



FIRE INDIA 2009

7th-9th September 2009 at Bombay Exhibition Centre, Goregaon, Mumbai, India

FIRE INDIA 2009 with whooping success once again broke all previously set records of success during ***7th-9th September 2009 at Bombay Exhibition Centre, Goregaon, Mumbai, India*** organized by **Services International**. The event was inaugurated by **Mr. N. R. Das, IPS, Director General CISF**.

The seventh edition was yet another trendsetter event for the industry, worldwide. Fire equipment manufacturers from around the world displayed state of art technologies to the potential buyers who gathered from India and abroad. Various ministries, government sectors, MNCs, Airport Authority etc. have been present to keep up to date with upgrading & latest technological development and advancement. Germany has made their representation with a pavilion to make ties with Indian industry on larger scale.

The presence of Indonesian Fire Chief Mr. Prasetyo (Semarang Fire Chief cum Area Coordinator of the Indonesian Fire Chief Association) along-with Mr. Sardiyono Sardiyono (General Secretary of the Indonesian Fire Chief Association) & Mr. Placidus Sujitno Petrus (Advisory Board of the Indonesian Fire Chief Association) ensured more promises of business and strong international ties.

Mumbai Fire Brigade actively participated in the event. The live demonstration was an added attraction and a chance to display preparedness & strength to combat with the disaster of fire. The association has brought bright chances of industry growth as well as technological development of fire services in the country.

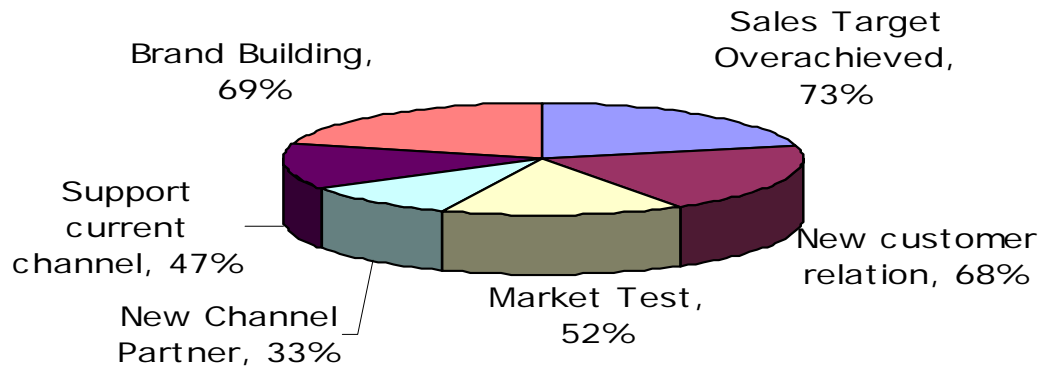
The entire industry termed this event is the most successful in terms of quality, placing business opportunities (both on national and international front), international exposure etc. The industry applauded the event for being perfect marketing tool for realizing organizational and marketing objectives. The satisfaction was expressed for achieving sales objectives, customer relation-building, marketing research, brand building, channel support by most of the participants. The quality and quantity of visitors were more than satisfactory for most of them. Few industry magazines have published special editions for the show. The success of the event and the overwhelming response to it was much celebrated by some of the exhibitors. The census done with participants is self explanatory for the overwhelming response and outstanding success of **Fire India 2009**.

Sales objectives have been over achieved by 73%. The event contributed significantly to new customer relation development by 68%. Many were able to cater to relapsed customers and to educate customer about the product or services. 52% companies found it a suitable platform for market test for new product. Companies could research the market campaign effectiveness for the product & awareness and perception successfully.

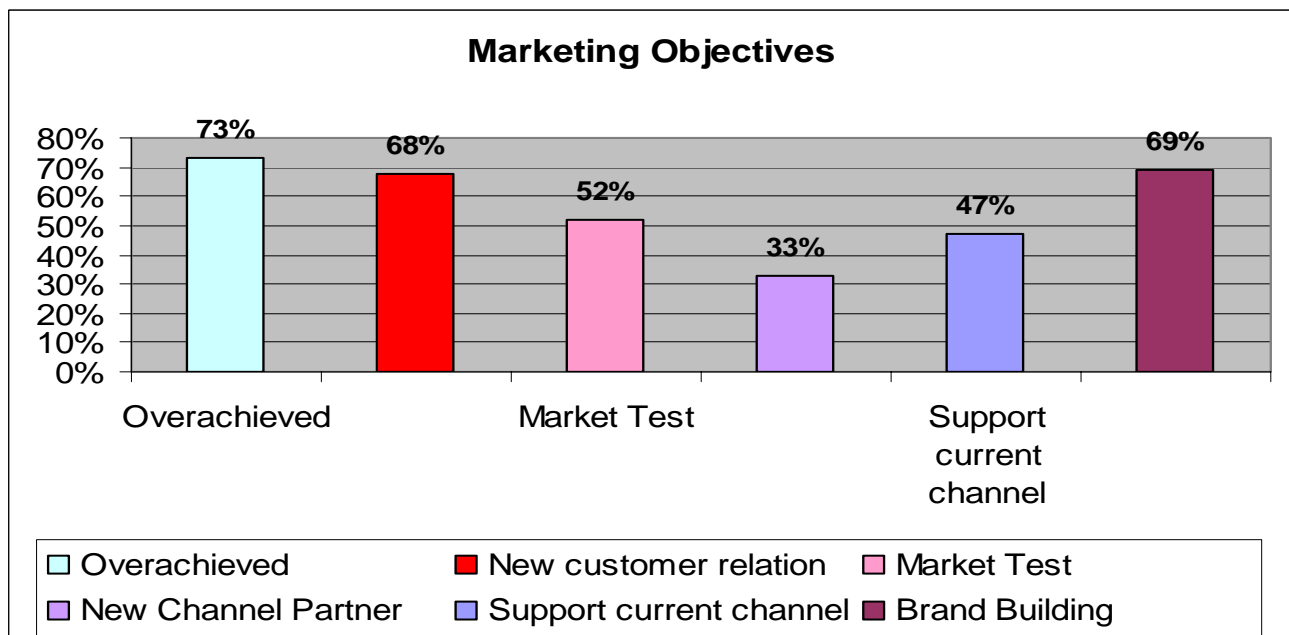
The event proved to be a perfect vehicle for brand building. 69% companies expressed their view that they were able to raise market awareness of the brand. Most of them expressed satisfaction for being able to educate customers by demonstrating the product & develop new market.

33% Companies expressed their satisfaction for being able to recruit new channel partners. 47% were able to support current channel & build reputation as a partner.

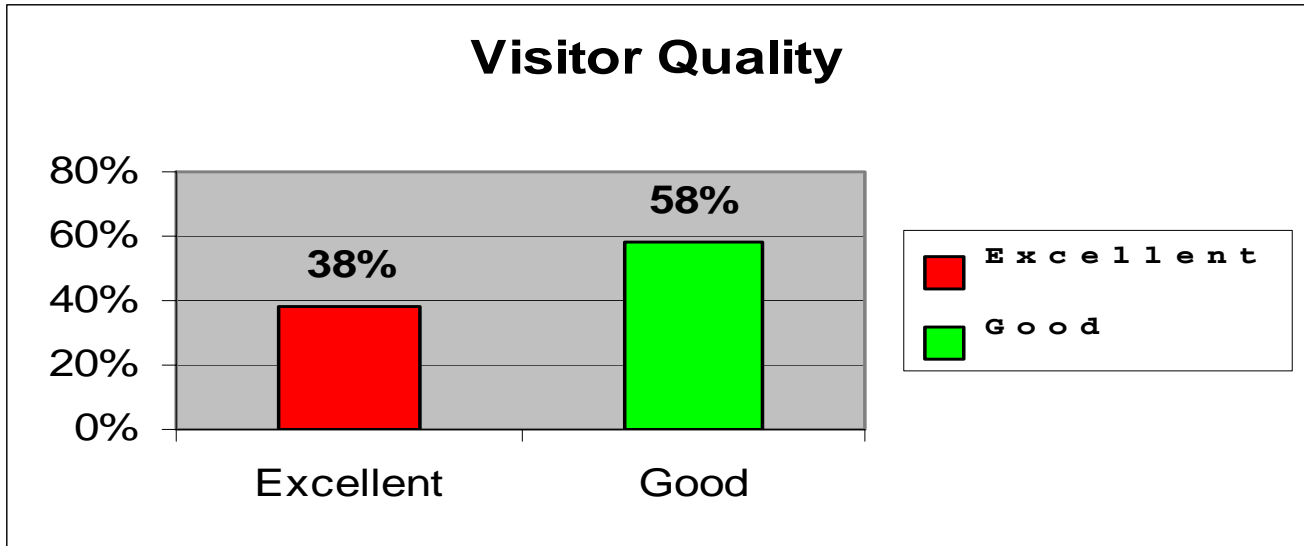
Marketing Objectives



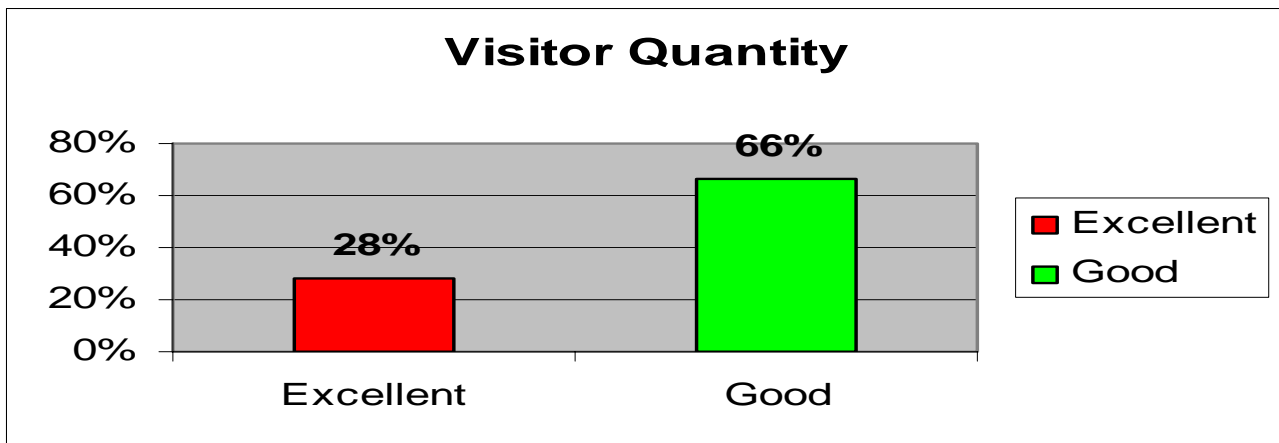
Graphical Representation:



Visitor quality was rated *excellent* by 38%, *good* 58%.



28% rated the quantity of the visitors excellent and 66% good.



The outside display area mesmerized the visitors with the demo & performance of fire trucks displayed from companies from abroad and India.

The participation from 28 countries included Australia, Austria, Canada, China, Czech Republic, Finland, France, Germany, Hongkong, India, Israel, Italy, Japan, Korea, Malaysia, Netherland, Pennsylvania, Poland, Rome, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UK.

The visitors rated the event a perfect rendezvous for a complete silhouette of fire prevention, safety and security product range and technical advancement from around the world.



The conference was organized by IFE (India), with the theme being " **Changing Dimensions in Fire Protection**". The duration of the conference was three days and it comprised of six technical sessions wherein eminent professional experts from around the world presented their research papers. The conference received overwhelming response from technocrat from across the world. Once again the conference has proved its worth to be the most effective platform for sharing the ideas for the upliftment of the industry and better means of combating with fire & serving the mankind.

The first day of the event i. e. on **7th September 2009**, a get-together party hosted by **Services International & IFE (India)** was a perfect time for industry people to mingle and enjoy with lot of relaxed time blended with business flavour.

Fire India 2009 was received with lot of promotional ingredients at various levels nationally and internationally. Direct mailers, Flyers, Newsletters, News Paper Advertisement, Industry Magazines Advertisement, Web Promotion etc. The advertisement has been released in national and regional newspapers and industry magazine few of them are:

Times group newspapers (all important cities), DNA, Sandesh, Prajavani, Daily Thanthi, Fire Safety, Tender world, Electrical & Electronic World, Industrial Safety Review, Engineering Review, Safety Equipment Review and so on.

"Bringing the best of the industry-people from around the world, our sole aim is to build a safe tomorrow through awareness and education. Being a global event, it not only brings the most excellent business opportunities for the niche market players but also a perfect platform for getting oneself acquainted with the global innovations and developments".

Mr. Sandeep Gurwara, Managing Partner, Services International

"We should thank you for organizing the wonderful show. Pl extend my congrats to all your team members also."

Mr. Sudhir Mundhra, CEO, Udyogi Plastics

"Thank you very much for the wonderful arrangement and it was really nice this time. All of us really enjoyed and look forward to many more such events."

Mr. Shetty, Usha Fire

"Thanks a lot for all the help extended. Yes indeed it was a good show."

Col. K. D. Singh, General Manager, Marketing, RSWM

"We had great success at FIRE INDIA and will definitely be back next year. Thank you so much for all your help. It was truly a great show! Looking forward to actually meet with you next year."

Mr. Kevin Chou, Account Manager, InnoSys Industries Inc

"As a global aluminium and composite cylinders supplier, we are an ancillary to the Fire Equipment & SCBA kit manufacturers and Fire India 2009 was a good platform for us to showcase our wide product range to a captive audience of existing and potential customers."

Mr. Karan Bhatia, M.D. Luxfer Uttam India Pvt. Ltd



*"It was pleasure being with you. Thanks for all your support for helping us enter this field. We will
be there with you in future."*
Mr. Ashit Padhya, M.D. OM-Hospi Equipment

On a very high note of satisfaction and success the event concluded. Everybody bade bye with dazzling eyes and promises to meet at the next Fire India Show.