Italy to showcase novel construction products at India show

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An Italian trade delegation will showcase its capabilities at an international construction equipment and technology trade fair to be held in the south Indian city of Bangalore this November.

The trade confederation made up of Confindustria Modena, Veronafiere-SaMoTer and Unacea will take part in Excon to unveil a Made in Italy showcase under a partnership signed with Confederation of Indian Industry (CII), the organiser of the show.

The event, to be held from November 25 to 29, comes amidst a forecast that the Indian construction machinery market will grow by nearly 50 per cent by 2019.

Economic research firm, Off-Highway Research, said sales of construction machinery in India last year hit a near 49,000 units and is expected to grow this year by 13 per cent, followed by 16 per cent in 2016 and 14 per cent in 2017.

"Thanks to the intution of a number of member companies, since 2005 Confindustria Modena has organised a collective attendance for Italian companies at this important trade fair," said Giovanni Messori, director of Confindustria Modena.

"Over time, we have seen growing interest from companies and institutions for this show, one of Asia’s most important events in the sector. The partnership signed with the Confederation of Indian Industries allows our companies to take part in the event to form and develop strategic partnerships with Indian companies, thereby ensuring that Italian manufacturing excellence can be combined with growth on the Indian market," he added.

"Thanks to this strategic partnership, we are now opening up other opportunities on the Indian sub-continent for Italy’s manufacturing SMEs (small and medium enterprises), whose products and technologies are highly appreciated by foreign operators, so much so that at the 2014 edition they attracted buyers from 57 countries," said Ettore Riello, president of Veronafiere.

"The Italian construction machinery industry has responded to the severe economic crisis in recent years by focusing on foreign markets undergoing strong development," said Paolo Venturi, president of Unacea.

"India, in view of its sheer size and number of inhabitants, has a great need for infrastructure. Many companies are already working on the spot at both production and distribution levels alike. The aim of our association, through collective attendance at Excon is to achieve a step forwards for the group of companies that will take part," he added.

The 2014 edition of Excon, which was held over 200,000 exhibition space, attracted more than 700 exhibitors and 28,000 visitors.

The Italian construction machinery industry has turnover of €2.7 billion and employs approximately 6,000 people directly and additional 30,000 in allied trades. It comprises about 200 companies including SMEs and transnational groups. - TradeArabia News Service