



# *Automotive Engineering Show*

International Exhibition on Technologies for  
Automotive Manufacturing

**7 – 9 July 2015**

Chennai Trade Centre, Chennai, India  
[www.aes-show.com](http://www.aes-show.com)

## **POST SHOW REPORT**







## To the point: Targeted publicity measures to benefit exhibitors

The Automotive Engineering Show promotes extensively in local markets to enhance its brand awareness every year using marketing and PR tools which spectacularly resulted in 68% of exhibitors attaining their objectives of presenting innovations, discussing technology and obtaining an overall impression of the South Indian market.

AES is a true representation of the Indian Auto industry & is capable of delivering for future automotive systems. By bringing together people from the right segments, it can enable knowledge transfer which is essential to take us forward.

– Gautam Dutta, Director Marketing, Product Lifecycle Management, Siemens

The show has been a good mix of quantity and quality visitors and we are very happy to be here. AES is a very important show for us to meet with end users and clients; we have generated more enquiries as well as quality leads.

– Chaitanya Bulusu, Branch Manager, Omron Automation Pvt. Ltd.

I am very happy to inaugurate this important industry exhibition. Tamil Nadu has become a front runner among Indian States in-terms of Industrial development. I would like to add that industry professionals must take advantage of Automotive Engineering Show to their benefit.

– Thiru P. Thangamani, Hon'ble Minister of Industries, Govt. of Tamil Nadu



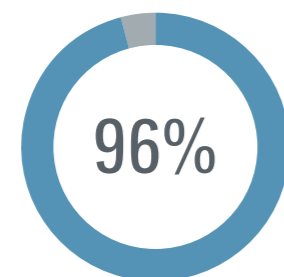
The Automotive Engineering show is an important exhibition for the automotive industry in Chennai. Japanese investments in the Chennai market have increased which makes the Chennai Automotive market a good place to have an exhibition like AES. The visitor response is exceptional and the overall approach of Messe Frankfurt is very professional.

– Sunil Mehta, GM – Technical Support, Factory Automation & Industrial Division, Mitsubishi Electric India Pvt. Ltd.

## Bringing vehicle and auto-component manufacturing technology closer to its users

The Automotive Engineering Show posed as the apt location for manufacturers and brands from Germany, India, Italy, Japan and the USA; to bring their latest technological advancements in the field of vehicle manufacturing to the rich automotive district of Chennai. In its 9th edition, the show hosted 106 companies from the Indian subcontinent that provided solutions to 3300 visitors that walked in during the three days of the exhibition.

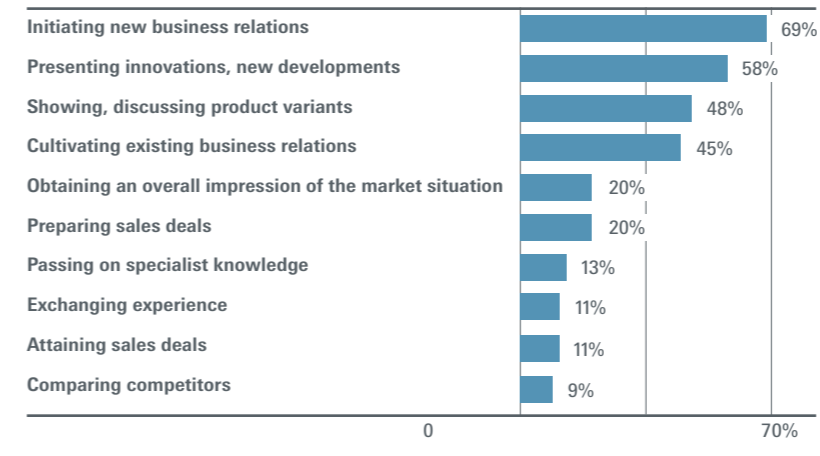
The international marketplace was a true representation of the latest solutions in IT, automation, material handling and productivity enhancement tools with several companies demonstrating new processes across 3960 sqms at the Chennai trade Centre, Nandambakkam.



96% of visitors were satisfied with the quality of exhibitors and their solutions & technologies at AES Chennai

### Business sector of the visiting companies

Visitors at AES Chennai 2015



The co-located AES Seminar focusing on smart automotive factories was attended by delegates from companies like General Motors, L&T, Hyundai, Eicher, Mahindra & Mahindra, BMW, TVS, Daimler, Tata Motors and many more.

Mapping the maneuver of the automotive industry, AES Seminar was a platform for eminent speakers like R. Sundaram – Ford India, Gautam Dutta – Siemens, Dr Ethiraj Bhaskaran, Deputy Director of Industries and Commerce, Govt. of Tamil Nadu who dealt with topics like connected cars, internet of things, lean manufacturing competitive schemes, and tractability solution for the automotive industry.







The Automotive Engineering Show brings together the big names in Automotive automation industry in India and reflects the new technology and the developments available in the market. The show brings us smaller suppliers from around the country that we would have not met otherwise. We will definitely be purchasing from the automation front.

– V K Shanmugam, Vice President – Operations, TVS Motor Company Ltd.

We are looking for Vacuum related products for our plant in Chennai and the Automotive Engineering show has been an eye opener for us! We have a platform to understand the improvements in the automotive automation industry and find solutions to the problems we face in our plants. We are definite to close deals with few of the companies present here after evaluation.

– Surya Kumar M, Engineer, Apollo Tyres

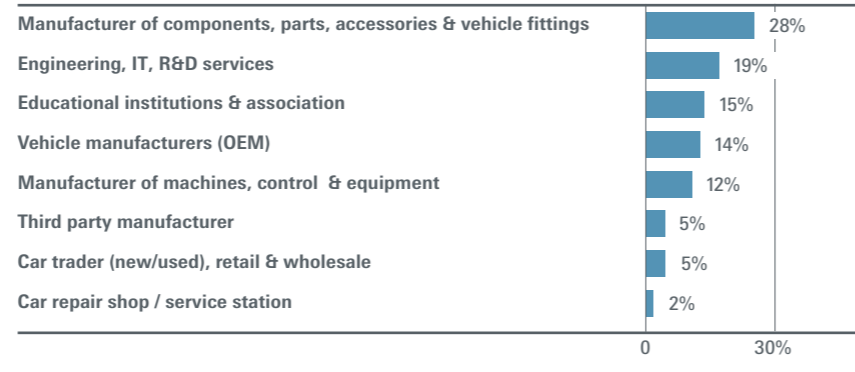
## Perfectly focused

Best-suited to target high level visitors, a majority of the visitors at the Automotive Engineering Show were high-level management. In numbers, 54% were from the upper management and 59% of the visitors at Automotive Engineering Show were manufacturers of components, OEM's and vehicular fittings.



### Business sector of the visiting companies

Visitors at AES Chennai 2015

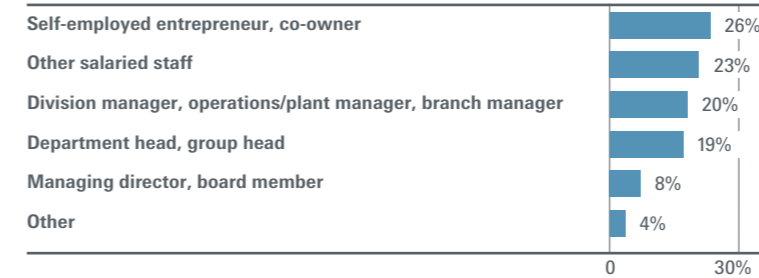


### Exhibitor Assessment

	Very Satisfied	Satisfied	Less Satisfied
Visitors from areas close to Chennai	9%	63%	26%
Reaching of relevant target groups	12%	51%	34%
Trade fair organization	26%	45%	13%

### Occupational status

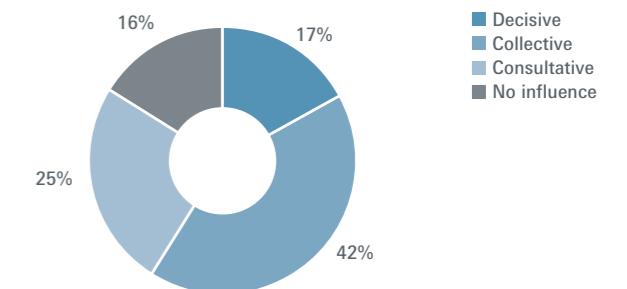
Visitors at AES Chennai 2015



The Automotive Engineering show is a great show to understand the automotive engineering market. We can see, evaluate and understand what potential the market will have to offer in the future. The quality of exhibitors at the exhibition is good which helps us determine the right supplier as per our requirements.

– Lakshamanan K. M., Deputy General Manager – PLE and MED, Rane Madras Ltd.

### Influence on purchasing / procurement decisions





We are changing...



is now

# automotive engineering show

NEW DELHI

## AES joins the scores of ACMA Automechanika New Delhi

The next edition of the Automotive Engineering Show will take place alongside ACMA Automechanika New Delhi in the Nation's capital from 21 – 23 March 2017 at Pragati Maidan.

New Delhi and its surrounding areas boast of India's largest Automotive hub with a lion's share of the market revenues coming from North India. New Delhi, being a central location in this hub, facilitates business by providing easy connectivity to other industrial areas, thus creating an optimum trade environment for Automotive Engineering Show

### Thank you partners

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### Contact details:

Messe Frankfurt Trade Fairs India Pvt. Ltd

Sameer Khedkar – Exhibition Director

Tel: +91 22 6144 5935 | Fax: +91 22 6144 5999

Email: sameer.khedkar@india.messefrankfurt.com

See you in New Delhi, March 2017!