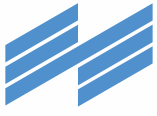


Joint Organisers



Messe München  
International



Automation Industry Association



India Automation Technology Fair

1 - 3 February 2013  
Bombay Exhibition Centre • Mumbai/India

[www.iatf.in](http://www.iatf.in)



innovations and solutions



## “India's first ever world class Automation show on a premier platform”

### Automation in all facets

India's automation industry operates in fast changing and dynamic environment. Production plants, component suppliers, process equipment designers are all challenged to maximise asset performance, meet rising consumer demands for quality, and conform to increasingly stringent environmental and safety standards. These factors have driven improvement strategies and raised the bar continuously for the industrial automation community. In India, particular emphasis is laid on:

- Lowering Life Cycle Cost
- Increasing Productivity
- Enhancing Functional Safety
- Optimising Energy Use
- Simplifying Plant and Machine Visualisation

The Industrial Automation Industry maintains a robust growth rate, leveraging new opportunities in capital equipment, plant integration and value-added services. The knowledge base built up across all major industry verticals, is a tribute to the growing technical maturity of automation solution providers.

**The India Automation Technology Fair, IATF 2013**, is designed as a premier Asian B2B event with participation from India and across the world. Companies will showcase emerging technologies in electrical automation, mechanical automation, robotics, machine vision, assembly and material handling systems, sensors, controllers, actuators, communication devices, HMI, software, simulation, training, and a host of interface and supporting sub-systems that will enhance the effectiveness of automation investment.

### Highlights – India Automation Technology Fair 2013

- First ever world class automation show on India's premier platform, with several global majors launching new products and solutions
- Participation expected from more than 125 companies
- Over 10,000 business professionals expected to visit the show
- Concurrent “India Automation IATF 2013 Conferences” and “User Meets” with over 250 top professionals comprising Chairman, CEOs, MDs and other Senior Executives from the Indian and Global Automation Industry

### The Indian Opportunity

- Next Frontier of inclusive economic growth. GDP growth between 7- 8%, open technology policy, social development and improved infrastructure
- Emerging class of educated, technology savvy people with enormous skill development aspirations.
- Fast scaling up of project investments. India emerging as a “Global Manufacturing and Supply Hub” in several areas
- Regulatory Compliances and Innovations also part of the new ‘India mindset’

### Advantage Automation

- Technology and service requirements of core industries pushing Automation business on a higher growth trajectory
- Expected CAGR ~ 12 % over the next 5 years
- The new thrust is more on business enhancing areas like Productivity, Quality, Flexibility and Time-To-Market , vis-à-vis the initial thrust of conversion from electromechanical to electronic controls
- System Integration and Software Integration activities are on an upswing with several new firms entering the market
- Design and engineering leadership in high-end services and new product launches from India expected to bring a new edge to the automation capability





Messe München  
International



## Exhibit Profile

Technology Majors, Product Developers, System and Information Integrators, Component Suppliers and Service Providers will showcase leading innovations in the field of Industrial Automation, encompassing:

- Assembly and Material Handling Systems
- Batch and Continuous Process Control
- Computerised Motion Control
- Discrete Manufacturing Control
- Embedded intelligence and alert Systems
- Energy Measurement and Control
- Facilities and Building Automation
- Filling, Sealing and Packaging Systems
- General Purpose Industrial Communication and Control
- Industrial Networks and Protocol Convertors
- Industrial PCs
- Integrated Safety, Security and Disaster Recovery
- Intelligent Material Storage and Retrieval systems
- Large format Displays
- Linear and Servo Drives
- Low Voltage Connectors, Isolators and Switching Devices
- Machine and Panel Mounted HMIs
- Machine Vision
- Manufacturing Automation
- Manufacturing Execution Systems
- Networkable Electro-Hydraulic and Electro-Pneumatics
- Networkable Electro - Mechanical Components
- Object and Safety Sensors
- Process Measurement and Analytics
- Project Engineering and Software Development
- RFID based Tracking and Tracing
- Remote Supervision and Telemetry
- Robotics
- Standards for Machine interoperability
- Training Simulators
- Wireless Sensing Applications

## Cost of Participation

Booth Type	Indian Participant Rate Per Sqmt (INR)	AIA Members Rate Per Sqmt (INR)	International Participant Rate Per Sqmt (EUR)
Shell Scheme	9,500	8,500	190
Bare Space	9,000	8,000	175

## Visitor Profile

**IATF 2013** will give the entire manufacturing and core infrastructure sector access to the latest solutions to their operational and business challenges. Visitors will see innovations in Automation hardware, software and analytics ,that will help them gain significant advantages in achieving global standards.

Decision-makers in a number of different user industries will make their way to **IATF 2013** - to gather information about the latest developments, find solutions to their problems and select appropriate technology to invest in effectively, for the future.



## Profile

CEO's, Plant Heads, CIO's, Engineering & Quality Heads, Process & Safety Heads & Senior Technical Professionals from the following Industry Verticals:

## Sectoral focus

### Discrete Manufacturing

- Automotive
- Textile
- Packaging
- Material Handling
- FMCG
- Consumer Durables
- Machine Tools
- Robotics

### Continuous Process

- Oil & Gas – Generation, Transport, Distribution
- Metals & Mining • Cement • Chemicals and Life Sciences

### Infrastructure

- Electrical Power - Generation, Transmission and Distribution
- HVAC & Energy Management
- Office Buildings & Retail Malls
- Stockyards & Warehouses
- Port & Airport Systems
- Safety & Security Systems
- Traffic Management and Tolling



## About Organisers

### Automation Industry Association



Automation Industry Association (AIA) was founded in 2004, by leading automation technology players in the country like ABB, Emerson, Honeywell, Invensys, L&T, Rockwell, Siemens and Yokogawa. It has now become a vibrant forum of over 50 high tech automation companies in India that collaborate in spreading knowledge and creating awareness on global standards and practices that impact the efficiencies and competitiveness of Indian industry.

For more details visit [www.aia-india.org](http://www.aia-india.org)

### MMI India Private Limited



Messe München International (MMI, Munich Trade Fairs International Group) is one of the world's leading trade-fair company. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. MMI organises AUTOMATICA which has been established as the leading innovation platform of the automation industry. Approximately 340 renowned exhibitors, including almost all key players of robotics and automation have already committed themselves to participate at AUTOMATICA 2012 and will exhibit on hall area of 55,000 sq. m. gross exhibition space. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and with 66 foreign representatives serving 90 countries, MMI has a truly global network.

For more details visit [www.mmi-india.in](http://www.mmi-india.in)

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