

17th **Convergence India 2009**

International Exhibition & Conference
Pragati Maidan, New Delhi
18-20 March 2009

POST SHOW REPORT

Digital Convergence... Empowering a Billion Lives



Exhibitions India

17th Convergence India 2009

International Exhibition & Conference
18-20 March 2009

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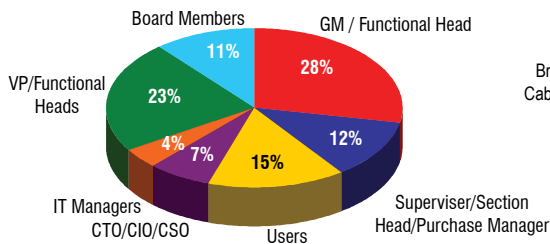
Exhibition Statistics

Exhibition Participation	
Edition	: 17 th
No. of Participants	: 405
Exhibiting Countries	: 20
Country Pavilions	: China, Taiwan, USA

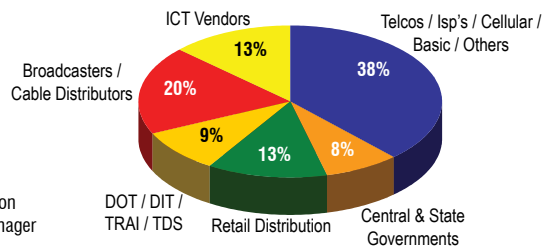
Visitors/Conference Attendees	
Total Attendees	: 15,068
VIP's	: 695
Visitors	: 13,122
Conference	
Speakers	: 72
Chairpersons	: 11
Delegates	: 1,168

Statistics on Visiting Professionals

By Job Function



By Organisation Function



Main Activity of the Visitor Organisation

Product / Service	Percentage	Product / Service	Percentage
Telecom Equipment	12.90	Space/Satellite Operator	2.10
Mobile Service provider	7.82	Technology Solution	2.02
Cable Operator	5.27	BPO / Call Center	2.00
Broadcast Equipments	5.11	Research & Development	1.95
Telecom Authorities	5.00	Educational Institutes	1.70
Telecom Services	4.76	Software Games Contents	1.50
Defence/Security Service/Police	4.90	Public Utility Services	1.33
Cable Manufacturer	4.05	Mobile manufacturers	1.30
IT Enabled Services	3.79	Digital Living	1.00
Telecom Networks	3.50	Hospitals	0.99
Department of Telecommunication	3.35	Satellite Launcher	0.97
System Integrator	3.33	Associations	0.92
Hardware	3.11	Hotels & Resorts	0.85
Department of Information Technology	2.93	Others	0.70
Contents Provider	2.88	Travel	0.42
Ministry of Information & Broadcasting	2.34	Pharmaceutical	0.42
Banking/Finance/Institutions	2.32	Advertisement/Entertainment/Media/PR agency	0.25
Information Security Vendors	2.22		

Exhibitor Feedback

The questionnaire issued at the conclusion of the exhibition indicated that:

78% of the exhibitors established useful business contacts

70% of the exhibitors expect orders as a result of exhibiting

77% of the exhibitors indicated the visitor quality was good or excellent

83% plan to exhibit at the 18th Convergence India 2010

Participants

The mega event brought together 405 participants including 28 sponsors from 20 countries. Country participation at Convergence India:

Country	2005	2006	2007	2008	2009	Country	2005	2006	2007	2008	2009
Australia	2		5	1		Malaysia		2		1	
Belgium	1					Netherland					1
Canada	3	2	3	1	4	Norway	1			1	1
China	34	48	78	146	98	Portugal		1	1		
Finland	2	1	2	1		Russia	2	3	1	1	
France	7	3	12	5	4	Singapore	2	5	6	7	11
Germany	4	6	10	7	9	Srilanka				1	
Hong Kong	9	15	9	15	5	Sweden	1	2		1	1
Hungary			1	1		Switzerland	1	2	2	1	1
India	128	179	212	223	176	Taiwan	10	4	18	25	9
Indonesia				2		Thailand	1	3	3	3	2
Israel	7	22	9	11	5	UAE	3	2	1	1	3
Italy	1			2	2	UK	9	13	7	11	12
Japan	4	4	8	7	6	USA	66	43	52	61	47
Korea	6	24	11	18	8						
						TOTAL	304	384	451	555	405



Paving the way for next generation technologies Capturing endless possibilities of tech-applications

The 17th Convergence India 2009 international exhibition and conference, organised at Pragati Maidan, New Delhi, concluded successfully on 20 March 2009. Innovative solutions, driving the current phase of growth in India's information & communications technology (ICT) segment, were visibly in focus at the event.

Organized by Exhibitions India Pvt. Ltd., the event brought together 405 participants for an exciting showcase of cutting edge technologies in Telecom, Mobility, Broadcast, Cable, Satellite, Entertainment, Information Technology and Information Security. The participation of exhibitors from 20 countries and the presence of three country pavilions – from China, Taiwan and USA - emphasized the growing interest of international players in accessing the Indian market.

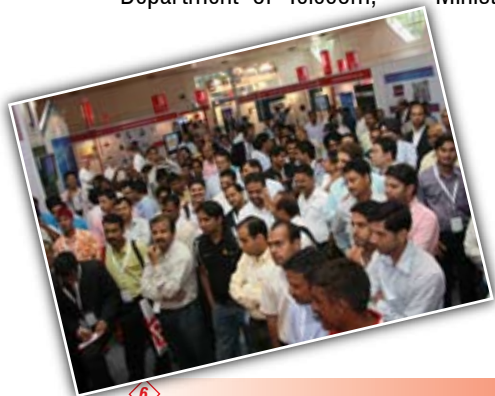
The event was inaugurated on 18th March, by Shri Siddhartha Behura, Secretary, Department of Telecom, Ministry of



Communications & IT, Govt. of India. Shri Kuldeep Goyal, CMD, BSNL and Shri R.S.P Sinha, CMD, MTNL were felicitated as Guests of Honor. The event saw the release of a White Paper on the ICT industry, presented by Mr Rajeev Karwal, Founder Director, Milagrow.

Many organizations used the opportunity provided by the event to make announcements, and launch new products. SIS launched its video phone service at the event in collaboration with the state owned telco BSNL. The service, allowing audio/video calls worldwide at rates lower than the current charges for landline calls, would give imparts to rural telephony and help in extending telecom services in all parts of the country.

Railtel announced the launch of its NLD service for carriage of inter-circle voice traffic of operators using NGN networks. With this



network, Railtel is now the only operator in the country using an NGN based network for voice, having its own fiber network.

European optical transport solutions provider, Ekinops, marked its entry into the Indian market at the event, with the launch of Ekinops 360 – a revolutionary new video transport solution.

The concurrent conference sessions allowed 72 domestic and international speakers to share their expertise on various subjects such as the empowering role of digital convergence, broadband expansion in the Indian market, India's perspective on IPTV, WiMAX's emerging position in wireless communication, the rising Infosecurity challenge, new business models in the mobile information society and the growing VAS market in India.

Broadcasting was given a special focus with sessions on regulatory aspects; competition in the Indian market amongst Multi System Operators (MSO), Cable and Direct-to Home (DTH) providers, and emerging technologies in satellite broadcasting.

Additionally, technical workshops were conducted by the Centre for Content Protection (CCP) on 'The Future Role of Fingerprinting and Watermarking in Content Distribution', 'Migrating the Backhaul Network - Technology Alternatives and Transition Paths' by ECI Telecom and "Transforming MSOs to an Experience Provider" by Cisco.

Lavish gifts, sponsored by Ericsson, Usha Lexus and Intex were distributed at the Lucky Draw organized during the three days of the show. This kept the interest and momentum of the trade visitors alive.

17th Convergence India 2009 ended on a triumphant note as it was a fruitful experience for exhibitors, speakers, visitors and delegates, who promised to be back for the 2010 edition.



Participants

Company	Country	Company	Country
*astTECS	India	Autopay Solutions	India
1takemedia.com	India	Beijing Fibrbridge Co., Ltd.	China
A & B Communications	India	Beijing Huahuan Electronics Co., Ltd.	China
AAE Systems India Pvt. Ltd.	India	Beijing Skyway Technologies Co., Ltd.	China
Aavishkar	India	Benef IT	India
ACBEL Polytech Inc.	Taiwan	Bharat Electronics Ltd.	India
Accelink	China	Bharat Sanchar Nigam Limited	India
Access Technologies	India	Billion Electric Co., Ltd.	Taiwan
Acsend	China	Bird Electronic Corporation	USA
Aculab	UK	Biz Trade Shows	India
Broadcast & CableSat	India	Blackmagic Digital Media Pvt. Ltd.	India
Adobe	USA	Blue Coat Systems Inc.	Singapore
Advance Multimedia Internet Technology Inc.	Taiwan	Boboto Telecom Instrument Factory	China
Advanced Fiber Systems Pvt. Ltd.	India	BON Networks	Israel
AdventNet, Inc.	India	Boonton Electronics	USA
Aeroflex - Weinschel Corporation	USA	Broadband India	India
AFL Telecommunications	USA	BroadSoft	USA
Agilent Technologies India Pvt. Ltd.	India	Business Wire India	India
Aimil Ltd.	India	Cable Operators Federation of India - COFI	India
Airsys	China	Cable Quest Satcom Pvt. Ltd.	India
Aishwarya Telecom Limited	India	CASBAA	Hong Kong
Aitelong Technology Co., Ltd.	China	CAT-5 Broadcast	India
All India Aavishkar Dish Antenna Sangh	India	CEM Solutions Pvt. Ltd.	India
Alliance Infotech Pvt. Ltd.	India	Centre for Content Protection Asia-Pacific	Singapore
Alliance Strategies Limited	India	Centre For Development of Telematics C-DOT	India
Almighty Techserv	India	Check Point Software Technologies Ltd.	India
Amplus Communication Pte. Ltd.	Singapore	Chengdu ACTi Science & Technology Development Co., Ltd.	China
Anacise Testnology Corp.	Singapore	Chengdu Datang Communication Cable Co., Ltd.	China
Anacom Inc.	USA	China Infomedia	China
Anda Telecom Pvt. Ltd.	India	Telecom Worldwide	Hong Kong
Andrew Corporation	Singapore	Ciena India Pvt. Ltd	India
Anhui E-Car Technology Co., Ltd.	China	Cinegy	Germany
Anite	China	Cisco Systems (India) Pvt. Ltd.	India
Apical Telecom Consulting	India	Citrix Systems India Pvt. Ltd.	India
Applied Electro-Magnetics Pvt. Ltd.	India	CMAI	India
APSCC	Korea	Cobham SATCOM	USA
Computrade Int'l	Taiwan	Comba Telecom Ltd.	Hong Kong
Arraycom (India) Ltd.	India	Comfort Telecommunication Inc "Smith Corona"	USA
ASC Signal	USA	Comint Systems and Solutions	India
Ascend	China	Comm	UAE
Asentria Corporation	USA	Comms MEA	India
Aster Teleservices Pvt. Ltd.	India		
AudioCodes Ltd.	Israel		

Company	Country	Company	Country
Communications Today	India	Infosecurity Magazine	India
Conax AS	Norway	FI. MO. TEC. S.p.A	Italy
Connect World Asia Pacific	UK	Fiamm Global India Pvt. Ltd.	India
Connect World EMEA	UK	FIMO India Manufacturing Pvt. Ltd.	India
Consumer Electronics & Appliances Manufacturers Association - CEAMA	India	Firepro Wireless and Technologies Pvt. Ltd.	India
Convergent Communications	India	Flying Voice Technology Limited	China
Coppergate Communications Inc.	USA	Front Porch, Inc.	UK
CPI Satcom	USA	Frontier Trading Co.	India
Voice & Data	India	F-Secure Pvt. Ltd.	India
Datapath	UK	Fujikura Ltd.	Japan
Datwyler (Thelma) Cables + Systems Pte. Ltd.	Singapore	Furukawa	Japan
Deccan power Products Pvt. Ltd.	India	Gaian Solutions India Pvt. Ltd.	India
Department of Information Technology Government of India	India	Global Battery Co. Ltd.	Korea
Department of Telecommunications Government of India	India	Global Power Source India Pvt. Ltd.	India
DIDX and Super Technologies, Inc.	USA	GoingToMeet.com	India
Digital Broadcast	India	GoldPower	China
Digital Lightwave	USA	Grandstream Networks	USA
Digital Rapids India Pvt. Ltd.	India	Group 4 Securities India (P) Ltd.	India
Digital-Nirvana Information Systems (I) Pvt. Ltd.	India	GSI	Korea
Dipti Telecom	India	Guang Dong Shenglu Telecommunication Tech. Co. Ltd.	China
Ditech Networks Inc.	USA	Guangdong Pisen Electronics Ltd.	China
Duraline India Pvt. Ltd.	India	Hai-Vision	USA
E2V Technologies	UK	Halloa Enterprise Co. Ltd.	Taiwan
Easy Broadband Technology Co. Ltd.	China	Hame Technology Co. Ltd.	China
ECl Telecom	India	Hangzhou Hongsen Cable Co. Ltd.	China
Linux for You	India	Hangzhou Synway Information Engineering Co. Ltd.	China
EFY Times.com	India	Hangzhou Zhongrui Communication Equipment Co. Ltd.	China
EKINOPS	Singapore	Hansen Technology Co. Ltd.	China
ELCINA Electronic Industries Association of India - ELCINA	India	Harmonic Inc.	USA
Enigma Systems	France	Harting India Pvt. Ltd.	India
Ericsson India Pvt. Ltd.	India	Haze Battery Company Ltd. (AIM)	China
ESS Software Distribution & Consulting Private Limited	India	Homecast Co. Ltd.	Korea
Essel Shyam Communication Ltd.	India	Hong Kong Karasnn Co. Ltd.	China
EVOC Group	China	Horizon Global Electronics Ltd.	India
Exfo	Canada	Howell Energy Co. Ltd.	China
EXFO Electro-Optical Engineering Inc.	Canada	Huangshi Sunshine Optoelectronic Co. Ltd.	China
Info Store	India	Hubei Kaile Science & Technology Co. Ltd.	China
		HUBER + SUHNER Electronics Pvt. Ltd.	India
		ILSINTECH Precision Technology	Korea

Company	Country	Company	Country
Indiamart.com	India	Magnaquest Technologies Pvt. Ltd.	India
Indian Cellular Association (ICA)	India	Magtronic Devices Pvt. Ltd.	India
Indian Television Dot Com Pvt. Ltd.	India	Mahanagar Telephone Nigam Limited	India
Inlet	USA	Maipu (Sichuan) Communication Technology Co. Ltd.	China
Inotek Antennas Ltd.	India	Majesty	China
Integrative Solutions Pvt. Ltd.	India	Maksat Coral Pvt. Ltd.	India
Interactive Technology Software and Media Association (ITSMA)	India	Manufacturers Association for Information Technology - MAIT	India
Internet Service Providers Association of India - ISPAI	India	Marais Groupe	France
Intex Technologies (India) Ltd.	India	Mark Technologies	India
Invas Technologies Pvt. Ltd.	India	Matrix Telecom Pvt. Ltd.	India
Inventum	India	Maxpeak India Ltd.	India
IPM	Italy	Media Partners Asia	Hong Kong
IPTV India Forum	India	Meenakshi Satellite Communication	India
Irdeto Access	China	MELSS Systems	India
IT Magazine	India	Metrotech Corp.	USA
itecs Communication Pvt. Ltd.	India	Mhatre Electronics Pvt. Ltd.	India
ITI Limited	India	Micro Enterprises	USA
Digital Studio	India	Micro Village Communications Pvt. Ltd.	India
Jag Rattan Daan Singh & Co.	India	Microqual Techno Pvt. Ltd.	India
Jeson Wireless Communication Limited	China	Ministry of Information & Broadcasting	India
JiangSu CEL Battery Co. Ltd.	China	Mobi Antenna Technologies (Shenzhen) Co. Ltd.	China
Jiangsu Dongya Electronics Co. Ltd.	China	Motorola India Pvt. Ltd.	India
Jiangsu Hengxin Technology Co. Ltd.	China	Moyco	USA
Jiangsu Trigiant Technology Co. Ltd.	China	MPEG Industry Forum	USA
Jiangxi Linktrend Cable Tech Co. Ltd.	China	Multitech Systems Inc.	USA
Jiaozuo Railway Cable Works	China	M-Virtual Technology India Pvt. Ltd.	India
Jiaxing Haitang Technologies Co. Ltd.	China	My Mobile Hindi	India
Jst Technologies (Nanjing)Co. Ltd.	China	My Mobile English	India
K M Tooling Solutions	India	Nanak Industries	India
K7 Computing Pvt. Ltd.	India	Nanjing DVP OE Tech Co. Ltd.	China
KamaxOptic Communication Co. Ltd.	China	Nanjing Putian Telecommunications Co. Ltd.	China
Keith Electronics (P) Ltd.	India	NDS Asia Pacific Ltd.	Hong Kong
Kenbotong Communication Ltd.	China	Net Optics, Inc.	USA
Kingsignal	China	Newbridge Technology(Hk) Co. Ltd.	China
Konka Group Co. Ltd.	China	Ningbo Ship Import & Export Co. Ltd.	China
Korea Telecom	Korea	Noida Software Technolgy Park Ltd.	India
Kyemo SRL	France	Noise/Com	USA
Lambda Group	India	Norland	USA
Latens Systems Ltd.	UK	Novatium Solutions (P) Ltd.	India
LinkQuest Telecom Pvt. Ltd.	India	NTT	Japan
LS Cable India	India	Nu Tek India Limited	India
Magma	USA	NXP Semiconductors (I) Pvt. Ltd.	India

Company	Country	Company	Country
OHIO Department of Development On2	India USA	Savitri Telecom Services	India
One Network (India) Pvt. Ltd.	India	SeaChange India Pvt. Ltd.	India
Optibase	Israel	SebaKMT	Germany
Optiwave Photonics Ltd.	India	Senao International Middle East	UAE
PDR Videotronics (I) Pvt. Ltd.	India	Setcom Wireless Products GmbH	Germany
PE Fiber Optic	UK	Shanghai Bynet Co. Ltd.	China
Pendulum Instruments AB	Sweden	Shanghai Grandway Telecom Tech Co. Ltd.	China
PIKA Technologies Inc.	Canada	Shanghai Hanwei Kangqiao Electric Wire & Cable Co., Ltd.	China
Plug Master Industrial Co. Ltd.	Taiwan	Shenzhen Advanced Video Info-Tech Co. Ltd.	China
Plumettaz S.A.	Switzerland	Shenzhen Allywl Info & Tech Co. Ltd.	China
Polyphaser Corporation	USA	ShenZhen Aolier Electronic Co. Ltd.	China
Power Grid Corporation of India Limited	India	Shenzhen BC-Optics Co. Ltd.	China
Pranav Entreprises	India	Shenzhen Campu Science-Technology Co. Ltd.	China
Prasha Technologies Ltd.	India	Shenzhen Coship Electronics Co. Ltd.	China
Premium-Line Systems GmbH	Germany	Shenzhen Greenway Technology Co. Ltd.	China
Preston Engineering Co. (Delhi) Pvt. Ltd.	India	Shenzhen Guangwangtong Technology Co. Ltd.	China
Proofpoint, Inc.	Thailand	Shenzhen Kingsignal Cable Tech. Co. Ltd.	China
Quintech Electronics & Communications	USA	Shenzhen netcom electronic Co. Ltd	China
Rad Data Communications Ltd.	India	Shenzhen O.T. Sun Trading & Development Co. Ltd.	China
Radio Frequency Systems GmbH	Germany	Shenzhen Optone Technology Co. Ltd.	China
Radwin	Israel	Shenzhen Popular Communication Technology Co. Ltd.	China
Rahul Commerce	India	Shenzhen Sinda Digital Technology Co. Ltd.	China
Railtel Corporation of India Ltd.	India	Shenzhen Skyworth Digital Technology	China
Raisecom Technology	China	Shenzhen Co. Ltd.	China
Ramar International Co. Ltd.	Taiwan	Shenzhen VAPEL Power Supply Technology Co. Ltd.	China
Raycom CO. Ltd.	China	Shenzhen Winhap Communications Inc.	China
RD Infratel Pvt. Ltd.	India	Shenzhen XDK Communication Equipment Co. Ltd.	China
Real Networks	USA	Shenzhen Zowee Avtech Co. Ltd.	China
Rear Tech Solutions	India	Shibasoku Co., Ltd.	Japan
Reichle & De Massari Mea	India	Sichuan Jiuzhou Electric Group Co. Ltd.	China
Reve Systems	Singapore	Sierra Wireless	Canada
RF Morecom Korea	Korea	SINFOR Technologies	China
Ritar : Battery	China	Smart Optical Fiber Equipment Technology Ltd.	China
Rohan Infotech	India	SolarWinds Software Asia Pte Ltd.	Singapore
Rohde & Schwarz India Pvt. Ltd.	India	South Asian Wireless Communications	UK
Rover Instruments & Broadcast Pvt. Ltd.	India	Space Link Systems Pvt. Ltd.	India
Ruckus Wireless	USA	Space Telecom	India
Sai Info Systems (India) Ltd.	India	Span Broadband Services Pvt. Ltd.	India
Saltriver Infosystems Pvt. Ltd.	India	Spinner GmbH	Germany
Animation Today	India	ST Electronics Pte Ltd.	Singapore
Sapido Technology Inc.	Taiwan		
Satellite @ Internet India	India		
Saviance Technologies Pvt. Ltd.	India		

Company	Country	Company	Country
Steel Man & Co	India	Tp-Link Technologies Co. Ltd.	China
Storage Networking Industry Association-SNIA	India	Tradeindia.com	India
Sumitomo	Japan	Transtector Systems	USA
Sunrise	USA	Travtour India	India
SunSea Telecommunicaitons Co. Ltd.	China	Trurun Communications & Electronics Co. Ltd.	China
Suzhou Wutong Communication Equipment Co. Ltd.	China	Tulip Telecom Ltd	India
Svarn Telecom	India	TVU Networks	USA
Symmetricom	USA	Union Tech Co.(China) Ltd.	China
Tabor Electronics	Israel	Universal Electronics	Netherlands
Tandberg Television	UK	US Commercial Service	USA
Techroutes Network Pvt. Ltd.	India	Usha Lexus Hotels & Resorts	India
TechTree IT Systems (P) Ltd.	India	UTStarcom India Telecom Pvt. Ltd.	India
Tejas Networks India Limited	India	V Link Systems (P) Ltd.	India
Telairity	USA	Vbrick	USA
Tele satellite & Broadband	UK	Veekay Connectors (P) Ltd.	India
Tele.Net	India	Verimatrix, Inc.	USA
Telecom (Chinese)	China	Viaccess	France
Telecom Equipment Manufacturers Association of India - TEMA	India	Viewcast	USA
Telecom Era	India	Vinncom S & T Co. Ltd.	China
Telecom India Daily	India	Virtual NetComm Pvt. Ltd.	India
Telecom Watch	India	Vmukti Solutions Pvt. Ltd.	India
Teles AG	Germany	Volex Interconnect (India) Pvt. Ltd.	India
Telestone	China	Volktek Corporation	Taiwan
Teletream	USA	Vrinda Nano Technologies Pvt. Ltd.	India
Teletimes International	UAE	Wall Street Technology Association (WSTA)	UK
Television Point.com	India	Wave7Optics	USA
TenderTiger.com	India	West Bengal Electronics Industry Development Corporation Limited	India
Tente Fibershow Group	China	Wi-Fi Alliance	USA
Teracom Limited	India	Willtek Communications GmbH	Germany
Teracue	Germany	WiMAX Forum	USA
Thaicom Public Company Limited	Thailand	Winix Co. Ltd.	Korea
The Institution of Electronics & Telecommunications Engineers	India	World Phone Internet Services Pvt. Ltd.	India
Tianjin Ascend Technolgies Co., Ltd.	China	Wuhan Telecommunication Devices Ltd.	China
TippingPoint	Singapore	Xiamen Hongkang Technology Communication Development Co. Ltd.	China
Tirumala Seven Hills Pvt. Ltd.	India	Xi'an Forstar S&T Co. Ltd.	China
TolfreeIndia Technologies Pvt. Ltd.	India	Xian Haitian Antenna Technologies Co. Ltd.	China
Tongyu Communication Equipment Co. Ltd.	China	Yokogawa	Japan
Toten Co.	China	Zhejiang Zhaolong Cable Co. Ltd.	China
		Zhenjiang zhengkai electronic Co. Ltd.	China

Participants Comments

Applied Electro Magnetics Pvt. Ltd.

The show has very focused and had quality visitors. We have received good business from Convergence India this year with lots of trade leads in the first two days. Convergence India is a good platform to showcase our technologies and we look forward to participating in Convergence India 2010.

Beijing Huahuan Electronics

A lot of visitors came to Convergence and we got many high potential customers. CI helped us with more contacts and more chances to work in India. We look forward to taking up a bigger booth than this in the next edition of Convergence India.

Coship

We have been associated with Convergence since 5 years and every year we come back on a larger scale compared to previous years.

CopperGate Communications

This is our first experience at Convergence and we are amazed at the response we got. This is a good show and we are glad we came. We have made incredible relationships and we met all the right kind of people. This trade show is better than I imagined and the organization is very well thought of.

Irdeto

Though the number of exhibitors have gone down this year, the quality of attendees at Convergence India has increased. Business leads have come from Convergence India on a concrete basis. We definitely look forward to

coming back next year.

Lambda Group

Lambda has been participating at Convergence since 9 years. It provides the platform where customers come to us. It is a good platform for any company to launch their products. Convergence has really focused to get good quality visitors this year.

Matrix Telecom Network

Convergence India is a good platform for the telecom market. As the number of players in the industry are increasing, Convergence India is a great attempt to bring different players under one roof.

NDS

It is a great show. We have been participating at Convergence India since 3 years and we find the exhibition and quality of visitors to be very good. The conference is great - well managed and well timed. We're looking forward to the next Convergence India.

NSTPL

NSTPL has diversified products & different technologies and this is a good platform to showcase the products. We feel that customer flow is comparatively less than last year but still we definitely look forward to Convergence in 2010.

Nu Tek

As an Associate Sponsor, Nu Tek got the right platform with good visibility at Convergence India. We have a bowl full of visiting cards

for technical follow-ups and trade leads. Convergence has been an excellent show and we look forward to participating in a bigger way next year.

Rad Data Communications

Rad has been participating since 3 years. It is a pleasure to work with Exhibitions India Group. We got very positive experience. The quality of visitors is quite good.

Sai Info Systems (India) Pvt. Ltd

We are participating in Convergence for the first time. The organization has accommodated all our special requests to make our launch effective. We have found this a good place for interaction with others in the ICT sector. Infact with the kind of exchange possible, we can conclude many deals.

Svarn Telecom

We had a wonderful experience at Convergence. We have participated for the third time in Convergence and it is the best show in India on ICT. We look forward to exhibiting next year.

Tirumala Seven Hills

We have received an overwhelming response this year and will be able to convert atleast 50% of the trade leads.

Tulip Telecom

Tulip, being into B2B, data centers and VAS, has found the experience at Convergence India quite overwhelming. We are very satisfied by the kind of people walking in and have generated good leads. Convergence is one of its kind in India and is a high-quality event.

Veekay Connectors Pvt. Ltd

Convergence is one of the best in India and as a policy we have decided to participate every year in Convergence. We are happy with the quality of visitors and footfalls.

Viaccess

It is a very good forum. Viaccess has been associated with Convergence for last 6-7 years and we find that the quality of visitors and attendees has increased compared to previous years.



Highlights of the 17th Convergence India 2009

15 March 2009 Build-up of 17th Convergence India 2009 commenced in 5 exhibition halls

18 March 2009

Official Opening

Chief Guest

- **Shri Siddharth Behura**, Secretary, Department of Telecommunications, Ministry of Telecommunications & IT, Government of India

Guests of Honour

- **Shri Kuldeep Goyal**, CMD, Bharat Sanchar Nigam Ltd.
- **Shri R.S.P. Sinha**, CMD, Mahanagar Telephone Nigam Ltd.

Release of White Paper on Information & Communication Technology (ICT) industry

- Milagrow Business & Knowledge Solutions

Inaugural Conference Session

Session: “Digital Convergence... Empowering a Billion Lives”

Chairperson

- **Shri. R.N. Prabhakar**, Member - Technology, Telecom Regulatory Authority of India

Distinguished Panelists

- **Shri. Ajay Bhattacharya**, Administrator, USO Fund
- **Jagjit Singh Kohli**, Managing Director & CEO, Digicable Network India Pvt. Ltd.
- **Ashok Venkatramani**, CEO, Media Content & Communications Services (India) Pvt. Ltd.
- **Subhendu Mohanty**, Country Head & Senior Director - Home & Networks Mobility Business, Motorola India
- **Lt. Col. (Retd) H.S. Bedi**, Chairman, Tulip Telecom Limited
- **Vijay Yadav**, Managing Director South Asia, UTStarcom
- **Deval Parikh**, Chief Officer - Handset, VAS & Procurement, Virgin Mobile India



International Conference

18 March 2009

1130 - 1330 hrs

Inaugural Session: Panel Discussion

Theme: "Digital Convergence: Empowering a Billion Lives"

1430 - 1740 hrs

Track I: Broadband: Capturing the Indian Market

1430 - 1600 hrs

Track II: Regulatory Aspect of Broadcast Industry (Panel Discussion)

1620 - 1740 hrs

Track III: DTH, MSOs and Cable- The Battle of Supremacy

19 March 2009

1000 - 1330 hrs

Track IV: Mobile Information Society - Strategy & New Business Models

1000 - 1330 hrs

Track V: Workshop by Motion Pictures Distributors Association (MPDA) & Center for Content Protection (CCP), Singapore

1430 - 1630 hrs

Track VI: Workshop by ECI Telecom

1430 - 1600 hrs

Track VII: Satellite in Broadcasting: The Emerging Technologies

1650 - 1750 hrs

Track VIII: Place of WIMAX in the mobile Broadband Revolution

1620 - 1750 hrs

Track IX: Animation and Gaming Industry

20 March 2009

1000 - 1335 hrs

Track X: VAS in Indian Telecom Industry - Successful Growth Strategies

1000 - 1135 hrs

Track XI: Transition to a New Television Experience: Indian Perspective on the Myths and Realities of Offering IPTV

1150 - 1330 hrs

Track XII: The Infosecurity Challenge: How do the Good Guys win?

Product Launches

The event served as an apt platform to launch and showcase new trends and technologies that would further enhance growth in the ICT sector.



Industry Reception

Industry Reception sponsored by Linquest Telecom was held at Le Meridian. The event received an overwhelming response from the industry.



Lucky Draw

Sponsored mobile phones by Ericsson and Intex and travel coupons by Usha Lexus Hotels & Resorts were distributed at the Lucky Draw organized during the three days of the show.



Sponsored Workshops

Technical workshops conducted by leading international companies like Cisco, ECI Telecom and Centre for Content Protection and Motion Pictures Distributors Association highlighted emerging trends and received huge participation from the industry.



Telecom Equipment Manufacturers Association (TEMA) meeting

In the backdrop of the buzzing ICT environment, senior members of TEMA assembled for their annual meeting that was organized at the Media Center on 20 March 2009.

Bhutan, Nepal and Chinese Delegation

The event attracted corporate delegations from Bhutan, Nepal and China keen to explore telecom business opportunities in India.



Business to Consumer

The event showcased technologies with innovative applications relevant for the common man.

Advertising & Public Relations Campaign

A comprehensive publicity and advertising campaign was undertaken before and during the event. The entire gamut of media promotion activities were directed towards creating awareness about the 17th edition of Convergence India expo through national & international journals & publications, newspapers, mainline television channels and online web portals.

The campaign enabled 17th Convergence India 2009 exhibition & conference to become a successful, and a must attend event for the industry at large.

Pre Event Coverage

Domestic Journals

S. No.	Journals	S. No.	Journals	S. No.	Journals
1	Animation Today	8	Communications Today	15	My Mobile - Hindi
2	Aavishkar*	9	Digital Studio*	16	Satellite @ Internet India
3	BenefIT	10	Info Security	17	Telecom Era
4	Broadband India*	11	Info Store	18	Tele.Net
5	Broadcast & CableSat	12	IT Magazine	18	Trav Tour India
6	Cable Quest English*	13	Linux For You	19	Voice & Data*
7	Cable Quest Hindi*	14	My Mobile - English		

106 advertisements were released in domestic journals

International Journals

S. No.	Journals	Country	S. No.	Journals	Country
1	China Infomedia	China	7	Monthly Teletimes International	Pakistan
2	Computrade International*	Taiwan	8	Telecom Chinese	China
3	COMM	Dubai	9	Telecom Worldwide	China
4	COMMS MEA	Dubai	10	Tele Satellite & Broadband	Germany
5	Connect World	London	11	South Asian Wireless	UK
6	Digital Broadcast	Dubai		Communication	

29 advertisements were released in international journals

* Pre Event Editorial Coverage

Pre Event Coverage

Newspapers

S. No.	Publication	Edition	Language	No. of Insertions
1	Business standard	All	English	13
2	Financial Express	All	English	5
3	Indian Express	All	English	1
4	The Times of India(colour)	Delhi/ Lucknow/ Chandigarh	English	1
5	The Economic Times	Delhi/ Lucknow/ Chandigarh	English	4
6	The Hindu Business Line	All	English	3

27 advertisements were released in daily print media

Further to the above, 2 Business Dailies - Business Standard and Financial Express dedicated full page features to promote 17th Convergence India 2009 exhibition and conference.

Television

S.No.	Channel	Date	Time Band
1	Times Now (Tickers)	10 - 20 March 2009	0600 hrs - 2400 hrs
2	CNBC (Vignettes)	15, 16, 17 and 18 March 2009	13 spots
3	CNNIBN (Ticker Ashton)	16, 17 and 18 March 2009	24 spots
4	A pre-event "Tech Debate" was organised in conjunction with Cell Guru, NDTV - the leading Indian television channel. The half an hour programme was aired on the following channels:		
	NDTV 24 x 7	14 March 2009	1930 hrs
	NDTV India	15 March 2009	1100 hrs
	NDTV Profit	17 March 2009	1430 hrs



Web portal

S.No.	Journals	Country	S.No.	Journals	Country
1	www.1takemedia.com	India	9	www.mediapartnersasia.com	Hong Kong
2	www.biztradeshows.com	India	10	www.rivinium.com	India
3	www.convergenceplus.com	India	11	www.telecomwatch.com	India
4	www.didx.net	USA	12	www.televisionpoint.com	India
5	www.efytimes.com	India	13	www.tendertiger.com	India
6	www.goingtomeet.com	Philippines	14	www.telecomindiadaily.com	India
7	www.indiantelevision.com	India	15	www.tradeindia.com	India
8	www.indiamart.com	India	16	www.tvover.net	Germany

Direct Mail Campaign

◆ Brochures

The trade brochures including Plan your Visit; Sponsorship brochure and Publicity Manual were not only distributed in print, but were also mailed to a robust cross-industry database of over 2 lakh contacts

◆ Plan Your Visit

The comprehensive event brochure included show updates, exhibitor list, company profile vis-à-vis their products & services, and the Conference Programme

◆ External Edm (Electronic Direct Mailing) blast

The event was highly publicized through periodic edm activity undertaken by several Online Partners including Goingtomeet.com, India Mart, Tender Tiger, Onetakemedia.com, CASBAA, WiMAX Forum and IPTV Forum to their industry specific database

◆ Text Reminders

Several SMS blasts were undertaken a week before the event

◆ Workshop Promotion

To ensure quality participation, the workshops conducted by ECS; Cisco and CCP & MPDA were widely promoted through mailers sent to targetted audience

◆ Exhibition Invitation

Exhibition invitations were mailed to Ministry, government officials, PSU's, industry leaders, media and industry at large

◆ Opening Ceremony Invitations

VIP invites were sent out to key industry eminents, senior government officials and media



Post Show Report

Media Coverage

Pre Event Press Coverage

<i>Pre Event Press Coverage</i>	<i>Date</i>	<i>Pre Event Press Coverage</i>	<i>Date</i>
www.thetelegraph.com	12 Feb. 2009	www.indiantelevision.com	14 March 2009
www.webnewswire.com	12 Feb. 2009	www.reuters.com	16 March 2009
www.businessworld.com	12 Feb. 2009	www.tmcnet.com	16 March 2009
www.businesswireindia.com	12 Feb. 2009	www.telecomindiaonline.com	16 March 2009
www.theweek25.com	12 Feb. 2009	www.earthtimes.com	17 March 2009
www.malayamanoramaonline	12 Feb. 2009	www.blogspan.net	17 March 2009
www.silobreaker.com	12 Feb. 2009	www.thefreeliabraray.com	17 March 2009
www.smetimes.com	12 Feb. 2009	www.webnewswire.com	17 March 2009
www.webindia123.com	12 Feb. 2009	www.allbusinesscom	17 March 2009
www.investmart.com	12 Feb. 2009	www.in.news.yahoo.com	17 March 2009
www.indiainfo.com	26 Feb. 2009	http://pr.watblog.com	17 March 2009
www.myiris.com	26 Feb. 2009	www.thomex.com	18 March 2009
www.rediff.com	26 Feb. 2009	www.topix.com	18 March 2009
www.sifynews.com	26 Feb. 2009	www.indiatechonline.com	18 March 2009
www.cybermedia.com	26 Feb. 2009	www.merineews.com	18 March 2009
www.channelsindia.com	26 Feb. 2009	www.itvoir.com	18 March 2009
www.webindia123.com	26 Feb. 2009	www.scottrade.com	18 March 2009
www.thetelegraph.com	26 Feb. 2009	www.newkerela.com	18 March 2009
www.malayamanoramaonline	26 Feb. 2009	www.businesswireindia.com	18 March 2009
www.zeebiz.com	26 Feb. 2009	www.tvnext.in	18 March 2009
www.itnewsonline.com	26 Feb. 2009	www.itvidya.com	18 March 2009
www.thefinancialexpress.com	26 Feb. 2009	www.india-forums.com	18 March 2009
www.andhranews.net	26 Feb. 2009	www.andhranews.com	18 March 2009
www.smetimes.com	4 March 2009	www.hindustantimes.com	18 March 2009
www.efytimes.com	7 March 2009	www.unstrung.com	18 March 2009

Since Convergence India is an established frontier of the ICT industry, a large number of journalists visited the event to cover the exhibition & conference organized over 3 days. Not only key publishers & newspapers including Times of India, Economic Times, Financial Express, The Hindu Business Line, Press Trust of India but various TV channels were present from Doordarshan, CNBC Awaaz, Zee news, Zee Business, News 24 and others to feature the event.

Print Media Coverage

<i>S. No.</i>	<i>Publication</i>	<i>Date</i>
1	Mint	18 March 2009
2	Business Standard	18 March 2009
3.	Financial Express	19 March 2009
4.	Economic Times	20 March 2009

Television Coverage

<i>S.No.</i>	<i>Channel</i>	<i>Date</i>
1	Doordarshan	18 March 2009
2	Zee Business	18 March 2009
3.	News 24	18 March 2009

Web Coverage

<http://www.earthtimes.org/articles/show/17th-convergence-india-2009-nds,751537.html>
<http://in.news.yahoo.com/139/20090318/832/tbs-17th-convergence-india-2009-opens.html>
<http://www.financialexpress.com/news/17th-convergence-india-2009-a-platform-enabling-business-strategies-for-merging-applications/428360/>
<http://pr.watblog.com/2009/03/17th-convergence-india-2009-opens-today---enablers-rule-the-day/>
www.indiatechonline.com/convergence-india-1-40.php
www.thomex.com/trade-events/convergence-india-811.html
<http://www.indianmediaclearing.com>

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