



HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LIMITED

PRESENTS



HYDERABAD INTERNATIONAL MACHINE TOOLS EXPO 2008

# POST SHOW REPORT

November 14-16, 2008

HITEX, Hyderabad, India

**Special Feature:** *Seminar on “Latest Trends in Precision Engineering (Focus Aerospace & Energy)”.*

**Special Guests:** *Chief Guest to Inaugurate the Seminar and Exhibition*

**Dr. J Geetha Reddy**  
**(Honorable Minister for Major Industries)**

## **Introduction:**

# **HYDERABD INTERNATIONAL MACHINE TOOLS EXPO 2008**

**The 1<sup>ST</sup> edition of HIMTEX - 2008 was the most successful to date.**

The South India's largest Industrial Trade Fair on Machine tools and Machinery has attracted 80 (apx.) exhibitors from Rajkot, Ahmedabad, Pune, Nasik, New Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Singapore, Germany etc. nationally and internationally. **HIMTEX 2008** is a perfect platform to showcase Machinery tools, Machinery, Instrumentation & Control and Engineering equipment under one roof. Participants like, Jyoti CNC, Lokesh Mahines, BHEL, DRDO, Sri Yantra Engineering Agencies, Faro Business Technologies, TaeguTec India Pvt., Ltd, Renishwa Metrology Systems Pvt. Ltd, Carl Zeiss India Pvt, Hummel Ag and many more grab this unique opportunity for globalization as Indian & Foreign companies to gather and exhibit their products and services.

### **The supporters for the Expo were**

- Rajkot Engineering association
- Nasik Industrial manufacturers Association
- Manufacturing Technologies Association
- Ludhiana Machine Tool Manufacturers Association

### **Number of Exhibitors participated were Eighty**

- 90% of Exhibitors are ready to participate in the next edition of HIMTEX
- 75% of exhibitors says they are happy with the response
- 85% says they are happy with the organizer

### **Around 4500 trade visitors, visited HIMTEX-08**

- The profile of the visitor were excellent
- Many decision makers of respective companies have visited the Expo
- Top executives from PSUs and Defense are present during the show.

## Exhibition Profile:

Event Title: **HYDERABD INTERNATIONAL MACHINE TOOLS EXPO 2008**

Dates: **November 14-16, 2008**

Venue: HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LIMITED (HITEX), Hyderabad

Gross Area: 3500 Sq m

Exhibitors: 80

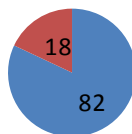
Total Number: 80 from 3 countries

60 independent exhibitors from India

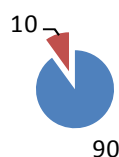
Attendees: Total attendance was 4500

## Exhibitor Analysis:

**88% of Exhibitors confirmed that  
HIMTEX-08 brings quality visitors**



**90% of the Exhibitors are happy and  
will consider there participation in  
HIMTEX-09**



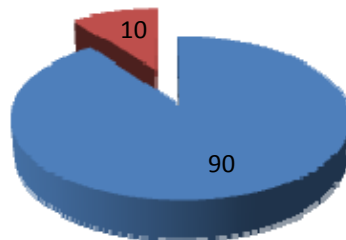
## Visitor Analysis:

**Total no. of trade visitors : 4500**

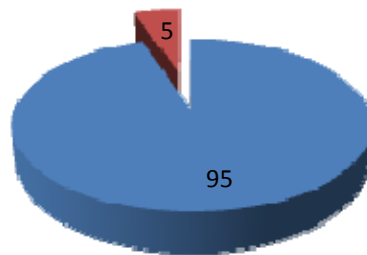


- Entrepreneurs from Industry
- Government Agency
- Equipment manufactueres
- Material Handling
- Metal components manufacturing

**90% of visiting purpose was served**



**95% of business purpose served**



**HITEX** as star attraction of Hyderabad invites one and all to visit **HIMTEX 2008** to conclude business and enrich knowledge and continues to converge and connect.

For more details visit: [www.hitex.co.in](http://www.hitex.co.in)

Some of the Photographs:



(Honorable Minister for Major Industries Dr. J Geetha Reddy Inaugurating the Exhibition)



(Seminar session going on)



(Minister of State in the Ministry of Defense Shri Mallipudi Raju Pallam Mangapati Visited the show)



(Dignitaries at the FAPCCI Stall)



(Exhibitor Evening in full flow)



(DRDO Pavilion at HIMTEX 2008)



(Lokesh Machines Stall at HIMTEX 2008)



(Jyoti CNC Pavilion at HIMTEX 2008)



## **Exposure:**

HIMTEX 2008 was promoted to the industry year round, with its extensive Campaign building to a crescendo 3 months prior to the event. Some of our key Activities are listed below.

## **Print Advertising:**

Editorial and Advertising allowed 3, 00,000 opportunities to see HIMTEX 2008 in trade publications including:

- Modern Machine Tools
- Search
- All the Trade Publications
- Times of India
- Business Standard
- Economic Times
- Business Line
- Deccan Chronicle
- The Hindu
- Eenadu
- Asian Publication
- Four Square Publication

## **Emails:**

Over 1,00,000 emails were sent to both in-house and external databases, before and during the show.

## **Direct Mail:**

30,000 invitations were sent in HIMTEX 2008 branded envelopes



## **Face to Face:**

Invitations were hand delivered to Embassies and key Visitors and managers of PSUs and Government bodies at Hyderabad.

## **World Wide Web:**

On top of the thousands of hits on the dedicated show website each month, HIMTEX - 2008 received coverage on the internet, including links, advertisements and editorial on:

- [www.biztradeshows.com](http://www.biztradeshows.com)
- [www.tradeindia.com](http://www.tradeindia.com)
- [www.trade4india.com](http://www.trade4india.com)

## **PR Coverage:**

A dedicated PR agency was appointed to increase awareness across all media, including television, radio and national newspapers before and during the Show

## **HIMTEX 2009: The Future**

### **Nurturing a Strong and Steady Growth**

Planned development and an increased number of partnerships with strategic associations and Indian buyers and International trade associations will see HIMTEX established core sectors grow and become stronger in 2009.

For additional information on how to be a part of the HIMTEX – 2009 at HITEX, Hyderabad, please contact:

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