

## ELECTRA MINING INDIA

22 - 24 November 2007

Salt Lake City Grounds, Calcutta



- MINING AND RELATED PRODUCTS
- MACHINERY, EQUIPMENT AND SUPPLIES
- INDUSTRIAL ENGINEERING
- MANUFACTURING
- ELECTRICAL ENGINEERING
- BULK MATERIALS
- HANDLING EQUIPMENT
- STORAGE AND MATERIALS
- CONSTRUCTION
- EARTHMOVING EQUIPMENT
- SAFETY, HEALTH AND ENVIRONMENT
- MACHINE TOOLS AND ACCESSORIES

**ELECTRA  
MINING  
INDIA**



[www.electramining-india.com](http://www.electramining-india.com)



## ELECTRA MINING INDIA 2007 - THE RIGHT SHOW AT THE RIGHT TIME SET IN A TRUE TIGER ECONOMY!

The all new Electra Mining India trade fair took place at the Pragati Maidan Fair Grounds in New Delhi from 22-24 March 2006, the first extension to one of the world's greatest mining B2B exhibition brands. Feedback from all parties confirmed that industry expectations were far exceeded by the show's launch edition with some key achievements and results from post show research listed opposite.

*Atlas Copco:  
"It's a good start  
for the show this  
year. We have  
had a very good  
response over the  
last 3 days."*

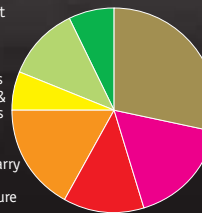


- 2,250 professional, buyer-visitors attended the show over the 3 open days.
- 63 companies exhibited from 12 countries including Germany, South Africa, USA, Australia, Canada, Finland, Poland, Russia, Spain, Singapore and of course India.
- 250 of India's leading Mine Owners attended the show.
- Senior officials from Coal India, Nyvelli Mines and Singareni visited.
- 95% of visitors surveyed said the show met their expectations.
- 94% of visitors said that they will make a purchase or specifying products seen at Electra Mining India 2006.
- 94% of the visitors will be back to visit Electra Mining India 2007.

### VISITOR ANALYSIS

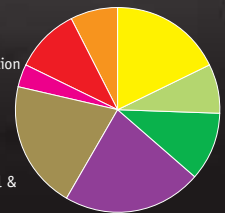
#### By Job Description

- Government Officials
- Mining Engineers
- Consultants
- Importers & Distributors
- Solution Providers
- Mine & Quarry Owners
- Infrastructure Developers



#### By Industry Segment

- Coal & Mineral Mining
- Mine Planning
- Mineral Extraction & Processing
- Bulk Material Handling
- Tunnelling
- Surveying / Measuring
- Process control & automation
- Power Generation





## INDIA SHINING!

All eyes are on India. Over the last ten years the country has gone through a series of economic reforms and now stands tall and proud as the world's 4th largest economy with a GDP of US\$6.3 billion. 56% of the country's population is under 25 and this segment is set to power India to continued strong growth.

The metallurgical and mineral industries form the bedrock of this growth as they provide the basic materials for most of the industries. With India set to continue on its strong growth path the government realises it needs to rapidly convert its coal and mineral reserves into fully functional mines to meet industry demands. Electra Mining India presents a perfect opportunity to companies wishing to enter the market, build their business there and keep up with industry trends.

### *Trolex India:*

*"We have found that the quality of visitors attending was very good."*

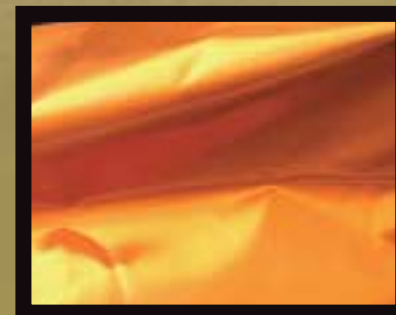
## AN INDUSTRY ON THE MOVE

India is a major producer of minerals in Asia and globally. Since the revision of the mineral policy in 1994 international and national private sector participation in the sector has greatly improved leading to rapid growth in the sector. Several foreign companies mainly from Canada, USA, Australia, UK and South Africa have invested in the market. The overall effect is that the industry has grown at a steady rate of 4-5% annually. Some of the key facts about the market are:

- India now ranks 3rd amongst the coal producing countries, producing 355 million tonnes in 2003-04.
- Government introduced privatisation reforms are opening up the sector to further investment, strengthening continuing growth in the sector.
- India had 3,100 mines in 2000 when the government issued 9,244 mining leases.
- The value of mineral production accounts for 11% of India's total industrial production.
- Coal production targets a 450 million tonne increase by 2021 requiring investment estimated at US\$20 billion.
- The value of the Indian mineral production industry for February 2005 was Rs 9.7 billion compared to Rs 7.53 billion in February 2004, an increase of 29%.
- Major players in the industry are Coal India, Singareni, Steel Authority of India Ltd, National Mineral Development Council, Tata Steel, Hindalco.

### *Forech India:*

*"We would like to thank the organisers for taking the initiative to organise this show. We had a good response from our participation. We would like to attend again."*





## VISITOR ATTRACTIONS @ ELECTRA MINING INDIA

It's the show that the whole industry is talking about. Following its move from New Delhi to the nation's mining heartland, the key visitor groups of owners, buyers and operators are looking forward with great anticipation to the arrival of the global manufacturers and suppliers in Calcutta. The gathering of the whole industry under one roof in itself will draw professional visitors from far and wide.

A Business Programme of Seminars, Workshops and Demonstrations opened by a Keynote Address by an Industry Luminary, will attract the great and the good eager to learn from the most successful practitioners and pick up on the very latest industry trends. 'Meet the Buyer' is a new formal forum that matches buyers with sellers while more informal social events gives exhibitors an ideal opportunity to network with top decision makers and opinion formers.

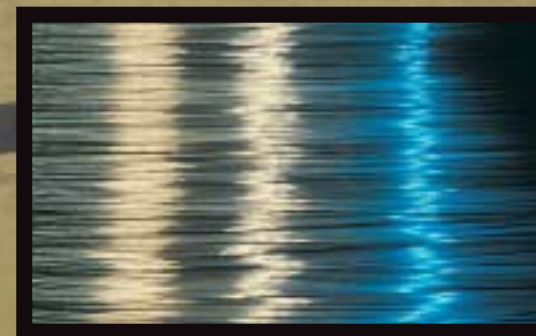
### BUILD YOUR PROFITS

Meet decision makers within India's fast growing mining market. If your company is involved in any of the sectors mentioned below then you must consider taking a stand at Electra Mining India 2007.

- Mining and related products – leading edge mining technology, machinery, equipment and supplies
- Industrial, Engineering and Manufacturing
- Electrical Engineering
- Bulk materials handling equipment, storage and materials handling systems
- Construction – earthmoving equipment
- Safety, Health and Environment – SHE equipment, supplies and technology
- Machine tools and accessories

**IA Controls:** *"We have made some really good contacts here. Judging by this year's edition we would definitely be interested in coming back."*

**Tyrex International:** *"We have been very pleased with the show. We had very good contacts come on to the stand. We will definitely be participating next year."*



### SUPPORTERS

Support for Electra Mining India is wide spread with leading Indian ministries and associations putting their names to the show. International institutions are bringing with them exporters that will showcase their newest, most innovative products at the show.



## NEW LOCATION AT THE HEART OF THE INDUSTRY

Following the first Electra Mining India trade fair which took place in March 2006, the consensus was that the next edition should be hosted at the heart of the industry. All stakeholders agreed that the hugely successful inaugural event would better serve the industry if it was more accessible to the operators.

Electra Mining India 2007 will therefore be held at the Salt Lake City Grounds in Calcutta, now known as Kolkata and acknowledged as India's mining capital. The venue is one the leading trade fairgrounds in India and very well connected to all parts of India by efficient air and surface transport networks.

## BUYERS THAT COME TO YOU

Time and money – that's how many businesses count the cost of exhibiting. But with the opportunities Electra Mining India offers, the question is, can you afford not to include it in your marketing strategy?

The fact is that exhibitions are the only medium where customers and prospects actively seek you out. And when it comes to making sales, nothing beats face-to-face interaction. Exhibitions offer you the chance to demonstrate products, answer questions, overcome objections and above all, to build relationships.

As one of the world's most experienced trade fair organisers, we know how to motivate and deliver the 'right sort' of visitors, the decision making buyers that our exhibitors expect.

### Why Exhibit?

- Leading international platform for the mining and related industry for the Indian Sub Continent
- Access to a lucrative market growing at a rapid rate
- Face to face interaction with key decision makers over a 3 day period
- Innovative conferences and workshops run by India's leading industry associations.
- Calcutta is widely acknowledged to be the mining capital of India.
- Montgomery has pioneered opportunities for the building and construction industry since 1895

Electra Mining India attracts representatives with direct purchasing authority the Mining, Electrical Engineering, Power Generation and General Industry sectors.

## BENEFITS ABOUND

Here are twenty-one specific goals that exhibitors can achieve at Electra Mining India:

### Sales

- Generate sales leads
- Make direct sales
- Build a contact database

### Customer relationships

- Build relationships with current customers
- Educate customers
- Upsell and cross-sell customers
- Collect customer testimonials
- Re-sell lapsed customers

### Market research

- Market test a new product
- Research your marketing campaign
- Test market awareness and perceptions

### Media relations/PR

- Get on the 'media radar'/generate coverage
- Build relationships with key editors and journalists

### Brand building

- Create or raise market awareness
- Position or re-position your brand
- Educate by demonstrating benefits
- Boost financial analyst/investor perceptions
- Develop new markets

### Channel building & support

- Identify and recruit new distributors or partners
- Support your current sales channel
- Build your reputation as a partner

Source: 'How to measure exhibition success: a workbook for marketers', aeo publication.



*Tru Trac Rollers: "The past 3 days have been good for us. Quality has been excellent. The decision makers did come to the show. We will definitely be here for the next one."*

## CONTACT US

### ACT NOW – BOOK A STAND

If India is on your export map, Electra Mining India is the show to be at. Secure a prominent location today and optimise your company's success at the show. We have competitive rates and a trouble free application process.

**SPACE ONLY** - Just take the floor space – ideal for your own custom build construction.

**OR**

**SHELL SCHEME** - We construct and supply a basic booth design, which can be modified to your specification at additional cost. Further details available on request.

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### AN UNBEATABLE PARTNERSHIP

Electra Mining India is one of a number of dedicated trade fairs that is organised in partnership by Montgomery International and Inter Ads.

Montgomery, creators of exhibition innovation since 1895, is one of the world's leading independent exhibition organisers. Headquartered in the UK, Montgomery companies organise many of the best known exhibitions in the world, over 40 events worldwide.

Inter Ads, based in New Delhi, is the leading trade fair organiser in India.

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