

# LABELXPO INDIA



NEW DELHI

BY AIR

29-OCT-12

# DISCOVER ENDLESS OPPORTUNITIES TO DEVELOP YOUR BUSINESS



29 Oct - 1 Nov • New Delhi

**LABELXPO  
INDIA 2012**

[www.labelexpo-india.com](http://www.labelexpo-india.com)

Labelexpo India is the largest show for the label, product decoration and converting industry in India. The show offers visitors and media the unique chance to see more machinery and live demonstrations than any other label show in India.

Over 200 international and local exhibitors will present their latest developments in technology and materials, launch new products and give live demonstrations to visitors over four days, ensuring the strong growth of the market and show.



## THE MARKET

With a population of over a billion and a middle class larger than the entire population of the United States, the opportunities are obvious and the rewards have never been greater.

Label industry growth rates in India are currently estimated at 20-25% and this could just be the start of things to come. Not only will the Indian retail revolution support this rapid growth internally, but India will become a major exporter of label products. Low manufacturing costs, combined with a labor force able to communicate in English and willing to learn new skills, may even result in India challenging China as the next label leader.



The show takes place at Pragati Maidan in New Delhi

## DELIVERING QUALITY THROUGH OUR MARKETING CAMPAIGN

Many exhibitions claim to attract high visitor numbers. But over 30 years' experience of organizing successful international trade shows has taught us that the key is to ensure they are the buyers exhibitors want to meet. The Labelexpo award-winning marketing team will deploy all its efforts across a host of marketing channels with a single goal in mind: to deliver quality as well as quantity to your stall.

*The marketing campaign includes:*

### Direct Mail

The direct mail campaign (with promotional flyer) will be posted to our full visitor database in India, encouraging visitors to pre-register

### Email

Most of our visitors pre-register in response to an email. The email design will incorporate the creative theme of the campaign.

### Advertising

The ad will be published in all the key publications and websites (including general printing and label-specific titles), focusing on key emerging and mature markets.

### Website

The website is a very important part of the marketing campaign, since all pre-show registration is done online. It contains all key show information and statistics; including exhibitor list and a new exhibitor news section – highlighting the new launches and developments at the show. The website takes visitors directly to the online registration system.

### Media/Associations

We are proud to work with some of India's leading trade associations and publications, media companies and other organizations serving the printing sector.

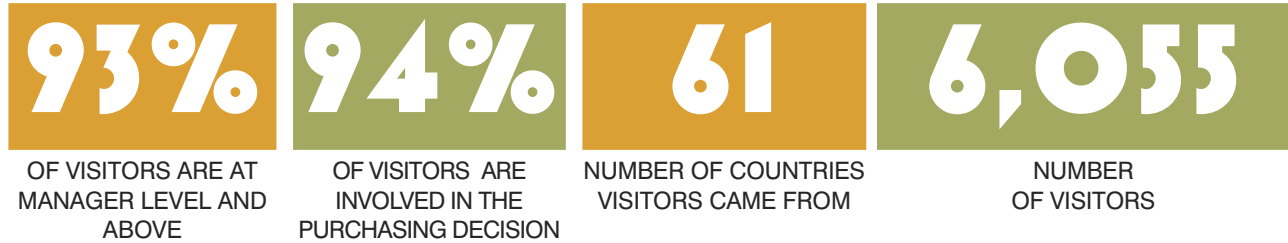
These partnerships underline our joint commitment to the industry and its future prosperity.



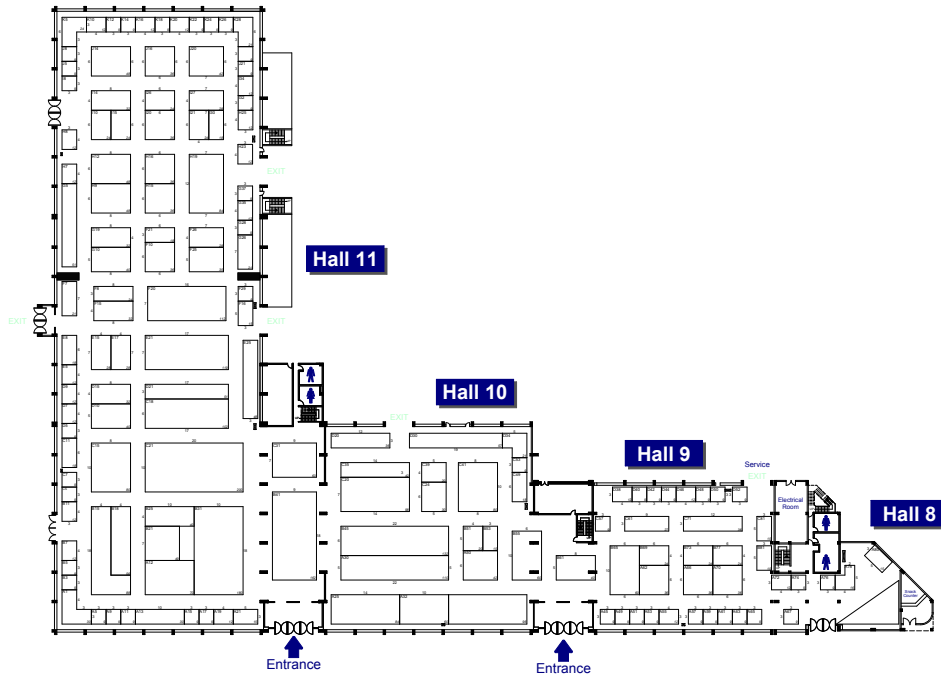
## WHO ATTENDS THE SHOW?

- Label printers/converters
- Flexible packaging printers/converters
- Folding carton printers/converters
- Packaging printers/converters
- General printers/converters
- Brand owners
- Label designers
- Industry suppliers

## THE FACTS:



## HALL LAYOUT:



“The show was a huge success for RotoMetrics. We had productive meetings with new and existing customers, and sealed multiple deals for new press tooling orders. Labelexpo India is a great platform for companies who are committed to this growing market.”

**Shaun Pullen, ROTOMETRICS**

“Hundreds of visitors thronged our busy stand and the live demos were watched with great interest. This was the most focused show ever. We have several hot prospects which will soon turn into orders and printers took notice of a quality Indian manufacturer amidst all the large European manufacturers.”

**Amit Ahuja, MULTITEC**

## WHY EXHIBIT?

Labelexpo India's role is to gather the best examples of machinery and materials from a wide variety of international and Indian manufacturers and enable visitors to compare technology and make their decisions on future investments.

- ⦿ Rapid growth in Indian economy - 8.6% rise in 2009.
- ⦿ Indian label stock consumption growing by 15-20%.
- ⦿ India's FMCG market exploding with rise of the middle class.
- ⦿ There is a demand for better presses, ancillaries and substrates as the market has become considerably more sophisticated over the years, and it is demanding quality, performance, and competitive pricing, as well as the latest in technology.

## WHO EXHIBITS AT THE SHOW?

- ⦿ Label and narrow web printing machinery manufacturers
- ⦿ Label application, overprinting & inspection equipment suppliers
- ⦿ Pre-press & production technology suppliers
- ⦿ Radio frequency identification suppliers
- ⦿ Security solution suppliers
- ⦿ Substrate & adhesive suppliers
- ⦿ Industry service suppliers



“It was a great focused show. The quality of the visitors was fantastic. We thought this only happened at Labelexpo Europe. Thanks to the whole Labelexpo team.”

**Shrihari. K. Rao, ESKOARTWORK**

“ETI was able to promote its unique technology, especially design to coat, laminate and print both sides of labels, thus generating a 50% cost reduction on raw material. Following the show, two contracts for this type of Cohesio equipment will be signed shortly in India for installations in mid 2011 and several other firms, who understood the advantages of the process, have asked for a quotation.”

**Danielle Brunet, ETI CONVERTING EQUIPMENT**

## ABOUT THE ORGANIZERS:

Labelexpo India, part of the Labelexpo Global Series, is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media that span across Europe, the Americas, Asia and the Middle East.

Through established and constructive relationships with industry associations, media and suppliers, Labelexpo Global Series has a proven understanding of and commitment to the label industry and, as such, possesses an impressive

track record in trade shows in the label printing industry, including a global portfolio of successful shows, such as:

- Labelexpo Europe
- Labelexpo Americas
- Labelexpo Asia
- South China Label Show
- Label Summit Latin America

**Labelexpo India is the place where local talent meets the international know-how.**

**Contact us today to discuss how your business can benefit!**

### Offices:

Tarsus Group Ltd  
Metro Building  
1 Butterwick  
London  
W6 8DL  
United Kingdom

Label Expositions Pvt Ltd  
O4U Centre, 649  
Office M-03, Phase-5  
Udyog Vihar  
Gurgaon  
India

Tarsus Expositions Inc  
16985 W Bluemound Rd  
Ste 210  
Brookfield  
WI 53005  
United States

**Tel:** +44 (0)20 8846 2700

**Fax:** +44 (0)20 8846 2801

**Email:** sales@labelexpo.com

**Tel:** +91 124423 4434

**Email:** sales@labelexpo.com

**Tel:** +1 (262) 782 1900

**Fax:** +1 (262) 782 8474

**Email:** sales@labelexpo.com



29 Oct - 1 Nov • New Delhi

**LABELEXPO  
INDIA 2012**

www.labelexpo-india.com