



**24 – 27 September 2015**  
**Mahatma Mandir, Gandhinagar**

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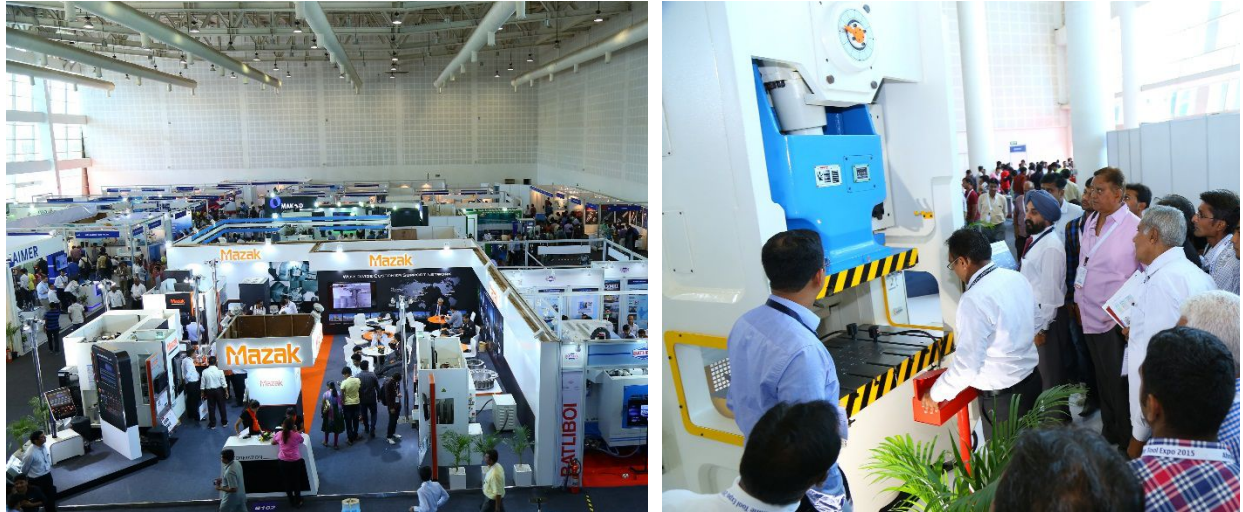
The Indian Machine Tool Manufacturers Association (IMTMA) organized two new machine tool shows focusing on the northern and western regions. The first ever Delhi Machine Tool Expo was held at Pragati Maidan, New Delhi, from 20 – 23 August 2015 covering an area of about 10,000 sq.mts. This was followed by the first edition of the Ahmedabad Machine Tool Expo at Mahatma Mandir, Gandhinagar, from 24 – 27 September 2015. Both these shows primarily focused on the requirements of the regional markets.

## **AHMEDABAD MACHINE TOOL EXPO 2015**



The first edition of the Ahmedabad Machine Tool Expo held for 4 days concluded on a highly positive note. The expo witnessed a total footfall of about 9000 visitors. State-of-the-art technologies primarily focusing on manufacturing solutions from the major machine tool industries were displayed at the exhibition.

Exhibitors were enthralled by the responses solicited from their customers. Many of them felt that participating in such a show was vital not just for sales but also for services. The show enabled them to meet the different regional customers and thereby better understand the requirements of regional markets. Exhibitors also gained access to the untapped customers from the western region, especially from Gujarat and other neighbouring states.



Industry delegations representing various sectors such as textile machinery, pharmaceutical machinery, petrochemical engineering, agriculture implements, auto engineering, mining equipments, and many more were part of the show.

### Outline of the Exhibition

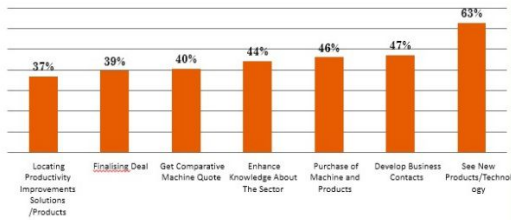
Organizer	Indian Machine Tool Manufacturers' Association
Venue	Mahatma Mandir
Number of Exhibitors	40
Number of Visitors	9,000
Net Exhibit Space	4,000 sq.mts. gross
Total Delegations	27

Exhibitors expressed their willingness to be part of the machine tool expo again in the region.

## Visitor Analysis

### VISITORS PURPOSE TO VISIT AMTX 2015

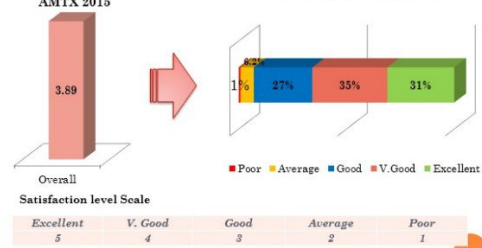
Visitor % response on key purpose to visit AMTX 2015



### OVERALL SATISFACTION WITH AMTX 2015

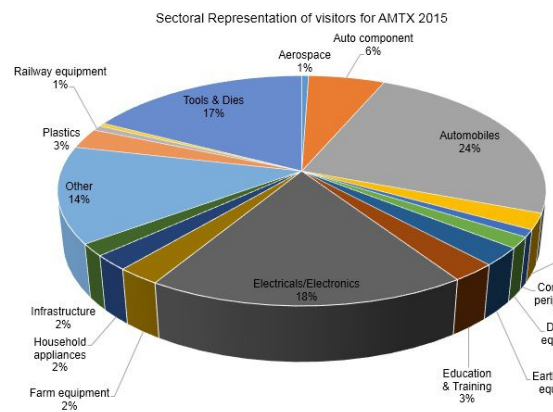
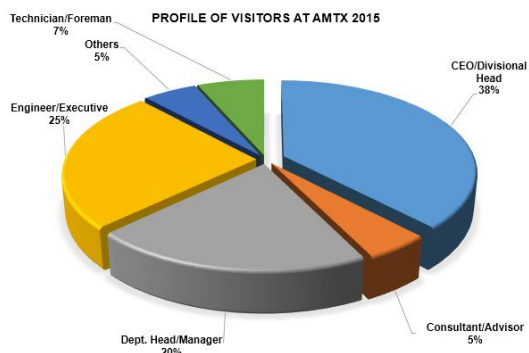
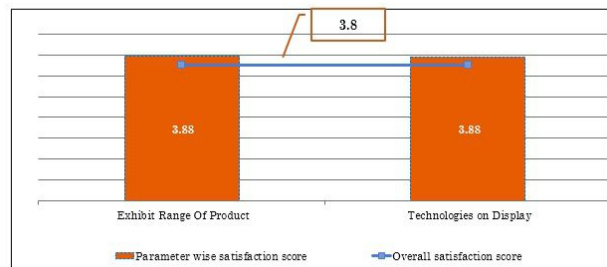
Overall Satisfaction With AMTX 2015

% Breakup of satisfaction



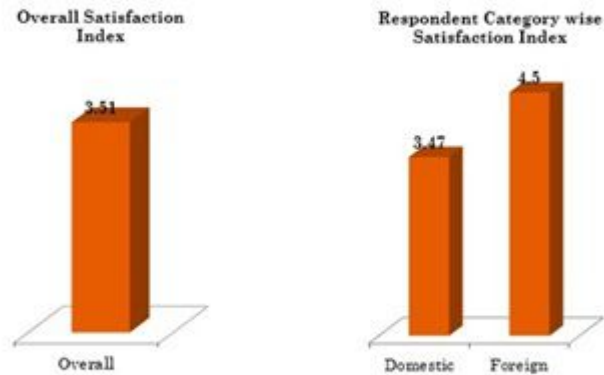
### SATISFACTION LEVEL ON BUSINESS ASPECT

Overall Satisfaction score for Business Aspect is ~ 3.8

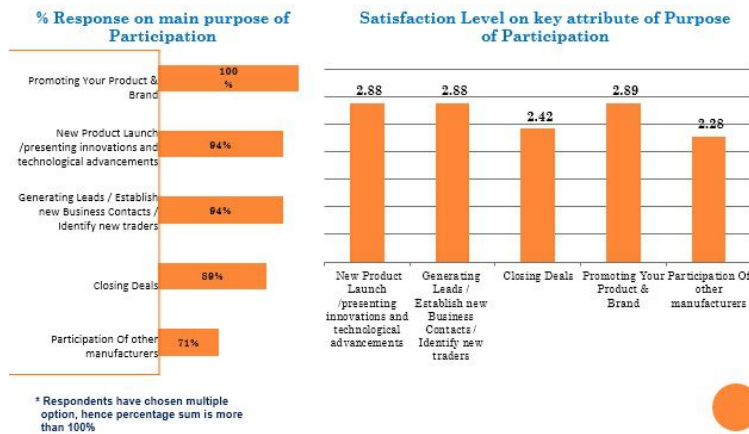


## Exhibitor Analysis

### OVERALL CUSTOMER SATISFACTION INDEX (CSI) FOR WITH AHMEDABAD MACHINE TOOL EXPO 2015



### MAIN PURPOSE OF PARTICIPATION IN AMTX-2015 EXHIBITION





## Expressions

### What Exhibitors had to Say:

- “The Ahmedabad Machine Tool Expo has attracted customers from cities like Rajkot and Surat. Maximum customers came from Tier II and Tier III cities and they have given very good responses.”
- “We have seen the development of Gujarat. We are the distributors for BFW. The show was totally dedicated to manufacturers and customers of machine tools and accessories. These kind of shows should be conducted by IMTMA. The invitation given by IMTMA and individual exhibitors have ensured the presence of potential customers.”
- “One can do a lot of networking in regional shows like these. The show has helped bring latest technology to the local regions of India. There is a lot of interest from the customers.”

Marian Teufelhart, Haimer



- “The response has been pretty well. People from Maharashtra, Goa and Gujarat have streamed in. These kind of shows expose entrepreneurs to the latest technology. The show was also very good for MSMEs.”
- “The exhibition has shaped up very well. We touched base with a number of new customers from Gujarat and Maharashtra, many of them whom we didn’t know before. This show in Ahmedabad has helped us in gaining access to customers whom we were not reaching out before. People could see the equipments, understand the advantages and disadvantages and applications of the different machines. This helps in developing potential customers.”

Vernon Pontes, Alex Machines

- “Some of them were looking for solutions to problems. We had solutions for many of them and for the ones where we didn’t have readymade solutions, we suggested alternative machines that could solve their problems.”
- “Gujarat is coming up in a big way as an industrial hub. There are lots of automobile industries operating in the state. This was what brought us to this exhibition. This expo was very useful for small machine tool manufacturers.”

#### Some Quotes from Visitors:

- “This was the first machine tool expo held in Gujarat. We were interested to see the technology and the new machines and we found it in plenty. The industry is growing and these kinds of exhibitions will boost manufacturing. The show was very well organized, everything was disciplined and in good order.”
- “This is the first time that such a good show was held in this region. The show has given us a very good insight into different products. It was beautifully organized and helped us to learn what is happening in industries. Hats off to the organizer of this show.”
- “Regional level shows are always welcome. People can understand what kind of technology is coming in to the market. Talking to various exhibitors at this venue cleared all our doubts related to machines and their installation.”



## Media Coverage

- [Machine tools sector to increase domestic manufacturing](#) (DNA; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Alpviram; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Gujarat Today; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Lokmitra; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Prabhat; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Suryakal; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Avadh Times Daily; 26 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Economic Times; 29 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Gujarat Vaibhav; 29 September 2015).
- IMTMA hosts the First Edition of Ahmadabad Machine Tool Expo: Big Focus on Regional Manufacturing (Suratra Bhoomi; 29 September 2015).
- [Ahmedabad Machine Tool Expo harbingers a new era for Machine Tool Industry in Western Region](#) (Machine Tools World; October 2015).
- [A New Era for Machine Tool Industry](#) (OEM Update; November 1, 2015, Vol. 7, Issue 6).
- The first Ahmedabad Machine Tool Expo attracted more visitors (Auto Components India; November 2015).
- Ahmedabad Expo Boosts Machine Tool Industry in Western Region (Auto Parts Asia; Vol.No.1, Issue No.6, November 2015).