

# WIN INDIA Continues Support to 'Make in India' Vision



**A**fter the successful 'Make In India' pitch at the HANNOVER MESSE 2015 – INDIA PARTNER COUNTRY programme earlier this year, WIN INDIA, the Indian edition of Hannover Messe and also India's leading trade fair exhibition on high tech engineering, manufacturing technologies and intra-logistics, is gearing up for its 9th edition in India. The leading industrial technology event will focus on various objectives to support Indian Government's 'Make in India' vision. The fair will be held in New Delhi this year from 9th to 11th December at Pragati Maidan and will showcase 400+ companies and exhibit 4000+ products and country participation from Germany, Italy, China, Taiwan and Korea with an expected visitor turn out of more than 15,000 across India.

Paving the way for Smart Manufacturing, bringing together world-class technologies and machinery from India and across the globe, WIN INDIA 2015 will bring together 4 concurrent shows such as MDA INDIA – (Motion Drive Automation), Industrial Automation INDIA, Surface Technology INDIA and CeMAT INDIA, presenting a comprehensive range of products and technologies for factory, process and industrial building automation; power transmission and fluid power; materials handling and logistics; and surface treatment, respectively.

Department of Heavy Industries (DHI), Ministry of Heavy Industries and Public Enterprise, Government of India has partnered with WIN INDIA as the co-host for the event. DHI has collaborated with FICCI to be the lead agency for executing the

partnership for WIN India 2015. This partnership will work jointly towards promoting India's high tech engineering and capital goods manufacturing industry as a part of Government of India's 'Make in India' campaign.

In December of this year, Lower Saxony's undersecretary, Daniela Behrens, will lead a business delegation from Lower Saxony to visit WIN INDIA with the specific goal of meeting Indian companies and intensifying Lower Saxony's economic relations with India. This is a direct result of India's Partner Country appearance in Hannover, which is the capitol of Lower Saxony. Learning that there are numerous investment and co-operation opportunities in India, the delegation will visit WIN India 2015.

WIN INDIA will also organize seminars and conference under 'WIN Industry Summit' (WIS), with its main theme 'Integrated Industry'. It will focus on all topics related to build and manage factories of future, encouraging discussion on new technology, innovations & solutions, knowledge sharing and networking with thought leaders and industry experts. WIN India will also host Automation Application Park (AAP), where system integrators will demonstrate a live application, thereby educating the end users and visitors about the latest automation solutions, and CeMAT Application Park, a smart warehouse display that will showcase a complete eco system of logistic chain management of an end product, right from loading and unloading of a truck, material handling in warehouse, sorting of products to automated storage system and transportation

& shipping services. It is a live prototype set up of warehouse that demonstrates various best practices. "After a successful India Partner Country programme at our flagship event 'Hannover Messe 2015'. WIN INDIA 2015 will continue to resonate India's calling to 'Make In India'. We are very excited about this year's edition of WIN India which will focus on 'Integrated Industry', a digitally networked industry. WIN India will organize seminars and workshops in line with Indian Government's various campaigns 'Make In India', 'Digital India' and 'Skills India'." Said Mehul Lanvers-Shah, Managing Director, Hannover Milano Fairs India Pvt Ltd.

Mehul added, "In the pursuit of increasing the manufacturing capacity of India, we see a major potential for the growth of capital goods manufacturing industry. With India's strength of human resource, strong base of entrepreneurship, and a robust and growing domestic demand, the manufacturing industry in India is about to see transformation. WIN India 2015 will provide a platform for enterprise and user industry to interact, creating a complete solution marketplace."

Few of the companies that will participate in this year's WIN India are Siemens, Rittal, Festo, Camozzi, Jungheinrich, B&R Automation, Hyundai forklifts, Hi-tech robotics, Phoenix Contact, Nord Systems, Godrej Automation, Gandhi Automation, Balluff India, Beumer Group, Connectwell, Degson, Epson robotics, Faro, Hyundai Constructions, IFM Electronics, Pepperl and Fuchs, Wago and many more.

Sameer Prakash, Head of Factory Automation, Digital Factory Division, Siemens India, said, "Many of the challenges that our customers face today related to productivity, competitiveness and profitability can be addressed with the right technology. As the Foundation Partner for Innovation at Win India, we are showcasing our innovative range with powerful functions, starting with the SIMATIC S7-200 SMART that helps our customers build extremely cost effective yet efficient automation solutions, our Siplus range of controllers capable of precise and reliable operation under extreme medial loads and energy management solutions like PROFIBUS energy, where our customers can benefit from reduced energy costs and an improved environmental impact assessment. We intend to reassure all end users, OEMs and System Integrators that Siemens is well poised to meet their expectations in terms of price and performance and look forward to welcome them at WIN India."