

www.mmm-expo.com

# 12<sup>th</sup> International Exhibition & Conference on Minerals, Metals, Metallurgy & Materials



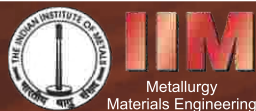
29 - 31 August 2018

Pragati Maidan, New Delhi, INDIA

Organiser



Joint Organiser



Co-Sponsored by



सत्यमेव जयते

Ministry of Steel  
Ministry of Mines  
Ministry of Earth Sciences  
Ministry of External Affairs  
Ministry of Micro Small & Medium Enterprises  
Department of Commerce  
Ministry of Heavy Industries and Public Enterprises  
Council of Scientific & Industrial Research  
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A Step Forward  
the Industry



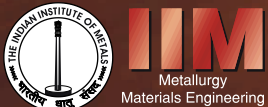


# 3 Days Conference on **MINERALS AND METALS SECTOR- GROWTH PROSPECTS IN NEW BUSINESS ENVIRONMENT**

The Conference will have “Metal Industry Business Forum” involving CEOs, which will be followed by the following technical sessions:

- Prospects of mineral Industries and Raw Material Security for future growth of mineral and metal sectors:
- Planning of infrastructure & Logistic Support
- Enhancing Competitiveness of Indian Steel Sector
- Prospects of Non-Ferrous Industry
- Metals Requirement of Strategic Sectors
- Secondary Steel Sector – Its Contributions and challenges
- Energy / Environment issue in Minerals & Metal Sectors

Organized By



# About Us - ITE Group Plc, UK

International Trade and Exhibitions India Pvt Ltd (ITEI) is part of the ITE Group Plc, a leading organiser of international trade exhibitions and conferences and specialists in fast-growing emerging and developing markets.

ITE Group is one of the world's leading organiser of international trade exhibitions and conferences and specialise in organising events that help to connect your business to the world. The Group organise over 240 exhibitions and conferences every year in emerging markets such as Russia, Central Asia, India, Southeast Asia, Europe, Africa and USA Organise over 240 exhibitions and conferences each year worldwide with many market leading events and well-known brands in key industry sectors. The product range includes everything from niche specialist conferences through to globally significant trade fairs with mass appeal and influence. Some events are very broad in their appeal, others are focused, niche events. While there is a great deal of expertise throughout the group in the following areas...

- Build & Interiors
- Food, Drink & Hospitality
- Oil, Gas & Energy
- Travel & Tourism
- Transport & Logistics
- Security & Protection
- Fashion, Clothing & Textiles
- Engineering & Industrial Technology
- Electronic & Electrical
- Technology
- Healthcare & Medical
- Mining
- Beauty & Cosmetics
- Automotive
- Construction & Machinery
- Paper, Print & Packaging
- Agriculture

## Established

1991

## Publicly Listed

1998

## Number of Events

240+ in 20 countries

## Offices

32 in 20 Countries

## Staff

1000+

Our events facilitate a direct route to important industry sectors. Consistently producing events that deliver business opportunities has led to increasing brand strength and enhanced our reputation as a reliable and trustworthy partner.



## About 12th MMMM

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MMMM is, by far, the largest and the most prestigious event on Minerals, Metals, Metallurgy & Materials with presence of a large number of leading companies of Mining, Metals and Materials industries. The event has always received worldwide appreciation from all over the industry and proved to be the best international business platform in India. The event is sponsored by The Indian Institute of Metals – Delhi Chapter (IIM-DC) and is being jointly organized by IIM-DC and International Trade & Exhibitions India Pvt. Ltd. (ITEI), the Indian subsidiary of ITE Group PLC (UK).

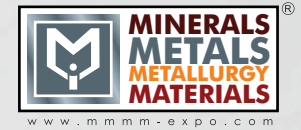
### MMMM 2018 -A sneak preview

- Support from all major Ministries, trade associations of metal and allied industries.
- Expected presence of over 400 leading Exhibitors from 11+ countries.
- International Participation from China, Austria, Finland, France, Germany, Italy, Russia, Spain, UK & USA.
- A high level International conference on “**MINERALS AND METALS SECTOR- GROWTH PROSPECTS IN NEW BUSINESS ENVIRONMENT.**”
- Concurrent Global Meet of World Metal Forum.
- International Business Networking Program (IBNP).
- Industry Excellence Awards.
- Investor Meet by International Chamber of Commerce.
- More than 27 invited International Trade Delegations from 7+ Countries.

**A complete conclave of Policy Makers, CEOs, and Industry experts, Scientists, Academia and Engineers associated with Minerals, Metals, Metallurgical and Allied Industries.**



Exhibitor Profile - More than 10,000 Genuine Buyers, Traders & Consultants Participated on all 4 Days both national and international



#### **Metal Manufacturer and Suppliers**

- Aluminium
- Copper
- Pipes and Tubes
- Steel and Steel Structures
- Stainless Steel
- Zinc
- Wire
- Lead

#### **Minerals**

- Mineral Developments Corporations
- Minerals Exploration Technology
- State Governments
- Handling & Processing
- Transportation and Logistics

#### **Machinery & Technology for Mineral Mining & Processing**

- Communication System & Technology
- Conveyor Belting & Components
- Drilling and Crushing
- Earth Moving Equipment and accessories
- Environment & Geology and Mining Related Services
- Fans and Dust Collectors
- Locomotives, Lubricants & Greases
- Mines Safety Equipment
- Process Control Systems
- Rock Drilling Equipment

#### **Metallurgical Equipment's & Technology**

- Foundry Machinery & Technology
- Welding Equipment & Technology
- Rolling Mill Equipments

#### **Machinery & Technology for Steel & Metal Manufacturing**

- Automation & Instrumentations
- Energy Conservation
- Engineering and Design
- Environment Protection
- Filtration & Separation
- Induction Furnace and Heat Treatment
- Nano-Technologies
- Palletisation

- Project Management & Consultation
- Pumps & Valves
- Quality Control
- Refractories
- Safety Equipment & Technology
- Scientific Research & Development
- Scrap Collecting and Recycling
- Sheet Metal, Tube, Section (ferrous and nonferrous)
- Sintering
- Smelting and Refining
- Software Technology

#### **Metal Working Machinery & Technology**

- Bearing & Shafts
- Cutting, Shaping, Bending & Welding
- Extrusion
- Finished Products, Components, Assemblies
- Flexible Sheet Metal Working
- Forging, Casting equipment and Accessories
- Forming
- Foundry Engineering
- Furnace and Heat Treatment
- Gears, Motors & Compressors
- Joining, Fastening
- Lapping
- Laser Cladding
- Lubricants
- Machine Tools and Dies
- Polishing
- Spray Painting Systems
- Surface Treatment & Corrosion Technology
- Tube / Section Processing
- Vibrator De-burring Machines & Consumables

#### **Material Handling Solutions**

- Cranes & Lifting Equipment
- Hoists & Aerial Work Platform
- Industrial Trucks, Forklifts & Accessories
- Innovative Logistics Solutions
- Loading & Unloading Equipment
- Robotic Systems & Automation
- Warehouse Technology & Systems



## **Visitor Profile**

#### **Buying and Sourcing Mineral Processing**

- Mineral Development Corporation
- Mineral Processing Units
- Public Sector Enterprises
- MSME and Private Companies
- State Government Departments & Agencies
- Contractors
- Scientific Research & Development Institutions

#### **Steel and Metal Manufacturers**

- Metal Producing Companies
- Alloy Manufacturers
- Material Testing Agencies
- Ferrous and Non-ferrous metal production Plants and Units
- Foundry Engineering Units

#### **Buying and Sourcing of Metal & Metal Working Machinery:**

- Aerospace & Defense
- Automobile Industry
- Casting, Forgings and Foundry
- Component Manufacturers
- Consulting Service Providers
- Electrical & Electronics Industry
- EPC Companies
- Fabricators
- Iron and Steel Production
- Non-Ferrous Metals Production
- OEMs
- Power Transmission and Distribution
- Railways
- Rolling Mills
- Sheet Metal Fabricators
- Sheet Metal Products, Components Manufacturers
- Shipbuilding and Ship Repair Industry
- Steel & Aluminum Construction
- Tube and Pipe Sector
- Water Supplier Sector



# Post Show Report 2016 - A Retrospect

## Co-sponsored by



सत्यमेव जयते

Ministry of Steel  
Ministry of Mines  
Ministry of Earth Sciences  
Ministry of External Affairs  
Ministry of Micro Small & Medium Enterprises  
Department of Commerce  
Ministry of Heavy Industries and Public Enterprises  
Council of Scientific & Industrial Research  
GOVERNMENT OF INDIA



**14000 Sqm**

Gross Exhibition Area



3 Days Conference on  
**"Minerals and Metal  
and their Contribution**



**354 Leading  
Exhibitors from  
11 Countries**



**"International Business Networking Program"**  
on  
Industrial Lubricants, Furnaces & Heat  
Treatment Rolling Mills, Pumps & Gears, Transformers

Large Participation from  
**China and Russia**

**Global Technology  
Supplier Pavilion**

Supported by  
**16 Industry Associations  
and  
70 Trade Media**

**7,087** Trade Visitors  
from **31 Countries**



**Business Alliance Meet**  
by URAL Chamber of  
Commerce & Industries



**Investor Meet**  
by Members of Pacific Alliance  
comprising of Chile, Peru,  
& Columbia





# Post Show Report 2016 - The Conference

## Day-1 10th Aug. 2016

### INAUGURAL SESSION

Address by Guest of Honor

**SHRI CHAUDHARY BIRENDER SINGH**

Union Minister for Steel, Govt. of India

### Metal Industry Business Forum

**Chaired by : Dr. Aruna Sharma**

Secretary, Ministry of Steel, Government of India

**Moderate by : Dr. Sanak Mishra**

Secretary General & Executive Head  
Indian Steel Association

### Role of Financial Institutions in shaping future of Metal Sector.

### Existing Mineral Resources in India & Its Future Prospecting

- E-Auctioning of Mines
- Opportunities in the Mining Sector
- Exploration Scenario on Mineral & Mining Front
- Challenges and Opportunities in Minerals, Mining, Coal Sector
- Improved Blasting Design in a Surface Coal Mine



## Day-2 11th Aug. 2016

### Present & Future of Non-Ferrous in India

- Additive Manufacturing in India – Challenges
- Importance of R & D in Aluminum: World and Indian Scenario
- End Use Applications of Copper- Its Challenges and Opportunities
- Improved Blasting Design in a Surface Coal Mine
- Latest advancement in Coke oven Battery design for reduced environmental impact.
- Economic & Industrial Potential of the Sverdlovsk region by Ural Chamber of Commerce & industry

### Technology & Competitiveness of Indian Steel Sector with respect to Global Scenario

- Competitiveness of Indian Steel
- Journey of Tata Steel in Energy Efficiency
- Coal Injection in India – The Myth is Broken
- Raw Material Security and Rising Imports
- Challenges in Installation of Basic Oxygen Furnaces (BOF)
- Focus on Industry 4.0 in the metals industry for digitalization of steel production

### Effective Utilisation of Low Grade Mineral Resources

- Beneficiation Plant at Balaghat by Bateman for upgrading low grade manganese ore By jigging process
- Pelletisation and Beneficiation of Ores
- Trend Towards Increased adoption of pelletisation and its increasing use in large Bfs
- Role of Pellets in Effective Utilisation of low/medium grade iron ore
- Quality Requirement of Iron bearing burden for Large BFs in the context of SAIL (RDCIS)
- Reduced Sinter Production Costs-Mechanical and Process Solutions
- Presentation on Pellets by Essar Steel

### Role of Infrastructure Sector to meet the Challenges of Metal Sector

- Dedicated Freight Corridor for movement of raw materials and finished goods – East & West Rail Corridor
- Shipping & Port Development
- Road Infrastructure
- Infrastructure for Metals and Minerals
- Stainless steel End-Use Evolution in India



## Day-3 12th Aug. 2016

### Energy, Environment of Metal Sector/Super Alloys Industry in India

- Carbothermic reduction of black sand ilmenite to form Fe-TiC Composite
- Application of Robot Spraying Marking and Character Recognition System in High Temperature Metallurgical Field
- Paul Wurth's contribution in Efficient Iron Making with Proven Technologies
- High Strength Steels for Naval Application
- Coal Injection in India - The Myth is Broken

### VALEDICTORY SESSION

- Address by Chief Guest Mr. Vishnu Deo Sai, Hon'ble Minister of State for Steel
- Exhibitor Awards Program

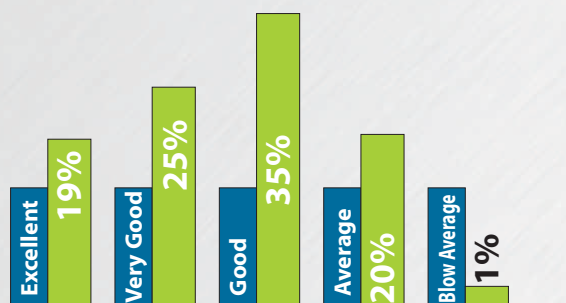




# Post Show Report 2016 - Visitor Statistics

Day	Show Timing	No. of Visitors
<b>Day 1</b>	10 am - 6 pm	<b>2,405</b>
<b>Day 2</b>	10 am - 6 pm	<b>2,727</b>
<b>Day 3</b>	10 am - 6 pm	<b>1,955</b>
		<b>Total-7,087</b>

## Rating the Exhibition



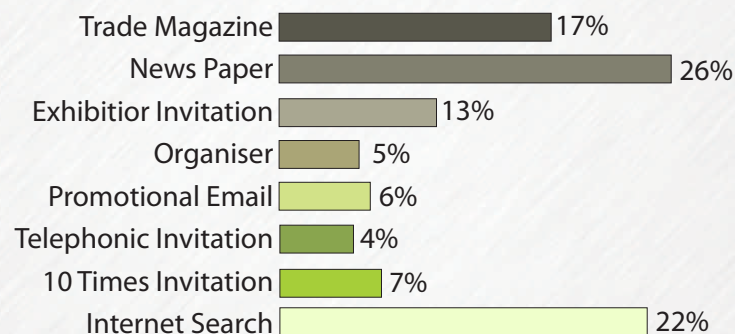
## Key Sectors of Interest

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>Aluminum Production</li> <li>Automation Technology</li> <li>Base Metals Production</li> <li>Copper Production</li> <li>Energy Conservation</li> <li>Ferro-Alloy</li> <li>Forging</li> <li>Foundry</li> <li>Furnaces</li> <li>Heat Treatment</li> <li>Instrumentation</li> <li>Iron &amp; Steel Making</li> <li>Machine Tools</li> </ul> | <ul style="list-style-type: none"> <li>Metal Engineering</li> <li>Process Control</li> <li>Raw Materials</li> <li>Refractory Products</li> <li>Rolling Mills</li> <li>Tube &amp; Pipes</li> <li>Welding Technology</li> <li>Wires &amp; Cables</li> <li>Zinc Production</li> <li>Instrumentation</li> <li>Iron &amp; Steel Making</li> <li>Mineral Processing</li> <li>Pumps &amp; Valves</li> </ul> | <ul style="list-style-type: none"> <li>Bearings</li> <li>Gears</li> <li>Plant Machinery &amp; Equipment</li> <li>Fire Detection &amp; Suppression Systems</li> <li>Casting Machines &amp; Technologies</li> <li>Measuring, Testing and Control</li> <li>Metal and Scrap Recycling</li> <li>Metal Shaping &amp; Finishing</li> <li>Metallurgical Equipment</li> <li>Ferrous and Non-Ferrous Production</li> <li>Automation Technologies</li> <li>Others</li> </ul> |
|--|--|---|

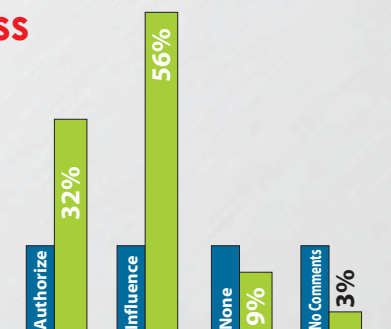
## Factors which influenced their visit

- Opportunity to buy new products
- Variety of products on display
- Networking Opportunity with Industry Leaders
- New Suppliers
- To gather general information
- Opportunity to look for dealerships

## Source of Information About the Show



## Role in decision making process





## Post Show Report 2016 - Some Brands At Show



ESCORT BEARING









A screenshot of the LHO World News website. The page features a header with the site's logo and navigation links. The main content area displays a headline in large, bold, red letters: "GOVT HASTENING ANTI-DUMPING DUTY INVESTIGATIONS". Below the headline, there is a sub-headline in smaller red text: "U.S. GOVT HASTENING ANTI-DUMPING DUTY INVESTIGATIONS". The article text is in black, starting with "The U.S. government is hastening its anti-dumping investigations of imports from China, a move that is expected to speed up the process of imposing duties on Chinese goods that are dumped in the U.S. market." The text continues with "The U.S. government is expected to announce its findings on the anti-dumping investigations of imports from China in the near future."

[illegible][illegible][illegible]



## सम्मेलन शुरू



सम्मेलन के उद्घाटन के दौरान मुख्य अतिथि और मेहमानों के बीच एक फोटो।

## एमएमएमएम 2016 का ग्यारहवां संस्करण 10 से शुरू

शिव मेहनगीर

मुंबई, 10 अक्टूबर (आईएनएस) - एमएमएमएम 2016 का ग्यारहवां संस्करण 10 से 12 अक्टूबर को मुंबई में शुरू हो गया है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है।

इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है।

## विदेशी निवेशकों को 90-95 तक बढ़ाया जा रहा है

मुंबई, 10 अक्टूबर (आईएनएस) - एमएमएमएम 2016 का ग्यारहवां संस्करण 10 से 12 अक्टूबर को मुंबई में शुरू हो गया है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है। इस बार का मेहमानों की संख्या 2015 से 25 प्रतिशत बढ़ी है।

## 90-95 तक बढ़ाया जा रहा है

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## इस्पात उत्पादों की डंपिंग की जांच प्रक्रिया तेज करने में लगी सरकार

नई दिल्ली, 10 अक्टूबर (आईएनएस) - सरकार द्वारा जारी किए गए आदेशों के तहत, इस्पात उत्पादों की डंपिंग की जांच प्रक्रिया तेज करने में लगी सरकार।

## अपरंपरागत स्रोतों में बढ़ाएं तेल के उपयोग : चौधरी बिरेन्द्र



**मिज़रास व मोरारस प्रदर्शनी प्रगति जैदिल में शुरू, 12 अगस्त तक चलेगी प्रदर्शनी**

नई दिल्ली, 10 अक्टूबर (आईएनएस) - अपरंपरागत स्रोतों में तेल के उपयोग को बढ़ावा देने के लिए, सरकार द्वारा जारी किए गए आदेशों के तहत, इस्पात उत्पादों की डंपिंग की जांच प्रक्रिया तेज करने में लगी सरकार।

## इस्पात उत्पादों की डंपिंग के खिलाफ शिकायतों की जांच प्रक्रिया तेज करने में लगी है सरकार

संजय कुमार

मुंबई, 10 अक्टूबर (आईएनएस) - सरकार द्वारा जारी किए गए आदेशों के तहत, इस्पात उत्पादों की डंपिंग की जांच प्रक्रिया तेज करने में लगी सरकार।



मुंबई, 10 अक्टूबर (आईएनएस) - सरकार द्वारा जारी किए गए आदेशों के तहत, इस्पात उत्पादों की डंपिंग की जांच प्रक्रिया तेज करने में लगी सरकार।



**Procedure for filing anti-dumping duty cases to be simplified**

The Economic Times article discusses the simplification of the procedure for filing anti-dumping duty cases. It mentions that the government has taken steps to make the process more efficient and transparent.



**Rising oil prices**

The Economic Times article discusses the impact of rising oil prices on the Indian economy. It mentions that the government is taking steps to mitigate the effects of the price increase.



*"India is likely to leave Japan behind and become world's second largest steel producer by December 2016," IIM Delhi Chapter Chairman K L Mehrotra said in a statement.*

© 1999 Blackwell Science Ltd *Journal of Internal Medicine* 245: 361–368



**NEW DELHI:** India is set to surpass Japan to become the world's second largest steel producer by December this year, an official of Indian Institute of Metals (IIM) said.

"India is likely to leave Japan behind and become world's second largest steel producer by December 2010," IIM Delhi Chapter Chairman K. K. Maheshwari said in a statement.

However, what needs to be distributed is not the responsibility or burden.

process that will help India achieve the ambitious 300-million tonnes target, added Mahabadi, who has also served as chairman and managing director of state-run manganese miner NCL.

\*Test to target the demand for strategic sectors - defence production, including naval warships, frigates, nuclear reactors and IAF's space vehicles, India seems to be important ahead of all the special requirement as of now,\* he added.

HM is organising the HM edition of Minerals, Metals, Machinery and Materials International Exhibition and Conference (MMMM 2010) in the national capital next week.

More than 300 exhibitors from 25 countries, including China, France, Germany, Russia, UK and US, will participate in the event.

AMMIM 2016 is co-sponsored by Ministries of Steel, Mines, Earth Sciences, External Affairs, Commerce and Industry, Heavy Industries and Public Enterprises and Micro, Small and Medium Enterprises, besides the Council of Scientific and Industrial Research (CSIR).



विद्युत् सारभाष्यं संपूर्णं

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**रांची.** मित्रालय, मेटाल्स, मेटमजरी व मेटेडिप्लॉम पर अंतरराष्ट्रीय प्रदर्शनी के कार्यक्रम (प्रमाणकालगार 2016) का 14वाँ संस्करण 10 से 12 अगस्त को प्रमुख पैलान बनी। पिछले 11 वीं अवसर पर इसका 8वाँ चौथी विदेशी सिंग करी, इसमें 25 देशों से 300 से अधिकवागी हिस्सा लेगी चीन आस्ट्रिया, फ्रांस, जर्मनी, इटली, जपान, स्पेन, युएफ और यूएसए जैसे देश इसमें हिस्सा लेगे। निचले के अगुसनी के लिए सार देशों के कार्यसिक प्रतिनिधि भी दौरा करीगे, चिली व मेक्सिको में इसका प्रयोग को संभावनाओं के लिए दो विशेष सेशन भी होगे, यह जानकारी डेक्कन मेटेडिप्लॉम कॉफी मेटाल्स के अध्यक्ष एसएम मोहनी ने दी।





**"Excellent Responsive Event. Good Audience in IBNP. We got good response for targeted audience. Good marketing & branding done by ITEI."**

Bijoyen Das, General Manager (Mktg.), Transformers & Rectifiers (India) Pvt. Ltd.



**"MMMM Exhibition is a great platform for us and all the steel industry. We look forward to this exhibition everytime to showcase our new innovations and technology."**

Varun Jay Rana, Chief Executive, YOGIJI DIGI



**"Impressive Exhibition. Have great interaction with clients."**

Ajay Suneja, Chief General Manager - (Project & Equipment), Sinosteel India Private Limited



**"Well organized show where we got the opportunity to meet our customers. Some Technical sessions were really informative."**

Sharat Chojar, Asst. Vice President (Marketing), Electrotherm (India) Ltd.



**"Good Experience to come here. Nice Arrangement. Keep it up."**

Kishore Magre, DGM - Mines, MOIL Limited



**"Exhibition was upto the mark. Every facility was available. Staff was very co-operative. Keep it up."**

Jaya Singh, Director - Palaeontology Division, Geological Survey of India



**"Thank you very much for this great exhibition. It was our first and best exhibition in India."**

Zlotin Dmitriy, Commercial Director, Termo Nord Stream Ltd.

**"Very well done performance. Highly qualified visitors."**

Stephan Herrmann, Managing Director, Encon System Solutions

**"Great team, good synergy & timely execution makes ITEI a differentiator in the exhibition industry. Keep the good work on Roll !!"**

Yogesh Karandikar, Managing Director, Siidhey Instrumentation (OPC) Pvt. Ltd.

**"Good Platform to Grow...."**

Vibha Mishra, MECON Limited

**"Excellent Show. Good response and an opportunity to interact with prospect buyers. Certainly will participate in the next Edition."**

Jay Shah, Director - Sales & Marketing, Essential Power Transmission Pvt. Ltd.

**"It's been our first visit and taking part in a fair in India and we had a lot of new contacts - very good platform for business."**

Frank Kramer, Engineering, Encon System Solutions

**"The experience here has been good. We did have quite good footfall in our stall from the industry intended for. Would like to participate again next time !"**

Ashok Chowdhary, Director, Tristar Metallurgical Pvt. Ltd.

**"Very well organized. Good Companies here with innovative solutions. Inauguration function very impressive. All amenities available, Much better than last edition."**

Siddharth, Corporate Communication, Steel Authority of India





# Post Show Report 2016 - In Pictures





# Unlimited Opportunities

## As a Sponsor

- Benefit from an ideal time, place and opportunity to get noticed
- Stand out from the crowd
- Enhance your leadership status
- Project a long lasting brand image to a targeted audience

## As an Exhibitor

- Display your latest machinery, technology, products and services to highly focused trade visitors, trade media and delegations
- One to one interaction with the industry at one location
- Brand building among industry and end users
- Explore new business and investment opportunities

## As a Visitor

- Find about the latest technology, machinery and services available in the market
- Find availability of raw materials, alternate suppliers of machinery, equipment and spares
- Find about sources of investments & funding
- Find professionals & skilled manpower

## International Conference



A high level Concurrent International Conference on **Minerals and Metals Sector- GROWTH PROSPECTS IN NEW BUSINESS ENVIRONMENT** will be organized by The Indian Institute of Metals – Delhi Chapter. The conference will deliberate and debate on the current challenges facing the Mineral & Metal Industry in India. The conference will provide networking opportunity to the industry professionals and will be attended by the leading luminaries of the industry.

The conference will also deliberate on market development and dissemination of technical information in respect of Metal, Minerals, Materials and allied industries. This Conference will also be a platform for sharing the best practices prevailing in the industry and initiating a meaningful dialogue with the industry professionals, thus fulfilling its objective of achieving excellence in this sector.

## Co- located Shows

MMMM 2018 will be organized with five other highly specialized concurrent events to create a mega business platform for Machinery, Technology and Engineering sectors in India





## Event Promotion:

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A 360 degree integrated marketing communication approach will be adopted to promote the event through various channels and initiatives like:

- Aggressive Event promotion on social media platform like LinkedIn, Facebook and Twitter
- Promotion through a sustained PR Campaign till the end of the event
- A sustained campaign in the Trade Media till the end of the event
- Launch Functions
- Strategic Tie-ups with reputed associations
- Promotions in other relevant exhibitions and conference globally
- Regular advertisements in various trade magazines
- Newspaper advertisements
- Event updates through weekly emails
- Electronic advertisements on various trade portals
- Personalised invitation to the industry
- Telecalling



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