

POST SHOW REPORT 2023

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#hardwarefairindia



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About International Hardware Fair India 2023

The inaugural edition of the International Hardware Fair India 2023, held at Pragati Maidan, New Delhi, from December 2 to 4, 2023, experienced an overwhelming response over the three-days. With an unprecedented turnout of visitors, the event emerged as a significant trade fair hub for the hardware industry. It provided a unique opportunity for professionals to converge, establish connections, and network with key players in the industry, fostering the development of numerous business opportunities



7,500+
Trade
Attendees



200+
Exhibitors



10,000+
sqm
Exhibition
Space



5
Countries
Presence

BRINGING THE HARDWARE COMMUNITY TOGETHER TO TRADE AND INNOVATE

92%

Visitors consider IHF as India's
leading hardware events

Visitors will recommend
IHF India to their
business colleagues

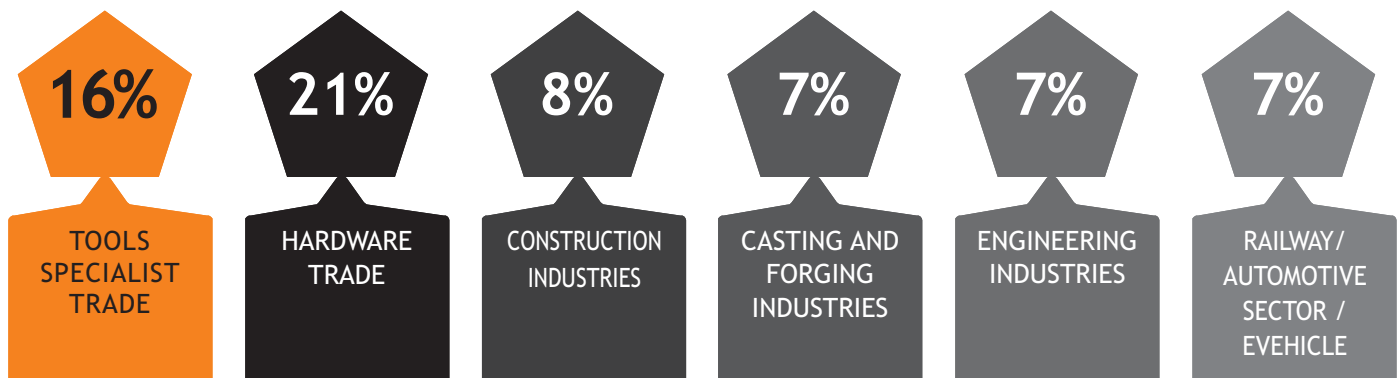
84%

7,500+ Trade Visitors
From 45 countries





Visitors from the industry



Industry Partnership

In Association



International Supporting Associations



Supporting Associations



International Hardware Fair India is a focused event for the hardware community, playing a pivotal role in shaping the hardware industry across its essential sectors.

- Hand Tools
- Fasteners
- Power Tools
- Cutting and Welding Equipment
- Building Material Hardware
- Home Improvement
- Abrasive
- Garden Equipment
- Plumbing
- Electrical Hardware Accessories
- Paints & Accessories
- Machine Tools
- DIY
- Industry Services
- Workshop & Fixing Technology
- Building & Furniture Fittings
- Automotive Supplies & Accessories

Top International Visitor Countries



Germany



UK



Australia



USA



Sri Lanka



Nepal



Turkey



Japan



France



Russia



Poland



UAE



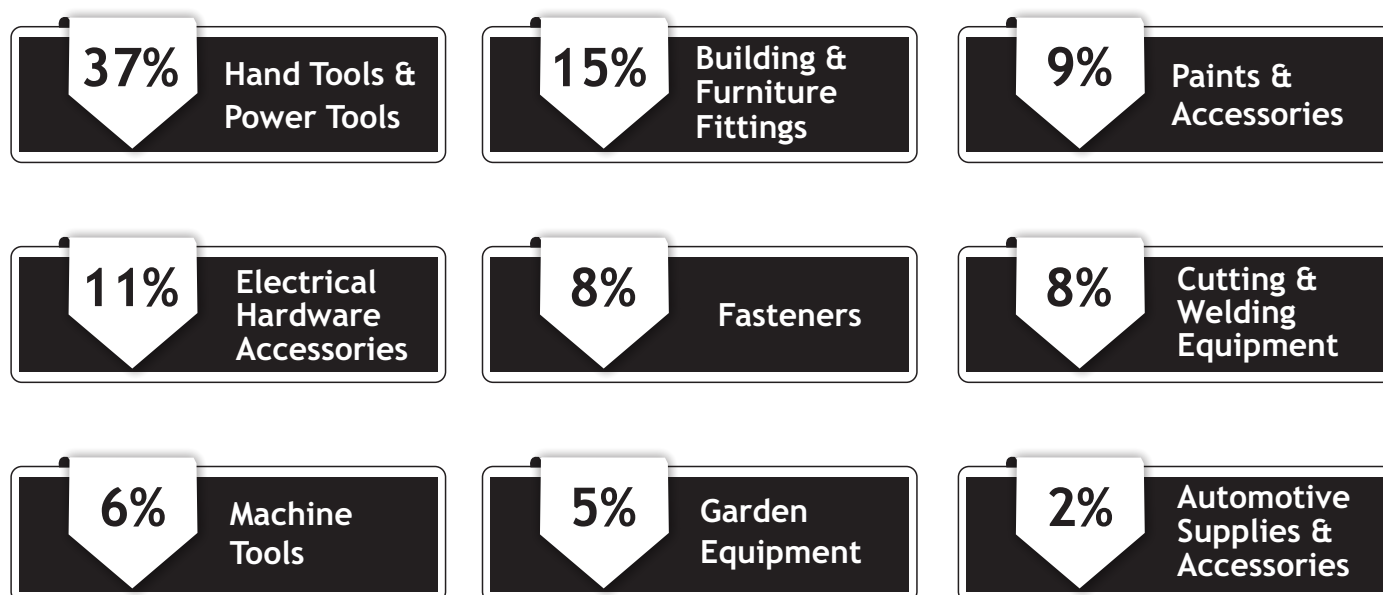
Taiwan



Hong Kong

and many more...

What Were Visitors Sourcing For?



Arun Kumar Garodia
Chairman
Engineering Export Promotion Council of India (EEPC)

The exhibition has exceeded expectations, rapidly growing with over 200 exhibitors, including prominent European companies. This inaugural event in India created a pivotal moment for global business, showcasing a plethora of new products with widespread market potential. The diverse range of exhibitors gained insights on product development and effective marketing strategies. The event attracted a spectrum of attendees, from buyers and marketing representatives to potential buying agents. The presence of international brands underscored India's economic potential, offering a platform for growth and projection. One word for the show – Amazing. This event is poised to elevate India's business landscape on a global scale.

94%

Visitors were satisfied with the quality of exhibits at the event

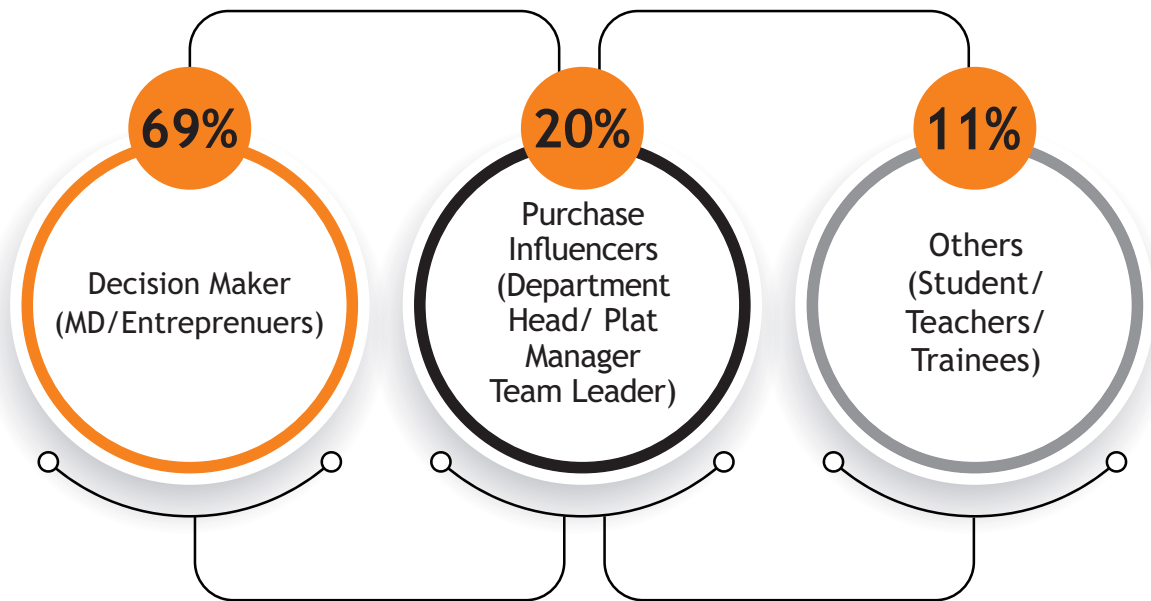


77%

Visitors will visit International Hardware Fair India 2024



VISITOR PROFILE



Additionally, on the first day of the event, we conducted open seminars where speakers discussed industry advancements, the future of hand tools, and key market dynamics of power tools.





Innovative Product Showcase Zone

At the International Hardware Fair India, we introduced a dedicated Innovative Product Showcase Zone, featuring 10 exhibitors unveiling their cutting-edge products. This exclusive area provided a unique platform for attendees to explore and engage with the latest advancements in the industry, highlighting innovation at its finest.

Pankaj Mehta

Head-Marketing, Digital & E-Commerce
J K Files Engineering Limited

The overall experience has been excellent with widespread participation, including international customers, making it a fantastic platform. Traditionally held in Europe, this event's debut in India marks a significant opportunity to showcase Indian products on a global scale. The presence of esteemed brands both local and international, adds prestige and attracts international customers, enhancing India's momentum. This venture serves as an outstanding opportunity for Indian suppliers to join the global community and expand their reach worldwide. It's a pivotal moment for promoting Indian products both domestically and internationally, fostering a positive impact on the 'Make in India' initiative.

Shivam Sharma

Director, Marketing
HR International

The experience exceeded expectations with a larger-than-anticipated turnout, marking a promising beginning for the Cologne Fair in India. This event holds personal significance as my father initiated participation in the Cologne Fair in Germany since 1993, shaping our lives and business interactions. The arrival of this fair in India presents a significant opportunity, allowing local manufacturers to produce the purchased goods. This marks a positive turning point, and I anticipate substantial growth for the show in the coming years. Overall, it has been an amazing experience, and I eagerly look forward to the next year.



**92% EXHIBITORS ARE SATISFIED
WITH THE QUALITY OF VISITORS!**

89%

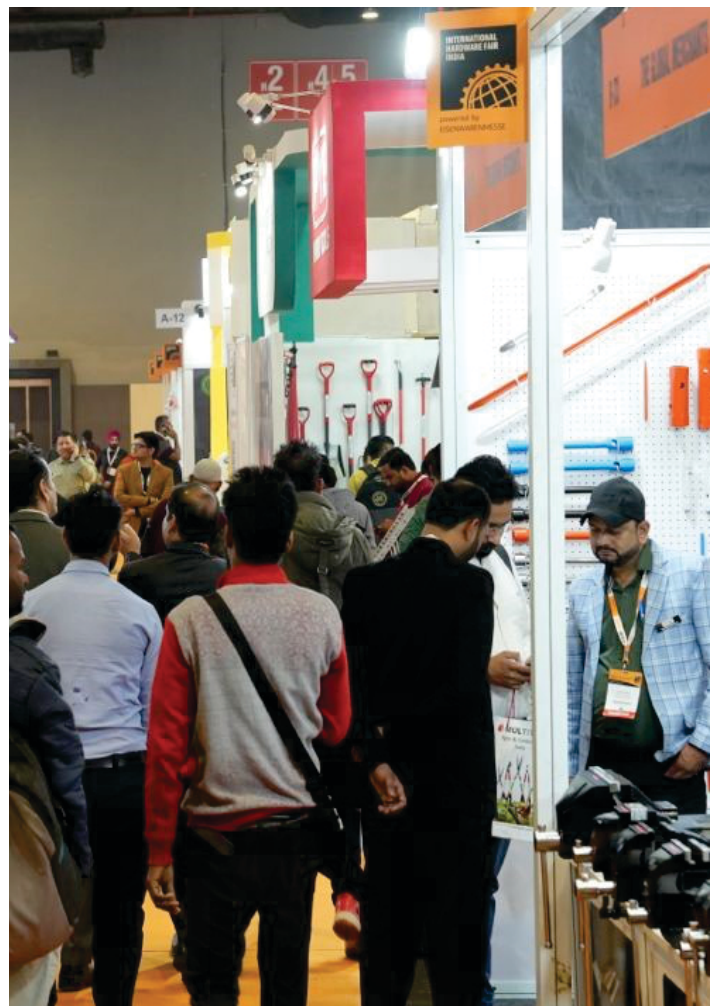
Exhibitors will recommend
International hardware fair
India to business colleagues

72%

Exhibitors will participate
in International hardware
Fair India 2024

91%

Exhibitors consider IHF as
leading industry event



Sandeep Dongre
Project Management
CUMI

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Presenting our product range in collaboration with the global MNC, Rodius, and Ahuko at this inaugural event was a gratifying experience. Having partnered with these companies last year, it served as an excellent platform to launch their products in India. We showcased our comprehensive range of abrasive and hardware industry products, aligning with the exhibiting industries. This marks a shift from the previous practice of exhibitors traveling to Cologne for customer acquisition. The initiative by Koelnmesse to host this event in India is commendable, offering tangible and intangible benefits such as business opportunities and network expansion. Overall, it was a fantastic event, highlighting our product strength and establishing valuable connections within the customer base

Manoj Gupta
Director
Powertex

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The speed and efficiency of the industry's tools showcased at International Hardware Fair India 2023, align perfectly with Prime Minister Modi's vision of India's advancement by 2033. These tools drive automation, saving time and money for workers. The power tool sector plays a crucial role in promoting infrastructure development and fueling the nation's overall progress. While the immediate impact of government initiatives on the company's expansion might not be readily apparent, the relationship between government activities, infrastructure development, and industry growth remains undeniable.

TOP EXHIBITING BRANDS

				
				
				and many more...

Marketing & PR Overview



16,000
Website
Visitors



20
Press
Coverage



8
Outdoor
Hoarding



4,29,459
Social
Impression



9
Trade Media
Partners



37
Cities On-Ground
Campaigns

प्रगति मैदान में इंटरनेशनल हार्डवेयर फेयर इंडिया का हुआ आगाज

उद्योग जगत के



International Hardware Fair India 2023: हार्डवेयर टूल और पावर उद्योग ने दी जर्मनी और चीन को टक्कर, 2030 तक मैन्यूफैक्चरिंग सेक्टर 1 ट्रिलियन डॉलर तक पहुंचाने का लक्ष्य

By लोकमत न्यूज़ | Published: December 2, 2023 06:08 PM

International Hardware Fair India 2023: भारत ने बहुत तेजी से उनके बर्चस्व को तोड़ा है और इस समय पूरा विश्व भारत की ओर नज़रें टिकाए हुए है।



इंटरनेशनल हार्डवेयर फेयर - भारत के हेंड एव पावर टूल उद्योग का 2023 में बेहतरीन प्रदर्शन

प्रगति मैदान समारोह सेवा | नई दिल्ली

इंटरनेशनल हार्डवेयर फेयर इंडिया (एचआईएफआई) का प्रगति मैदान में आयोजित होने का नया दौर शुरू हुआ है। कोलम्बस

हैन देस
हार्डवेयर टूल एवं पावर उद्योग ने दी जर्मनी और चीन को टक्कर, 2030 तक मैन्यूफैक्चरिंग सेक्टर 1 ट्रिलियन डॉलर तक पहुंचाने का लक्ष्य

नई दिल्ली: तमाम चुनौतियों से चुड़ने हुए भारत ने हार्डवेयर हेंड एवं पावर टूल उद्योग सेक्टर में 2030 तक...



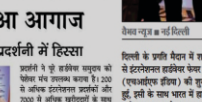
नई दिल्ली: तमाम चुनौतियों से चुड़ने हुए भारत ने हार्डवेयर हेंड एवं पावर टूल उद्योग सेक्टर में 2030 तक मैन्यूफैक्चरिंग सेक्टर को 1 ट्रिलियन डॉलर तक पहुंचाने का लक्ष्य तय किया है। अभी इस क्षेत्र में जर्मनी और चीन का दबदबा है, लेकिन भारत ने बहुत तेजी से उनके बर्चस्व को तोड़ा है और इस समय पूरा विश्व भारत की ओर नज़रें टिकाए हुए है। यही नहीं बल्कि यह उद्योग कानून फुटपुटि को कम करने के लिए नई तरीकों का पता लगाने और उसे

दैनिक जागरण प्रगति मैदान में शुरू हुआ पहला अंतरराष्ट्रीय हार्डवेयर मेला

न्यू नई दिल्ली

प्रगति मैदान में शुरू हुआ इंटरनेशनल हार्डवेयर फेयर इंडिया

प्रगति मैदान में शुरू हुआ इंटरनेशनल हार्डवेयर फेयर इंडिया



प्रगति मैदान में शुरू हुआ इंटरनेशनल हार्डवेयर फेयर इंडिया

Press Coverage

अमरउजाला

इंटरनेशनल हार्डवेयर फेयर इंडिया

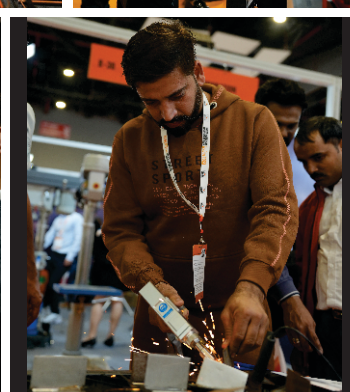
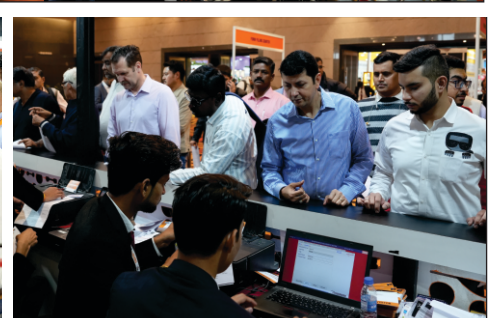
प्रगति मैदान में शुरू हुआ इंटरनेशनल हार्डवेयर फेयर इंडिया



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PHOTO GALLERY



Bringing the
hardware community
together to trade
and innovate

**INTERNATIONAL
HARDWARE FAIR
INDIA**



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EISENWARENMESSE

**INTERNATIONAL
HARDWARE FAIR**
india **2024**

6-8 DECEMBER
Pragati Maidan, New Delhi



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