

**MINERALS METALS METALLURGY & MATERIALS**

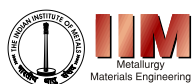
**M 8th International Exhibition + Conference 2011**

**Fri 11th - Mon 14th Feb 2011**  
Pragati Maidan, New Delhi, India



सत्यमेव जयते

Ministry of Steel,  
Ministry of Commerce & Industry,  
Ministry of Heavy Industries & Public Enterprises,  
Ministry Micro, Small & Medium Enterprises,  
Ministry of Environment & Forests,  
Ministry of External Affairs  
Council of science & Industrial Research  
& Planning Commission  
Govt. Of India



**POST SHOW REPORT MMMM2011**

India emerged as a net importer of Steel due to the sustained domestic consumption of steel despite the global slowdown. India has become the fourth largest producer of crude steel in the world in 2010 and is expected to become the second largest producer of crude steel in the world by 2015. India also maintained its lead position as the world's largest producer of direct reduced iron (DRI) or sponge iron. Host of many companies have lined up major investment proposals. Furthermore, with an expanding consumer market, the Indian metal and mineral industry is likely to receive huge domestic and foreign investments. With the aim to facilitate an effective B2B forum, the 8<sup>th</sup> MMMM (Minerals Metals, Metallurgy and Materials) and its co-located conference opened for four days from 11<sup>th</sup> to 14<sup>th</sup> February 2011, at Pragati Madian, New Delhi. Unarguably MMMM served as one of the most significant exhibition in the Indian minerals, metals and materials market served as one of the most significant platform for the entrepreneurs, CEOs, senior government officials, decision makers and trade delegation to congregate, brainstorm, showcase and forge meaningful business partnership.

This year 169 companies from 30 countries participated in the largest metal and mineral exhibition of India. Australia, Austria, Canada, China, Finland, France, Germany, Greece, Israel, Italy, Japan, Luxembourg, Malaysia, New Guinea, Nigeria, The Netherlands, Poland, Russian, South Korea, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Tunisia, UK and USA were amongst the participants at MMMM 2011.

## OFFICIAL OPENING CEREMONY

THE CEREMONY WAS OPENED BY:

### SHRI P K MISRA

Hon'ble Secretary, Ministry of Steel, Government of India

### H. E ZHANG YAN

Chinese Ambassador to India

### AMB K V RAJAN

Former Secretary of Ministry of External Affairs and Chairman of International Trade and Exhibitions Events Pvt Ltd

### SHRI RAJ TIWARI

Chairman, Indian Institute of Metals-Delhi

### SHRI B D JETHRA

Former Adviser, Planning Commission, Govt of India

### MR. MIKE HARTLEY

Board of Director, ITE Group Plc, UK



Shri P K Misra, Hon'ble Secretary, Ministry of Steel

H E Zhang Yan, Chinese Ambassador to India

The ceremony opened with a speech of Shri P K Misra, Hon'ble Secretary, Ministry of Steel: "I believe that India was, is and will be for many years to come a major player in the development of the metal and mineral industry. India will provide for itself and supply the world. And today's exhibition MMMM is a sign that these exchanges will continue in the future and that our contacts will be more and more fruitful and more effective".



Shri P K Misra, Hon'ble Secretary, Ministry of Steel, Meeting the Exhibitors



GMDC, GOVT OF GUJARAT



TATA STEEL



PAUL WURTH



VIZAG STEEL, RINL



JINDAL STEEL & POWER



SAIL



TENOVA



EUNITED

MMMM 2011 has seen phenomenal growth in the past 16 years, both in number of exhibiting companies and space taken. The scale of this year's event has grown by 34 per cent from the previous edition in 2008 covering 11,000 sq mts area. There were total 169 exhibiting companies from Australia, Austria, Canada, China, Finland, France, Germany, Greece, Israel, Italy, Japan, Luxembourg, Malaysia, New Guinea, Nigeria, The Netherlands, Poland, Russian, South Korea, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Tunisia, UK and USA and the total number of visitors registered was 4500 again a growth of 52 per cent from the previous edition. Tremendous efforts has been dedicated to attain this growth and today MMMM 2011 remains the largest and most established Metal and mineral exhibition in India.



This year the exhibition was co-sponsored by seven ministries namely Ministries of Steel, Coal, Mines, Commerce and Industry, Heavy Industries and Public Enterprises, Micro Small and Medium Enterprises, External Affairs, Dept of Science and Technology, Council of Scientific and Industrial Research and Planning Commission of India. The European Pavilion was supported by EUnited Metallurgy-European Metallurgical Equipment Association. EUnited Metallurgy is the voice of the European suppliers of plants, mechanical and electrical equipment, components, automation solutions and services for processing of raw materials, iron-making and other reduction processes, steel and non-ferrous metals production, casting of steel etc. Indeed, this is THE SHOW for India for global trade cooperation and technology exchange, which plays an essential role in facilitating business cooperation and in advancing the country's technology in the sector.

Such mission was further realized and represented through technical sessions in seminar "INDIAN METALS INDUSTRY-SHAPING THE NEXT DECADE" by Indian Institute of Metals-Delhi Chapter. Latest technology achievements were shared among the professional community, including hundreds of those delegates came from different parts of the nation.

## THE CONFERENCE

Sat 12<sup>th</sup> – Mon 14<sup>th</sup> February, 2011  
Hall 3, Pragati Maidan, New Delhi, India

Theme

**“INDIAN METALS INDUSTRY –  
SHAPING THE NEXT DECADE”**

### SATURDAY, 12<sup>th</sup> FEBRUARY 2011

- Session – I : Raw Material Security
- Session – II : Market
- Session – III : Current & Future Technologies
- Session – IV : Value Addition
- Session – V : Technology & Equipment

### SUNDAY, 13<sup>th</sup> FEBRUARY 2011

- Session – III : Current & Future Technologies
- Session – IV : Value Addition
- Session – V : Technology & Equipment

### MONDAY, 14<sup>th</sup> FEBRUARY 2011

- Session – VI : Energy & Environment



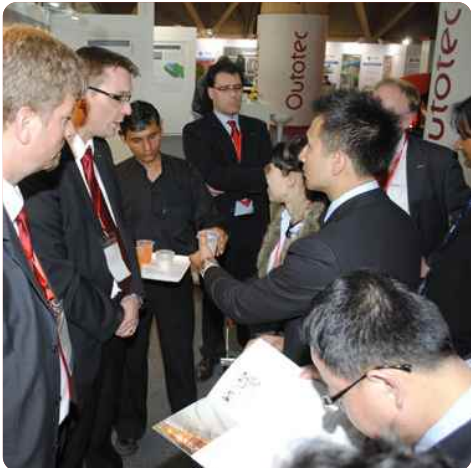
## VISITOR'S DEMOGRAPHICS BREAKDOWN

### NATIONAL

- |                  |                    |                  |                 |
|------------------|--------------------|------------------|-----------------|
| • Andhra Pradesh | • Haryana          | • Maharashtra    | • Tamil Nadu    |
| • Bihar          | • Himachal Pradesh | • Madhya Pradesh | • Uttar Pradesh |
| • Chandigarh     | • Jammu & Kashmir  | • Orissa         | • Uttarakhand   |
| • Chattisgarh    | • Jharkhand        | • Punjab         | • Uttaranchal   |
| • Delhi          | • Karnataka        | • Rajasthan      | • West Bengal   |
| • Gujarat        | • Kerela           | • Sikkim         |                 |

### INTERNATIONAL

- |             |            |                |
|-------------|------------|----------------|
| • Morocco   | • China    | • Nigeria      |
| • U.S.A     | • Germany  | • South Africa |
| • U.K       | • Guinea   | • Spain        |
| • Africa    | • Iran     | • Sri Lanka    |
| • Australia | • Italy    | • Tunisia      |
| • Belgium   | • Japan    |                |
| • Canada    | • Malaysia |                |



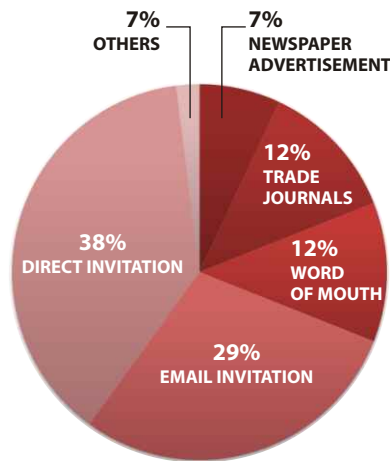
## VISITOR STATISTICS

### FACTORS WHICH INFLUENCED THE VISITORS

- Variety of products on display
- International Exhibitors
- Networking Opportunity with Industry
- New Suppliers
- To gather general information
- Opportunity to look for dealerships
- Opportunity to buy new products



### SOURCE OF INFORMATION ABOUT THE SHOW



### WHAT THEY SAID!!

- An excellent show !!!
- Informative !!!
- Well planned
- Nicely organized !!!
- Keep it up !!!
- A great show in the Asian continent !!!
- An unmatched experience to be here
- Worth spending 4 days here
- A nice welcome !!!
- Nice to see the entire industry at one platform



## PRODUCT OF INTEREST:

- Casting Machinery and Technology
- Furnaces and Heat Treatment
- Machine Tools
- Metal and Scrap Recycling
- Metallurgical Equipment
- Non Ferrous Technology
- Processing Equipment
- Welding Technology and Equipment
- Foundry Machinery and Technology
- Iron and Steel Making Technology
- Materials Processing and Technology
- Metal Finishing and Shaping
- Metals Working and Technology
- Plant Machinery and Equipment
- Tube and Pipes
- Wires and Cables



## BUSINESS CATEGORIES OF VISITOR'S BACKGROUND

- Government Agency
- Coal & Mineral Productions
- Policy Makers
- Chief Executives
- Decision Makers
- Industry Associations
- Engineers & Professionals
- Equipment Manufacturers & Suppliers
- Consultants, R & D Professionals and Academicians
- Key Personnel of Core and Allied Industries
- Trade Delegations
- Infrastructure Development Organizations
- Buyers & Sourcing Personnel
- Others



## EVENT PROMOTION

An integrated Publicity & Promotion Campaign to give a wide coverage in Print & electronic media.

- Partnership & Support with Indian & Global Trade Associations
- Supporting Conference & Seminar Programmes
- International & India Press Support through Industry Publications
- Advertisement in leading National & Regional Newspapers
- A Dedicated PR Agency
- Industry Networking at Promotional Activities at national & international exhibitions, seminars workshops etc.
- Direct marketing through mail and e-marketing on an international basis covering a wide range of Industry segments
- Regular Show Updates & Press releases
- Tele-calling campaign for visitorship

### DATABASE

A database of 6,758 specifiers, Trade Associations, corporate buyers, deal-ers, importers and retailers was put together in India to target as exhibition visitors. Personal Invitations were sent to this database. Over 900 visitors pre-registered to visit.

### OUTDOORS

MMMM was advertised around Delhi/NCR region and the venue prior to and during the show. Outdoors were done at strategic locations to generate visibility 15 days prior to the show.

### TRADE JOURNAL ADVERTISEMENT

Over 150 adverts were published in 21 national and international journals. The journals also published a pre-event preview to give an extensive update of the show

### DIRECT MAIL CAMPAIGN

40,000 invitations were sent out across India using the in-house database, channel marketing trade associations and as trade magazines inserts.

### E-MAIL CAMPAIGN

A visitor registration form and newsletter promoting the event were sent to the full database at different stages. 8 reminders were sent with important assistance information to the visitor database and pre-registered visitors 6 weeks prior to the show

### TELE MARKETING

One on one contact was developed to extend a personal invitation to the visitors and update them about the show. Over 9000 records were called to drive the campaign and update the database



### EMAILER

**Business Invitation FOR EXHIBITION**

**8th International Exhibition + Conference**  
Fri 11th - Mon 14th Feb 2011  
Pragati Maidan, New Delhi, India

Inauguration by Hon'ble Minister of Steel, Govt of India  
Friday 11th Feb 2011 at 11:00 am. at Pragati Maidan

**EXHIBITION VENUE**  
PRAGATI MAIDAN, NEW DELHI  
A well known Exhibition Complex very well connected  
• Local Bus services  
• Metro rail, station at pragati Maidan  
• Taxis or Auto Rickshaw, easily available

**EXHIBITION HALL**  
Gate # 2- Bharion Road  
Gate # 3- Mathura Road  
Halls # 2, 3, 4, 5, 6

**EXHIBITION HOURS**  
• Fri 11th - Sun 13th Feb - 1000 hrs - 1800 hrs  
• Monday 14th Feb - 1000 hrs - 1500 hrs

**CONFERENCE**

**INDIAN METALS INDUSTRY - SHAPING THE NEXT DECADE**  
Sat 12 - Sun 14 February 2011, Pragati Maidan, New Delhi, India

**TENTATIVE PROGRAMME**

**DAY 1, 12 FEBRUARY 2011**  
REGISTRATION 8.00 hrs  
INAUGURAL SESSION 10.00 - 11.30 hrs  
PANEL SESSION 11.45 - 13.30 hrs  
**TECHNICAL SESSION - I (14.30 - 16.15 hrs)**  
■ Raw Materials Security  
**TECHNICAL SESSION - II (16.15 - 17.30 hrs)**  
■ Market

**DAY 2, 13 FEBRUARY 2011**  
**TECHNICAL SESSION - III (10.00 - 11.30 hrs)**  
■ Current & Future Technologies  
**TECHNICAL SESSION - IV (11.30 - 13:15 hrs)**  
■ Value Addition  
■ Exhibitors Session

**DAY 3, 14 FEBRUARY 2011**  
**TECHNICAL SESSION - V (10.00 - 11:45 hrs)**  
■ Energy And Environment  
■ Valedictory Session

CO-SPONSORED BY  
Ministry of Steel, Govt. of India | Steel Authority of India Ltd.

CONFERENCE ORGANISED BY  
The Indian Institute of Metals (IIM) | The Indian Institute of Metals Delhi Chapter

AN ASSOCIATION WITH  
International Trade & Exhibition Events Pvt. Ltd.

ASK for the complete program at Conference registration desk

On spot Conference delegates registration is also available at registration desk

ORGANISERS  
IIM: The Indian Institute of Metals (IIM) | IIM Delhi Chapter  
ITES: International Trade & Exhibition Events Pvt Ltd  
ITCE: International Trade & Exhibition Events Pvt Ltd

### FLYER



NEWSPAPER/MAGAZINE ADVERTISEMENT

A comprehensive newspaper advertising campaign was run across India prior to and during the exhibition. Newspaper advertisements carried in The Business Standard at all India level and Economic Times at the Delhi/NCR region.

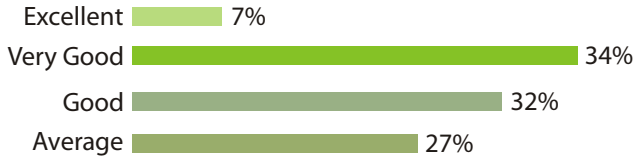
Business Standard Full Page 10 Feb 2011

Economic Times 11 Feb 2011

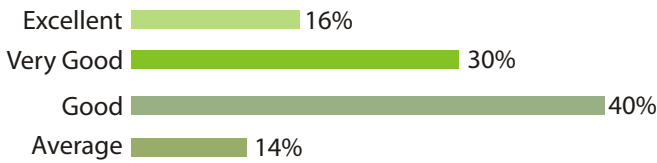
Business Standard Editorial 12 Jan 2011

Business Standard Regular Advt

## ASSESSMENT OF RESULTS



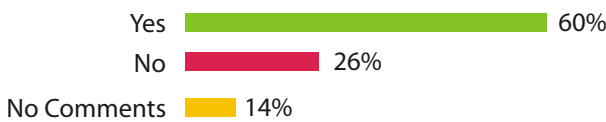
## EXHIBITION ARRANGEMENTS



## QUALITY OF BUSINESS VISITOR



## PARTICIPATIONS COST EFFECTIVE



## COMPARISON WITH LAST EDITION (MMMM2008)



## EXHIBITION GALA RECEPTION

On 11th Feb, an evening reception was held at The Imperial Hotel to mark the opening of the exhibition.



## AWARDS & WINNER

As a token of recognition for presenting the Large Stall ,Country Level Participation and Design & Concept of stall was awarded during the event. The members of Jury were highly impressed with the display profile of exhibitors and it became difficult for them to select the winners

### LARGE STALL – NATIONAL CATEGORY

FIRST – TATA STEEL

SECOND – STEEL AUTHORITY OF INDIA LTD

COMMENDATION

- GUJARAT MINERAL DEVELOPMENT CORPORATION
- RASHTRIYA ISPAT NIGAM LTD
- JINDAL STEEL AND POWER



### LARGE STALL – INTERNATIONAL CATEGORY

FIRST – SMS GROUP, GERMANY

SECOND –

- TENOVA S.P.A, ITALY
- DANIELI, ITALY
- SARRALLE, SPAIN

COMMENDATION

- SINOSTEEL EQUIPMENT & ENGINEERING CO LTD, CHINA
- CHINA FIRST HEAVY INDUSTRIES
- RAMON SCIENCE & TECHNOLOGY CO LTD, CHINA
- QINHUANGDAO QINYE HEAVY INDUSTRY CO LTD, CHINA



### DESIGN & CONCEPT – NATIONAL CATEGORY

FIRST - TATA STEEL

SECOND STEEL AUTHORITY OF INDIA LTD

COMMENDATION

- NATIONAL ALUMINIUM COMPANY LTD
- RASHTRIYA ISPAT NIGAM LTD
- PAUL WURTH INDIA PVT LTD



### DESIGN & CONCEPT – INTERNATIONAL CATEGORY

FIRST - TENOVA S.P.A, ITALY

SECOND - SMS GROUP, GERMANY

COMMENDATION

- SARRALLE, SPAIN
- DANIELI. ITALY
- SINOSTEEL EQUIPMENT & ENGINEERING CO LTD, CHINA



### COUNTRY LEVEL PARTICIPATION

FIRST – CHINA PAVILION

SECOND - E UNITED - EUROPEAN METALLURGICAL EQUIPMENT ASSOCIATION

### STATE LEVEL PARTICIPATION

FIRST – GOVERNMENT OF GUJARAT

SECOND – ORISSA MINING CORPORATION

### SPECIAL COMMENDATION AWARDS

INSMART SYSTEMS

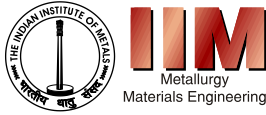
OUTOTEC INDIA PVT LTD

SCHNEIDER ELECTRIC INDIA PVT LTD



## ABOUT THE ORGANIZERS

The event was sponsored by The Indian Institute of Metals – Delhi Chapter (IIM-DC) and jointly organized by IIM-DC and International Trade and Exhibitions Events, the Indian subsidiary of ITE Group PLC (UK).



Indian Institute of Metals is a premier body representing professional metallurgists and material scientists from Industry, R & D Institutions and Academia in India. IIM was conceived in 1946 with the objective of promoting and advancing the study of science and technology of metals/alloys and best practices in the metallurgical profession. Headquartered at Kolkata, IIM conducts its activities through three divisions and fifty-two chapters spread across India. Today IIM is the apex professional Institute in the field of Minerals, Metals and Materials sectors and has nearly 10,000 members. Delhi Chapter is one of the leading chapters and has the support of National Council of The Indian Institute of Metals for organising this prestigious event.



The ITE Group has over 30 years of expertise in developing and organizing specialized exhibitions and conferences in different parts of the world. The group is having 23 offices worldwide and rolls over 22 prestigious mining and metallurgical exhibitions across the globe, apart from other exhibitions in Petroleum & Natural Gas, Paper, Health & Fitness, Printing, Construction, Travel & Tourism, Food & Drinks, Transport, Fire & Security, Automotive, Technology & Telecom, Fashion, Clothing & Textiles

## INDUSTRY ASSOCIATIONS INCLUDING FOLLOWING

**CORSMA** Cold Rolled Steel Manufacturers Associations



**ICDC** - Indian Copper Development Centre



**IFAPA** - The Indian Ferro Alloy Producers Association



**ILZDA** - Indian Lead Zinc Development Association

## TRADE MEDIA INCLUDING FOLLOWING



Ferrous Metals



Iron & Steel Review



Metal World



Ore and Metals



Steel & Metallurgy



Steel scenario



Steel Town Weekly



Steel World



Tender World



India Mart



Trade India



Trade 4 India

SEE YOU NEXT YEAR

MINERALS METALS METALLURGY & MATERIALS



**9th International** 2012  
**Exhibition + Conference** 12

27 - 30 SEP 2012, PRAGATI MAIDAN, NEW DELHI