

February 2023, India

KEY GLOBAL PLAYERS TO SHOWCASE AT INTERNATIONAL HARDWARE FAIR INDIA 2023

With the International Hardware Fair India, Koelnmesse is now bringing the approved trade fair model of EISENWARENMESSE to the Indian market. The new B2B trade fair will take place from 2-4 December 2023 in Pragati Maidan, New Delhi, India. More than half of the exhibition space has already been sold out. The new international trade fair aims to provide a professional business platform for the entire hardware community. It specifically addresses the complete product and service industry for the Indian hardware industry, which includes the world of hardware, DIY, garden tools, plumbing, electrical appliances and paints.

The majority of the exhibiting companies are already familiar with other Koelnmesse hardware fairs around the world and are now using the International Hardware Fair India as an important platform to strengthen business opportunities on the Indian subcontinent on the one hand and to be able to react to the agile developments in the hardware market on the other.

"For strategic reasons, we have decided to strengthen our international portfolio and expand it with a trade fair in New Delhi. With the new International Hardware Fair India, we are responding to the high demand in the Indian market, which offers great potential for the hardware industry due to its unique dynamics," says Milind Dixit, Managing Director of Koelnmesse YA Tradefair Pvt. Ltd. "The International Hardware Fair India aims to bring a new dynamic to the domestic market and to provide a platform for the Indian market, which combines rising consumer disposable income with a strong impetus for innovation and research," Milind Dixit added further.

Some of the big players are already on board as exhibitors - Ajay Industries, Baum Forge, Carborundum Universal Limited (CUMI), De Neers Tools Limited, Eastman Cast & Forge Limited, FMI Ltd, H.R. International, Inder Industries, Powertex, Sparkle Tools, Victor Forgings and many more are already registered.

The Indian hardware industry is one of the largest in the world with a high demand for hardware products. The country has a well-positioned market to offer global economies an additional option to diversify their supply chain. The Indian hardware industry is experiencing phenomenal growth as the country prioritizes manufacturing capabilities - Make in India - and infrastructure investment. Further, networking with the leading international brands and suppliers providing new industrial service and other solutions is sure to enhance the domestic market in all the aspects. The trade fair introduces innovative technologies and superior quality standards that are a requirement on international level.



INTERNATIONAL
HARDWARE FAIR INDIA

2-4 December 2023
hardwarefair-india.com

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International Hardware Fair India will be targeting key decision makers from the industry: CEO's, COO's, Managing Directors, Purchasing Managers, Production Managers, Sales Managers, Civil Engineers, Architects, R&D Managers, Training Department Managers from various sectors like: Tools Specialist Trade, Hardware Trade, Railway, Automotive, E-vehicle Sectors, Department and Discount Stores, Renewable Energy Sector, Casting and Forging Industries, Construction Industries, Engineering Industries, DIY Industries, Medical Equipment Manufacturers, Electrical and Plumbing Contractors, Garden Centres, ECommerce Retailers and many more.

See you at International Hardware Fair India, 2-4 December 2023 at Pragati Maidan, New Delhi.

Koelnmesse - industry trade fairs for the hardware sector: As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach.

Further information: [INTERNATIONAL HARDWARE FAIR INDIA 2023 \(hardwareshow-india.com\)](https://www.hardwareshow-india.com)

The next events:

Asia-Pacific Sourcing - Tools and Products for Home and Garden from Far East, Cologne 28.02. - 02.03.2023

International Hardware Fair Italy powered by EISENWARENMESSE, Bergamo 05.05. - 06.05.2023

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 19.09. - 21.09.2023

Press information is available at: [INTERNATIONAL HARDWARE FAIR INDIA 2023 \(hardwarefair-india.com\)](https://www.hardwarefair-india.com)

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