SHOW REPORT







26-28 February 2015 • Pragati Maidan, New Delhi

PLATFORM ENABLING MAKE IN INDIA



Confederation of Indian Industry

SHOW REPORT

THE IETF NEWS

The flagship event of the Confederation of Indian Industry since 1975

PARTNER COUNTRY







INTERNATIONAL ENGINEERING AND TECHNOLOGY FAIR | FEB 26-28, 2015, PRAGATI MAIDAN, NEW DELHI | RETROSPECTIVE OF THE 21ST IETF EDITION

IETF: WIND OF CHANGE

LOGISTICS

30,000
BUSINESS VISITORS

IISWM

AUTOMACH 2015

> CII GLOBAL

PLUMBING WORLD

METAL & METALLURGY

The 21st International Engineering and Technology Fair (IETF), the flagship event of the Confederation of Indian Industry (CII) which is one of India's most comprehensive international B2B shows, saw India establish herself as a credible business partner and a preferred global investment destination. Around 5000 business esquires were generated during IETF 2015.

With 300 exhibitors from 12 countries and exhibits covering an area of over 25,000 sq meters, the mega event was hailed as a timely initiative that would benefit the Indian industry in its effort to bring product quality, systems, and competitiveness at par with international standards and immensely help the 'Make in India' campaign of the government to attract overseas investors.

SKILLS CII

WATER INDIA

DICE 2015

GREEN MOBILITY
EXPO 2015





IETF: Raising Hopes

IETF-2015 has generated optimism about the future growth of India with many new innovative products and companies gracing the event during its 21st edition



IETF-2015, the 21st edition of engineering technology mega event, being inaugurated at Pragati Maidan, New Delhi





Entrepreneurship Mr. Rajiv Pratap Rudy at IETf



hrough 40 years of its eventful journey, the flagship event of the Confederation of Indian Industry (CII) has seen India establish herself as a credible business partner and a preferred global investment destination.

This year, the event showcased technology solutions related to areas like logistics, metal and metallurgy, solid waste management and water management, among others. Many products like Water ATM, 3D printer, a new irrigation pump from Kirloskar, bullet train, etc, were major attractions at the event.

The focus of IETF was on Make in India – the noble idea expected to take Indian entrepreneurs to the global market with international standard products and services. With participation of delegates from 15 countries, IETF 2015 will be remembered as a precursor of path-breaking ideas for a cleaner and sustainable future through innovative technologies.

Japan as the "Partner Country" at the IETF-2015 showcased its technology prowess with 46 of its leading companies participating in the event. This was the fourth time when the country partnered with the IETF.

A Japanese consortium led by East Japan Railway Company, took keen interest to take the contract for building the 500-km railway high speed network linking Mumbai and Ahmedabad. A presentation about capabilities of Japan's Shinkansen bullet train technology was made at the event.

The estimated cost of the high speed rail project is estimated to be between \$12.2-13.9 billion. The high speed train, which can accelerate upto a speed of 320 kmph can cover the distance in two and a half hours from the present eight hours.

For construction to start in 2017, India has to work out the necessary details, including fund raising, land acquisition etc.





Voices of Leaders



Mr. Rajeev Kher Commerce Secretary and Guest of Honour at IETF

The IETF brings hope and expectations to the engineering sector, which is also the prime mover of the Indian economy. It is a value addition to these sectors. There is a huge canvas which is available for both entrepreneurs and businesses. Phenomenal opportunities are present for employment.



Mr. Amitabh Kant Secretary, Department of Industrial Policy & Promotion

The Make in India provides a unique opportunity to synthesize possibilities in manufacturing in India. With its strength in services, manufacturing in India can converge with Information Communication and Technology and make manufacturing more efficient and cost effective.



Mr. Takeshi Yadi Ambassador of Japan to India

Currently, large business delegations are in talk with India and more than 1,200 Japanese companies are operating in India as it has become the most promising investment destination for Japanese companies. We aim to increase sales in India as both the governments are committed to a strong relationship.



Mr. Ajay S. Shriram President, CII

We are making renewed efforts to attract investment which the Japanese companies can use to the optimum level. We are also looking to attract FDI in manufacturing process as it can significantly contribute to the smart-city initiative. Labour reforms and skill development are also significant pillars of the Make in India initiative.



Mr. Sumit Mazumder President Designate, CII

Mr.Chandrajit Banerjee
Director General, CII

IETF is one of the leading engineering events across Asia. The exhibition is a timely initiative that would benefit the industry in their effort to bring product quality, systems, and competitiveness in India. It is an

ideal platform for the Indian industry.

ract India and Japan could work together in areas such as SME Development, Skill Development and the Infrastructure sector. There is a need to expand Japanese investments in India in areas such as high speed rail transit systems, nuclear and solar power generation, clean coal technologies and upgrading of brown coal.



Mr.Rajiv Kaul Past President CII &Chairman, CII Trade Fairs Council

IETF is the global platform for international exhibitors. The world skills competition would help bring out new ways of training and awareness in various sectors, and act as a knowledge platform.



Mr. Haruiko Ando DDG, JETRO

India and Japan have embarked on a creative business relationship. Ten times more than the present number of Japanese companies is going to invest in India.



Mr. Naoyoshi Noguchi Chief Director General, JETRO

When the Honourable Prime Minister Narendra Modi visited Japan, he announced new ideas around Make in India products. Thus, the Japanese industry is keenly focusing on the manufacturing industry in the country. We would like to contribute to the PM's idea of Make in India. This is one of the key features of this exhibition (IETF)







Brand Japan Makes the Best out of IETF

Japan has always stood behind India in its quest for development. It is now the fourth largest investor in India and aims to build a strong strategic and global partnership which will be mutually beneficial for both countries



Partner country Japan showcased its technological prowess at its special pavilion. Companies ranging from automobile, food value, lighting, robotics, energy conservation as well as solid waste management solutions, exhibited their products. The brands under the reliability and safety conditions promoted by Japan sought to tap in on the evolving Indian market and promote their technologies together with the Make in India programme.













Skilling Young India



AT IETF 2015, the Ministry of Skill Development and Entrepreneurship along with National Skill Development Corporation (NSDC) conducted the finals of world Skills competition - National Selection with 27 trades, which includes Welding, Auto Body Repair, Car painting, Wall and Floor tiling, Plumbing & Heating etc. The Ministry of Labour & Employment participated through their Education & Training Department (DGET), portraying Career Centre Vocational Training Apprenticeship - Industry participation

ndia is poised to reach greater heights and this will be made possible through the skills development of its population said a confident Dilip Chenoy, MD & CEO of National Skills Developmental Corporation at the national final selections for World Skills Competition 2015 being held on the sidelines of the biennial IETF event. The competition for the first time saw the finals being held at the same platform with all the participants under the age of 22. There were 67 participants from about 15 different states competing in 22 varied sectors ranging from hair and make up to robotics and graphic design to prototype development to fashion technology. It also drew 58 jury members and 16 experts from within the industry who assisted and adjudicated. "The selected finalists would be trained further by the best in the business from March to July

and would be taken to Sao Paola, Brazil for world finals in August this year", added Mr. Chenoy. He confided that it gives him great pleasure to see the huge female participation in the event where females have broken barriers by taking up job opportunities generally meant for men. The young girl aged 21 from Trichy competing in wielding competition underscoring his point. "The national finals is also unique in terms of support from the corporate sectors who have actively assisted NSDC in installing sector wise competition booths for e.g. Tata Motors and Maruti Suzuki have come together to set up car painting and auto body competition booths," Mr. Chenoy added. He said that NSDC through its 2,300 plus centres was able to impart skills to 1 million people last year and that this year they intended to impart skills to about 3 million people.











Biz Buzz at IETF

IETF provided 300 exhibitors from a wide array of sectors a platform to explore new business opportunities. Here is a walk through the shows



























FORTY YEARS OF IETF

International Engineering & Technology Fair (IETF), the flagship event of the CII, was first held in 1975, focusing on the Indian engineering industry with a large domestic participation. It has completed 40 years and 21 editions. Here is a sneak peek into the wonderful journey...



The first edition of the International Engineering & Technology Fair (IETF) was held as a national event in 1975 with large participation from domestic players. In 1985, as the participation of overseas companies rose, it was decided that every year a country will be chosen as a 'Partner Country' which will be given special attention. Italy was accorded the first Partner Country status in 1995, and since then the partner country status was accorded to Canada, US, UK, Germany, Japan, Korea, Spain, China and South Africa.

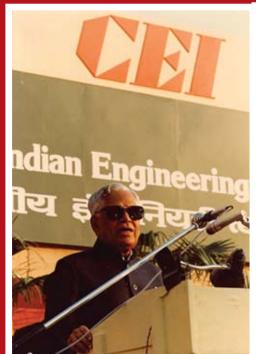


























Innovation at its Best



Hyder Ali Khan, (Vice President- New Projects), Kinetic Engineering Limited standing with the newly launched Electric Auto. The electric auto is the only one to have got ARAI approval. The Electric Auto is to be seen in the streets soon.



Mr. Manas Bhattacharya (on the right), General Manager, Stone India Limited with the innovative technology in solid waste management called 'Enbiolet' The Enbiole has received special commendation from the Bill & Melinda Gates Foundation for their unique and cost effective method.



Ecoman Compost Machine from EcomanEnviro Solutions Pvt. Ltd. This machine produces compost from biodegradable in just 24 hours. Its best suited for building societies and apartment complexes.



Mr. John Radinoff of FLOVAC explaining his product to an interested customer. This incredible technology utilizes vacuum to discharge sewer and has low construction and maintenance costs. This system can be best used as an alternative for arid, rocky or mountainous regions. It is also aided with smart technology making its maintenance much easier and can be controlled through hand held devices too.



The Membrane Bioreactor Demo Plant from Tirubala Tri Enviornment Pvt. Ltd. The company is involved in both Solid Treatment Plant and Effluent Treatment Plant.



Lovibond Water Testing and Analysis Kits from Shreetech Life Sciences Pvt. Ltd. This kit can be utilized for domestic, commercial and industrial purposes.





Going Green

he International Green Mobility Expo (GMX) 2015 is the first and unique initiative of CII to provide a neutral platform to the entire stakeholders of this sector to come together and initiate dialogues to create a Green Mobility Solution for India. The aim of GMX 2015 is to provide an active platform for the manufacturers of e-vehicle to discuss the latest know-how in the industry besides showcasing their latest green-tech products. The e-vehicle market in India has a huge potential for growth. With impetus from the government in terms of making strategic policies, announcements and allocating funds, the vision to produce nearly six to seven million electric vehicles units, both four wheelers and two wheelers in India by 2020 can be fulfilled. Key brands participating at GMX 2015 are TATA Motors, RENAULT-France, TOYOTA KIRLOSKAR, Maruti Suzuki, HERO Electric, KINETIC Motors, LOHIA Auto, amongst other players from this sector.















IETF Acts as Galvanizer

Calling IETF a flagship event in engineering and technology sector, Mr. Rajeev Kher, Commerce Secretary and Guest of Honour at IETF, said the mega event has been helping in galvanizing engineering and technology — the two major sectors of the economy



The fair showcases India's policy towards galvanizing the two sectors. The IETF brings hope and expectations to the engineering sector, which is also the prime mover of the Indian economy. This is a value addition to these sectors. There is a huge canvas which is available for both entrepreneurs and businesses. Phenomenal opportunities are present for employment in these sectors," Mr. Rajeev Kher said.

"Services plays an important role in mak-

ing manufacturing competitive. According to an OECD report, services constitute about 42% of our GDP as such we need to leverage our position in the services to make manufacturing in India more competitive and higher in the value chain," Mr. Kher observed.

He said that engineering leads to value addition across sectors ranging from irrigation to space exploration. "This sector offers phenomenal opportunities for job creations. Hence, more focus and investment is needed in this sector. The roll out of FDI in defence and in some sectors in railways, which are both heavily dependent on engineering, allows for more companies to participate in these newly opened sectors," he said.

'IETF is an Enabler'

IETF acts as an enabler for the Indian Industry to adopt the 3S approach - Speed, Skill and Scale - into its business, in order to compete in the market, said Mr. Chandrajit Banerjee, Director General, CII



Mr. Chandrajit Banerjee Director General, CII

He observed that with over 300 exhibitors from 12 countries, the IETF 2015 will cover specific areas like Machinery & Automation for the Automotive sector, Digital Office, Green Mobility, Logistics, Metal & Metallurgy, Skills, Solid Waste Management, Water Management & Plumbing Technologies, etc. covered under "Make in India" campaign. Exhibitions and conferences are timely initiatives that would benefit industry in their effort to bring product quality, systems, and competitiveness in India at par with other countries around the world, according to Mr. Banerjee.

Meeting India's Challenges



Kant from

The key challenge for the Indian economy is to increase contribution of the manufacturing sector in the country's Gross Domestic Product (GDP) from the present 16% to a higher level, said Mr. Amitabh Kant,

Secretary, Department of Industrial Policy & Promotion

he secretary said: "The MII provides a unique opportunity to synthesize the possibilities in manufacturing in India. With India's strength in services, manufacturing in India can converge with Information Communication and Technology (ICT) and make those who manufacture here more efficient and cost effective" Mr Kant added

He said that Indian manufacturing companies should learn from Japanese companies their mantra of perfection and try to emulate the same here. He welcomed Japanese companies to invest in India and said that the two countries were partners in development.

"With the Make in India we want to improve our ease of doing business in India. However, the Make in India campaign should not be taken for protectionism but rather a platform/policy to provide opportunities for industries involved in manufacturing for both domestic and foreign companies to use the favourable conditions arising out of increased domestic growth, plentiful skilled labour and favourable business climate," he said.

The Indian manufacturing has come of age with many Indian companies building parts and components for various international aerospace industries, he added.





A win-win Relationship

The level and intensity of interaction between India and Japan have become unprecedented over the last few years, said Mr. Takeshi Yagi, Ambassador of Japan to India, as he greeted delegates and exhibitors at IETF-2015

Takeshi Yagi

Ambassador of Japan

he ambassador said that Japan and India were aiming to establish a win-win relationship both in Abenomics and Modinomics. "Currently, large business delegations are in talk with India and more than 1,200 Japanese companies are operating in India as

it has become the most promising investment destination for Japanese companies. We aim to increase sales in the Indian market as both the governments are committed to a strong relationship."

He added that Japan was honoured to be the 4th time partner country at the event, coincid-

ing with the 40th anniversary of the start of IETF. "We are very proud and privileged to be the partner country for the present IETF and encourage Indian industry members to use this opportunity to visit the Japanese pavilion to talk

and connect with their counterparts from Japan for furthering mutual growth and development."

"For the next three years, India is poised to be the most favoured destination for investments from Japan. Special impetus like the Japan

Plus initiative within the Department of Industrial Policy & Promotion (DIPP) is a welcome move by the new government," he said.

He, however, expressed some concerns of Japanese companies working or wanting to work in India in areas like customs, taxation, infrastructure and financial regression.

"At the same time, we firmly believe that the reforms initiated by the new government led by Mr. Modi would help alleviate these issues. Already steps have been taken to introduce GST, which is a step in the right direction."

Mother of all Fairs



VIP. Kajive Kaul Past President, CII & Chairman, CII Trade Fairs Council

"While each trade fair provides a unique platform for sharing of new ideas and new technologies. The IETF is the mother of all trade fairs in the country. It provides

a grand experience for B2B interactions among various sectors in the industry and this year will see participation from more than 10 countries," said Mr. Rajive Kaul, Past President, CII. He said the biennial event spread across more than 25,000 sq mts will also hold 30 concurrent seminars concerning various sectors during the next three days.













Rapid Growth on its Way

The Indian economy experienced a growth rate of 8% from 2002 to 2012 and the country is once again expecting to pick up its pace of growth owing to committed measures being taken by the government, said Mr. Ajay S. Shriram, President, CII



Mr. Ajay S. Shriram President, CII

"There are several key players in the Make in India campaign. We are making renewed efforts to attract investment which the Japanese companies can use to the optimum level. We are also looking to attract FDI in manufactur-

ing process as it can significantly contribute to the smart-city initiative. Labour reforms

and skill development are also significant pillars of the Make in India initiative," Mr. Shriram said.

He suggested that Japanese companies can contribute in many projects of India. The Swach India campaign, for instance, offers opportunities for sewage and construction equipment while the water conservation programme requires new-age products, Mr. Shriram said.

He added that CII has been campaigning for growth and good governance, especially to capture the imagination and hope of the young generation.

Mr. Shriram said this edition of IETF has come at an appropriate time when the county is contemplating major reforms for the manufacturing, this will offer open platform to the Indian Industry to present its views and expectations, especially when several policy decisions have been initiated by the New Government. The Nation is currently focused on manufacturing through the Make in India campaign and plans to launch major initiatives to revamp and upgrade the Engineering Sector.

IETF: Challenges of Logistics

The logistics sector in India is currently facing multitude of challenges. While change can be seen in the way the logistics sector operates at present, there are several issues at hand. These include the disruptions caused by the e-commerce sector, the growth of organized sector vis-a-vis the unorganized sector and planned and unplanned growth. Having put up with all these, the logistics sector has evolved and this can be seen in the change that has come in infrastructure and even airports in India.

Reflecting on some of the issues facing the logistics industry today, R. Dinesh, M.D., TVS Logistics said: "We are not recognized as an industry in itself. So we are still providing services like in the form of labour contractor or third-party service provider. This prevents us from adding value to customer. Secondly, overall growth has been seen in the industry but maximum hurdles are faced in supply chain industry. We want an industry status which will help us position ourselves in a different way. Thirdly, the skill gap is also an issue. The number of people and the calibre of the people going to be employed are going to be significantly higher than what we have now. We want to make sure we are prepared for it."

















Deepening Ties

Attended by some 100 industry representatives, the India-Japan Business Summit sought to further strengthen economic ties between the two countries

CII and Keidanren (Japan Business Federation) organized the India-Japan Business Summit on the sidelines of TETE

Mr. Sumit Mazumder, President Designate, CII, said that India and Japan could work together in areas such as SME Development, Skill Development and the Infrastructure sector. He also stressed on the need to expand

Japanese investments in India in areas such as high speed rail transit systems, nuclear and solar power generation, clean coal technologies and upgrading of brown coal.

Keidanren, led by Mr. Hiroaki Nakanishi, Vice Chairman and Chairman of Committee on South Asia identified Rail, Power, and Tourism as the potential sectors for boosting trade and invest-



ment between the two countries.
CII and Keidanren are the serving Secretariat organizations for India Japan
Business Leaders Forum (IJBLF) from
India and Japan respectively.
CII and Keidanren agreed that the two
organizations will further strengthen
their partnership through regular
exchange of information, mutual visits
and business delegations.

Ideate, Deliberate, Innovate @ IETF

As part of the 21st IETF, stakeholders and representatives of several industries came together on a single platform to ideate on current trends and innovations in engineering and technology sectors. Conferences marked the second day at IETF; below are deliberations made at few such platforms

Saving each Drop

Water conservation and waste water treatment was one of the main focuses of the IETF 2015. This conference saw participation from a large number of delegates and audience alike as they acknowledged the importance of freshwater resources and the role they play in facilitating trade, communication, inland navigation, agriculture, fishing, farming and energy production. The conference was marked with the inauguration of the India Water Tool 2.0 which is an easy to use country-specific online tool. It can help diverse stakeholders, particularly Indian companies, to understand their water-related risks and prioritize actions towards sustainable water management. Speakers at the conference included Mr.Dhruv Sawhney, Chairman, CII Triveni Water Institute and former CII president; Ms Betsy Otto, Global Director, World Resources Institute, Washington; Mr.Vivek Bharati, VP, Corporate Affairs, Pepsi Co India; Mr. Ramani Iyer, Chairman, CII Northern Region Committee on Water.

industry. We believe that we should look East for best practices and technology that are better oriented for India rather than looking West. Mr. R. Dinesh, MD, TVS Logistics

contribute significantly to the logistics

India and Japan partnership can

Steel being a capital intensive industry requires huge investments, transparency and stable policies to continue with their operations. The new MMDR Ordinance addresses some of these concerns but all stakeholders need to work in this direction.

Mr T V Narendran, MD, Tata Steel

To increase the competitiveness of the steel sector it is important to take preventive measures for checking the adverse impact of CEPA and RCEPs.

Mr Syedain Abbasi, Joint Secretary, Ministry of Steel

To ensure water use efficiency across urban sectors, CII-Triveni Water Institute, has been working on developing viable models of achieving water security that are implemented as a business preposition where returns on water savings are large and attractive.

Mr. Dhruv Sawhney, Chairman, CII-Triveni Water Institute, Past President CII & CMD Triveni Engineering Industries Ltd

A Paradigm Change

Digitization is a step ahead of the invention and adoption of the internet. Digital channels have become important in businesses and the goal of digitization is to utilize internet-based workflows to eliminate process friction and streamline operations of organizations. It was along these lines that the session on digital office was held. The speakers included Mr. Mano Kumar, Chairman, CII Office Automation and Imaging Division, Ricoh India; Mr.Dhirnedra Khurana, HP India Sales; Mr.Vipin Abraham, General Manager, Recall, UK, among others. High speed internet as a core utility, cradle-to-grave digital identity, mobile phone and bank account to encourage participation of people and a safe and secure cyber space were dwelled upon as important areas of interest by the speakers. Other points discussed were: governance and services on demand, seamless integrated departments, services in real-time, making financial transactions electronic and cashless and citizen entitlements to be available on cloud.

Resetting growth trajectory

To out par China as the manufacturing hub of the world, India needs to focus on skilling, design, quality and Zero Defect manufacturing, said Mr. Ajay Shankar, former member secretary, NMCC and former secretary, Department of Industrial Promotion & Policy, Government of India, at the conference on Zero Defect Manufacturing at IETF.

Mr.Jayant Davar, Conference Chairman & Co-Chairman, MSME Council, CII and Co-Chairman & Managing Director, Sandhar Technologies Ltd outlined a five-point agenda to boost manufacturing in India.

- Accelerate Innovation
- Encourage Sustainable Businesses
- Establish a dynamic infrastructure
- Foster new talent
- Initiate Policy reform





LEADERS SPEAK

The Skills Development exhibition is an excellent idea and the completion at the national level will bring out the best in our youngsters, preparing them for the world.

B.P. Rao, CMD, BHEL

The India Water 2015 event held concurrently with IETF 2015 is a wonderful opportunity to bring together all stakeholders who together can and must solve India's water challenges. WRI is delighted to be a part of these discussions.

Betsy Otto, Global Director, Water Program, World Resources Institute

I am very happy to have visited the IETF 2015, met a lot of dignitaries and business members. I would like to thank all the CII members for making it a successful event.

Mohd. Tahir Rasouli,

Deputy Commercial Attache, Embassy of Afghanistan, New Delhi

This has bought all the industrial organization and suppliers together. The skills programme has brought the companies, training providers and (assesors/jurors) together. This truly shows the power of the eco system that is getting developed.

S Mahalingam Former CFO, Tata Consultancy Services

IETF Best Moments





















The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7400 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 250 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, health-care, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

In its 120th year of service to the nation, the CII theme of 'Build India – Invest in Development, A Shared Responsibility,' reiterates Industry's role and responsibility as a partner in national development. The focus is on four key enablers: Facilitating Growth and Competitiveness, Promoting Infrastructure Investments, Developing Human Capital, and Encouraging Social Development.

With 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 300 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

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