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PROPELLING SUSTAINABLE INFRASTRUCTURE GROWTH

20-24 November 2013

Bangalore International Exhibition Centre,  
Bangalore, India

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# POST EVENT REPORT

## EVENT SPONSORS

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Mr. Oscar Fernandes, Hon'ble Minister of Road Transport and Highways, Government of India; Inaugurating Excon 2013.



Confederation of Indian Industry (CII), India's Premier Industry Association organized Excon 2013 - the 7<sup>th</sup> International Construction Equipment & Construction Technology Trade Fair held between 20 - 24 November 2013 at Bangalore International Exhibition Centre (BIEC), Bangalore. The Indian Construction Equipment Manufacturers' Association (ICEMA) was the Sector Partner and the event was also supported by the Builders Association of India (BAI).

The event was inaugurated by **Mr. Oscar Fernandes, Hon'ble Minister of Road Transport and Highways, Government of India.**

### Event Highlights

- South Asia's Largest Event for Construction Equipment
- 731 Exhibitors Including 226 International Exhibitors From 20 Countries
- 7 Country Pavilions - China, Germany, Italy, Japan, South Korea, Sweden and Turkey
- 28,332 Business Visitors (UFI Audited)
- 200,000 Square Meters of Exhibition Display Area
- Conference by ICEMA & BAI
- 243 New Products Launched
- Live Equipment Demonstrations
- Business Worth Over Rs 600 Crores (USD 96.83 Millions) was generated.

### Conference

Coinciding with EXCON 2013, a Conference on Sustainable Infrastructure Development was organized on 21-22 November 2013 at Bangalore. The conference focused on key infrastructure projects in the country, present trends and implementation status, opportunities for construction equipment manufacturers, policy initiatives of the Government for accelerating implementation of stalled projects, role of banks and financial institutions for equipment financing / renting, training & skilled manpower, etc.

The conference was organized by Indian Construction Equipment Manufacturers' Association (ICEMA), in collaboration with Confederation of Indian Industry (CII).

Dr. E.M. Sudarsana Natchiappan, Minister of State for Commerce & Industry, Department of Industrial Policy and Promotion, Government of India inaugurated the Conference and released a Report on 'Roadmap for Realising ECE Industry's Long Term Potential' which was prepared jointly by ICEMA and AT Kearney.

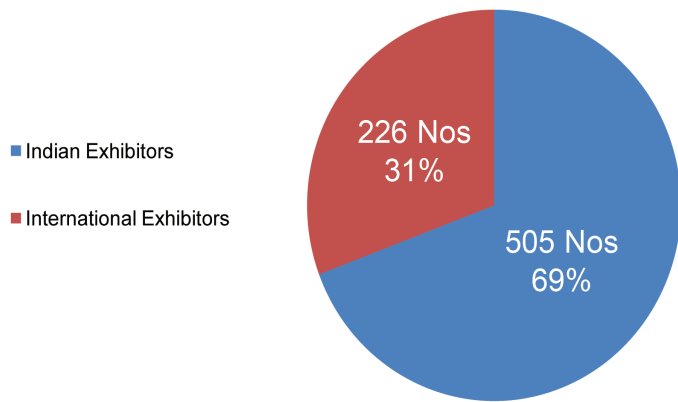


Dr. E.M. Sudarsana Natchiappan, Minister of State for Commerce & Industry, Government of India, Lighting Lamp at the Inaugural Ceremony of the conference.

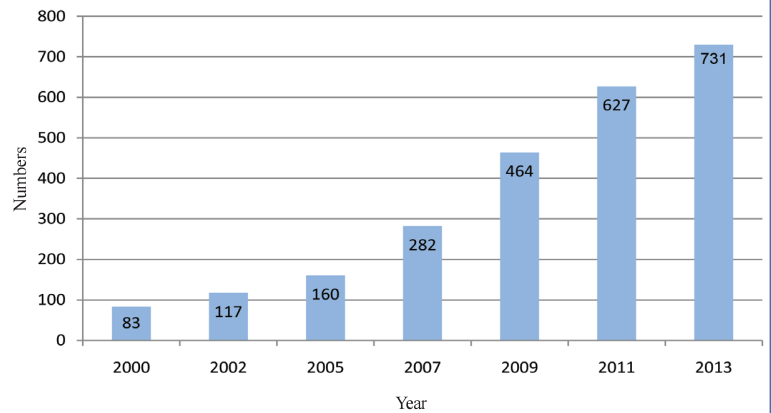


# A Report

## EXHIBITOR STATISTICS



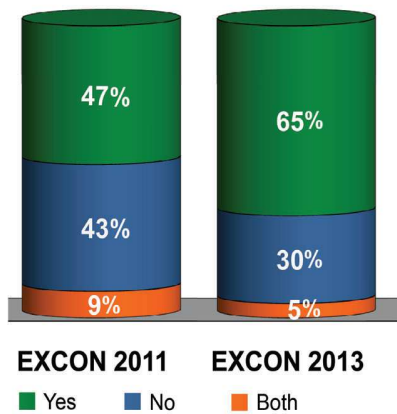
## EXHIBITORS GROWTH



## COUNTRIES REPRESENTED

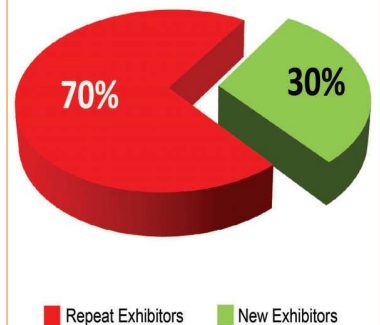
Austria		Russia	
Belgium		Singapore	
Canada		South Africa	
China		South Korea	
Finland		Spain	
France		Sri Lanka	
Germany		Turkey	
Italy		UAE	
Japan		UK	
Romania		USA	

## EXHIBITORS PREFERENCE TO EXCON OVER OTHER EXHIBITIONS IN INDIA



\* Source: IMRB International

## REPEAT PARTICIPATION OF EXHIBITORS AT EXCON 2013



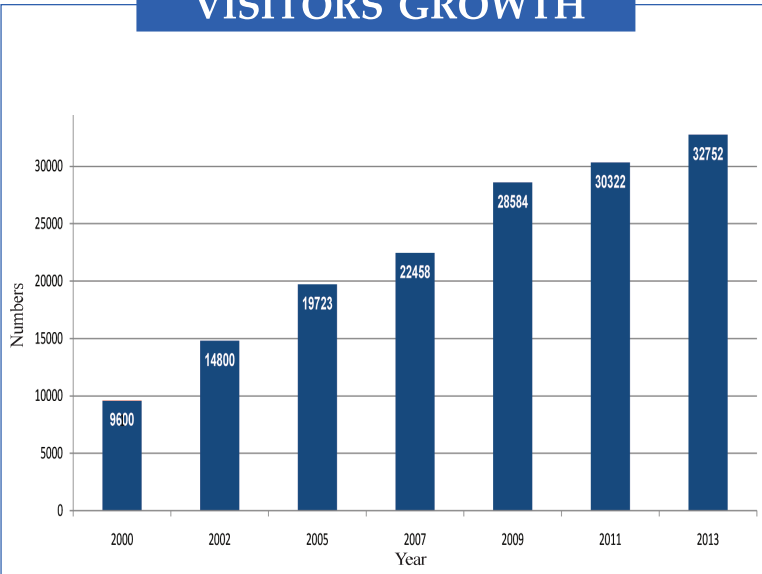
Repeat Exhibitors New Exhibitors

\* Source: IMRB International

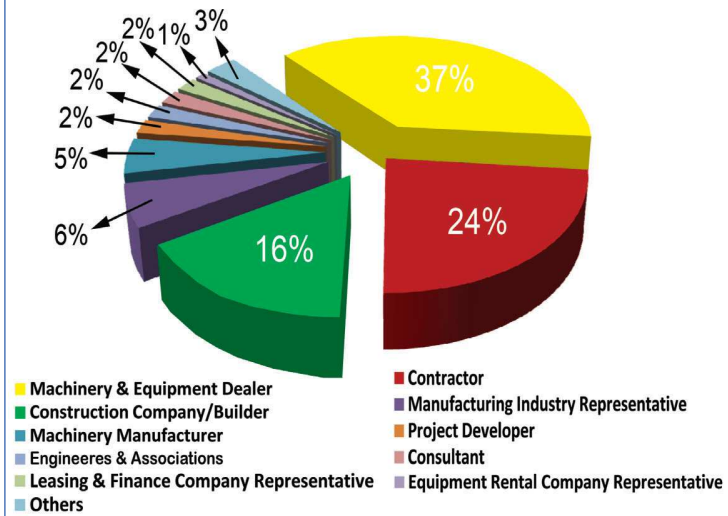


# A Report

## VISITORS GROWTH



## VISITOR'S PROFILE



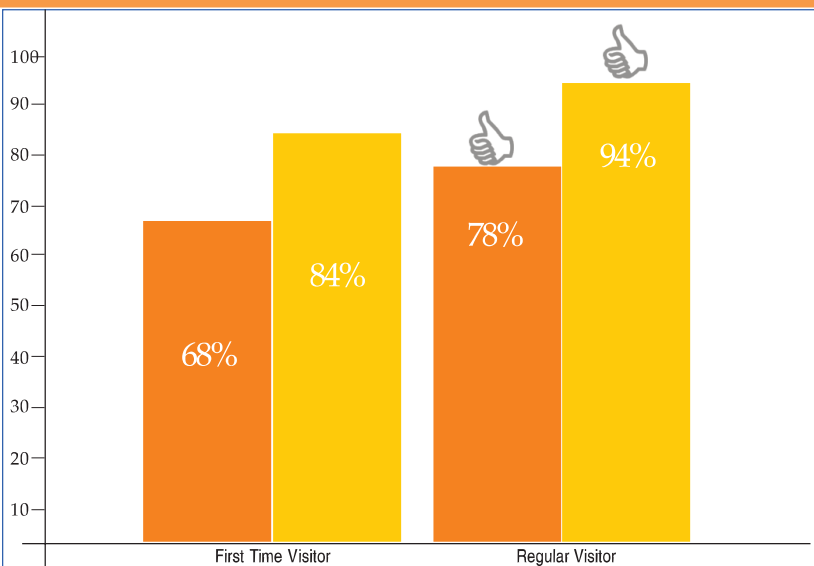
\* Source: IMRB International



( From Left ) Mr Vipin Sondhi, Chairman, Excon 2013 / CEO & Managing Director, JCB India Limited; Mr Ram J Shahaney, Past President, CII & Chairman Emeritus, Ashok Leyland Limited; Mr Deepak Sood, Executive Director-Trade Fairs, CII and Mr Chandrajit Banerjee, Director General, CII.



Eng. Nihal Rupasinghe, Chairman, Central Engineering Consultancy Bureau Sri Lanka (Ministry of Irrigation & Water Resources Management) at Excon 2013.

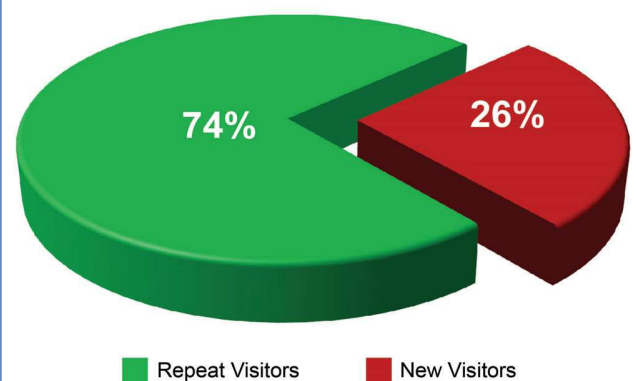


How would you rate Bangalore as the location of choice for Excon 2013 ?

How likely are you to recommend Excon to your colleagues and friends ?

\* Source: IMRB International

## VISITED PREVIOUS EDITIONS OF EXCON



\* Source: IMRB International



# Testimonials

## A Report



It is heartening to see that CII has been successful in bringing in people from all over the world in such great numbers to showcase India's own achievements in developing such equipments for infrastructure growth.

*Mr. Oscar Fernandes - Hon'ble Minister of Road Transport and Highways, Government of India*

At EXCON 2013, I am very impressed by the representation from various foreign countries... It's a well organised event.

*Dr. E M. Sudarsana Natchiappan, Hon'ble Minister of State for Commerce and Industry, Government of India*



Karnataka has recognized the need to improve infrastructure. Emphasis will be laid on improving infrastructure in rural areas. We have enormous plan for the growth of the state across all districts. One such initiative is the Bangalore- Mumbai Economic Corridor.

*Mr. Ramalinga Reddy, Minister for Transport, Government of Karnataka*

Infrastructure is critical for the economic growth as this alone can accelerate the GDP by 2 per cent a year. In the present volatile and uncertain world, it is time to accelerate infrastructure especially roads and highways.

*Mr. Vipin Sondhi, Managing Director and CEO, JCB India Limited*



The show has seen a good response in terms of participation. Day one was dominated by Exhibitors and suppliers. A good number of customers visited on day two and day three. I am happy with the type of customers we are getting at Excon 2013.

*Mr Glenville Da Silva - VP, Business Development Asia, Volvo Construction Equipment*

In EXCON, 2013 JETRO organized JAPAN PAVILION and invited 10 Japanese companies. The participants received great response in terms of business enquiries, product information, etc., made by the visitors. EXCON provided a vital platform for showcasing the Japanese technology & products into Indian as well other potential markets.

*Mr Osamu Taki (Director General - Jetro Bangalore)*



EXCON was a good stimulus. It raised the morale of the participants.

*Mr P Ravi Shankar - CEO, Leyland Deere*

For German companies, Excon has been an excellent platform to meet customers and stakeholders across the spectrum.

*Mr. Sebastian Popp, Manager International Markets, VDMA Construction Equipment and Building Material Machinery, Germany*



# Testimonials

## A Report

TESTIMONIALS



The exhibition attracted serious business visitors over the last three days. Some of the Italian companies have been successful in striking business deals. The event attracted a good number of both domestic and international companies.

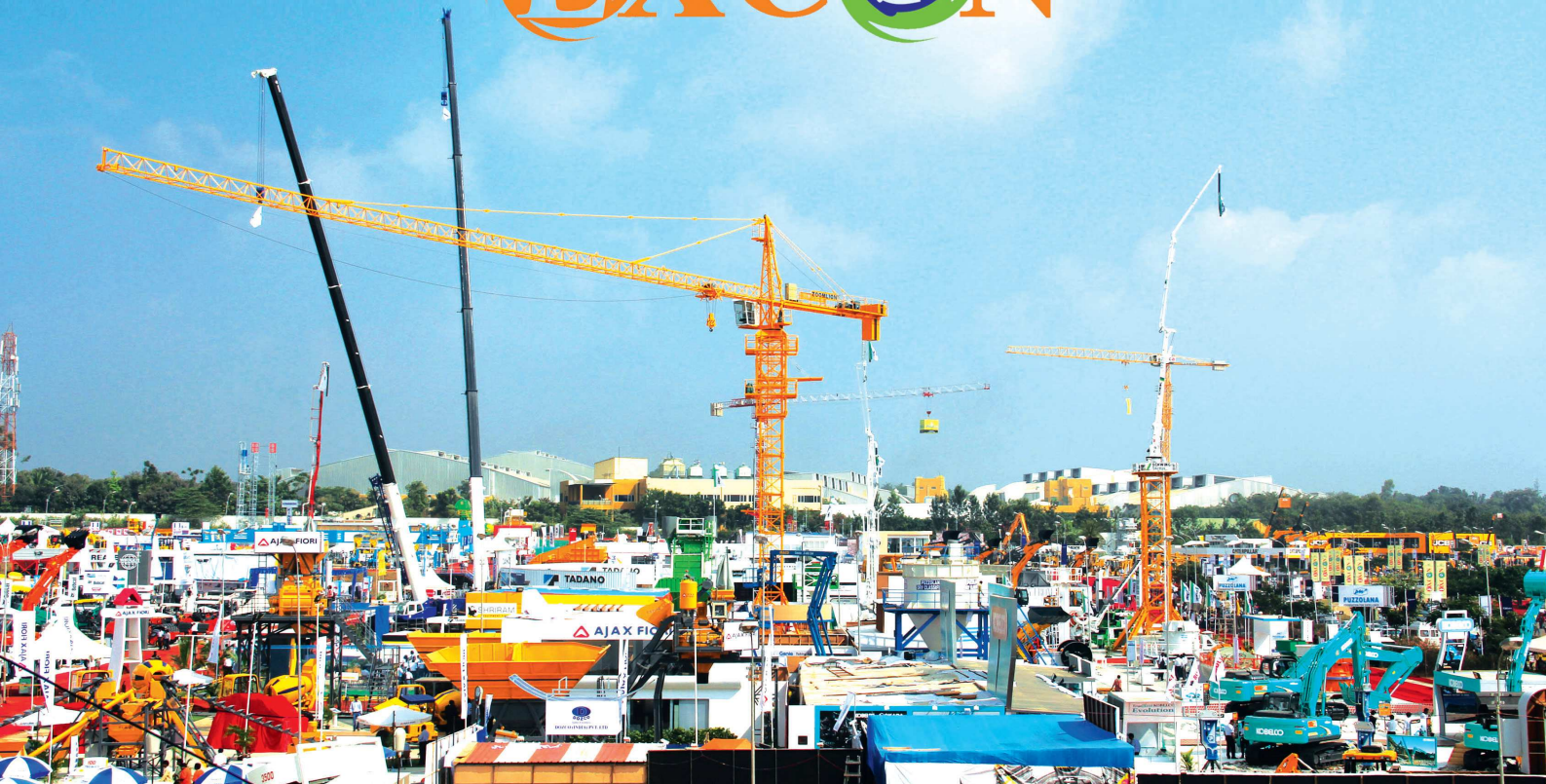
*Davide Ansaloni, Responsabile Area Internazionalizzazione, Confindustria Modena, Italy*

EXCON is an excellent platform for all the stakeholders in the construction equipment industry. Its growth over the years is a reflection of innovation taking place in India.

*Mr J P Nayak – Adviser to CMD, Larsen&Toubro Limited*



# RISE OF THE MACHINES





## Good response to Excon 2013 restores confidence in the Indian Economy : Mr Oscar Fernandes

Chennai, Nov. 27, 2013: South Asia's biggest exhibition of Construction Equipment (CE) organized by the Confederation of Indian Industry (CII) - EXCON 2013, at the Bangalore International Exhibition Centre, Bangalore.

In his address as Chief Guest to the Inaugural Session, Mr Oscar Fernandes, Hon'ble Minister of Road Transport and Highways, Government of India said that though the exhibition of Excon has been organized at a time when there is a downturn in the world and India's economy, it is heartening to see that CII has been successful in bringing in people from all over the world.

"At present, the Government has started work on several new infrastructure projects including three airports, two ports, an elevated rail-corridor in Mumbai, and almost 6,000 miles of new roads. We are also planning to build Expressways through innovative financing models," Mr Fernandes said.

With the theme on 'Propelling Sustainable Infrastructure Growth', the seventh edition of the premier event for the CE industry will see the participation of over 730 exhibitors reaching out to 35,000+ business visitors, besides participation of 18 countries with country pavilions from Germany, Japan, Italy, Turkey, South

"We have enormous plan for the growth of the state across all districts," he said, mentioning that one such initiative is Bangalore-Mumbai Economic Corridor.

In his special address at the inaugural event of Excon 2013 Mr S. Gopalakrishnan, President CII, said that Excon this year has attained new heights with 17 per cent growth in number of participants.

He pointed out that the pace of growth in infrastructure in India has not kept pace with demands and it is a major challenge for the country. Highways, modern bridges, world-class airports, reliable power, and clean

## Corporates smell the infrastructure cake

Hirshik Kiran Bagade

India, as a country, is behind several other developing and developed countries in terms of infrastructure availability. A recent report from consulting firm ATKINS says that the country lacks one of the world's densest road networks (0.42 km per sq km land area compared to 0.66 for the United States and 0.43 for China), but the number of multi-lane highways is quite low. Airports are among the most crowded in the world, highlighting the need for airport infrastructure. The country has witnessed rapid urbanisation over the last two decades, which has put tremendous strain on urban infrastructure.

Infrastructure growth holds the key to the industry's future. To the 12th Five Year Plan, the government has earmarked approximately \$1 billion for infrastructure investment. Consequently, infrastructure spending is expected to grow from 7.2 per cent of GDP in 2012 to 9 per cent by 2017, the report says. With the need to develop good infrastructure comes demand for efficient construction and construction equipment (CCE). Infrastructure development is likely to spur demand for CCE, and the growth of infrastructure is a key to the growth of the country's full potential is realized, the



READY TO BUILD: India is the second fastest growing economy in the world, which has prompted many foreign construction equipment companies to set up operations in the country. (PHOTO: S. Srinivasan)

improving situation, but what the government is doing to help help growth. Infrastructure is critical economic growth in this decade. The country's GDP growth by 2015, "South's GDP growth by 2015". Several steps have been taken government in the last 12-18 months to provide a fillip to the sector. The Cabinet Committee on Economic Affairs has approved and fast-track some of the infrastructure projects. But the crucial impact is still to be seen. According to Union Minister of Transport and Highways Oscar Fernandes, who addressed the EXCON last week, informed that the government has started several new infrastructure projects in three airports, two ports, and a

## Govt plans to set up e-tolling on highways



(From left) Karnataka Transport Minister Ramalinga Reddy, Oscar Fernandes and Union Minister for Road Transport and Highways Oscar Fernandes at EXCON 2013. (PHOTO: S. Srinivasan)

to be speeded up, the Eastern and Western peripheral expressways... we are going to take up the Delhi-Jaipur expressway as well," Fernandes said, adding that they will provide enough opportunity for industries to grow alongside. Stating that public-private partnership (PPP) projects are long-term, as they must maintain and recover the money spent on them, he said, "The Government of India has taken a decision that if any concessioner wants to exit after the completion of the project, we will be permitting that, with the consent of the financier that is the bank and the NHAI."

He said, "I will take the initiative, bring Members of Parliament together and take up the matter with the Karnataka CM."

**Tata Motors unveils trucks**  
BANGALORE, DHNS: Tata Motors on Wednesday showcased six new high-powered construction vehicles at EXCON 2013. Among these were three new offerings from its Prima LX range. Driven by powerful and fuel-efficient engines, these trucks deliver a combination of power and economy, catering to the construction and mining industry, the company said.

**B'loru Airport expressway to be ready by January: Oscar**  
BANGALURU, NOV. 20  
Union Road Transport and Highways Minister Oscar Fernandes on Wednesday said his ministry has decided to take up and fast track few expressway projects for the benefit of the industry. "We have to complete the projects that we were scheduled to finish... The Mumbai-Vadodra Expressway is going to be speeded up, the eastern and western peripheral expressways - we are going to take up, also Delhi-Jaipur expressway," he said after inaugurating EXCON 2013. He said these expressways will provide enough growth opportunities for the industry. On the Bangalore

## 'ಎಕ್ಸ್‌ಕಾನ್ 2013' ಮೇಳಕ್ಕೆ ಚಾಲನೆ

■ ವಿಶ್ವದಾದ್ಯಂತ ಬೆಂಗಳೂರು  
ನಿರ್ಮಾಣ ವಲಯದ ಸಾಕಾರ ಪುಟ್ಟ ಯಂತ್ರೋಪಕರಣಗಳ ಬೃಹತ್ ಪ್ರದರ್ಶನ ಮೇಳ 'ಎಕ್ಸ್‌ಕಾನ್ 2013' ಬೆಂಗಳೂರಿನಲ್ಲಿ ಬುಧವಾರ ಚಾಲನೆ ನೀಡಲಾಯಿತು. ದೇಶದಾದ್ಯಂತ 732 ಪ್ರದರ್ಶಕರು ಭಾಗವಹಿಸುವ ಮೇಳವನ್ನು ಕೇಂದ್ರ ರಸ್ತೆ ಸಾರಿಗೆ ಮತ್ತು ಹೆದ್ದಾರಿ ಇಲಾಖೆ ಸಚಿವ ಆರ್.ಎಸ್. ಪ್ರಕಾಶ್‌ನಾಥ್ ಉದ್ಘಾಟಿಸಿದರು. ಬೆಂಗಳೂರು ಅಂತಾರಾಷ್ಟ್ರೀಯ ವಸ್ತುಪ್ರದರ್ಶನ ಕೇಂದ್ರದಲ್ಲಿ ನಡೆಯುತ್ತಿರುವ 'ಎಕ್ಸ್‌ಕಾನ್' ಸೆಪ್ಟೆಂಬರ್ 24ರ ಕನಕ ನಡೆಯಿತು.

ಈ ಸಂದರ್ಭ ಮಾತನಾಡಿದ ಆರ್.ಎಸ್. ಪ್ರಕಾಶ್‌ನಾಥ್, ದಕ್ಷಿಣ ಏಷ್ಯಾದಾದ್ಯಂತ ಅತಿ ದೊಡ್ಡ ನಿರ್ಮಾಣ ವಲಯದ ಸಾಧನಗಳ ಈ ಮೇಳ ಯಶಸ್ವಿಯಾಗಿ ನಡೆಯುತ್ತಿರುವುದು ಅಭಿನಂದನಾರ್ಹ. ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲಿ ಬೆಂಗಳೂರಿನ ಹಿರಿಮೆಯನ್ನು ಮೇಳ ಬಿಂಬಿಸಿದೆ. ಬೆಂಗಳೂರು ಕ್ಷೇತ್ರದ ಬೆಳವಣಿಗೆಯಿಂದ ವಿಶ್ವ ಭೂಮಿಯಲ್ಲಿ ಗುರುತಿಸಿಕೊಂಡಿದೆ. ಅಮೆರಿಕದ ಅಧ್ಯಕ್ಷರು ಕೂಡ ಅಮೆರಿಕದಲ್ಲಿದ್ದಾಗಿದ್ದು, ಅವರಂತೆ ಸಾಧನೆ ನಗರ



ಭಾರತೀಯ ಕೈರಿಂಗಾ ಒಕ್ಕೂಟ ಬೆಂಗಳೂರಿನಲ್ಲಿ ಬುಧವಾರ ಆಯೋಜಿಸಿದ 'ಎಕ್ಸ್‌ಕಾನ್-2013' ವಸ್ತುಪ್ರದರ್ಶನ ಮೇಳವನ್ನು ಕೇಂದ್ರ ಭೂಸಾರಿಗೆ ಮತ್ತು ಹೆದ್ದಾರಿ ಸಚಿವ ಆರ್.ಎಸ್. ಪ್ರಕಾಶ್‌ನಾಥ್ ಉದ್ಘಾಟಿಸಿದರು. 'ಎಕ್ಸ್‌ಕಾನ್-2013' ಅಧ್ಯಕ್ಷರಾದ ಸಚಿವರನ್ನು ನಿರ್ದೇಶಿಸುತ್ತಿದ್ದಾರೆ.

## EXCON SEES RISE IN FOREIGN COS' INTEREST

Bangalore: Excon 2013 the 7th edition of South Asia's biggest exhibition of Construction Equipment in Bangalore witnessed the participation of over 20 countries from across the globe. The increasing participation of international companies demonstrates the fact that India has tremendous scope for being a manufacturing hub for construction and equipment industry said the Excon spokesman. Among the foreign participants China has once again dominated Excon 2013 with more than 100 companies taking part in the exhibition. There has been increasing participation from countries like China, Germany, Japan and

ಕೆಎಸ್‌ಕಾನ್ 2013: ತೀರ್ಮಾನಗಳಲ್ಲಿ ಮುಖ್ಯವಾಗಿರುವುದು. 'ಎಕ್ಸ್‌ಕಾನ್-2013' ವಸ್ತುಪ್ರದರ್ಶನ ಮೇಳವನ್ನು ಕೇಂದ್ರ ಭೂಸಾರಿಗೆ ಮತ್ತು ಹೆದ್ದಾರಿ ಸಚಿವ ಆರ್.ಎಸ್. ಪ್ರಕಾಶ್‌ನಾಥ್ ಉದ್ಘಾಟಿಸಿದರು. 'ಎಕ್ಸ್‌ಕಾನ್-2013' ಅಧ್ಯಕ್ಷರಾದ ಸಚಿವರನ್ನು ನಿರ್ದೇಶಿಸುತ್ತಿದ್ದಾರೆ.



20-24 November 2013  
Bangalore International Exhibition Centre, Bangalore, India

ಲಿಂಗನೂರು ಅಂತರರಾಷ್ಟ್ರೀಯ ಕೈರಿಂಗಾ ಒಕ್ಕೂಟ ಬೆಂಗಳೂರಿನಲ್ಲಿ ಬುಧವಾರ ಆಯೋಜಿಸಿದ 'ಎಕ್ಸ್‌ಕಾನ್-2013' ವಸ್ತುಪ್ರದರ್ಶನ ಮೇಳವನ್ನು ಕೇಂದ್ರ ಭೂಸಾರಿಗೆ ಮತ್ತು ಹೆದ್ದಾರಿ ಸಚಿವ ಆರ್.ಎಸ್. ಪ್ರಕಾಶ್‌ನಾಥ್ ಉದ್ಘಾಟಿಸಿದರು. 'ಎಕ್ಸ್‌ಕಾನ್-2013' ಅಧ್ಯಕ್ಷರಾದ ಸಚಿವರನ್ನು ನಿರ್ದೇಶಿಸುತ್ತಿದ್ದಾರೆ.

## एक्सकॉन 2013 प्रदर्शनी को भारी सफलता



बॉम्बे-कोलकाता और कलकत्ता (बी.ए.ए.ए.) ने 20-24 नवंबर तक बंगलूरु में एक्सकॉन 2013 का आयोजन किया। इस प्रदर्शनी में 730 प्रदर्शक और 35,000 से अधिक दर्शक शामिल थे। इस प्रदर्शनी में 18 देशों के प्रदर्शक भाग ले रहे हैं, जिनमें चीन, जर्मनी, जापान, इटली, दक्षिण कोरिया, स्पेन, तुर्की, दक्षिण अफ्रीका, ब्राजील, भारत और अन्य शामिल हैं। एक्सकॉन 2013 भारत में एक्सकॉन 2013 का आयोजन किया गया।

## Lanka firms to participate at Excon Bangalore

SHIRAJU SIRIMANE  
For the first time several companies from Sri Lanka have positively responded to participate at the seventh edition of the International Construction Equipment and Construction Technology Trade Fair (EXCON) which will be held from November 23 to 27 in Bangalore, India.

The event will feature a mammoth 625 confirmed exhibitors (including foreign exhibitors and there would be a total of seven country pavilions that include Germany, Japan, Italy, Sweden, Turkey, South Korea and China. The event which is considered one of the biggest exhibitions in Asia will also see over 100 product launches. The event is expected to attract over 35,000 business visitors.

Vice President Business Development Asia, Glenville de Silva speaking to Daily News Business said with the Sri Lanka economy and specially the construction sector booming this exhibition will provide an ideal opportunity for Lankan companies to network with world's leading construction giants.

"In addition the Lanka companies will also have the opportunity to meet Indian equipment manufacturers who have tied up with international brands and buy their products at low rates," he said. He also said that Sri Lanka manufacturers too have an opportunity to showcase their products at this event and already one Lankan company has registered. Confederation of Indian Industry (CII), India's Apex Industry Association is organizing Excon 2013 and the Indian Construction Equipment Manufacturers' Association (ICEMA) is the sector partner for the event and is supported by Builders Association of India (BAI). The Government of Karnataka is participating as Partner State at the event.

The demand for construction equipment in India is expected to grow to US\$ 6.3 billion by 2014, a compound annual growth rate (CAGR) of 13.2 per





## Confederation of Indian Industry

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 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 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, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of 'Accelerating Growth, Creating Employment' for 2014-15 aims to strengthen a growth process that meets the aspirations of today's India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labour law reforms and entrepreneurship as growth enablers.

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 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

Reach us via our Membership Helpline: 00-91-11-435 46244 / 00-91-99104 46244 | CII Helpline Toll free No: 1800-103-1244



## INDIAN CONSTRUCTION EQUIPMENT MANUFACTURERS' ASSOCIATION (ICEMA)

Constituted in 1949 as Tractor & Allied Equipment manufacturers and Importers Association Ltd., the association started with 10 Indian member companies, primarily manufacturers and importers of tractors, earthmoving and allied equipment. It was rechristened as Indian Earthmoving & Construction Industry Association Ltd. (IECIAL) in 1986 with the objective to make the body a national point of reference for the Indian earthmoving & construction equipment industry. The association was renamed as Indian Construction Equipment Manufacturers Association (ICEMA) in 2012 with the objective to make it a truly representative body of the Indian construction equipment industry and to expand its scope of services.

ICEMA is affiliated to the Confederation of Indian Industry (CII) and presently represents 53 leading companies who manufacture, trade and finance a variety of products such as hydraulic excavators, wheel loaders, backhoe loaders, motor graders, vibratory compactors, cranes, dumpers, tippers, forklifts trucks, dozers, pavers, batching plants, diesel engines, etc.

During the last two decades, the earthmoving and construction equipment industry has made enormous progress and grown both in size and diversity. Growth in the construction equipment industry in India is linked to the overall level of infrastructure development as well as growth in construction activity.

India's earthmoving and construction equipment (ECE) industry has enjoyed strong growth over the last seven years as a result of rapid economic development in the country. As per the CII-IECIAL study conducted by Accenture, the ECE industry has the potential to expand six to seven times - the total revenue of US\$ 3.3 billion in 2010 to US\$ 22.7 billion in 2020.

**Mr J Immanuel Mahesh Kumar**  
Director – Trade Fairs

## Confederation of Indian Industry

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