user industries," said Pech.

WIN INDIA is organized by Hannover Milano Fairs India Pvt Ltd, Deutsche Messe's subsidiary in India, and belongs to Deutsche Messe's HANNOVER MESSE Worldwide portfolio, which includes events in Canada, China, Turkey, and the United States. WIN INDIA is endorsed by the Indian government's Department of Heavy Industry.

Source: Deutsche Messe AG, Hannover Fairs International GmbH.