

MTX-CONNECT

Delivered by IMTMA, organizer of **IMTEX**



An Innovative Regional Outreach by IMTMA



Indian Machine Tool
Manufacturers' Association

CONCEPT OVERVIEW



- Initiative by IMTMA to bring machine tool and allied technologies closer to regional industries across India.
- Designed as 2-day focused B2B expo in Tier II, Tier III and Tier IV cities.
- Aims to bridge the gap between technology providers and user industries in emerging industrial zones.
- Offers a cost-effective platform for exhibitors to promote their brand and showcase innovations.
- Enhances regional engagement and market visibility for IMTMA member and non-member companies.
- Facilitates knowledge sharing through Tech Talks, solution labs, and workshops during the expo.
- Encourages on-ground industry insights via organized factory visits to local manufacturing units.
- Supports business networking and lead generation through a dedicated attendee app.
- Complements IMTMA's flagship exhibitions like IMTEX, acting as a regional feeder event.



KEY FEATURES OF MTX CONNECT & FOCUS AREAS



• • Compact Format: 30–42 exhibitors with standardized booths, LED Screens, and branding areas.

Regional Penetration: Targets high-potential industrial cities away from traditional metros.

Tech Talks & Workshops: : On-floor knowledge sessions hosted by participating companies.

Factory Visits: Unique opportunity for exhibitors to visit local industries for deeper market insights.

Networking Tools: Dedicated app to enable post-event business engagement.

- Machine Tools
- Digital Manufacturing
- Tooling
- Metrology
- Laser Technologies



MTX CONNECT - KOLHAPUR

MTX-CONNECT

08 - 09 OCTOBER 2023 KOLHAPUR

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Venue: The Pavilion Hotel, Kolhapur

Highlights:

- First-ever edition of MTX Connect a 2-day B2B expo
- Member Cos: 25, Non-Member Cos: 17 total 42 Exhibitors from across regions participated in MTX Connect Kolhapur.
- Over 1,300 Visitors Registered for MTX Connect
- Over 900 industry visitors from cities like Pune, Satara, Solapur, Belgaum, Dharwad and Hubli
- Strong engagement from sectors such as Auto Components, Foundry, Forging, Textile Machinery, Agricultural Implements, and Engineering Goods

Kolhapur Advantage:

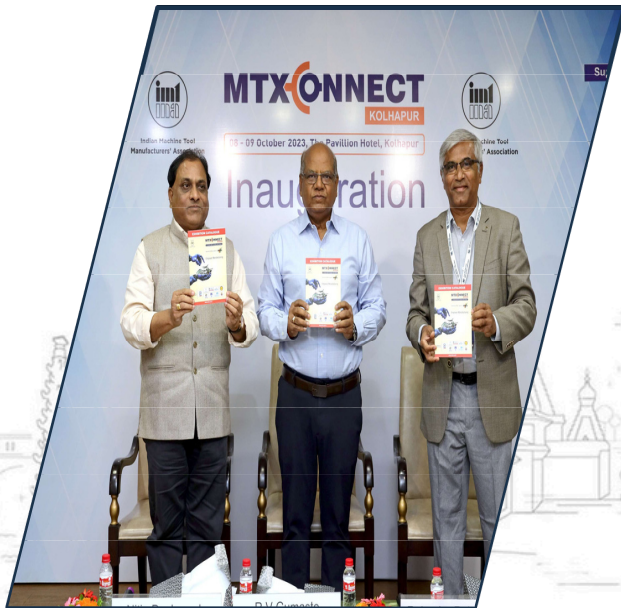
- Hub for foundry, casting, auto ancillary, industrial equipments and textile manufacturing
- Presence of 1,000+ textile factories in nearby Ichalkaranji
- A leading industrial pocket in Western India



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KEY HIGHLIGHTS

MTX Connect was inaugurated by Mr. RV Gumaste, Managing Director, Kirloskar Ferrous Industries Ltd; and Mr. Nitin Despande, Chief Human Resources, Cooper Corporation, representing Mr. Farrokh N Cooper, Chairman & Managing Director, Cooper Corporation Pvt Ltd; and Mr. Rajendra S Rajamane, President, IMTMA.



KEY HIGHLIGHTS

Prominent industry associations i.e., Gokul Shirgaon Mfrs Association, Kolhapur Engineering Association, Kolhapur Chamber of Commerce and industries, Manufacturers Association of Kagal& Hatkanangale, ShiroliMfrsAssociation, Indian Insttof Foundrymen-KolhapurChapter, ShriLaxmiIndustriesAssociation Ichalkaranji EngineeringAssociation , and others from the regions, supported this event and extended their fullest active involvement in promoting this exhibition in a befitting manner.

IMTMA also signed a MoU with the Centre of Excellence Kolhapur Foundry & Engineering Cluster to jointly organize training programs to enhance the skills and competitiveness of the manufacturing industry in the Kolhapur region.

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SHOW VISUALS





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WHY MTX CONNECT STANDS OUT?

- Strategic outreach model aligned with India's regional manufacturing growth
- Economical yet effective for exhibitors targeting niche industrial markets
- Acts as a feeder and brand builder for flagship events like IMTEX



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