

MOTHER OF ALL TRADE DEALS

The India-EU Trade Deal is Set to Reshape Global Trade Dynamics, Opening New Avenues for Cross-Border Business and Exhibition-led Commerce



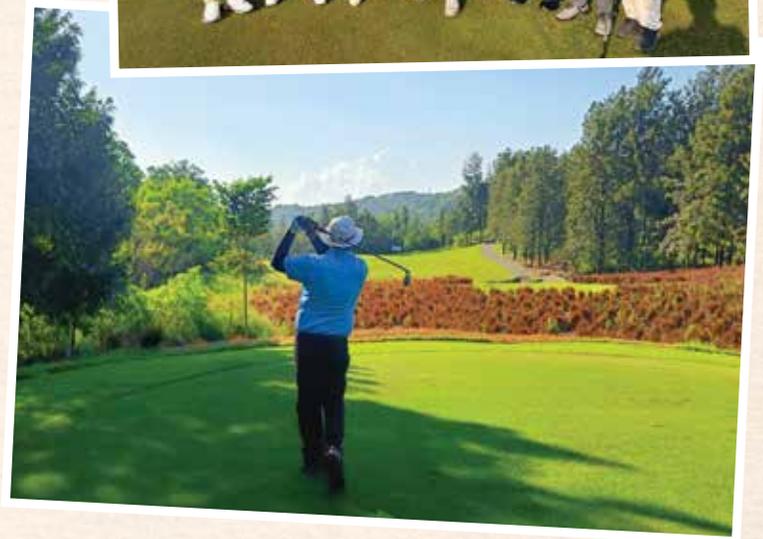
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CONTENT



04

Beyond the Hype : Analysing the “Mother of All Trade Deals”



14

Messe Frankfurt Trade Fairs India joins forces with BusinessLive Trade Fairs to expand Media Expo



10

Exhicon Wins Big Impact Award for Innovation in Exhibition Structures



18

imm india 2026 Positions India’s Furniture and Interiors Industry for Global Leadership



16

Union Minister Gajendra Singh Shekhawat and LG Kavinder Gupta Attend 33rd Edition of SATTE 2026 in New Delhi



22

‘Radiant Jharkhand 2.0’ Mega Exhibition Concludes in Jamshedpur; Draws Over 10,000 Visitors



20

Vitafoods India Concludes a Successful Three-day Run, Reinforcing India’s Growing Role in the Global Nutraceutical Ecosystem



26

CWBTA Hosts Grand Launch Seminar for GI Connect Trade Fair 2026



24

ACMA Automechanika New Delhi marks a major milestone attracting 35,750 visitors



32

ECAMEX 2026 : Advancing Electrical Safety and Sustainable Energy Solutions



28

AICCS 2026 Concludes Successfully in Pune



36

Transforming Pharma : Where Human Mindset Meets Digital Intelligence

Editor's Note



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Exhibitions at the Crossroads : Strategy, Scale and Sectoral Momentum

The exhibition industry stands at an inflection point where global economics, strategic alliances, technological innovation and on-ground execution are converging to redefine its future. In this issue, we move Beyond the Hype to analyse the much-debated “Mother of All Trade Deals” and its potential implications for cross-border commerce and exhibition-led trade engagement.

India's domestic calendar reflects strong sectoral momentum. Smart Home Expo 2026 returns to Mumbai with next-generation automation solutions, while the 2nd Corru Pack Print India Expo 2026 reinforces growth in packaging and print. ACMA Automechanika New Delhi achieved a major milestone with 35,750 visitors and 870 exhibitors, and AICCS 2026 in Pune concluded successfully under the inauguration of Vivek Singh from the Ministry of Food Processing Industries.

Strategic collaborations are shaping the global landscape. Informa and Dubai World Trade Centre's joint venture 'inD' aims to lead B2B live events across IMEA, while Messe Frankfurt Trade Fairs India's partnership with BusinessLive Trade Fairs signals expansion within the media and signage segment. Skål International India's MoUs with leading travel exhibition organisers further institutionalise industry cooperation.

From India's defence showcase at World Defence Show 2026 in Riyadh to participation in the 61st International Art Exhibition at La Biennale di Venezia, exhibitions continue to serve as instruments of economic and cultural diplomacy. At the same time, lessons from incidents like the chaos at Vasant Utsav in Noida underline the importance of robust event management.

With insights from Richard Erschik and Jagriti Pandey, and milestones such as Exhicon's Big Impact Award, this edition captures an industry evolving with purpose and scale.

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India and the European Union (EU) have finalised a historic Free Trade Agreement (FTA) after nearly two decades of negotiations – a pact widely described as the “mother of all trade deals.” The agreement was announced at the India-EU Summit in New Delhi by Indian Prime Minister Narendra Modi and senior EU leaders, with the aim of creating a free-trade zone covering around 2 billion people and nearly 25% of global GDP.

“This agreement will deepen the economic ties, create new opportunities for our people, and strengthen the partnership between India and Europe for a future characterized by prosperity,” said Indian Prime Minister Narendra Modi.

The EU and India already trade €180 billion worth of goods and services every year. Moreover, with roughly 6,000 European companies operating in India, the trading relations supports nearly 800,000 European jobs.

What are the important aspects of the deal?

- Under the deal, India will eliminate or reduce tariffs on 96.6% of EU exports by value. Meanwhile, the EU will reciprocate by reducing tariffs on 99.5% of Indian goods. The European Commission projects \$4.7 billion in annual duty savings, with exports potentially doubling by 2032.
- European carmakers are set to benefit from this deal as the previous tariffs on European cars by India stood at 110% which after the deal will be just 10%. This will increase competition in the Indian auto market providing a wide range of varieties for the consumers to choose and thereby increasing the number of participants in the Indian exhibitions like ACMA, Bharat Mobility Expo and more. It will also facilitate the manufacturing and components companies present in the sector.
- To protect India's domestic manufacturers, European cars priced below €15,000 (A\$25,500) will face higher tariffs, while electric vehicles get a five-year grace period.
- 70.4% tariff lines covering 90.7% of India's exports will have immediate duty elimination for important labour-intensive sectors such as textiles, leather and footwear, tea, coffee, spices, sports goods, toys, gems and jewellery and certain marine products.
- The EU has granted immediate zero-duty access for India's labor-intensive exports including textiles, apparel, leather, footwear, gems and jewellery.
- 20.3% tariff lines covering 2.9% of India's exports will have zero duty access over 3 and 5 years for certain marine products, processed food items, arms and ammunition, amongst others;
- The services dimension may prove transformative, too. The EU committed to opening 144 subsectors particularly IT, professional services and education and facilitate easier labour mobility.
- Wine is particularly notable – tariffs are being slashed from 150% to between 20–30% for medium and premium varieties. Spirits face cuts from 150% to 40%.

Sector Wise Impact : Facilitating India's Labour-Intensive Workforce:

The FTA creates a structured and



Beyond the Hype : Analysing the “Mother of All Trade Deals”

predictable framework for the temporary entry and stay of professionals, covering categories such as Business Visitors, Intra-Corporate Transferees, Contractual Service Suppliers, and Independent Professionals. Through this comprehensive mobility mechanism, India further reinforces its standing as a global talent hub.

The agreement facilitates smoother movement of employees of Indian companies operating in the EU along with their spouses and dependents across all service sectors. Additionally, Indian businesses seeking to deliver services under contractual arrangements with EU clients gain access to 37 sub-sectors, including IT, business, and professional services.

Accelerating Exports through Engineering Excellence:

With preferential market access for engineering goods many of which currently attract tariffs of up to 22% the FTA is set to significantly boost India's exports to the EU, valued at around INR 1.44 lakh crore (USD 16.6 billion). It is also expected to strengthen India's share in the EU's engineering goods import market, estimated at nearly INR 174.3 lakh crore (USD 2 trillion).

The agreement is likely to provide a major impetus to MSME-driven industrial clusters, accelerating industrial modernisation and enhancing global competitiveness.

Agri Sector :

India secures preferential market access for its agricultural exports, boosting competitiveness for processed foods, tea, coffee, spices, table grapes, gherkins and cucumbers, sheep and lamb meat, sweet corn, dried onion, and some other fruits and vegetable products.

Leather and Footwear sector:

The removal of tariffs currently as high as 17% to zero upon the FTA's entry into force across all tariff lines will create a more

competitive environment for India's exports to the EU, which are presently valued at around INR 20.9 thousand crore (USD 2.4 billion). This move is expected to strengthen India's position in the EU's leather and footwear import market, estimated at nearly INR 8.71 lakh crore (USD 100 billion).

Further, regulatory harmonisation, streamlined compliance procedures, and greater emphasis on design-driven and sustainable products will support the sector's transition from low-margin manufacturing to higher value-added global competitiveness.

Marine Exports:

Preferential access covering 100% of trade value, by reducing tariffs of up to 26% will unlock the EU marine market for imports (INR 4.67 Lakh Crore (USD 53.6 billion)). This enhanced market access is expected to significantly improve the competitiveness of India's marine exports, while complementing and strengthening India's export capacity in the marine sector, currently valued at INR 8,715 Crore (USD 1 billion) to the EU. The FTA will turbo-charge exports of shrimp, frozen fish, and value-added seafood exports, empowering coastal communities in Andhra Pradesh, Gujarat, Kerala, and beyond and India's blue economy

India's Medical Instruments, Appliances, and vital Supplies :

India's medical instruments, appliances, and essential healthcare supplies sector – driven by advanced manufacturing capabilities, innovation, and a skilled workforce – is poised for significant expansion in the EU market. With tariffs of up to 6.7% being eliminated across 99.1% of trade lines, Indian products such as lenses, spectacles, medical devices, and measuring and testing instruments will gain more cost-competitive access to European markets.

Textiles and Apparels:

Securing zero-duty access for textiles and clothing across all tariff lines with reductions of up to 12% — would unlock the EU's import market valued at approximately INR 22.9 lakh crore (USD 263.5 billion).

Building on India's existing global textile and apparel exports of around INR 3.19 lakh crore (USD 36.7 billion), including nearly INR 62.7 thousand crore (USD 7.2 billion) to the EU, this enhanced access is expected to substantially widen market opportunities. Key beneficiary segments would include yarn and cotton yarn, man-made fibre apparel, ready-made garments, men's and women's wear, and home textiles.

Plastic and Rubber:

India's plastic and rubber industries are set to benefit from preferential access to the EU - a market with global imports valued at nearly INR 27.67 lakh crore (USD 317.5 billion). With India's exports to the EU currently at around INR 20.9 thousand crore (USD 2.4 billion) and total global exports standing at approximately INR 1.13 lakh crore (USD 13 billion), the agreement presents significant headroom for expansion.

Improved market access under the FTA, coupled with India's skilled manufacturing base and MSME-led innovation ecosystem, is expected to drive higher employment, expand export volumes, and reinforce the country's position in global trade.

Chemicals:

FTA ensures zero duty on 97.5% of India's chemical export basket by value, eliminating duties of up to 12.8% and boosting competitiveness across inorganic, organic, and agrochemicals.

Mines and Minerals:

Zero duty across 100% of tariff lines breaks cost barriers, ensuring India exports quality, reliable, and value-added minerals to the EU.

Home Décor, Wooden Crafts and Furniture:

Lower duties of up to 10.5% provides enhanced access, boosting the competitiveness of Indian wooden, bamboo, and handcrafted furniture. The FTA supports growth in high-value, design oriented segments and strengthens India's role in global furniture supply chains.

What does it mean to the Indian Exhibition Industry?

The conclusion of the India-European Union (EU) Free Trade Agreement (FTA) in early 2026 is a transformative moment for India's exhibition industry. Often referred to as the "mother of all trade deals," it doesn't just lower tariffs on goods; it fundamentally reshapes the MICE (Meetings, Incentives, Conferences, and Exhibitions) landscape.

Here is how the trade deal will impact the Indian exhibition industry:

1. Surge in Sector-Specific B2B Exhibitions

The FTA aims to double bilateral trade by 2030. As tariffs drop to zero on over 99% of Indian exports (like textiles, leather, and gems) and significantly reduce on European imports (machinery, chemicals, and wine), the demand for "market-entry" platforms will skyrocket.

- **Textiles & Apparel :** Expect a massive expansion of shows like Bharat Tex, as Indian manufacturers look to leverage duty-free access to 450 million European

- "As the 'mother of all trade deals' moves from ink to implementation, it doesn't just open a free market for two billion people; it marks the dawn of a new era where the world's two largest democracies serve as the dual engines of global stability and prosperity."
- "Under the deal, India will eliminate or reduce tariffs on 96.6% of EU exports by value, while the EU reciprocates by reducing tariffs on 99.5% of Indian goods—a move projected to save \$4.7 billion in annual duties and potentially double exports by 2032."
- "The conclusion of the India-EU FTA is a transformative moment for India's exhibition industry. It doesn't just lower tariffs on goods; it fundamentally reshapes the MICE landscape, skyrocketing the demand for 'market-entry' platforms and B2B exhibitions."

consumers.

- **Industrial Machinery :** Since India has reduced duties on high-tech European machinery, we will see a rise in specialized industrial expos featuring German and Italian technology.

2. Operational Ease : The "Professional Mobility" Boost

One of the most significant wins for the industry is the comprehensive mobility framework.

- **Easier Visas :** The deal simplifies short-term business visits for Contractual Service Suppliers and Independent Professionals. This means European organizers (like Messe Frankfurt or Informa) can more easily fly in expert teams, technical staff, and speakers.
- **Reciprocity :** Indian exhibition organizers will find it easier to host "India Pavilions" at major European shows (like Hannover Messe), with clearer rules for staff travel and temporary stays.

3. Streamlined Logistics for Exhibits

Historically, moving high-value prototypes and exhibition materials through Indian customs was a bottleneck.

- **Expedited Customs :** The FTA includes a chapter on Customs and Trade Facilitation, emphasizing paperless trading and expedited release of goods.
- **Temporary Admission :** While the ATA Carnet system already exists, the FTA reinforces these protocols, making it cheaper and faster for European exhibitors to bring advanced machinery and sensitive equipment into India for display without paying full import duties.

4. Inbound Investment in Venue Infrastructure

Europe is the global leader in exhibition management. The "predictable and stable regime" created by the FTA encourages

European venue giants to invest directly in India.

- **Modernization :** Expect increased foreign direct investment (FDI) in Indian venues to bring them up to European sustainability and digital standards (Euro-standard facilities).
- **Joint Ventures :** We are likely to see more JVs between Indian state governments and European organizers to manage mega-complexes.

5. Focus on "Meet in India" Branding

With the FTA in place, the Indian government is doubling down on the "Meet in India" campaign to position the country as a global alternative to China for large-scale conventions.

- **Geopolitical Hedging :** As European businesses look to diversify supply chains ("China Plus One"), the exhibition floor in India becomes the primary site for forging these new "trusted" partnerships.

Some Limitation Persist :

Though the deal is historic but some complications do persist.

- **EU's Strict laws on Carbon Emission Mechanism :** Importantly, the EU's Carbon Border Adjustment Mechanism (CBAM) remains in place despite India's objections. However, Brussels has committed \$590 million to support India's decarbonisation efforts, as steel and aluminium exporters are set to face additional carbon-related costs beginning in 2026.
 - **Ambitious Yet Measured :** While ambitious by India's standards, the agreement has clear boundaries. It deliberately stops short of deeper policy alignment in several key areas. Notably, it does not incorporate comprehensive commitments related to labour rights, environmental safeguards, or binding climate obligations.
 - **Market Access with Strategic Safeguards :** The EU continues to retain tariffs on sensitive agricultural products such as beef, poultry, dairy, rice, and sugar. While consumers in Delhi may benefit from more affordable European automobiles, European farmers remain shielded from external competition.
 - **Protecting Domestic Interests While Expanding Global Reach :** India has strategically protected sensitive sectors such as dairy, cereals, poultry, soymeal, and select fruits and vegetables, ensuring a careful balance between export expansion and domestic priorities. At the same time, the FTA creates avenues for Indian agriculture to secure higher value in European markets, stimulate sectoral growth, and strengthen long-term resilience through stable livelihoods and sustainable income opportunities.
- The trade deal goes back to 2007 when it was first initiated then the talks were stalled in 2013. India- EU declared this deal in the early 2026 making it a two decade long negotiations. The deal is looked upon as ambitious which will facilitate the growing needs of India and the EU and It comes at a time when there is global uncertainty. As the 'mother of all trade deals' moves from ink to implementation, it doesn't just open a free market for two billion people; it marks the dawn of a new era where the world's two largest democracies serve as the dual engines of global stability and prosperity.

RATHI SAHNI

ON SCALING GARMENT TECHNOLOGY EXPO TO NEW HEIGHTS



Rathi Sahni discusses the expansion roadmap of Garment Technology Expo, the response from manufacturers and brands, and how focused exhibitions are shaping the future of the textile and garment machinery ecosystem.

TFT : Garment Technology Expo has completed 25 years. How has the vision for GTE evolved since the first edition in 2001?

RS : When Garment Technology Expo (GTE) was conceived in 2001, the core vision was simple yet transformative—to make world-class garment manufacturing technology accessible to Indian manufacturers at home. At that time, technology discovery largely meant travelling overseas. GTE changed that reality by creating a single, trusted ecosystem where global brands could demonstrate their innovations live in India.

Under the leadership of founder Chairman & Managing Director Mr. Inderjit Singh Sahni, and with the strong foundation laid by the late Mr. Ricky Sahni, Joint Managing Director of GTE gradually evolved from a machinery exhibition into a strategic industry platform. Over period of 25th years with 38th Successful editions Today, the vision goes far beyond showcasing equipment—it is about enabling automation, sustainability, digitalisation and future-ready manufacturing so that Indian factories remain globally competitive.

TFT : What differentiates GTE from other textile and garment machinery expos in South East Asia and India?

RS : GTE is uniquely focused on the garment manufacturing value chain, rather than the broader textile machinery spectrum. It brings together production technology, digital solutions, accessories and process innovations that directly impact factory efficiency, turnaround time and quality.

Another key differentiator is its long-standing reputation as a technology launch platform. Many national and international brands deliberately choose GTE to introduce new machines and solutions to the South Asian market. Over the years, GTE has also positioned itself as a business-first expo—where buyers arrive with active sourcing plans and exhibitors engage with serious decision-makers.

TFT : GTE has expanded to multiple cities including Bengaluru. What strategic criteria guide the choice of host cities?

RS : Our multi-city strategy is designed to serve India's three strongest garment manufacturing belts. By organising editions in Delhi-NCR, Bengaluru and Ahmedabad, GTE ensures direct access to the North, South and West clusters.

Each location is selected based on manufacturing density, export activity, ease of connectivity and proximity to factories within a 500-kilometre radius. This allows regional manufacturers—

especially MSMEs—to access global technology without heavy travel costs, while exhibitors gain deeper penetration into India's most active production zones.

TFT : How has participation changed in recent years, and what trends are driving this growth?

RS : Participation has grown steadily across exhibitors, visitors and international brands. One of the strongest indicators of confidence is that a large portion of space is booked well in advance.

This growth is driven by three clear trends—rapid expansion of export-oriented manufacturing, increasing pressure on factories to improve efficiency and quality, and a strong shift towards automation and digital production. Manufacturers are now investing not only in machines, but in integrated systems that support scalability and global compliance.

TFT : With India Exposition Mart Ltd. as a strategic partner, what new capabilities has this collaboration brought?

RS : The collaboration with India Exposition Mart Ltd. (IEM) has significantly elevated GTE's international readiness. The venue offers world-class exhibition infrastructure, excellent connectivity, integrated hospitality facilities including an in-premise hotel and professionally managed services for overseas exhibitors and buyers.

Equally important is IEM's experience in hosting large international trade events, which helps GTE deliver a more seamless, global-standard business environment.

TFT : What technological trends are shaping the garment machinery sector today, and how is GTE supporting them?

RS : Artificial intelligence and automation are redefining garment manufacturing. Intelligent cutting, smart sewing, AI-based inspection, predictive maintenance and digital production planning are moving factories towards higher productivity with consistent quality.

Following the easing of visa norms, participation from Chinese technology providers is also expected to rise sharply at GTE 2026, bringing advanced automation and smart-factory solutions to the show floor. GTE enables manufacturers to evaluate these technologies through live demonstrations and direct technical discussions—making technology adoption practical rather than theoretical.

TFT : Are there specific programmes or

conferences scheduled in the upcoming expo?

RS : Yes. GTE 2026 will feature live technology demonstrations across multiple product categories from Global brands. Alongside this, the co-located Lace & Trims Show 2026 will complete the sourcing ecosystem by presenting garment essentials and accessories, allowing visitors to experience the full manufacturing value chain in one visit.

Also proposing a Trend forecast display by NIFT with sessions focussed on the next collection with fashion show.

TFT : Looking ahead, what are your key priorities for the next few editions of GTE?

RS : Our primary focus is to build structured technology clusters around AI-driven manufacturing, smart factories and sustainable production systems. We also aim to introduce thematic zones that highlight digital workflows, automation integration and export-oriented compliance solutions.

As global trade dynamics evolve and exporters benefit from tariff relaxations and new FTAs, GTE will increasingly focus on helping manufacturers upgrade to international benchmarks in productivity and quality.

TFT : What should manufacturers, OEMs, start-ups and international brands expect from GTE 2026?

RS : GTE 2026 will offer a highly focused environment for one-to-one interactions, technology benchmarking, dealer identification and investment decision-making. Manufacturers and OEMs will be able to compare multiple technologies live and engage directly with solution providers. Importantly, start-ups and international brands planning new manufacturing set-ups in India will have a rare opportunity to explore the entire garment manufacturing value chain under one roof—from core production machinery to automation, software, trims and accessories—enabling them to source the most suitable and future-ready solutions for their facilities.

TFT : Lastly, any message to our readers?

RS : GTE 2026 is not just an exhibition—it is a strategic growth platform for the garment manufacturing community. We invite manufacturers, technology providers, start-ups and global brands to leverage this opportunity to upgrade their capabilities, build partnerships and prepare their businesses for the next phase of global competition. The future of garment manufacturing belongs to those who invest in technology, innovation and collaboration—and GTE is where that future begins. Tried Tested Trusted.



**DRIVING INNOVATION IN
EVENT INFRASTRUCTURE**

**RAHUL SHAH ON LEADING
EXHICON NEXINFRA**

TFT : Congratulations on your appointment as Director & CEO of Exhicon NexInfra. What is your immediate vision for the company in this new role?

RS : Our vision is to position Exhicon NexInfra as a technology-led infrastructure company that delivers projects with precision, speed, and responsible engineering practices.

Rather than relying on conventional construction approaches, we will focus on advanced engineering systems, modular construction technologies, and disciplined project management frameworks to deliver infrastructure that is faster to execute, structurally efficient, and environmentally conscious.

At NexInfra, our ambition goes beyond building physical structures. We aim to engineer intelligent infrastructure solutions that perform efficiently, adapt to evolving requirements, and create long-term value for stakeholders.

TFT: How do you plan to take Exhicon NexInfra to the next phase of growth?

RS : The next phase of growth for Exhicon NexInfra will be driven by execution discipline, financial prudence, and strong engineering capability.

Our strategic focus is on sectors where speed of delivery, structural efficiency, and composite construction (civil + structural steel) are critical. These include airports, aircraft hangars, concourses, sports arenas, multipurpose facilities, steel buildings, and exhibition & convention infrastructure—all of which require advanced large-span structural engineering expertise.

Through a combination of structured execution systems, engineering-led project planning, and collaborative partnerships, we aim to establish Exhicon NexInfra as a reliable EPC partner for technically demanding infrastructure projects.

Our long-term goal is to position the company as a leading EPC organization in specialized large-span, airport, stadium, and venue infrastructure development, delivering projects that consistently set benchmarks in quality, speed, safety, and innovation.

TFT: The exhibition industry in India is expanding rapidly with new venues and larger international shows. How do you see NexInfra contributing to the development of world-class exhibition infrastructure?

IMMEDIATE VISION FOR EXHICON NEXINFRA

- Position the company as a technology-led infrastructure firm.
- Focus on precision, speed, and responsible engineering practices.
- Emphasize advanced engineering systems, modular construction, and disciplined project management.
- Aim to deliver faster, structurally efficient, and environmentally conscious infrastructure.
- Engineer intelligent infrastructure solutions that perform efficiently, adapt, and create long-term value.

- Driven by execution discipline, financial prudence, and strong engineering capability.
- Strategic focus on sectors requiring speed, structural efficiency, and composite construction (civil + structural steel).
- Target sectors include airports, aircraft hangars, concourses, sports arenas, multipurpose facilities, steel buildings, and exhibition/convention infrastructure.
- Leverage advanced large-span structural engineering expertise.
- Establish Exhicon NexInfra as a reliable EPC partner for technically demanding projects through structured execution, engineering-led planning, and collaborative partnerships.
- Long-term goal: Lead as an EPC organization in specialized large-span, airport, stadium, and venue infrastructure, setting benchmarks in quality, speed, safety, and innovation.

RS : Exhicon NexInfra is positioned to serve as a comprehensive infrastructure solutions partner for the exhibition and events industry, supporting the development of modern venues that meet international standards.

Our expertise in large-span structural engineering, modular construction techniques, and efficient spatial planning allows us to design and build venues that are structurally robust, operationally flexible, and architecturally appealing.

One of our key strengths lies in fast-track infrastructure delivery, where temporary or semi-permanent facilities can achieve the visual quality, durability, and functional performance of permanent structures, while maintaining high standards of safety, efficiency, and cost optimization.

Our integrated approach combines

architecture, structural engineering, and venue functionality, enabling the development of infrastructure that enhances both exhibitor performance and visitor experience.

TFT: With increasing demand for technologically advanced exhibition spaces, how important will innovation and smart infrastructure be in your roadmap?

RS : Innovation will remain a central pillar of NexInfra's development strategy. Today's exhibition venues must operate as dynamic environments that integrate smart infrastructure, energy-efficient systems, digital connectivity, and flexible layouts capable of supporting diverse event formats.

At NexInfra, we are actively exploring modular structural systems, advanced construction materials, intelligent utility networks, and digitally enabled venue environments that enhance both operational efficiency and user experience.

Equally important is our focus on innovative architectural forms, optimized structural geometry, and thoughtful spatial planning, ensuring that venues remain functional, adaptable, and capable of supporting world-class exhibitions, conventions, and large-scale events.

TFT: What message would you like to share with industry stakeholders as you begin this new leadership chapter at Exhicon NexInfra?

RS : India's exhibition and events industry is entering a significant phase of expansion, creating strong demand for infrastructure that aligns with global standards in design, safety, operational efficiency, and technological integration.

At Exhicon NexInfra, we believe that the growth of this sector requires collaborative engagement between infrastructure developers, venue operators, industry bodies, and government institutions.

Our commitment is to contribute to this ecosystem by delivering high-quality infrastructure solutions that combine engineering strength, operational efficiency, and thoughtful design, enabling venues to support a wide range of national and international events.

Leadership Perspective

"The future of infrastructure lies in engineering intelligence, sustainable design, and disciplined execution. Our goal at Exhicon NexInfra is not just to build structures, but to create platforms that enable industries to grow and experiences to thrive."



Exhicon Wins Big Impact Award for Innovation in Exhibition Structures

Exhicon Events Media Solutions Limited has been honoured at the 4th Edition of the Big Impact Awards, winning in the category “Innovation in Exhibition Structures.”

The awards ceremony was held at Sahara Star Hotel and the honour was presented by

Ritu Tawde, Mayor of Mumbai, in the presence of eminent dignitaries and industry leaders from across the country.

Commenting on the recognition, M. Q. Syed, Chairman & Managing Director at Exhicon, stated, “This recognition validates our long-term vision of

This recognition validates our long-term vision of transforming India’s exhibition infrastructure through engineering excellence, scalable innovation, and sustainable execution.

M. Q. Syed, Chairman & Managing Director, Exhicon Events Media Solutions Limited

transforming India’s exhibition infrastructure through engineering excellence, scalable innovation, and sustainable execution.”

Exhicon has consistently focused on developing next-generation, high-capacity modular event infrastructure and rapid-deployment systems. The company’s continued investments in innovation and structural capability further strengthen its position as a 360-degree exhibition services provider in India’s fast-evolving exhibition and event ecosystem.

Chaos at Vasant Utsav in Noida as Visitors steal flowers and pots on the last day

The four-day festival, held from February 19 to February 22 at Shivalik Park, Sector 33A, saw a record-breaking footfall of nearly 1.5 million visitors. While the event was largely celebrated for its magnificent 40-foot floral replica of the Kedarnath Temple, the closing evening was marred by incidents of visitors plucking flowers from murals and walking away with exhibition plants.

The Noida Authority expressed deep disappointment and concern following reports of widespread vandalism and the unauthorized removal of floral displays and potted plants during the final hours of the 38th Noida Flower Show (Vasant Utsav 2026).

Commenting on the incident, Anand Mohan Singh, Deputy Director (Horticulture), Noida Authority, stated:

“The Vasant Utsav is a gift to the citizens of NCR, curated with months of effort by hundreds of artists and horticultural

experts. It is disheartening to see a section of the public treat collective property with such disregard. While we strive to make these events accessible and free for all, the success of such initiatives relies heavily on the civic sense of the attendees.”

Addressing the Incident

Viral social media footage has identified several individuals—many of whom appeared to be well-educated

a single day) made it challenging to prevent every instance of petty theft during the dismantling phase.

Future Measures

In light of these events, the Noida Authority is reviewing its protocol for future public exhibitions. Proposed measures include:

- Enhanced Surveillance : Increasing the density of high-definition CCTV cameras and drone monitoring during peak hours.
- Stricter Crowd Control : Implementing a “Batch Entry” system for the final day to prevent overcrowding.
- Civil Penalties : Working with local law enforcement to identify repeat offenders from video footage and imposing fines for “Damage to Public Property.”
- Awareness Campaigns : Launching a “My City, My Pride” initiative to educate visitors on the importance of preserving public beautification projects.



residents—engaging in the looting of floral installations. The Authority noted that despite a dedicated security team and police presence, the sheer volume of the Sunday crowd (peaking at 5 lakh visitors in



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Sugandh India draws Global Buyers

Sugandh India, a B2B exhibition for agarbatti and perfume industry was organised at Biswa Bangla Mela Prangan in Kolkata from 6th to 8th of February. It saw good visitor turnout throughout the three days. The event featured over 100 companies and attracted over 10,000 visitors. It also attracted domestic as well as international buyers from Nepal, Bangladesh, the UAE, Malaysia, UK, Israel and Mauritius. The expo reaffirmed its position in the market as one of the most unique trade shows of India.

Busworld and Yashobhoomi Operator Hold Strategic C-Level Talks in Belgium, Eyeing India Expansion from 2028

A high-level C-suite strategic meeting was recently convened in Roeselare, Belgium, between Busworld International and the operator of India's largest convention and exhibition



complex, Yashobhoomi (India International Convention & Expo Centre, IICC). Held at Busworld International's headquarters in Roeselare, the meeting was attended by Phil Chung, President of Kinexin Convention Management, which manages Yashobhoomi in New Delhi, and Vincent Dewaele, General Manager of Busworld International. Discussions culminated in a broad conceptual understanding to collaborate on hosting an international bus and mobility-focused conference in India in 2027. This proposed conference is intended to serve as a strategic precursor to a larger initiative – the launch of Busworld India, targeted for 2028.

Narendra Modi Inaugurates ₹ 800 Crore World-Class Convention Centre in Goa

The International Convention and Expo Centre, Goa, was inaugurated during India Energy Week 2026, marking a major addition to India's modern civic and institutional infrastructure.



Designed by CP Kukreja Architects, one of the country's leading multidisciplinary architecture and urban design firms, the state-of-the-art venue reflects contemporary design and functionality.

Spread across 21,425 sq. m, the facility includes a 7,807 sq. m exhibition hall and has the capacity to accommodate up to 4,200 delegates, positioning it as a significant destination for large-scale conventions and exhibitions in the region.

DGCA Grants Aerodrome Licence for Noida International Airport at Jewar



The aviation regulator Directorate General of Civil Aviation (DGCA) has granted the aerodrome licence for the upcoming Noida International Airport at Jewar, located in Gautam Budh Nagar district of Uttar Pradesh. The licence has been issued to Yamuna International Airport Private Limited, allowing the airport to commence operations under the Public Use category with all-weather capability.

FAN EXPO Hyderabad Reinforces Industry Confidence; Delhi Edition Gains Strong Traction

F

AN EXPO Hyderabad has successfully concluded, leaving behind a strong impression on India's

fan and air movement industry and further strengthening the exhibition's reputation as the only B2B platform globally dedicated exclusively to fans, fan components, and air movement technologies.

The Hyderabad show drew participation from a wide spectrum of the industry, including fan manufacturers, component and raw material suppliers, technology solution providers, architects, developers, consultants, distributors, and institutional buyers. The exhibition

created a focused environment for business engagement, enabling meaningful interactions across the value chain—from finished fan products to enabling technologies and critical components.

Participants highlighted the quality and intent of visitors as a key strength of the event. Exhibitors reported productive discussions, serious buying interest, and valuable access to South India's rapidly expanding construction, infrastructure, and manufacturing markets. The active presence of industry leaders, associations, and technology innovators further enhanced the exhibition's business relevance and credibility.

Building on the success of the Hyderabad edition, attention has now turned firmly towards the upcoming FAN EXPO Delhi Edition. Strong advance bookings have already been recorded, indicating growing confidence among exhibitors and underscoring the industry's demand for a specialised, category-focused exhibition platform dedicated to air movement technologies.

The organizers expressed their appreciation to exhibitors, visitors, industry partners, associations, sponsors, and media representatives whose continued support has played a crucial role in the success of the Hyderabad edition and the growing momentum for the Delhi show.



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Messe Frankfurt Trade Fairs India joins forces with BusinessLive Trade Fairs to expand Media Expo

Under this collaboration between Messe Frankfurt Trade Fairs India and BusinessLive Trade Fairs, Sign India Expo will evolve into Media Expo marking the launch of Media Expo Kochi and Media Expo Hyderabad while Sign India Expo Chennai transitions under the existing Media Expo Chennai banner. This move significantly expands the overall Media Expo footprint, increasing its presence from three cities to a total of five cities: Chennai, Hyderabad, Kochi, Mumbai and New Delhi.

Media Expo, which has delivered 56 successful editions across Mumbai, New Delhi and Chennai, will now become the primary exhibition platform in the three southern markets of Kochi, Hyderabad and Chennai, transitioning from the long-established Sign India Expo. This move will ensure focused regional engagement while offering the industry consistent and unified platforms across these South Indian markets. The collaboration will be implemented beginning with Media Expo Chennai, scheduled for later this year at Chennai Trade Centre, Chennai, Tamil Nadu.

Sign India Expo is backed by a legacy of 70+ editions across India with a particularly deep presence in the Southern markets like Bengaluru, Chennai, Kochi and Hyderabad. This collaboration brings



together two of the most recognised exhibition brands from the industry to create a unified and impactful industry trade fair platform.

This partnership will leverage the region's strong business potential and create a broader and wider exhibition platform. The combination of their expertise, the organisers aim to expand exhibitor participation and enhance the overall product showcase across the product segments like: printing, signage, digital signage, advertising solutions for out-of-home (OOH) and digital out-of-home (DOOH), retail displays and branding solutions, large-format and industrial printing, fabrication equipment and materials, POP-POSM, LED screens, printing equipment, sign substrates, inks, advanced 3D and laser printing solutions and much more.

By leveraging BusinessLive Trade Fairs established presence in South Indian markets, this alliance enables Media Expo to strengthen its positioning as a central platform for the



South India continues to be one of the most dynamic and opportunity-driven regions for the printing and signage industry. This collaboration with BusinessLive Trade Fairs allows us to expand Media Expo's footprint while offering the industry a stronger, more centralised platform that supports long-term growth and meaningful engagement.

Mr. Raj Manek,
Executive
Director & Board
Member, Messe
Frankfurt Asia
Holdings Ltd

printing, signage, branding and advertising solutions segment. For the industry, this partnership will deliver increased opportunities by strengthening participation and market reach through the platform, bringing together exhibitors, visitors, associations and professionals from across the printing, signage, branding and OOH-DOOH ecosystem. By consolidating participation and aligning market engagement, this pivotal step will strongly drive buyer-seller connections across South India's key commercial hubs.

Commenting on the collaboration, Mr Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd, said: "South India continues to be one of the most dynamic and opportunity-driven regions for the printing and signage industry. This collaboration with BusinessLive Trade Fairs allows us to expand Media Expo's footprint while offering the industry a stronger, more centralised platform that supports long-term growth and meaningful engagement."

Likewise, Mr Siva Prasad Palmati, Director, BusinessLive Trade Fairs, added: "Sign India Expo has built a strong and trusted presence across South India over the years. Partnering with Messe Frankfurt Trade Fairs enables us to elevate that legacy by combining regional strength with global exhibition expertise, creating region-specific platforms with Media Expo brand that will serve the industry and its evolving needs better." The growth outlook is underscored by industry estimates, with India's printing and signage market projected to grow from USD 1,074.5 million in 2025 to USD 3,494.3 million by 2034 as per IMARC Group, while the OOH and DOOH market is expected to expand from USD 519.93 million in 2025 to USD 656.13 million by 2030 according to Mordor Intelligence.

Complementary strengths, deep market understanding and being established exhibition brands, the partnership between Messe Frankfurt Trade Fairs India and BusinessLive Trade Fairs marks a strategic move towards building a more cohesive and future-ready printing and signage industry ecosystem in South India.

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Union Minister Gajendra Singh Shekhawat and LG Kavinder Gupta Attend 33rd Edition of SATTE 2026 in New Delhi

The 33rd edition of SATTE 2026 was inaugurated at Yashobhoomi, Dwarka, New Delhi, in the presence of Union Minister for Tourism Gajendra Singh Shekhawat and Lieutenant Governor of Ladakh Kavinder Gupta, alongside industry leaders, policymakers, and tour operators from India and overseas. The annual travel and tourism exhibition serves as a strategic platform to position India as a leading global tourism destination.

The event was attended by key figures including Yogesh Mudras, Managing Director, Informa Markets India; Anita Mendiratta of UN Tourism; Suman Billa, Additional Secretary and Director General, Ministry of Tourism; Subhash Goyal, Chairman, STIC Travel Group; Upasana Arora, Managing Director, Yashoda Super Specialty Hospitals; and Pasang Dorjee Sona, among others.

Addressing the gathering, Shekhawat noted that tourism, once peripheral in national planning, has become a core pillar of India's development strategy under Narendra Modi. He emphasised tourism's role in employment generation, entrepreneurship, and inclusive economic expansion. Highlighting evolving global travel trends, he observed that modern travellers increasingly seek immersive cultural experiences, wellness offerings, heritage engagement, and authentic human connections. He stated that India is being positioned as an experience-driven destination with a strong focus on heritage preservation, environmental sustainability, and community participation.

Lieutenant Governor Gupta outlined Ladakh's accelerated infrastructure development, citing enhanced road connectivity from Leh to remote border areas and



Tourism, once peripheral in national planning, has become a core pillar of India's development strategy. We are positioning India as an experience-driven destination with a strong focus on heritage preservation, environmental sustainability, and community participation.

**Gajendra Singh Shekhawat
Union Minister
for Tourism**

progress on the Zoji La Tunnel, which will provide year-round access to the region. He highlighted Ladakh's signature attractions, including Pangong Lake, Nubra Valley, Khardung La, Tso Moriri, Hemis Monastery, Shanti Stupa, Zaskar Valley, Lamayuru Monastery, Drass, Aryan Valley, and Indian Astronomical Observatory at Hanle.

Describing Ladakh as a rapidly emerging global tourism hub, Gupta detailed measures to promote year-round tourism, including fixed dates for Union Territory-level festivals, participation in domestic and international travel marts, FAM tours, and the launch of a new tourism logo. He assured streamlined registration processes for hotels and travel operators, alongside investments in sewage treatment and environmental infrastructure to ensure sustainable growth. Inviting stakeholders to prominently feature Ladakh in their offerings, he affirmed that visitors would be guaranteed a safe, memorable, and enriching experience. Quoting the iconic line associated with Amitabh Bachchan — “Kuch Din Toh Aaiyein Ladakh Mein” — Gupta encouraged travellers to explore the region's dramatic landscapes, vibrant culture, and hospitality. He subsequently inaugurated the Ladakh Pavilion and interacted with tourism stakeholders. SATTE 2026 features participation from approximately 2,000 exhibitors representing 60 countries, alongside extensive B2B meetings aimed at strengthening global travel trade networks and partnerships.

Odisha Hosts Inaugural Global Cleantech Expo to Accelerate Net Zero Ambitions

Odisha launched the first edition of the Global Cleantech Expo at the IDCO Exhibition Ground, marking a significant step toward advancing India's net zero roadmap. The two-day event was inaugurated by Gokulananda Mallik, Minister of State (Independent Charge), MSME Department, Government of Odisha.

In his address, Minister Mallik emphasised the state's proactive support for MSMEs through subsidies, credit guarantees, and policy incentives aimed at accelerating clean energy adoption. He noted that nearly 5,000 MSMEs are already active within Odisha's clean energy ecosystem and reiterated the government's vision of promoting

solarisation across households.

Under the leadership of Narendra Modi, India has committed to achieving Net Zero emissions by 2070, positioning itself as an emerging global cleantech leader. Initiatives such as Startup India are fostering innovation among MSMEs and startups in clean energy technologies. Anchored in the government's "5J" framework for sustainable development, the transition to renewable energy remains central to addressing climate change. The Odisha expo, which featured over 200 companies from 20 countries, underscored the state's growing relevance as a destination for cleantech investment and collaboration.

The summit opened with remarks

by Debi Prasad Dash, Executive Director of NETRA, followed by an address from Amlan Kanti Das of Luminous Power Technologies. Distinguished attendees included senior leadership from the Odisha Renewable Energy Development Agency, TP Central Odisha Distribution Ltd, GRIDCO Ltd, and the BJP Odisha State unit. The event concluded with a vote of thanks by Prashant Panigrahi, President of OCTA.

Debi Prasad Dash, Principal Advisor to the Expo and Executive Director of the NetZero Energy Transition Association (NETRA), stated that the event's strong response has firmly positioned Eastern India on the global clean energy map, catalysing investments, strategic partnerships, and technology transfer.



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imm india 2026 Positions India's Furniture and Interiors Industry for Global Leadership

India's furniture and interiors sector is entering a pivotal expansion phase, driven by rapid urbanisation, infrastructure growth, premium housing demand, hospitality expansion, and increasing global sourcing interest. Leading this evolution is imm india 2026 – a focused, internationally aligned B2B exhibition dedicated to furniture, interiors, décor, surfaces, textiles, kitchens, and smart living solutions.

Scheduled from 11–14 March 2026 at Yashobhoomi, Dwarka, New Delhi, imm india will convene the entire furniture and interiors value chain under one roof. The exhibition will enable buyers to source solid wood and upholstered furniture, artisanal and contemporary collections, rugs and carpets, home décor, mattresses, modular kitchens, surfaces, raw materials, components, and export-oriented interior solutions across diverse price points and design segments.

Organised by Koelnmesse, imm india introduces a globally established B2B trade fair format to one of the fastest-growing furniture markets worldwide. With India's furniture market projected to surpass USD 32 billion by 2027 and exports maintaining strong double-digit growth, the exhibition is positioned as a trade-centric platform

enabling direct sourcing, structured buyer–seller engagement, and sustained market access.

Milind Dixit, Managing Director, Koelnmesse Pvt. Ltd., stated that imm india 2026 reflects India's preparedness to play a leadership role in the global furniture and interiors dialogue. He emphasised the vision of creating a marketplace where Indian manufacturing capabilities align seamlessly with global demand, fostering meaningful partnerships at the intersection of design and commerce.

Global trade developments are further amplifying this momentum. Strengthening US–India ties and the recently concluded EU–India Free Trade Agreement have significantly improved India's export competitiveness. The removal of EU import duties – previously up to 10.5% on Indian wooden, bamboo, metal, and handcrafted furniture – has reduced average tariffs from 3.8% to near zero while streamlining customs processes. These changes enhance India's positioning as a preferred sourcing destination for EU and US buyers seeking diversified supply chains, opening access to the USD 263.5 billion European home and lifestyle market.

International buyer interest has been confirmed from Spain,



imm india 2026 reflects India's preparedness to play a leadership role in the global furniture and interiors dialogue. We aim to create a marketplace where Indian manufacturing capabilities align seamlessly with global demand, fostering meaningful partnerships at the intersection of design and commerce.

Milind Dixit
Managing Director,
Koelnmesse Pvt. Ltd.

the United Kingdom, France, the Netherlands, Germany, Italy, Belgium, the United States, Canada, the UAE, Saudi Arabia, Qatar, Oman, Singapore, Hong Kong, Romania, and other strategic markets, reinforcing imm india's stature as a credible global sourcing platform.

The exhibition layout is designed for high-efficiency business engagement, featuring The Sourcing Hub, curated showcases, trend-focused zones, and a structured Hosted Buyer Programme to facilitate targeted meetings and measurable outcomes.

imm india's international orientation is further strengthened through its strategic association with the Buyers Agents Association (BAA) and industry partnerships including JHEA, AMK, AFMI (Exclusive Partner), HEA Moradabad, Bagru Industrial Association, AACC, IETO, ICC, Kirti Nagar Timber & Furniture Dealers Association, and KHEXMASS – collectively building a pan-India ecosystem across manufacturing, exports, and retail.

The exhibitor lineup reflects strong industry confidence, with prominent brands such as Source, Furnvoy, Sunrise International, Sheela Foam Limited, Obeetee, Phoenix Industries, Royal Rugs, Khivraj Handicrafts, Sankara Furniture Designs, Metaltech Design, Saraf Exports, Tapisserie Home, The Furniture Folks, and Mahesh Handicrafts, alongside over 150 confirmed exhibitors, presenting premium and export-ready collections.

Beyond business transactions, imm india 2026 will feature knowledge-driven conferences, curated engagements for architects and designers, and Exhibitor Awards recognising excellence in design, innovation, sustainability, and craftsmanship.

Positioned as an essential platform for bulk buyers, sourcing heads, architects, interior designers, retailers, developers, hospitality leaders, exporters, and international trade delegations, imm india 2026 goes beyond a conventional exhibition. It serves as a strategic gateway, placing India firmly at the centre of the global furniture and interiors value chain.



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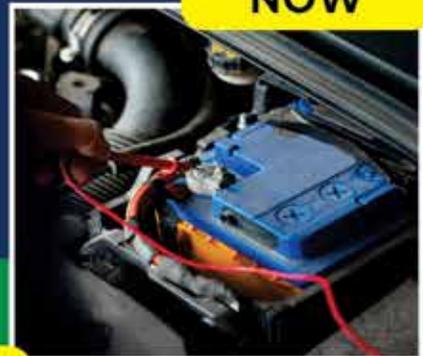
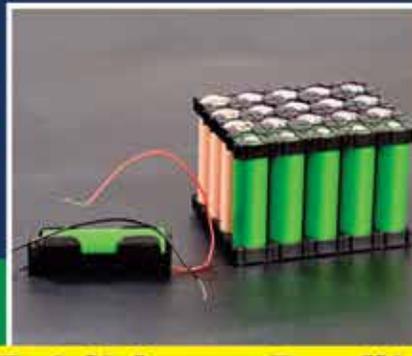
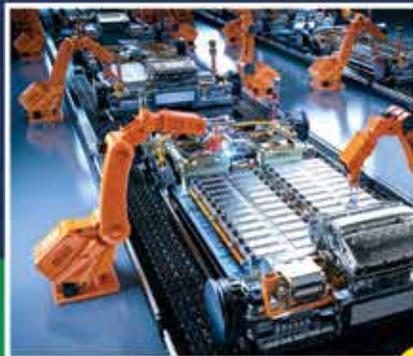
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India's nutraceutical and wellness sector, already surging from robust demand and innovation, gained fresh momentum at the 4th edition of Vitafoods India held at Mumbai's Jio World Convention Centre. The three-day event, scheduled from February 11-13, 2026, marked a significant milestone with over 10,000 trade visitors, and 200+ global exhibitors. This record breaking edition underscored India's expanding influence in the global nutraceutical ecosystem, driven by strong demographic trends, rising middle-class consumption, and the growing emphasis on preventive healthcare.

The inaugural ceremony was graced by the esteemed presence of Ms Pritee Chaudhary, IRS, Regional Director, FSSAI, West Region, Mumbai, Dr Krishna Methekar, Joint Director, Food Safety and Standard Authority of India (FSSAI), Mumbai, Mr. Kaushik Desai, Secretary General, Health Foods and Dietary Supplements Association (HADSA), Mr. Yogev Meushar, Israel Trade Commissioner for Midwest India, Dr. Debjani Roy, Executive Director, Shellac & Forest Products Export Promotion Council (SHEFEXIL), Mr. Gopi Shankar, Director – Trade & Industry | Global Victoria, Victorian Government Trade and Investment, State Government of Victoria, Australia, Mr Sandeep Gupta, Founder & Director of the Expert Nutraceutical Advocacy Council (ENAC®), Mr Hitesh Patel, Managing Director, K Patel Phytoextraction Pvt Ltd, Mr. Gareth Baguley, Brand Director, Vitafoods portfolio, Mr. Yogesh Mudras, Managing Director, Informa Markets in India, and other prominent industry leaders, association representatives, and renowned domain experts. This edition showcased over 200 exhibitors, domestic and international, and featured more than 60 industry experts delivering insights across 19 knowledge-driven sessions.

India's nutraceutical growth stems from demographic and lifestyle shifts, with science-backed nutrition powering preventive healthcare. By 2050, the elderly population will reach 347 million, spurring demand for clean-label functional foods supporting energy, cognition, and metabolic health. A 35% Information Classification : General middle class invests in daily wellness, while 5% obesity rates drive weight management solutions, led by 25-45-year-olds blending supplements into routines. These converging trends reinforce the

relevance of Vitafoods India as a platform where, nutraceutical innovation, and scalable science-driven solutions come together to address India's evolving health priorities.



Vitafoods India Concludes a Successful Three-day Run, Reinforcing India's Growing Role in the Global Nutraceutical Ecosystem

A Record-breaking Edition with Over 10,000 Visitors and 200 Exhibitors

Ms Pritee Chaudhary, IRS, Regional Director, FSSAI, West Region, Mumbai, said, "India's nutraceutical industry is closely aligned with the vision of Viksit Bharat 2047 and represents a strategic pillar for nation-building. Currently representing nearly 2% of the global market, the sector's long-term potential could surpass pharmaceuticals by at least tenfold, given nutraceuticals' role in daily preventive healthcare through health supplements, probiotics, and prebiotics. India leverages its strong pharmaceutical expertise, a consultative FSSAI regulatory framework, and a growing manufacturing base in hubs like Gujarat and Himachal Pradesh. With over 60-70 FTAs in place with key markets such as the UK, EU, USA, Mauritius, UAE, and Australia, coupled with rising emphasis on research, molecule development, and scientific validation, the industry is poised to scale responsibly and lead globally over the next five years."

Mr Kaushik Desai, Secretary General, Health Foods and Dietary Supplements Association (HADSA), said, "The global nutraceutical industry is projected to reach USD 919 billion by 2030, growing at a CAGR of 7% across functional foods, dietary supplements and personalised nutrition. As the market expands, stronger collaboration between FSSAI and industry is vital to ensure safety, quality, and regulatory compliance, alongside greater emphasis on clinically validated, evidence-based products to reinforce consumer trust. Rising

demand for sustainable, plant-based and clean-label solutions, coupled with the growth of e-commerce and direct-to-consumer channels, is accelerating innovation.

India's biodiversity and traditional medicine heritage provide a strong foundation for globally competitive offerings, and with focused investment in research, innovation and compliance, the sector can significantly advance preventive healthcare access."

Highlighting the transformation of Indian botanical ingredients sector, Mr Hitesh Patel, Managing Director, K Patel Phytoextraction Pvt Ltd, stated, "The botanical ingredients sector in India is growing through structured cultivation, farmer partnerships, sustainable and organic practices, and strict compliance with Japanese, European, and American regulatory standards. Although an earlier 50% American tariff created temporary pressure, the revised 18% rate is expected to stabilise volumes in the coming months, while European supplies remain steady. The industry has evolved from traditional ratio-based Ayurveda formulations to standardised extracts validated through HPLC and GC, and it is

now advancing toward clinically researched, scientifically validated ingredients. Platforms like Vitafoods India reflect this transformation and strengthen India's global positioning."

Mr Sandeep Gupta, Founder & Director of the Expert Nutraceutical Advocacy Council (ENAC®) said,

“India’s nutraceutical sector is at a defining stage of growth. While our share in the global market remains modest, the country possesses strong manufacturing capabilities, rich biodiversity and deep expertise in natural ingredients and phyto extracts that position us for far greater global relevance. The priority now is deeper collaboration across industry, academia and government to strengthen quality, innovation and domestic value creation. By bringing together industry leaders and policymakers to address opportunities and regulatory pathways, we can chart a structured roadmap for sustainable and credible growth.”

Mr Yogesh Mudras, Managing Director, Informa Markets in India, said, “India is entering a decisive decade where nutrition will define the country’s health and productivity outcomes. As per capita disposable income is projected to approach INR 2.5 lakh by 2030, consumers are consciously investing in preventive health, personalised nutrition, and everyday wellness. This shift is being reinforced by Information Classification : General national initiatives such as the National Nutrition Strategy and a steadily evolving regulatory ecosystem under FSSAI, creating a strong foundation for responsible industry growth. In this context, Vitafoods India 2025–2026 emerges as more than an exhibition. It is a vision platform where science, policy, and innovation align to enable the nutraceutical sector to move from intent to impact and from domestic growth to global leadership.”

The show featured a powerful line-up of exhibitors across ingredients and raw materials, branded finished products, services and equipment, and contract manufacturing and private label solutions, offering visitors a panoramic view of the industry’s present momentum and future direction. The key exhibitors included KSM-66 Ashwagandha, Meteoric Biopharmaceuticals; Krishna Enzytech / Collagen Lifesciences; Akums Drugs and Pharmaceuticals Ltd; Siddhayu Ayurvedic Research Foundation; Vantage Nutrition; Inhalation Health; Bio-gen Extracts; IMCD India Pvt Ltd; Arjuna Natural; Barentz India Pvt Ltd; Botanic Healthcare Group; BACFO Pharmaceuticals India; Natural Remedies; Lonza Capsules & Health Ingredients; Elmach Packages India Pvt Ltd; Omniactive Health Technologies; Crius Life Sciences Pvt Ltd; amongst others.

Mr Gaurav Soni and Mr Madhu Krishnamani, Founders and Managing Directors, Botanic Healthcare, said, “At Botanic Healthcare, we develop science-led nutraceutical solutions that combine

traditional herbal knowledge with modern delivery technologies to support preventive and lifestyle-led nutrition. As demand rises for clinically validated, high-bioavailability solutions across metabolic health, immunity, skin and vision care, our portfolio reflects a clear shift toward outcome-driven innovation. Women’s wellness remains a key focus area, and at Vitafoods India 2026, we launched Aspariva, a standardized Shatavari extract developed to support women’s health through evidence-based formulation. India’s nutraceutical market is entering a strong growth

“India’s nutraceutical industry is closely aligned with the vision of Viksit Bharat 2047 and represents a strategic pillar for nation-building. Currently representing nearly 2% of the global market, the sector’s long-term potential could surpass pharmaceuticals by at least tenfold.”

– Ms. Pritee Chaudhary, IRS, Regional Director, FSSAI, West Region, Mumbai

“India is entering a decisive decade where nutrition will define the country’s health and productivity outcomes. Vitafoods India 2026 emerges as more than an exhibition; it is a vision platform where science, policy, and innovation align to enable the nutraceutical sector to move from intent to impact and from domestic growth to global leadership.”

– Mr. Yogesh Mudras, Managing Director, Informa Markets in India

“The global nutraceutical industry is projected to reach USD 919 billion by 2030. As the market expands, stronger collaboration between FSSAI and industry is vital to ensure safety, quality, and regulatory compliance, alongside greater emphasis on clinically validated, evidence-based products to reinforce consumer trust.”

– Mr. Kaushik Desai, Secretary General, Health Foods and Dietary Supplements Association (HADSA)

phase and is projected to reach nearly USD 60 billion by 2030. Supported by a ₹250 crore equity investment and the commissioning of our dedicated liposomal manufacturing facility in Hyderabad, we continue to strengthen innovation, clinical validation and global expansion.”

Dr. Benny Antony, Joint Managing Director, Arjuna Natural Pvt. Ltd., said, “With India’s nutraceutical sector projected to grow from USD 8–9 billion to USD 20–30 billion by 2030 at a CAGR of 15–18%, the industry is clearly shifting from general wellness to targeted, clinically supported health solutions. Growth is being driven by rising demand for healthy ageing, metabolic

balance, mental wellness, stress resilience, and performance nutrition. In line with these trends, Arjuna Natural showcased patented botanical ingredients at the Vitafoods India 2026, including high-bioavailability turmeric, potent ashwagandha, omega-supporting amla extracts, nitrate-rich endurance actives, and cognitive botanicals. Together, these ingredients reflect the growing need for clinically validated, plant-based solutions that strengthen formulation quality and support the next phase of India’s nutraceutical value chain.”

Beyond the exhibition floor, Vitafoods India 2026 introduced immersive Global Trends Zone,

Innovation Zone, and Tasting Zone enabling stakeholders to experience formulations, formats, and flavours shaping tomorrow’s wellness consumption.

The show was supported by leading industry bodies including HADSA (Health Foods and Dietary Supplements Association), AFSTI (Association of Food Scientists & Technologists – Mumbai Chapter), CASMB (Chamber for Advancement of Small & Medium Businesses) and WIN (Women in Nutraceuticals) reflecting strong institutional endorsement and ecosystem alignment.

Running alongside the exhibition was a three-day conference centred on the theme ‘Nutraceuticals 2030 : Science, Standards and Scale for India’s Global Significance’. The programme examined key industry imperatives including regulatory frameworks, labelling and compliance, research and product innovation, personalised nutrition, healthy ageing, women-centric nutrition, functional foods, retail readiness, market access strategies, next-generation consumers (Gen Z and Alpha), microbiome science, protein adequacy, and sustainable nutrition models.

A significant addition to the 2026 edition was the Leaders Roundtable, a closed-door strategic forum developed in collaboration with the Expert Nutraceutical Advocacy Council (ENAC). The roundtable convened senior professionals from CRAMS, ingredient manufacturing, R&D, regulatory affairs, scientific research, quality assurance, innovation and technology, CROs, policy advocacy, certification, and business strategy, with the objective of enabling structured dialogue on industry challenges and opportunities.

With its balanced focus on business, science, and regulation, Vitafoods India 2026 continues to strengthen its role as a critical enabler in shaping the future trajectory of India’s nutraceutical and wellness industry.



‘Radiant Jharkhand 2.0’ Mega Exhibition Concludes in Jamshedpur; Draws Over 10,000 Visitors

The three-day ‘Radiant Jharkhand 2.0’ Mega Exhibition, jointly organised by Visual Myths and Ladies Circle India GMCLC-160, concluded successfully at Hotel Ramada, benefiting more than 10,000 attendees, including students, professionals, and local residents.

Addressing the gathering, Amarpreet Singh Kale noted that the diverse departmental and institutional stalls reflected the broader vision of a developed India. He stated that the exhibition was conducted under the guidance of Jamshedpur MP Bidyut Baran Mahato, describing him as an accessible and dedicated leader who has worked across social

segments. Kale highlighted the MP’s role in facilitating the implementation of key Central Government schemes in the region.

He further observed that students gained exposure to emerging innovations, while residents developed a deeper understanding of various government initiatives and welfare programmes. Kale congratulated Visual Myths and all participating organisations for the seamless execution of the event.

The welcome address was delivered by Anisha Yadav of Visual Myths, and the programme was anchored by Uday Chandravanshi. From 10 am onwards, the venue witnessed steady footfall, with students forming long queues and



The diverse departmental and institutional stalls reflected the broader vision of a developed India. Students gained exposure to emerging innovations, while residents developed a deeper understanding of various government initiatives and welfare programmes.

Amarpreet Singh Kale, Jharkhand BJP State Spokesperson

visitors continuing to explore the exhibition until 2 pm each day. The exhibition had been inaugurated on January 29.

At the valedictory session, awards were presented to outstanding participating stalls, including Indian Council of Medical Research (ICMR), Ministry of Earth Sciences, North Eastern Development Finance Corporation Limited (NEDFi), Department of Atomic Energy, Gujarat State Handloom and Handicrafts Development Corporation Limited, Tamil Nadu Horticulture, National Informatics Centre (NIC), and Central Integrated Pest Management Centre (CIPMC).

The organisers also recognised the contributions of Anisha Yadav, Vinod Kumar, Santosh Pawar, Amisha Saxena, Aditi Saxena, Mohammad Afzal, and Datta Thore for their efforts in ensuring the exhibition’s success.

The closing ceremony was attended by several distinguished guests, including Manav Kedia, President of the Singhbhum Chamber of Commerce; Amarpreet Singh Kale, Jharkhand BJP State Spokesperson and social worker; ICMR scientist P.K. Tripathi; Dr. K. Gopal Krishna; Shivani Kora, Senior Technical Director, NIC Jharkhand State Unit; Prabhakar Singh, Chancellor of Sona Devi University; Rajesh Kumar Tiwari, Principal of RVS Engineering College; and Ranjita Gandhi, Principal of CM School of Excellence. The guests were welcomed by Visual Myths Director Vanish Gupta and Project Head Kinjal Gandhi.

India Showcases Indigenous Defence Strength at World Defence Show 2026, Riyadh

India underscored its expanding indigenous defence manufacturing capabilities at the World Defence Show (WDS) 2026 in Riyadh, Saudi Arabia, with Minister of State for Defence Sanjay Seth leading a high-level delegation to the international exhibition held on February 8–9.

During the visit, the Minister inaugurated the inaugural India Pavilion at the show, presenting the manufacturing expertise of Defence Public Sector Undertakings (DPSUs) and leading private-sector defence companies. He also attended the official opening ceremony alongside global dignitaries and toured the exhibition zones of Saudi Arabian Military Industries (SAMI) and the Saudi Ministry of Defence, reviewing their latest indigenous technological advancements.

Seth held bilateral talks with Khaled bin Hussein Al-Biyari, Assistant Minister of Defence for Executive Affairs, focusing on deepening defence cooperation and enhancing armed forces engagement between India and Saudi Arabia. He also met Faleh bin Abdullah Al-Sulaiman, Governor of the General Authority for Defence Development (GADD), highlighting India’s growing stature as a defence export hub and inviting Saudi stakeholders to visit India’s R&D facilities to explore co-development opportunities. In a separate meeting with Ahmed bin Abdulaziz Al-Ohali, Governor of the General Authority of Military Industries (GAMI), discussions centred on expanding strategic collaboration and strengthening bilateral defence supply chains. The Minister proposed a GAMI-led delegation visit to India to gain first-hand exposure to the country’s defence production and innovation

ecosystem.

Addressing senior leadership from Indian and Saudi defence firms at a networking event hosted by the Embassy of India, Riyadh, Seth emphasised the importance of joint ventures and collaborative manufacturing to advance self-reliance in defence production. He reaffirmed India’s commitment to meeting global defence requirements under the “Make in India, Make for the World” vision.

On the sidelines of the exhibition, the Minister visited Diriyah, a UNESCO World Heritage Site and the historic birthplace of the Saudi state. He later interacted with members of the Indian diaspora at the Embassy, outlining India’s developmental progress under Narendra Modi, particularly in women’s empowerment, healthcare, and digital inclusion, while reiterating a ‘Nation First’ approach.



UPCOMING

EVENTS LIST

21-23 MAY, 2026

**NAVI MUMBAI PHARMA
AND LAB EXPO**

AT 10:00AM - 18:00PM

CIDCO EXHIBITION CENTRE, VASHI

21-22 AUGUST, 2026

**PONDICHERRY PHARMA
AND LAB EXPO**

AT 10:00AM - 18:00PM

TBA

22-24 OCTOBER, 2026

**VAPI PHARMA AND LAB
EXPO**

AT 10:00AM - 18:00PM

PURUSH ADHYAPAK COLLEGE, VAPI

06-08 JANUARY, 2027

**VIZAG PHARMA AND LAB
EXPO**

AT 10:00AM - 18:00PM

VISAKHA PHARMACITY, PARWADA

26-28 FEBRUARY, 2027

**INDORE PHARMA AND
LAB EXPO**

AT 11:00AM - 19:00PM

BRILLIANT CONVENTION CENTRE

MAY, 2027

**GOA PHARMA AND LAB
EXPO**

AT 11:00AM - 19:00PM

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th edition of ACMA Automechanika New Delhi 2026, the leading trade fair for auto components and the aftermarket industry, concluded with a strong turnout drawing 35,750 visitors, making it one of the most successful editions. Presenting the next phase of products, technologies and solutions, the trade fair brought together 870 exhibitors from 20 countries showcasing 3,000+ brands on the show floor. The trade fair reflected strong industry momentum of localisation endeavours and interest of global companies for India's auto component and aftermarket industry creating industry wide engagement.

Registering a high response of 870 exhibitors, ACMA Automechanika New Delhi, the show floor kept buzzing across all three days. The show received an all-round participation from both exhibitors and visitors across the country. The show recorded a surge of new participants as well as reflected strong interest from the participants from countries like Belgium, Cambodia, China, Germany, Hong Kong, Italy, Japan, Korea, Laos, Luxembourg, Malaysia, Poland, Slovenia, Spain, Sri Lanka, Taiwan, Thailand, Turkey, the UAE and the USA - in India's fast-growing auto components and aftermarket industry to grow trade setting a bold new milestone. Knowledge sessions across the three-days ensured a high engagement, coupled with intriguing discussions and networking with industry experts.

The event was graced by the Chief Guest, Honourable Shri Jitin Prasad, Minister of State for Commerce and Industry and Electronics and Information Technology, Government of India on 5th February 2026. During his address, he stressed that the Indian auto component industry will be the trusted partner of the European Union as well as the USA and will ensure that components for EVs and automobiles receive the necessary impetus for growth, enabling India to deliver world-class products.

The recently released Economic Survey before Union Budget 2026-27 pointed out that the auto industry exported more than 53 lakh vehicles across passenger, commercial, two-and-three-wheelers in FY 25 and recorded double-digit growth in exports in the first half of 2025-26. This trend underscores India's strengthening position as a global automotive manufacturing hub. The survey also places a strong emphasis on scaling MSMEs as a cornerstone of India's manufacturing transformation – a focus that directly benefits the auto ancillary ecosystem, one of the country's most MSME-intensive industries.

India's auto component industry is expected to attract USD 2.89- 3.46 billion in FY26 for capacity expansion and EV part localisation, following an estimated investment of USD 1.73-2.31 billion in FY25. MSMEs in the industry provide critical parts ranging from precision forgings to electronics sub-assemblies. Participation and presence from the component and aftermarket industry from tier-2 and tier-3 cities at ACMA Automechanika shows the changing diaspora of the industry.

The show also showcased key leading



ACMA Automechanika New Delhi marks a major milestone attracting 35,750 visitors

brands taking new strides in the industry. Hindalco Industries Ltd combining alloy development with deep application engineering to co-create solutions with OEM partners from side-impact-resistant EV battery enclosures, crash boxes, ABS blocks and Front forks for two-wheelers. Brand's recent investments at Kuppam in Andhra Pradesh and the state-of-the-art facility in Chakan enable advanced welding and machining technologies at scale.

First-time participant from Spain, Horse Technologies is looking towards India as a positive destination for their components. The brand has introduced its hybrid engine for Toyota Fortuner, set to be launched in Diwali 2026. ZF Aftermarket India has introduced a new range of corrosion-resistant Sachs clutch discs and kits for agricultural tractors that deliver durability, comfort and reliability for demanding farming conditions across India and the wider IMEA region.

On the global front, ACMA Automechanika New Delhi featured bold new product launches and technologies. Participants highlighted Asia as one of the fastest-growing regions, driven by rising exports and robust domestic consumption. With vehicle penetration at just 48 cars per 1,000 people in India versus over 800 in EU and Western markets, the long-term growth potential remains significant.

International pavilions also noted accelerating aftermarket demand in India's tier-2 and tier-3 cities, supported by rising passenger and commercial vehicle sales. Favourable government policies and localisation incentives are encouraging global companies to manufacture in India, positioning the country as a hub to serve domestic demand as well as African and Middle Eastern markets. ACMA Automechanika New Delhi saw companies participating from 20 countries which included:

Some of the key perspectives from these participants included : Germany : Exploring India as a manufacturing base for exports to Africa and the Middle East,

while actively investing in EV motors, sensors and electronic components.

Taiwan : Strengthening India's semiconductor ecosystem through investments such as PSMC's partnership with Tata Electronics. Focus on OEM supplies and sensors for the EV ecosystem. China : Showing strong interest in passenger and commercial vehicle components, backed by India's expanding highway network and rapid growth in road freight transport. Sri Lanka : Increasing dependence on India for cost-effective two- and three-wheeler parts, engine spares and heavy-duty commercial vehicle components, aided by geographic proximity and faster logistics.

The show encompassed vivid exhibits and displays of auto parts & components, electronics & diagnostics, body & paint, tyres, batteries, lubricants, workshop equipment, solutions for 2-wheelers, passenger, commercial & agricultural vehicles, backed by manufacturing and technology innovations.

In terms of knowledge dissemination, the showfloor featured two strong learning platforms—Conferences and Workshops. The Conference arena in Hall 2 remained a focal point across all three days, delivering sharp insights on emerging technologies, alternative fuels and components, digitisation of the aftermarket value chain and strategies to combat counterfeiting, among other critical topics.

Complementing this, the Workshop zone offered practical, application-led learning, with focused sessions on painting solutions, protective films, advanced cutting technologies, and cost-efficient management practices for workshops and garages.

ACMA Automechanika is part of the Mobility and Logistics portfolio of Messe Frankfurt GmbH and has been recognised as a leading trade fair brand under the segment. Automechanika is organised across 16 countries worldwide representing and connecting the entire automotive aftermarket value chain.



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CWBTA Hosts Grand Launch Seminar for GI Connect Trade Fair 2026

By Adrija Dasgupta,
TFT Kolkata Correspondent

The Confederation of West Bengal Trade Associations (CWBTA) organised a high-profile launch seminar to formally announce the GI Connect Trade Fair-cum-Buyer Seller Meet 2026, which will be held on May 28, 29 and 30, 2026. The seminar marked an important step toward building national momentum for promoting India's Geographical Indication products and strengthening their presence in domestic and global markets.

The programme began on an auspicious and spiritual note with Ganesh Vandana and Hanuman Vandana, creating a dignified opening for the proceedings. The event received an enthusiastic response, with more than 800 students, trade representatives, exporters, industry leaders, and institutional stakeholders in attendance, highlighting the

growing interest in the GI sector and its trade potential.

The seminar was formally inaugurated through the ceremonial lighting of the lamp by the Chief Guest, Shri Sunil Singhi, Chairman of the National Traders Welfare Board under the Ministry of Commerce and Industry, Government of India. In his address, he emphasised the importance of strengthening market access, branding, and export linkages for India's traditional and GI-certified products, and appreciated the initiative taken by CWBTA to create a structured national platform for this purpose.

The event was attended by several prominent dignitaries, including CWBTA President Shri Sushil Poddar, Dr Smita Shah, and GI Connect Convenor Shri N.K. Kapadia, Shri Pradeep Luhariwala, Co-Convenor, Shri B.K. Sancheti, Shri Vibhor Tandon, Shri Arun Garodia, Shri Arvind Pandey from Adamas University and Shri Sumit Das,



Strengthening market access, branding, and export linkages for India's traditional and GI-certified products is crucial. We appreciate the initiative taken to create a structured national platform that unlocks the full commercial potential of our heritage.

Shri Sunil Singhi
Chairman,
National Traders Welfare Board, Ministry of Commerce and Industry

along with representatives from trade bodies, academia and industry.

A major highlight of the seminar was a thought-provoking panel discussion featuring eminent speakers from diverse professional backgrounds. The discussion brought together Dr. Chaitali Das, noted jute revivalist and founder of Rakshak Foundation, entrepreneur and global trade professional Mr. Akshay Binrajka, Mr. Sumit Dasgupta, Director of Industry Promotion and Collaboration at Adamas University, Mr. Sitakanta Mandal, Regional Head of APEDA for the Eastern Region under the Ministry of Commerce, corporate HR leader Mr. Saswata Mukherjee, and Dr. Bidhan Das from the Indian Institute of Packaging. The panel deliberated on the future of India's GI ecosystem, emphasising the need for stronger branding strategies, improved packaging standards, export preparedness, institutional coordination and better buyer outreach to unlock the full commercial potential of GI products.

The organisers stated that the GI Connect Trade Fair 2026 is being designed as a comprehensive national platform that will showcase India's rich GI heritage, facilitate structured buyer-seller interaction, encourage participation from exporters and international sourcing agencies, and open new trade and export opportunities for producers, artisans, farmer groups and enterprises linked to GI products.

FinTech India 2026 Set to Propel the Digital Payments Revolution

FinTech India Expo 2026, one of the country's foremost platforms dedicated to financial technology innovation, will be held from March 23-25, 2026, at Pragati Maidan, New Delhi. Organised by Exhibitions India Group, the expo will convene global industry leaders, technology innovators, startups, policymakers, and financial institutions to examine the fast-evolving FinTech ecosystem.

Recognised as a key convergence point for the digital finance community, the event will spotlight India's expanding footprint in the global FinTech arena. The 2026 edition is projected to attract over

54,000 industry professionals, nearly 1,000 participating companies, and delegates from 26 countries, strengthening its reputation as a high-impact international business and knowledge forum.

A central attraction will be the dedicated Startup Hub, aligned with the Startup India mission, offering a launch platform for more than 250 startups. These emerging ventures will present breakthrough solutions across digital payments, lending technologies, blockchain, artificial intelligence, and financial automation.

The conference programme will feature approximately 45 knowledge sessions delivered by

220 industry experts and thought leaders. Discussions will address regulatory frameworks, policy execution, emerging technologies, cybersecurity imperatives, and global best practices shaping the next phase of financial services.

The exhibition will span a wide spectrum of FinTech segments, including core banking systems, blockchain and distributed ledger platforms, cloud infrastructure, cybersecurity solutions, data analytics, digital lending platforms, e-wallets, payment gateways, POS technologies, wealth management software, insurtech solutions, taxation systems, robotic process automation, and risk management tools.

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AICCS 2026 Concludes Successfully in Pune

Inaugurated by Vivek Singh from Ministry of Food Processing Industries

All India Cold Chain Seminar & Expo (AICCS 2026) concluded successfully at Pune International Exhibition & Convention Centre, Moshi, Pune, bringing together stakeholders from across the cold chain ecosystem for two days of innovation, networking, and knowledge sharing. The event was inaugurated by Vivek Singh, Deputy Secretary, Ministry of Food Processing Industries, Government of India. Who emphasized the importance of strengthening India's cold chain infrastructure to improve food security, reduce wastage, and support sustainable industry growth. Recognized as one of India's leading platforms for cold storage infrastructure, refrigeration, temperature-controlled logistics, transport, last-mile delivery, material handling, and solar energy solutions, the expo welcomed industry leaders, policymakers, global brands, and professionals from food processing, dairy, pharma, healthcare, retail, and warehousing sectors.

Held under the theme "Scaling Impact : Cold Chain for Innovation, Food Security & Growth," the conference highlighted how modern cold chain solutions help maintain the safety and quality of perishable goods while improving compliance and operational efficiency. Keynote sessions and panel discussions explored strengthening agricultural value chains, expanding food processing networks, improving packaging and monitoring practices, and integrating

energy-efficient and renewable technologies into cold storage operations. Sessions also examined evolving logistics trends such as faster delivery models, micro-fulfillment strategies, and maintaining freshness during last-mile distribution, while networking opportunities enabled participants to exchange ideas and explore partnerships.

"It is a great platform for the industry to connect, collaborate, and grow business globally," said Vivek Singh, Deputy Secretary at Ministry of Food Processing Industries. "Such events help strengthen partnerships and support the expansion of India's cold chain sector."

A special CEO Leadership Round Table was also held during AICCS 2026 under the theme "Sustainable and Smart Cold Chains : Leadership Perspectives for a Resilient Future." The session brought together senior industry leaders to discuss sustainability priorities, smart infrastructure, digital monitoring, and long-term growth strategies for the sector. The round table included participation from representatives of FSSAI, NGCL, and ASSOCHAM, along with other CEOs and decision-makers from across refrigeration, logistics, storage, and supply chain organizations. Discussions focused on strengthening industry-government collaboration, improving infrastructure investment, and building resilient cold chain networks to support India's expanding food, pharmaceutical, and retail markets.

Open house sessions



Strengthening India's cold chain infrastructure is essential to improve food security, reduce wastage, and support sustainable industry growth. We must integrate modern solutions to maintain the safety and quality of perishable goods while improving operational efficiency.

**Vivek Singh
Deputy Secretary,
Ministry of Food Processing Industries,
Government of India**

focused on operational and regulatory aspects shaping the sector, including pack house infrastructure, modernization of cold storage facilities, and compliance requirements related to labeling, certification, and quality standards. These sessions—led by industry bodies such as Udyog Prerana, Indian Meat Science Association, and Alliance for an Energy Efficient Economy, along with technical inputs linked to NAFARI (National Agriculture & Food Analysis & Research Institute)—encouraged dialogue between solution providers, industry associations, and end users, helping promote best practices across the ecosystem.

The exhibition floor showcased a wide range of advanced solutions, with over 1200 offerings spanning cold storage systems, refrigeration equipment, temperature-controlled transport, food processing and packaging technologies, ripening chambers, smart monitoring tools, renewable energy applications, and safety systems designed for modern cold chain operations. Participating brands included Bluecold Refrigeration, Bitzer India, Tecumseh India, Frick India Limited, Frascold India, EPACK Prefab Technologies, Metecno India, Tata Power Solar, Natural Storage Solutions, Metaflex Doors India, and Freeze Control, along with many other leading Indian and global companies from India, Germany, Italy, Sweden, Netherlands, and Canada.

Industry representatives noted that India's cold chain sector continues to grow rapidly, driven by increasing demand from food processing, dairy, pharmaceutical, and organized retail industries. Platforms like AICCS play an important role in enabling this growth by fostering collaboration, knowledge exchange, and access to innovative technologies that strengthen India's temperature-controlled logistics network. Following the successful Pune edition, organizers announced that the next All India Cold Chain Seminar & Expo will be held from 13-15 May 2026 in Mumbai, where the event will expand to a three-day format with more exhibitors, conference sessions, and networking opportunities.

For more details, contact Yashashwi Singh - +91 7054774998

From Budget Constraints to Time Poverty : How the Economics of Events Have Quietly Changed

Ms. Jagriti Pandey (PhD Scholar)
Project Lead - Futurex Trade Fair and Events Pvt. Ltd.

For years, the events industry convinced itself that money was the biggest barrier.

Ticket prices, booth costs, travel budgets, everything revolved around spending. That problem is largely solved. Companies still pay. Sponsors still show up. Buyers still travel. What's actually scarce now isn't money. It's time.

Executives, founders, and senior buyers are not breaking; they're exhausted. Their calendars are packed, their attention is fragmented, and their tolerance for inefficiency is close to zero. Asking them to spend three or four or five full days walking halls and hoping value "reveals itself" is no longer realistic. That model belongs to a time when decision-makers had slack. Today, they don't. Yet most events are still designed as if time is unlimited. Long show durations, sprawling floor plans, and unstructured discovery

are treated as features rather than liabilities. The assumption is that more space creates more opportunity, more days create more ROI, and more randomness leads to better connections. In reality, this creates friction. Walking halls without intent isn't networking; it's wasted energy disguised as engagement.

Time-poor attendees behave differently. They don't want experiences for the sake of experiences. They want outcomes. They want to know who they're meeting, why that meeting matters, and what comes out of it. They prefer pre-qualified conversations over accidental encounters, high signal over high volume, and control over their schedules instead of being forced into wandering. If an event can't justify the value of each hour, it quietly loses relevance. This is where the next phase of growth will come from, not bigger shows, but tighter ones. Events that compress value into shorter formats will win. One-day or one-and-a-half-day



The future doesn't belong to the biggest shows with the loudest marketing. It belongs to the most precise ones. The events that respect time as the most expensive resource in the room will earn attention, loyalty, and repeat participation

Ms. Jagriti Pandey (PhD Scholar)
Project Lead - Futurex Trade Fair and Events Pvt. Ltd.

shows will outperform four-day marathons. High-density networking with fewer but more relevant participants will matter more than footfall numbers. Appointment-driven formats will take priority over passive booth browsing. Agendas will increasingly be designed around roles, because buyers, exhibitors, and founders don't come for the same reasons, and pretending they do is lazy design.

Here's the uncomfortable test that most events fail. Can an attendee walk away with 80 percent of the value in under a day? Do buyers know exactly who they'll meet before they arrive? Is walking the floor optional, or is it the only way to extract value? And are outcomes measured in anything more meaningful than headcount and badge scans? If the answer to most of these is no, the event isn't creating value; it's consuming time. Time poverty doesn't kill events. Ignoring it does. The future doesn't belong to the biggest shows with the loudest marketing. It belongs to the most precise ones. The events that respect time as the most expensive resource in the room will earn attention, loyalty, and repeat participation. The rest will slowly become background noise.

Design for time accordingly, because now, it's the real budget.

WHX 2026 : Ushering in a New Phase of Global Healthcare Innovation

World Health Expo 2026 (WHX 2026) marked a transformational moment for international healthcare exhibitions during its latest edition in Dubai. Previously known as Arab Health, the rebranded platform recorded over 235,000 professional visits, making it one of the largest healthcare gatherings globally. The event convened senior health authorities from the UAE and achieved record participation from more than 180 countries, reinforcing Dubai's standing as a strategic hub for healthcare leadership and systemic reform.

The exhibition featured 4,300 exhibitors its largest showcase to date with expanded participation from key markets including China, Germany, and the United States. Global healthcare leaders such as Philips and Siemens

Healthineers presented next-generation medical technologies spanning diagnostics, imaging, and patient monitoring systems.

The Future X Stage emerged as a focal point for digital health innovators and venture capital stakeholders, facilitating dialogue on disruptive technologies poised to reshape medical procurement, healthcare delivery models, and cross-border partnerships. Beyond technological displays, WHX 2026 placed strong emphasis on policy discourse and public-private collaboration, highlighting the growing convergence between governance frameworks and innovation ecosystems.

For clinicians and healthcare professionals, the programme delivered substantial value through a comprehensive content agenda. The Frontiers Stage spotlighted

advancements in oncology, regenerative medicine, and precision therapeutics. The newly introduced WHX Deep Dive Series offered immersive bootcamps and executive masterclasses tailored for healthcare decision-makers and institutional leaders.

In addition, CME-accredited conferences in surgery and radiology enabled practitioners to advance their clinical competencies in line with global care standards. Across sessions, the large-scale integration of artificial intelligence and digital health solutions remained a central theme, underscoring the sector's shift toward data-driven, technology-enabled healthcare delivery.

Collectively, WHX 2026 signalled a new era in healthcare exhibitions — one defined by scale, innovation, policy engagement, and professional upskilling.

RX welcomes Alison Powell as its first Global Chief Marketing Officer

RX announced the appointment of Alison Powell as its first Global Chief Marketing Officer (CMO). This newly created executive role underscores RX's commitment to strengthening its global marketing capabilities to drive growth, customer value, and long-term enterprise performance.

Alison brings more than two decades of senior global marketing leadership experience across world class organisations including Elsevier, BP, AstraZeneca, and Kellogg's, spanning both B2B and B2C environments. She joins RX from Elsevier Health, where she currently serves as Chief Marketing Officer, leading a global organisation of more than 190 marketers across international markets.



Isabel Petri da Silva appointed Director of IAA MOBILITY & International Automotive Shows

IAA MOBILITY is one of Germany's most popular flagship events, hosted by the German Association of the Automotive Industry (VDA) and organized in cooperation with Messe München. The respective project managers are primarily responsible for planning and successfully implementing the format. Petri da Silva is responsible for this task on behalf of Messe München. In her role, she reports to Christian Vorländer, Executive Director of the Mobility division.

Petri da Silva has been with Messe München since January 2025 and, as Head of Sales, Sponsoring, and Partnerships, is responsible for sales and partner business for the IAA MOBILITY mobility trade fair. In this role, she was responsible for the global sales strategy, among other things, and, together with her team, contributed significantly to the success of last year's event.



DMCC Director Maryam Al Hashemi to Steer KP Committee on Participation & Chairmanship



DMCC confirmed that Maryam Al Hashemi, Senior Director of Precious Stones and Metals at DMCC and the UAE KP Director, has been appointed Chair of the Kimberley Process (KP) Committee on Participation and Chairmanship (CPC).

The CPC is a vital body within the Kimberley Process, responsible for evaluating new participants, reviewing compliance matters, and assessing Vice-Chair candidates. Its recommendations are presented at the KP Plenary meeting,

ensuring the integrity of the certification scheme. As per KP protocol, the previous year's KP Chair assumes the role of CPC Chair the following year.

Comexposium appoints Sajid Desai as President & Country Head – India

Comexposium, the France-headquartered international event organizer operating more than 400 B2B and B2C events, has appointed industry veteran Sajid Desai as President & Country Head – India. The appointment signals the Group's strategic expansion in one of the fastest-growing global trade and consumption markets.



Skål International India Signs Landmark MoUs

In a first-of-its-kind initiative, Skål International India has formalised strategic Memorandums of Understanding (MoUs) with five of the country's most prominent travel exhibition organisers, marking a major step toward structured, pan-India networking across the travel and tourism sector in 2026.

This significant collaboration brings Skål International India together with leading B2B travel trade platforms to enable sustained engagement opportunities for its members while reinforcing nationwide industry cooperation. The MoUs encompass five major exhibition portfolios: Fairfest Media's OTM, BLTM, and TTF series; Informa Markets' SATTE; Messe Berlin's ITB India; the GPS series by Global Panorama Showcase India; and the IITM series by Sphere Travel Media &



Exhibitions.

Collectively, these exhibitions span multiple cities and regions, offering Skål members enhanced access to curated networking forums, increased brand visibility, and meaningful business engagements across India. The partnership is designed to blend Skål's global networking philosophy with India's most influential travel trade marketplaces, creating value not only for members but for the broader industry ecosystem.

Sanjeev Mehra, President of Skål International India, stated, "For the first time, Skål International

India has undertaken such a comprehensive and structured collaboration with five leading travel exhibition companies nationwide. These MoUs mark a decisive move toward delivering consistent, high-quality networking opportunities for our members. The advantages will extend beyond Skål, positively impacting the entire travel and tourism community."

This landmark alliance underscores Skål International India's commitment to leadership, collaboration, and inclusive growth. By partnering with some of the country's most respected travel exhibitions, the organisation is establishing a new benchmark for industry cooperation—strengthening professional relationships, expanding opportunities, and supporting the sustained development of India's travel and tourism sector.

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ECAMEX 2026 : Advancing Electrical Safety and Sustainable Energy Solutions

India's accelerating infrastructure growth, expanding urbanisation, and transition towards renewable energy have positioned the electrical sector as a critical pillar of national development. Responding to these dynamics, the Electrical Contractors' Association of Maharashtra (ECAM) will organise ECAMEX 2026, a specialised B2B exhibition focused on electrical safety, technological innovation, and sustainable energy solutions.

The exhibition is scheduled from 4–6 April 2026 at Hall No. 2, Bombay Exhibition Centre (BEC), Mumbai, and will convene stakeholders representing the entire electrical value chain.

A Dedicated Platform for Safety and Regulatory Compliance:

Electrical safety continues to be a pressing concern across India's construction and infrastructure landscape. ECAMEX 2026 will showcase advanced safety systems, standards-

compliant technologies, and industry best practices designed to mitigate electrical risks and enhance system reliability.

Key exhibit categories will include:

- Electrical safety devices and flameproof equipment
- Standards-compliant switchgear and control systems
- Jointing kits and circuit protection solutions
- Testing, inspection, and regulatory compliance technologies

Through live demonstrations and expert-led interactions, the exhibition aims to strengthen industry awareness and promote safer electrical practices across sectors.

Catalysing Renewable and Energy-Efficient Growth:

In alignment with India's sustainability and decarbonisation objectives, ECAMEX 2026 will also feature renewable energy solutions and energy-efficient technologies.

India's accelerating infrastructure growth and transition towards renewable energy have positioned the electrical sector as a critical pillar of national development. Responding to these dynamics, ECAMEX 2026 serves as a specialized B2B platform focused on electrical safety, technological innovation, and sustainable energy solutions.

Exhibitors will present innovations supporting solar integration, optimised power consumption, and reduced environmental impact across residential, commercial, and industrial developments.

This thematic focus positions ECAMEX as a relevant forum for developers, consultants, EPC contractors, and public-sector bodies driving green infrastructure initiatives.

Technical Seminars Across Three Days

Complementing the exhibition, ECAMEX 2026 will host a three-day series of technical seminars addressing:

- Emerging electrical standards and safety regulations
- Innovations in power distribution and renewable integration
- Practical, field-level insights for contractors, engineers, and consultants

These knowledge sessions are designed to bridge regulatory updates with on-ground implementation realities.

A Legacy Initiative by ECAM

Established in 1925, ECAM has played a longstanding role in elevating professional standards within the electrical fraternity. Through initiatives such as ECAMEX, the association continues to foster education, collaboration, and structured industry advancement.

Event Details

- Venue : Hall No. 2, Bombay Exhibition Centre (BEC), NESCO Complex, Goregaon (East), Mumbai – 400063
- Dates : 4–6 April 2026
- Website : www.ecamex.co.in
- Email : ecamex@ecamindia.org | ho@ecamindia.org
- Contact : 84528 28430 | 022-22723668

India to Take Part in 61st International Art Exhibition at La Biennale di Venezia

India is set to participate in the 61st International Art Exhibition of La Biennale di Venezia in Venice, Italy. According to the Ministry of Culture, the country's National Pavilion will return to Venice after a seven-year hiatus with a group exhibition titled Geographies of Distance : Remembering Home.

Highlighting India's re-entry to the Venice Biennale, Union Minister for Culture and Tourism Gajendra Singh

Shekhawat described the occasion as both a proud milestone and a strong expression of cultural confidence. He stated that the Pavilion will present a contemporary India that is firmly anchored in its civilizational heritage while dynamically engaging with global artistic dialogues, reflecting the nation's cultural diversity and creative energy on an international stage.

The Pavilion will showcase works by five prominent Indian artists – Alwar Balasubramaniam, Sumakshi Singh,

Ranjani Shettar, Asim Waqif, and Skarma Sonam Tashi. Rooted in India's material culture traditions, their works interpret the concept of home through the use of organic and tactile materials such as clay, thread, recycled components, and handmade paper, evoking themes of memory, migration, and belonging.

The exhibition will be hosted at the Arsenale in Venice from 9 May to 22 November, with preview days scheduled for 6–8 May.



Organisers



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2nd Corru Pack Print India Expo 2026 Announced for Mumbai

ICPMA and Futurex Group Gear Up for a Landmark Industry Showcase

The Indian Paper Corrugated & Packaging Machinery Manufacturers Association (ICPMA), in collaboration with Futurex Trade Fair and Events Pvt. Ltd., has officially announced the second edition of Corru Pack Print India Expo, scheduled from 19–22 March 2026 at Hall 6, Bombay Exhibition Centre, Mumbai.

Dedicated exclusively to the corrugated packaging machinery sector, this premier biennial exhibition is poised to become a transformative platform for India's rapidly expanding corrugation and packaging industry. Building on the remarkable success of its inaugural 2024 edition in Delhi, the 2026 expo will continue its winning formula – featuring live machinery demonstrations, high-impact knowledge sessions, and strategic networking with leading Indian and international brands.

A Platform for Innovation and Growth

Corru Pack Print India 2026 will serve as a dynamic platform for industry leaders to unveil cutting-edge innovations, demonstrate state-of-the-art equipment in real time, and introduce sustainable, cost-effective solutions tailored to evolving market demands.

The upcoming edition is expected to host:

- 250+ machinery and technology suppliers, including leading global brands
- 15,000+ trade visitors from India and overseas
- 250+ machines in live operation

Industry Growth Driving Demand

India's packaging industry, valued at USD 75 billion in FY20, is projected to grow at a CAGR of 18–20%, reaching approximately USD 250 billion by FY26.

The corrugation industry is witnessing unprecedented growth, driven by rapid expansion across e-commerce, FMCG, pharmaceuticals, food & beverage, electronics, automotive components, and retail logistics. As supply chains modernize and sustainability becomes a priority, corrugated packaging has emerged as the preferred solution due to its recyclability, durability, lightweight structure, and cost-effectiveness.

The shift toward organized manufacturing and large integrated corrugation plants is accelerating investments in advanced machinery and plant modernization. Government initiatives such as "Make in India", rising exports, and growing domestic consumption further support strong double-digit growth projections for the sector.

Leadership and Industry Support



Corru Pack Print India represents a strategic confluence of innovation and business acumen. By bringing together industry leaders, we aim to create a fertile ground for meaningful collaborations, fostering technological advancement and driving the corrugated packaging machinery industry to new heights.

Namit Gupta,
Director,
Futurex Group

Under the leadership of Mr. Niket D. Shah, President, ICPMA, along with exhibition committee members Mr. Hitesh Nagpal, Mr. Raunak Singh Bhurjee, and Mr. Manish Suresh Shah, and supported by Mr. Namit Gupta (Director), Swami Prem Avneshi Ji (Managing Director), and Mrs. Nidhi Gupta (Director), Futurex Group, the expo has positioned itself as India's only fully dedicated exhibition for the corrugated packaging machinery industry.

Commenting on the announcement, Namit Gupta, Director, Futurex Group, stated:

"Corru Pack Print India represents a strategic confluence of innovation and business acumen. By bringing together industry leaders, we aim to create a fertile ground for meaningful collaborations, fostering technological advancement and driving the corrugated packaging machinery industry to new heights."

The event is backed by prominent industry bodies including the Federation of Corrugated Box Manufacturers (FCBM) and the Indian Institute of Packaging, reinforcing its role as a key knowledge-sharing and networking hub.

A Catalyst for the Industry's Future

With participation expected from top executives, plant heads, procurement leaders, and technology experts, Corru Pack Print India 2026 promises an immersive business environment focused on networking, deal-making, and technology transfer.

As one of the fastest-growing economies globally, India presents immense opportunities in packaging innovation. By bringing together machinery manufacturers, technology innovators, raw material suppliers, and end-use buyers under one roof, the expo will create a powerful ecosystem for business growth, technology exchange, and long-term partnerships.

Corru Pack Print India 2026 is not just an exhibition – it is a growth catalyst for India's rapidly expanding corrugated packaging industry.

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By Guneet Hayer

L

et me start with a line that might sting a little (but in a friendly way)- Pharma doesn't have a technology problem. It has a translation

problem. We have technology. Plenty of it. We have automation, MES, LIMS, ERP, eQMS, dashboards that look like they belong in a spaceship, and AI pilots that get presented more often than they get scaled. Yet, when you walk into many plants and offices, you still see the same old choreography : long SOPs, longer approvals, and decisions that travel from one inbox to another like they're on a spiritual journey.

So, what's missing?

After interviewing Dheeraj Sinha, Mukesh Rathi, and Ken Shitamoto, and after doing my own pattern-spotting across conferences, quality discussions, and industry conversations, I have arrived at a simple conclusion:

Digital transformation in pharma is not an IT project. It is a behavior change program wearing a technology badge.

And if we treat it like "just a system implementation," we will keep getting what we already get- adoption theatre. What it struggles with, far more consistently, is people, mindset, and the courage to rethink how work actually gets done.

Mindset Before Machines (Yes, Again- Because It Still Matters)

Most pharma organizations begin transformation by asking : Which tool should we buy? Yet the better question is- Which habit should we break? Dheeraj said something that nails the difference between digitization and transformation, "Digital change doesn't happen because you buy a platform. It happens when your people understand why they need it, and how they can use it to make better decisions."

Transforming Pharma

That "why" is the entire game. Because if the organization doesn't emotionally and operationally believe in the new way of working, the tool becomes what Dheeraj described as a decorative layer over old habits. Mukesh took it further by naming the real barriers. In his view, technology isn't the primary blocker, the bigger barriers are leadership mindset, regulatory overhang, and capability, "Irrespective of any industry, I don't think technology is ever a barrier... the most important is mindset, primarily leadership mindset... the second is regulatory overhang... and third... right capability."

Ken was even more direct (and honestly, I laughed because of how universally true it felt), "People are the bigger problem... resistance and unwillingness to learn something new."

Here's my synthesis, the real transformation equation is:

Digital Transformation = Behavioral change + Process redesign + Data



Transforming Pharma : Where Human Mindset Meets Digital Intelligence

discipline + Technology

And what most companies try- Technology First. But in pharma, that's like buying a Ferrari and then discovering your road is still full of potholes. The car isn't the issue, probably the drive from Kedarnath to Badrinath is.

The Three Traps Pharma Keeps Falling Into (and how to climb out)

Trap 1 : "Automation = Transformation"

Automation is speed. Transformation is direction.

Mukesh acknowledged something I see repeatedly- companies automate processes that were never fixed in the first place. So, you don't improve performance, you accelerate dysfunction, "Processes were designed for manual ways of working... unless you rethink them... you end up solving the wrong problem."

Trap 2 : "Training = Capability"

Training is a session. Capability is a system. Mukesh reframed this beautifully, "I would call it capability building... at three different buckets... senior management... execution people... and the digital team itself."

Trap 3 : "Compliance means complexity"

Compliance should mean control and clarity, not bureaucracy as a lifestyle choice.

Ken challenged pharma's habit of treating itself as uniquely special, "The biggest misconception is that we think we are special... we create barriers because we think we're different."

When we combine these traps, we get a predictable outcome:

- Heavy SOPs
- Slow decisions
- Digital tools nobody loves
- And teams that say "AI is coming"

every year (How they kept saying "Winter is Coming" for 6 seasons of Game of Thrones.

AI in Pharma Sales and Pharmacovigilance. (Where Theory Finally Meets the Field)

Let's segregate clearly, sales AI is not the same conversation as PV AI. Sales is about performance and precision. PV is about safety and signal detection. Same tools, different ethics, different governance. Dheeraj described the power of AI in commercial execution, "AI today can analyze thousands of signals and tell your rep what to do tomorrow morning... it is revenue impact."

Mukesh grounded this in a very real, very Indian field reality, "A typical medical representative... gets about 1 to 2 minutes with a doctor... the first two to three brands mentioned... AI can do wonders there."

Here's my author brain thinking from these inputs on why sales AI often succeeds earlier than quality AI because sales have:

- Fast feedback loops (weekly/monthly outcomes)
- Clear KPIs (prescription lift, coverage, conversion)
- Leadership attention (because revenue has a loud voice)

Sales AI becomes a "proof of value" engine. But we must not make the mistake of thinking success in sales automatically means we can copy-paste AI into every other function. Different departments are different planets.

Ken reminded us that AI's sweet spot is pattern recognition but warned about misunderstanding AI at senior levels. And I'll add that misunderstanding AI isn't just a knowledge gap; it's a governance risk.

Now we switch lanes from revenue

to responsibility. Dheeraj pointed out a deep systemic issue in India's PV culture, "Manufacturers must update every drug with new adverse reactions regularly. But we don't have enough real-world reporting coming from the field. We rely heavily on journals instead of live data."

And this is where my own thinking gets sharp, PV has a "data reality" problem, not an "AI imagination" problem. We often talk about AI like magic. In PV, AI is only as good as:

- Reporting discipline
- Case quality
- Structured data capture

The opportunity is massive : AI can scan literature, detect weak signals, and connect dots across geographies. But PV needs governance so strong that it can survive audits, scrutiny, and ethical questioning. In PV, "oops" is not an acceptable outcome. Mukesh observed, "Quality and PV get attention because fear is involved. Fear is a stronger emotion than opportunity." And yet emphasized that fear is important too because fear is a strong motivator. But fear shouldn't be the only strategy. Safety deserves proactivity, not panic.

Regulatory Timelines : When Scale Finally Breaks Manual Work

Dheeraj highlighted the brute-force reality of regulatory scale, "To research and qualify over 2,000 drugs every year is not humanly scalable without data automation." This isn't about replacing humans. It's about relocating human effort from- repeated checks, manual reconciliation, document chasing to risk-based decisions, scientific judgement, and trend interpretation

My take on this : The future regulatory model is "human-in-the-loop," not "human-as-the-loop". And think about it, if humans are the loop, everything bottlenecks. If humans are in the loop, the system scales while preserving accountability.

SOPs : Or How We Accidentally Made Simple Things Very Complicated

Now let's talk about my favorite subject and repeatedly discussed topic in all conferences I have designed and hosted with a dedicated never-ending Q&A : Mother of all Problems- SOPs. It indeed is the silent killer of speed. Would automation help here? Dheeraj's statement is a headline by itself, and giving a clear picture "If the process itself is broken, digitizing it will only make the broken process run faster." His point is not anti-digital. It is anti-blind-digitalization. When organizations take an already bloated SOP and convert it into a workflow system without redesigning it, they don't gain efficiency, they institutionalize complexity.

Let's look at fixing the problem before automating it and producing non-sensical results at 10X speed. Most SOPs did not become complex overnight. They became complex incrementally, decision by decision, audit by audit, observation by observation. Each time a regulator raised a concern, organizations responded

- "Digital transformation in pharma is not an IT project. It is a behavior change program wearing a technology badge. If we treat it like 'just a system implementation,' we will keep getting what we already get—adoption theatre."
- "If the process itself is broken, digitizing it will only make the broken process run faster. When organizations take an already bloated SOP and convert it into a workflow system without redesigning it, they don't gain efficiency; they institutionalize complexity."

rationally : add a control, add a reviewer, add a step. The intention was always right, prevent recurrence, ensure compliance, reduce risk.

The problem is that very few organizations ever go back to subtract.

Change control, in principle, is a sensible mechanism : evaluate risk, get approvals, implement safely. But over years of regulatory feedback, many pharma companies have turned it into an endurance test.

Mukesh described organizations where a simple change control passes through ten levels of approval, often taking weeks just to be approved, before any change is implemented, "What was probably a simple process earlier has become three times more complex... because every time there was an observation, more guardrails were added. Nobody goes back to re-evaluate because of fear. Fear of changing something once the regulator asked for it."

What Mukesh is pointing to is not regulatory pressure alone, but how organizations internalize that pressure. Instead of applying judgment, they apply accumulation. Instead of risk-based thinking, they default to rule-based expansion.

Ken Shitamoto's perspective comes from observing this pattern globally across industries, not just pharma. He re-validated Mukesh's thoughts by adding that when organisations design SOPs assuming people will always make mistakes, they compensate with layers of approval. When they design SOPs assuming people can be trained to think, they focus on clarity, intent, and accountability. Putting all three perspectives together, the issue is not SOPs themselves, it is SOPs that have outlived their purpose.

Here's what I want leaders to hear (in my voice):

- Redesigning SOPs before digitizing them
- Simplifying workflows using risk-based logic
- Making procedures readable, usable, and meaningful for the people who execute them.

Your SOP is not a museum. It's a tool. Tools are meant to be used, not worshipped. Ken's point about

unnecessary bureaucracy being driven by distrust is relevant here too. Sometimes we add signatures to feel safe, but safety comes from clarity, not paperwork.

Capability Building, Not Just Training
"I wouldn't call it training. I

would call it capability building," said Mukesh Rathi when I asked him about transforming training methods and talent developments in pharma organizations. If you want a transformation strategy that doesn't expire in 12 months, build capability. Mukesh's "three-layer capability building" is a strong model.

Leadership → Translators → Digital Team

Ken adds another practical layer : don't just teach guardrails; teach value use-cases, otherwise you invite chaos. "Telling people what not to do with AI isn't enough. You must also show them what they can do.", Ken Shitamoto

My synthesis:

- Build three roles inside the organization
- Digital Sponsors (leaders who fund outcomes, not tools)
- Business Translators (people who understand process + data + tech)
- Digital Builders (AI/engineering teams who can execute responsibly)

Without these roles, the organization becomes dependent on vendors for thinking, and that is the fastest way to lose maturity.

Looking Ahead

The most honest closing line still belongs to Dheeraj, "Technology is finally ready. The question now is, are we ready to work differently?"

Ken warned leaders not to become dinosaurs by refusing to learn. He emphasized on maintaining the learning mindset, "AI is a universal reset. Everyone is starting at zero again."

Mukesh emphasized foundations : infrastructure, capability, and business embedding. And I'll end with my own author's punchline : In pharma, digital transformation isn't blocked by algorithms. It's blocked by "We have always done it this way. And that, unfortunately, is the most stubborn software in the world."

Let's conclude with a quick summarization of the understanding from the interview of these brilliant experts. If there is one lesson, it's this : pharma doesn't need another system rollout, another pilot, or another three-letter acronym. It needs fewer PowerPoint slides and more uncomfortable conversations.

Digital transformation will not fail because AI isn't powerful enough. It will fail because we tried to automate habits we never questioned, SOPs we never simplified, and mindsets we never upgraded.

Technology, as it turns out, is ready. The data is (almost) ready. The vendors are definitely ready.

The only question left is whether we are willing to uninstall "we've always done it this way", because no amount of AI can debug that code.



Smart Home Expo 2026 Returns to Mumbai with Smart Tech Innovations

Smart Home Expo, India's largest smart tech event for residential and commercial spaces, returns for its 7th edition from April 28-30, 2026, at the Jio World Convention Centre, BKC, Mumbai. Building on the strong momentum of the previous edition, Smart Home Expo 2026 is set to bring the smart living and intelligent buildings ecosystem under one roof, with a 15,000 sqm gross exhibition area and 450+ exhibitors, in a format designed specifically for trade visitors.

The three-day show brings together 450+ leading brands showcasing solutions across smart home technology, home automation, lighting technologies, audio-video solutions, smart security systems, smart building solutions, and consumer electronics, creating a focused platform for decision-makers to explore what's next and build business across the channel.

Smart Home Expo 2026 is supported by a strong lineup of partners across key categories. The show features Havells Crabtree as the Title Partner, Electronics Mart

India Limited as the Powered By Partner, and KNX National India as the Technology Partner.

The Platinum Partners include Sonos, Cavitak, Miantic AV, Cinebels, ProFX, Vinshek, Smato, CP Plus, KEI, and GM, while the Premium Partners lineup includes RTI, Marantz, Basalte, AK International, Focal Powered by Naim, LG, Epson, BenQ, CasaDigi, B.E.G., Origin Acoustics, Gallo Acoustics, Crestron, Optoma, GM Modular, ViewSonic, OKAS, Raylogic Control Systems Pvt. Ltd., Klipsch, Rako, Sonus faber, JBL, Krix, L-Acoustics, Theory, Loewe, Smart Node, AERO Visual Brilliance, James Loudspeaker, Dorset, Sound & Vision, Digilux AI, MDT Technologies, moorgen, EverGlow, JR Automation Technology, and Nice Group.

Smart Home Expo 2026 is also backed by key industry organisations, like the Connectivity Standards Alliance (CSA) and the Z-Wave Alliance, supporting the show as Supporting Partners, and the Council of Architecture coming on board as a Knowledge Partner

A key highlight for 2026 is the return of the AV Demo Rooms, created as purpose-built, acoustically treated environments

Returning for its 7th edition, Smart Home Expo 2026 is set to bring the smart living and intelligent buildings ecosystem under one roof. With a 15,000 sqm exhibition area and 450+ exhibitors, this is India's largest smart tech event designed specifically to help decision-makers explore what's next and build business across the channel.

where professionals can experience high-end home cinema and audio performance exactly as intended, across reference-grade speakers, immersive formats, premium projection, and integrated AV control.

Curated with leading global and Indian brands, the AV Demo Rooms are designed to support serious evaluation, deeper product understanding, and high-quality conversations for the audio-video and custom integration community.

Smart Home Expo 2026 will also feature the dedicated KNX Pavilion, returning as a focused showcase for KNX manufacturers, with the pavilion expected to host leading KNX brands as part of the show's core automation ecosystem.

Beyond the exhibition floor, Smart Home Expo continues to expand its experience-led and knowledge-led formats through Lighting Connect, Smart Space Awards, and the Smart Building Summit, giving visitors multiple ways to engage with design, technology, and real project thinking across the built environment.

Lighting Connect brings the lighting design and technology community together to explore smart lighting, lighting controls, and human-centric design through focused conversations and practical insights.

The Smart Space Awards continue to recognise excellence where design and technology come together across residential and commercial projects, celebrating the teams shaping modern smart spaces.

The Smart Building Summit is positioned as a dedicated forum exploring the future of intelligent buildings and connected spaces, bringing together perspectives on how innovation, strategy, and design are redefining the built environment.

Informa and Dubai World Trade Centre Form Landmark JV 'inD' to Lead B2B Live Events across IMEA

This move follows the initial collaboration announcement made in March 2025 and represents Informa's largest partnership globally to date.

In a significant development for the global exhibitions and B2B events industry, Informa plc and Dubai World Trade Centre (DWTC) have announced the creation of a new joint venture, "inD", combining their respective B2B Live Events businesses in the UAE and the wider IMEA region.

Under the agreement, Informa will hold a 52% majority stake, with the business fully consolidated and reported within the Informa Group. The new entity is expected to generate revenues exceeding USD 650 million in 2026, with adjusted operating profit margins above 30%, underscoring the scale and profitability of the venture.

The JV will oversee more than 40 major B2B event brands and a workforce of around 1,000 professionals, spanning key sectors such as Healthcare (WHX

Dubai), Energy (Middle East Energy), Aviation (Dubai Airshow), Food & Beverage (Gulfood), Technology (GITEX GLOBAL), and Information Security (GISEC GLOBAL).

The launch of inD comes at a time of rapid growth in the Middle East and Africa exhibition market, with the UAE and Saudi Arabia significantly expanding venue capacities. The expansion of Dubai Exhibition Centre in 2026 will take Dubai's total exhibition capacity to over 230,000 gross sqm, further strengthening the city's position as a global exhibition hub.



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It Took Me 50+ Years to Write this Article (One experience at a time)

W

hy post show sales lead follow-up stays broken today (even with better lead capture + CRMs)

The lead is "owned by everyone"... which means owned by no one

Marketing pays for the booth from their budget and runs the event. Sales "inherits" the leads after the show. That handoff is where the wheels come off and urgency dies.

CEIR-style exhibitor education material has been saying for years that companies struggle not only with lead quality, but with following up effectively and closing the loop so they can tie show activity to sales conversion. (Global Pet Expo)

Salespeople don't trust trade show lead

Marketing pays for the booth from their budget and runs the event. Sales "inherits" the leads after the show. That handoff is where the wheels come off and urgency dies.

CEIR-style exhibitor education material has been saying for years that companies struggle not only with lead quality, but with following up effectively and closing the loop so they can tie show activity to sales conversion. (Global Pet Expo)

Sales forces and reps often see show leads as:

- badge scans with no context
 - "Information gatherers" (not buyers)
 - a distraction from active deals
- So they cherry-pick the ones they know

and hope they buy again and ignore the rest. Result : lots of "captured" leads, few "worked" leads.

EXHIBITOR magazine has reported (from its Sales Lead Survey) that at least 40% of leads generated at the show go unfulfilled. (exhibitoronline.com) That's not a tech problem. That's a "human priorities" problem.

Speed-to-lead collapses after the show (and the leads go cold)

Here's the ugly truth : most companies respond to leads wrong and way too slowly.

Multiple B2B lead response studies put average response time around ~42 hours (nearly two business days). (Amplemarket) And if you've been around sales long enough, you know what that means : your prospect forgets you, your competitor beats you, or the moment passes.

CRM's today are a "dumping ground," not a follow-up engine

A CRM can:

- store the lead
- route the lead
- remind people

"But it can't make someone care."

If the culture and incentives don't demand follow-up, the CRM is just a fancy and expensive filing cabinet.

Incentives are misaligned (this is the big one)

Marketing is rewarded for:

- leads collected
- booth traffic

- MQL counts
- "engagement"

Sales is rewarded for:

- closed revenue
 - pipeline that's already moving
 - accounts they already own
- So trade show leads become "extra work" with unclear payoff – and extra work rarely wins.

Lead quality and notes are inconsistent (so sales has no confidence)

Even with scanners and apps, the missing ingredient is usually context:

- what was discussed
- why they stopped
- what problem they're trying to solve
- timeframe
- next step promised

No context = no confidence = no follow-up.

Nobody measures the one metric that forces behavior : lead fulfillment

Most teams measure "leads captured." Few measure:

- % contacted
- time to first contact
- # of touches completed
- meetings set per 100 leads
- pipeline created per show

What you don't measure, you don't manage.

A quick reality check on the famous "80% never get followed up" stat

You'll see "80% of trade show leads receive no follow-up" quoted all over. Some sources attribute it to CEIR, but even industry folks admit it's hard to trace to a primary CEIR publication. (American Image Displays) It has been my personal experience that that number is close to accurate.

The safer, well-sourced point is : a huge chunk of show leads are not acted on, and EXHIBITOR's survey example puts it at ~40% unfulfilled – which is still catastrophic. (exhibitoronline.com)

What exhibitors can do about it (people-first fixes that actually work)

Don't simply give all the leads to the sales force after the show. Marketing should respond to the leads, qualify them to identify those worth of immediate follow up attention, and get those best leads to the sales force, first. Then marketing should also nurture the rest of the leads for any future potential and eventual disqualification so as not to clutter the database.

"How that should all be done" also took me 50+ years to learn, prove, and teach.

My question is... would you rather a) learn how to DIY, or b) have a service company do it for you?



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Event Manager's Horoscope – March 2026

■ Aries (Mar 21 – Apr 19)



Career : March pushes you into high-visibility projects. A last-minute exhibition brief could turn into your biggest win of Q1. Stay sharp during client presentations.

Finance :

Budget revisions may test your patience. Avoid impulsive vendor commitments.

Relationships : Team dynamics need balance – delegate instead of dominating.

Tip : Double-check contracts before signing – small clauses matter.

■ Taurus (Apr 20 – May 20)



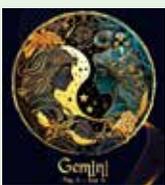
Career : Slow but steady progress. Long-term venue negotiations finally move forward.

Finance : Stable month. Good time to renegotiate supplier retainers.

Relationships : A loyal client may refer you to a high-value lead.

Tip : Follow up on pending payments – politely but firmly.

■ Gemini (May 21 – Jun 20)



Career : Busy month! Multiple parallel events demand sharp multitasking.

Digital event integrations (AI, AR, hybrid setups) gain attention.

Finance : Profits improve through add-on services and

upselling.

Relationships : Networking peaks – reconnect with dormant industry contacts.

Tip : Keep communication clear; avoid overpromising timelines.

■ Cancer (Jun 21 – Jul 22)



Career : Creative fatigue may hit mid-month. Take a strategic pause before your next big pitch.

Finance : Unexpected logistics costs may arise – keep contingency ready.

Relationships : Strengthen

vendor partnerships; loyalty pays off during crunch time.

Tip : Protect your work-life balance to avoid burnout.

■ Leo (Jul 23 – Aug 22)



Career : Spotlight month! Your event concepts stand out.

Awards, recognition, or media mentions are possible.

Finance : Increased production scale means tighter margins – monitor spending.

Relationships : Industry visibility attracts new collaborations.

Tip : Showcase past success stories in proposals.

■ Virgo (Aug 23 – Sep 22)



Career : Precision is your power.

Large-format expos or multi-city roadshows benefit from your planning skills.

Finance : Strong vendor negotiations improve cost efficiency.

Relationships : Minor friction with creative teams – stay flexible.

Tip : Create backup plans for technical setups.

■ Libra (Sep 23 – Oct 22)



Career : Partnerships flourish. Joint ventures or co-hosted

conferences bring fresh momentum.

Finance : Sponsorship deals improve mid-month.

Relationships

: Balanced communication strengthens client trust.

Tip : Pitch premium experiential elements, immersive zones sell.

■ Scorpio (Oct 23 – Nov 21)



Career : Competitive energy rises. You may win a pitch others thought was impossible.

Finance : Big-ticket corporate contracts improve cash flow.

Relationships : Confidential negotiations require discretion.

Tip : Protect proprietary concepts and designs.

■ Sagittarius (Nov 22 – Dec 21)



Career : Travel-heavy month – site inspections, overseas expos, or industry summits.

Finance : Gains from international collaborations or cross-border events.

Relationships : Expand your global network.

Tip : Secure approvals early to avoid compliance delays.

■ Capricorn (Dec 22 – Jan 19)



Career : Discipline wins. Production-heavy events run smoothly under

your leadership.

Finance : Excellent month for financial planning and forecasting Q2.

Relationships : Senior clients appreciate your

■ Aquarius (Jan 20 – Feb 18)



Career : Innovation leads.

Sustainable events, green setups, and tech-driven experiences gain traction.

Finance : Investment in new event tech tools pays off long-

term.

Relationships : Creative collaborators spark bold ideas.

Tip : Pitch futuristic concepts – the market is ready.

■ Pisces (Feb 19 – Mar 20)



Career : Intuition guides

production decisions. Trust your instinct in vendor selection.

Finance : Fluid cash flow – monitor receivables closely.

Relationships : Emotional intelligence helps resolve client concerns.

Tip : Document everything – clarity prevents confusion later.

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Event Calendar MARCH 2026

BCB Singapore 2026 Date : 2-3 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : RX Austria & Germany - Dusseldorf	HKTDC Hong Kong International Diamond, Gem & Pearl Show 2026 Date : 2-6 MARCH, 2026 Venue : AsiaWorld-Expo, Hong Kong Organiser : Hong Kong Trade Development Council (HKTDC)	SEASONS Spring - Fashion Jewellery & Accessories Fair 2026 Date : 3-6 MARCH, 2026 Venue : AsiaWorld-Expo, Hong Kong Organiser : Informa Markets	Aero-Engines Asia-Pacific 2026 Date : 4-5 MARCH, 2026 Venue : Renaissance Harbour View Hotel, Hong Kong Organiser : Aviation Week	HKTDC Hong Kong International Jewellery Show 2026 Date : 4-8 MARCH, 2026 Venue : Hong Kong Convention and Exhibition Centre Organiser : Hong Kong Trade Development Council (HKTDC)
Lab Supply Frankfurt 2026 Date : 04-Mar-26 Venue : Frankfurt Jahrhunderthalle Organiser : Vogel Communications Group GmbH & Co. KG	Pharma Expotech 2026 Date : 6-7 MARCH, 2026 Venue : Auto Cluster Exhibition Centre, Pune Organiser : Expotech Media	GJIF - Gem & Jewellery India International Fair 2026 Date : 6-8 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : United Exhibitions	Panacea - Natural Products Expo India 2026 Date : 6-8 MARCH, 2026 Venue : People's Plaza, Hyderabad Organiser : SEISHIDO COMMUNICATIONS	Surat International Auto Expo 2026 Date : 6-9 MARCH, 2026 Venue : Surat International Exhibition and Convention Centre Organiser : The Southern Gujarat Chamber of Commerce & Industry
Bridal Asia - New Delhi 2026 Date : 7-8 MARCH, 2026 Venue : The Ashok Hotel, New Delhi Organiser : Services International	Light + Building - Frankfurt 2026 Date : 8-13 march, 2026 Venue : Frankfurt am Main, Frankfurt Organiser : Messe Frankfurt GmbH	India First Startup Expo 2026 Date : 9-10 MARCH, 2026 Venue : YASHOBHOOMI Organiser : AICRA INDIA	Bharat Footwear & Leather Expo (BFLEX 2026) Date : 9-10 MARCH, 2026 Venue : YASHOBHOOMI Organiser : Council for Leather Exports	RoadX India 2026 Date : 9-10 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : RoadX India
BATTERY ASIA 2026 Date : 9-11 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : INDIAN EXHIBITION SERVICES	Crescent Moon Exhibition 2026 Date : 10-Mar-26 Venue : The St. Regis Mumbai Organiser : Crescent Moon Exhibition	CEM India and AQUAMATE India 2026 Date : 10-12 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ILM - International Labmate Ltd	India Smart Utility Week 2026 Date : 10-14 MARCH, 2026 Venue : The Lalit, New Delhi Organiser : India Smart Grid Forum	IAAPI Amusement Expo 2026 Date : 10-12 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : Indian Association of Amusement Parks and Industries (IAAPI)
AAHAR 2026 Date : 10-14 MARCH, 2026 Venue : Bharat Mandapam Organiser : ITPO	INDIA CHEMICAL INDUSTRY OUTLOOK CONFERENCE & EXHIBITION 2026 Date : 11-12 MARCH, 2026 Venue : Grand Hyatt Mumbai Hotel & Residences - Mumbai Organiser : Indian Chemical Council	Biologics Manufacturing Asia 2026 Date : 11-12 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : Imapac PTE Ltd	9th Annual Pharma Regulatory Summit 2026 Date : 11-12 MARCH, 2026 Venue : Kohinoor Continental Hotel, Mumbai Organiser : Virtue Insight	Aerospace & Defence, MRO South Asia Summit 2026 Date : 11-12 MARCH, 2026 Venue : YASHOBHOOMI Organiser : THE STAT TRADE TIMES PVT. LTD.
Corru Pack Print India 2026 Date : 12-15 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ICPMA & Futurex Trade Fair & Events Pvt Ltd.	Horti India Expo 2026 Date : 12-14 MARCH, 2026 Venue : YASHOBHOOMI Organiser : SV GLOBAL EXPO	BHARAT GLOBAL EXPO 2026 Date : 12-15 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ETALY EVENTS & EXHIBITIONS	Automation Expo South 2026 Date : 12-14 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : I. E. D. Communications Limited	Oil & Gas Connect Expo 2026 Date : 12-14 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : E2E Events and Exhibitions Ventures
iDAC Expo Mumbai 2026 Date : 12-14 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : Nova Exhibitions & Conferences	ACREX India 2026 Date : 12-14 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : ISHRAE	Krishi Mach Expo 2026 Chandigarh Date : 13-15 MARCH, 2026 Venue : Parade Ground, Chandigarh Organiser : Fortune Exhibitor Pvt Ltd.	TTF - Travel & Tourism Fair - Bengaluru 2026 Date : 13-15 MARCH, 2026 Venue : Palace Grounds, Bengaluru Organiser : Fairfest Media Limited	Glass & Aluminium Expo 2026 Date : 13-15 MARCH, 2026 Venue : EKA Club, Ahmedabad Organiser : Aries Events Pvt. Ltd.
ACE REFLECT - Ahmedabad 2026 Date : 14-15 MARCH, 2026 Venue : Helipad Exhibition Centre Organiser : Asian Business Exhibition & Conferences Private Limited	ISGF - India Sporting Goods Fair 2026 Date : 16-17 MARCH, 2026 Venue : YASHOBHOOMI Organiser : SPORTS GOODS EXPORT PROMOTION COUNCIL	16th Mega Cargo Show 2026 Date : 17-18 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : Exim India Private Limited	BHP - Break Bulk, Heavy Lift & Project Forwarding 2026 Date : 17-18 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : Exim India Private Limited	Recommerce Expo 2026 Date : 17-18 MARCH, 2026 Venue : The Lalit Ashok Bangalore Organiser : Urdhva Management Private Limited
China Western International Refrigeration Exhibition (CWR-EXPO) 2026 Date : 18-20 MARCH, 2026 Venue : Chengdu, China Organiser : Chongqing World Exhibition Exhibition Co., Ltd.	Corru Pack Print India 2026 Date : 19-22 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : ICPMA & Futurex Trade Fair & Events Pvt Ltd.	Universal Tourism Exhibition 2026 - Chengdu Date : 17-Mar-26 Venue : Chengdu, China Organiser : Beijing Golden Sunshine Conference & Exhibition Co., Ltd.	India International Horti Expo 2026 Date : 19-21 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : Pixie Expo Media	ad.tech New Delhi 2026 Date : 18-19 MARCH, 2026 Venue : YASHOBHOOMI Organiser : Comexposium
IITE - India International Travel Exhibition - Indore 2026 Date : 20-22 MARCH, 2026 Venue : INDORE Organiser : INDIA INTERNATIONAL TRAVEL EXHIBITION	IITM - India International Travel Mart - Ahmedabad 2026 Date : 20-21 MARCH, 2026 Venue : YMCA International Centre, Ahmedabad Organiser : Sphere Travelmedia & Exhibitions Pvt. Ltd.	TTF - Travel & Tourism Fair - Chennai 2026 Date : 20-22 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Fairfest Media Limited	The Haat of Art New Delhi 2026 Date : 20-22 MARCH, 2026 Venue : Pragati Maidan, New Delhi Organiser : EXHOBUEZZ PRIVATE LIMITED	Razzus Luxury Automotive 2026 Date : 21-23 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Razzus Business Events
GTE - Garment Technology Expo - Greater Noida 2026 Date : 20-23 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : GARMENT TECHNOLOGY EXPO PVT LTD	In-Optics 2026 Date : 21-23 MARCH, 2026 Venue : YASHOBHOOMI Organiser : RSD Expositions	PLASTIWORLD 2026 Date : 23-25 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : The All India Plastics Manufacturers Association	Convergence India Expo 2026 Date : 23-25 MARCH, 2026 Venue : PRAGATI MAIDAN Organiser : Exhibitions India Group	India International footwear Fair 2026 Date : 25-29 MARCH, 2026 Venue : Biswa Bangla Exhibition Centre, Kolkata Organiser : CONFEDERATION OF INDIAN FOOTWEAR INDUSTRIES
Dubai Derma 2026 Date : 23-25 MARCH, 2026 Venue : Dubai International Convention and Exhibition Centre Organiser : INDEX Conferences & Exhibitions Organisation Est.	Dubai International Pharmaceuticals And Technologies Conference And Exhibition 2026 Date : 24-26 MARCH, 2026 Venue : Dubai International Convention and Exhibition Centre Organiser : INDEX Conferences & Exhibitions Organisation Est.	ISS World Middle East 2026 Date : 24-26 MARCH, 2026 Venue : JW Marriott Marquis Hotel, Dubai Organiser : TeleStrategies, Inc	BTA - BuildTech Asia 2026 Date : 24-26 MARCH, 2026 Venue : Singapore EXPO Convention & Exhibition Centre Organiser : Sphere Exhibits Pte Ltd	APM - Asia Pacific Maritime 2026 Date : 25-27 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : RX Singapore

Event Calendar APRIL 2026

CMAI NORTH INDIA GARMENT FAIR 2026 Date : 2-4 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA	IMTOF 2026 INTERNATIONAL MACHINE TOOLS EXHIBITION Date : 2-6 APRIL, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Madras Machine Tools Association	India Art Festival Hyderabad 2026 Date : 3-5 APRIL, 2026 Venue : Jubilee Convention Centre, Hyderabad Organiser : RUTURAJ INDOARTFEST PRIVATE E LIMITED	Medicall Hyderabad 2026 Date : 4-6 APRIL, 2026 Venue : HITEX Organiser : GLOBAL EXHIBITION ORGANISERS AND CONSULTANTS	United Property Expo Mumbai 2026 Date : 3-4 APRIL, 2026 Venue : Hotel Sahara Star, Mumbai Organiser : United Expo Organizasyon ve Ticaret Limited Sirketi
The Gold Show of India 2026 Date : 4-7 APRIL, 2026 Venue : Jio World Convention Centre Organiser : All India Gem And Jewellery Domestic Council	ECAMEX 2026 Date : 4-6 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : The Electrical Contractors' Association of Maharashtra	India Automation & Robotics Expo 2026 Date : 6-8 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Media Day Marketing	India Cyber security Expo 2026 Date : 6-8 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Media Day Marketing	Smart Home & Office Expo 2026 Date : 6-8 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Media Day Marketing
IBEX INDIA 2026 Date : 7-8 APRIL, 2026 Venue : Jio World Convention Centre Organiser : PDA TRADE FAIRS PVT. LTD.	India Rubber Expo 2026 Date : 7-10 APRIL, 2026 Venue : Pragati Maidan Organiser : All India Rubber Industries Association	SmartTech Asia 2026 Date : 7-8 APRIL, 2026 Venue : Jio World Convention Centre Organiser : Messe Muenchen India Pvt. Ltd.	AeroDef India 2026 Date : 8-10 APRIL, 2026 Venue : YASHOBHOOMI Organiser : Infinity Expo Pvt. Ltd.	INDIA STAINLESS STEEL EXPO 2026 Date : 8-10 APRIL, 2026 Venue : YASHOBHOOMI Organiser : Infinity Expo Pvt. Ltd.
PARA Tech Expo 2026 Date : 8-10 APRIL, 2026 Venue : CIDCO Organiser : Infocast Systems Pvt. Ltd.	Productronica India 2026 Date : 8-10 APRIL, 2026 Venue : INDIA EXPO CENTRE & MART Organiser : Messe Muenchen India Pvt. Ltd.	CAEV EXPO 2026 Date : 9-10 APRIL, 2026 Venue : KTPO Trade Centre, Bengaluru Organiser : Future Mobility Media Pvt. Ltd.	Media Expo Mumbai 2026 Date : 9-11 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : Messe Frankfurt Trade Fairs India Pvt. Ltd.	Metal Forming Expo 2026 Date : 9-11 april, 2026 Venue : PUNE INTERNATIONAL EXHIBITION CENTRE Organiser : FUTURE MARKET EVENTS
Water Expo Pune 2026 Date : 9-11 APRIL, 2026 Venue : DECCAN COLLEGE GROUND Organiser : WATER INDIA	Asia Jewels Show 2026 - Bengaluru Date : 10-12 APRIL, 2026 Venue : JW Marriott Bengaluru Prestige Organiser : HRS Media	India Frame Expo 2026 Date : 10-12 APRIL, 2026 Venue : Pragati Maidan Organiser : Buysell Interactions Pvt. Ltd.	Plastic Packaging Printing Expo (P3) 2026 Date : 10-13 APRIL, 2026 Venue : CHENNAI TRADE CENTRE Organiser : P3 EXPO	PREMIUM EXTERIORS & INTERIORS EXPO 2026 Date : 10-13 APRIL, 2026 Venue : LABHGANGA EXHIBITION CENTRE Organiser : FUTURE EVENTS
SIAL INDIA 2026 Date : 10-12 APRIL, 2026 Venue : Jio World Convention Centre Organiser : INTER ADS-VNS EXHIBITIONS PRIVATE LIMITED	Zak Jewels Expo - Chennai 2026 Date : 10-12 APRIL, 2026 Venue : Taj Coromandel, Chennai Organiser : Zak Trade Fairs & Exhibitions Pvt. Ltd.	Hair & Beauty Show india 2026 Date : 13-14 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : C&E Media	India Paint & Coating Expo 2026 Date : 13-15 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Media Day Marketing	CyberSec India Expo 2026 Date : 23-24 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : MEDIA FUSION L.L.C
Airport 360 Expo Date : 23-24 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : MEDIA FUSION L.L.C	Bharat Steel 2026 Date : 16-17 APRIL, 2026 Venue : Pragati Maidan Organiser : NMDC	FABTEX Expo 2026 Date : 16-18 APRIL, 2026 Venue : Jio World Convention Centre Organiser : Tecoya Infotech Pvt. Ltd.	Plumbex India 2026 Date : 16-18 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Indian Plumbing Association	Fresh Produce India 2026 Date : 16-17 APRIL, 2026 Venue : Trident Nariman Point, Mumbai Organiser : Market Intelligence Asia Pty Ltd
GATE 2026 - GCCI Annual Trade Expo Date : 16-18 APRIL, 2026 Venue : HELIPAD EXHIBITION CENTRE Organiser : GUJARAT CHAMBER OF COMMERCE INDUSTRY	Autotech Asia 2026 Date : 17-19 April, 2026 Venue : Pragati Maidan Organiser : Auto Tech Asia	EV Tech India Expo 2026 Date : 17-19 APRIL, 2026 Venue : Pragati Maidan Organiser : Globe Tech	India Gaming Show 2026 Date : 17-19 APRIL, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Confederation of Indian Industry	IREX Residency & Citizenship Conclave Mumbai 2026 Date : 17-18 APRIL, 2026 Venue : The St. Regis Mumbai Organiser : Global Media Network
Trading & Investing 2026 Date : 18-19 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : Finbridge	Educatus Expo - Delhi 2026 Date : 18-19 APRIL, 2026 Venue : Pragati Maidan Organiser : S S Exhibitions & Media Pvt. Ltd.	analytica Lab India 2026 - Mumbai Date : 22-24 APRIL, 2026 Venue : Jio World Convention Centre Organiser : Messe Muenchen India Pvt. Ltd.	DIE & MOULD INDIA 2026 Date : 21-24 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : TAGMA TOOL & GAUGE MANUFACTURERS ASSOCIATIONS	IFAT Delhi 2026 Date : 22-24 APRIL, 2026 Venue : Pragati Maidan Organiser : Messe Muenchen India Pvt. Ltd.
INDIA LICENSING EXPO 2026 Date : 23-24 APRIL, 2026 Venue : Hotel Sheraton Grand Brigade, Bengaluru Organiser : License India Advisory Pvt. Ltd.	India Pharma Expo 2026 Date : 23-25 APRIL, 2026 Venue : HITEX Organiser : Elets Technomedia	INTERMAT India 2026 Date : 23-25 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : INTER ADS SGM CONVENTIONS PRIVATE LIMITED	PharmaCore India 2026 Date : 22-24 APRIL, 2026 Venue : Jio World Convention Centre Organiser : Messe Muenchen India Pvt. Ltd.	RenewX 2026 Date : 22-24 APRIL, 2026 Venue : CHENNAI TRADE CENTRE Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED
7th Rail MetroTech Expo India 2026 Date : 23-25 APRIL, 2026 Venue : Pragati Maidan Organiser : Rail Analysis (India)	BHARAT SHIKSHA Expo 2026 Date : 23-25 APRIL, 2026 Venue : INDIA EXPO CENTRE & MART Organiser : INDIA EXPO CENTRE & MART	Roof India Exhibition 2026 Date : 23-25 APRIL, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Informa Markets	CHOCOLATE & BAKERY EXPO (CBEx) 2026 Date : 24-26 APRIL, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : Radiant Exposition Ltd.	Indus Tech Expo 2026 Kolkata Date : 24-27 APRIL, 2026 Venue : Biswa Bangla Convention Centre Organiser : Dronacharya Events Pvt Ltd.
Medical Expo Gujarat 2026 Date : 24-26 APRIL, 2026 Venue : Gujarat University Convention Exhibition Centre Organiser : Swastik Projects	RideAsia Ev 2026 Date : 24-26 April, 2026 Venue : Pragati Maidan Organiser : UDAN MEDIA	Waptema Water Expo 2026 Date : 23-25 APRIL, 2026 Venue : Pragati Maidan Organiser : Water Purification Treatment Equipment Manufacture Association	Wellfest India 2026 Date : 24-26 APRIL, 2026 Venue : INDIA EXPO CENTRE & MART Organiser : INDIA EXPO CENTRE & MART	Kidz World Expo 2026 Date : 25-26 APRIL, 2026 Venue : World Trade Centre, Mumbai Organiser : Introduction Trade Shows

IPTEX – GRINDEX 2026




 IPTEX GRINDEX 2026 was inaugurated at the Auto Cluster Exhibition Centre in Pune. The event set the tone for impactful networking, knowledge exchange, and business growth. Alongside the exhibition, the event featured an insightful conference programme that brought together leading industry professionals, experts, and decision-makers. The sessions addressed emerging trends, technological advancements, and market challenges, offering valuable perspectives and fostering dialogue aimed at driving innovation and growth within the industry.

LOGIMAT INDIA 2026




 LogiMAT India 2026 was inaugurated at the Bombay Exhibition Centre by esteemed dignitaries including Shri Shyam Jagannathan, IAS – Director General of Shipping & Additional Secretary to the Govt. of India, Ministry of Ports, Shipping & Waterways, Mr. Bernhard Müller – Vice President, Landesmesse Stuttgart GmbH & KG Co., Mr. Sascha Schmel – Managing Director Material Handling and Intralogistics, VDMA e.V., Mr. Shashi Kiran Shetty – Founder & Chairman, AllCargo Logistics, Mr. Rajesh Nath – Managing Director, VDMA India and others. The exhibition provided a platform as India's premier exhibition for intralogistics, warehouse automation, material handling, and supply chain solutions.

GIFTS WORLD EXPO MUMBAI CO-LOCATED WITH PAPERWORLD MUMBAI




 Gifts World Expo Mumbai 2026 and Paperworld Mumbai 2026 inaugurated on 26th Feb saw huge visitor turnout throughout the three days. The inauguration ceremony was attended by esteemed industry leaders and dignitaries, including Guest of Honour Mr Donald Dsouza, DGM Commercials, Ipca Laboratories Limited Laboratories, Guest of Honour Mr Dinesh Shukla, President, Procurement, Ajanta Pharma, Himani Gulati, Director, MEX Exhibitions Pvt. Ltd. Exhibitions, Mr Raj Manek, Executive Director & Board Member, Messe Frankfurt India Frankfurt Asia Holdings, Winston Pereira, Executive Director, Messe Frankfurt India Frankfurt Trade Fairs India, Gaurav Juneja, Director MEX Exhibitions Pvt. Ltd. Exhibitions and others. Bringing together established brands, manufacturers, and buyers from varied segments, this show provide a structured platform for product discovery, professional networking, and commercial dialogue.

OTM 2026




 OTM 2026 set a new benchmark for global travel engagement with its inauguration at Jio World Convention Centre. The inauguration was marked by the presence of distinguished ministers, senior leadership, and global tourism authorities like Dato Sri Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts, Sarawak; H.E. Christian Harold Richard Duval, Minister of Tourism, Mauritius; Prof. Ruwan Ranasinghe, Deputy Minister of Tourism, Sri Lanka; Datuk Manoharan Periasamy, Chairman, Tourism Malaysia; and senior leaders from Visit Qatar and the Azerbaijan Tourism Board.

IFEX 2026



IFEX 2026 – the 22nd International Exhibition on Foundry Technology, Equipment, Supplies & Services concluded on a high note as it brought together the foundry sector at Bombay Exhibition Centre. The expo remains a cornerstone of industrial growth, powering manufacturing, infrastructure, and innovation across India and beyond. Such platforms strengthen collaboration, accelerate technology adoption, and create new opportunities for progress.

PLASTINDIA 2026



The official inauguration of PLASTINDIA 2026 was graced by Smt. Rekha Gupta, Hon'ble Chief Minister of Delhi, marking a significant milestone for both the Indian and global plastics industry. The ceremony symbolised the beginning of a new chapter for the sector, bringing together policymakers, industry leaders, innovators, and international exhibitors under one roof. During the ceremony, Smt. Rekha Gupta also felicitated Switcheko for its impactful Swacchata Yatra initiative, recognising the organisation's commitment to promoting environmental responsibility and cleaner communities. The recognition underscored the industry's increasing focus on sustainability, circular economy practices, and responsible waste management as it moves toward a greener future.

SATTE 2026



The 33rd edition of SATTE 2026 concluded on a high note following three dynamic days of global business engagements, strategic collaborations, and vibrant industry celebrations. The event began with a prestigious inauguration led by Chief Guest Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Tourism & Culture, Government of India, in the presence of distinguished dignitaries from across the tourism sector. The show culminated with the presence of Omar Abdullah, Hon'ble Chief Minister of Jammu & Kashmir, marking a fitting close to one of the region's most significant travel and tourism gatherings.

SMART LIFT & MOBILITY WORLD EXPO 2026



Smart Lift & Mobility World Expo 2026 saw a powerful start as top leaders and visionaries came together to inaugurate India's premier platform for elevators, escalators, smart mobility, parking systems, building access, and allied technologies. Bringing together the Expo, Summit, Awards, and Elevator Safety Run, SLM 2026 sets the stage for innovation, collaboration, and future-ready conversations, under one roof. India's residential elevator space is gaining momentum, shaped by villa developments, premium housing, evolving lifestyles, and the need for age-friendly living. The panel is examining market size, demand triggers, and changing buyer expectations, while discussing how international OEMs and Indian brands can scale with responsibility, credibility, and long-term homeowner value.

BIOASIA 2026



Inauguration of the 23rd edition of BioAsia 2026, being held in Hyderabad on February 17-18, alongside Hon'ble Chief Minister A. Revanth Reddy garu under the theme "TechBio Unleashed: AI, Automation & the Biology Revolution" reflects Telangana's resolve to lead the global shift driven by the convergence of AI, data and biotechnology, positioning Hyderabad at the forefront of next-generation life sciences, digital health, and advanced manufacturing.

12TH KOLKATA INTERNATIONAL POULTRY FAIR



The 12th Kolkata International Poultry Fair (KIPF) 2026, being held from 11th to 13th February 2026 at the Biswa Bangla Exhibition Centre, along with the International Seminar NOVAICON 2026 on 10th February at the Biswa Bangla Convention Centre, has emerged as a major national platform for strengthening India's poultry sector through coordination, innovation, youth engagement, and consumption promotion. Inauguration of Fair was made by Honourable Minister Sri Swapan Debnath on 10th February in presence of leaders of Industry from India & abroad, Government officials, scientists, farmers and all stake holders of Industry.

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77,200 sqm
of Covered
exhibition space



5,600 sqm
of Conference
Centre



8,000 sqm
of Food Court



2,00,000 sqm
Outdoor
exhibition space



Certified as 'Green' building
from IGBC & LEED
certification from USGBC



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