



## **Fastener Fair India 2015 ended with positive results**

### **Next event for India's fastener and fixing industry announced for 2016 in New Delhi**

Riding on India's manufacturing initiative 'Make in India', Fastener Fair India 2015 demonstrated the campaign's intention to foster entrepreneurship and facilitate business opportunities on a global scale. The third edition of Fastener Fair India, held from 23-24 April 2015 at the Bombay Exhibition Centre in Mumbai, attracted 4,181 visitors; an increase of 17.5% from the previous show. The two day event fixed on a net space of some 1,500m<sup>2</sup>, had 128 exhibitors from 8 different countries.

The majority of exhibitors were Indian based companies. However, many were from outside India, namely from China, Taiwan, Germany, Italy, Malaysia and the USA. The exhibitors showcased a comprehensive range of industrial fasteners and fixings, assembly and installation systems, storage and logistics services, fastener manufacturing technology and construction fixings.

### **Important showcase in an emerging market**

The overall impression and feedback from the visitors and exhibitors was extremely positive. 89% of the visitors to the exhibition were company owners or had buying and specifying responsibilities. The specialised exhibition for the fastener and fixing industry also attracted visitors from many key industry sectors. 21% of the visitors were distributors, wholesalers or resellers. Visitors from mechanical engineering (18%), automotive industry (13%), hardware / DIY retailing (9%), electrical products / domestic appliances (6%), were also in attendance.

Visitors echoed what many economic forecasters have said in recent years that India, as a growing economy, has huge potential for businesses from around the world. The top level management visitors left the trade show with a better understanding of the global fastener and fixing market and insight knowledge of the latest industry offerings.

### **Annual event in India: The show takes place in Delhi in 2016**

The overwhelming number of visitors at the exhibition entrances, ensured that exhibitors were delighted with the business they did from start to finish. A face to face survey was held on the show floor, with 97% of exhibitors expressing high levels of satisfaction, with the business they had conducted at the show. Furthermore, there was significant interest in establishing an annual event for the industry in India.

In response, organisers Inter-Ads Brooks Exhibitions (India) Pvt. Ltd. have announced that they will now hold Fastener Fair India as a yearly event in various industrial hubs within the country. The next Fastener Fair India will take place from 19-20 May 2016 at the Pragati Maidan Exhibition Centre in New Delhi, with the intention of returning to Mumbai in 2017.

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