



INTERNATIONAL  
HARDWARE FAIR  
INDIA

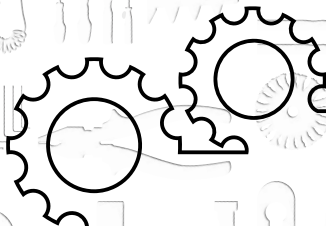


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EISENWARENMESSE

# INTERNATIONAL HARDWARE FAIR *india* 2023

Hand Tools | Power Tools | Fasteners  
Machine Tools | Cutting Tools | Garden  
Equipment | Building Material Hardware  
Plumbing | DIY | Electrical Hardware | Paints

**2-4 December**  
Pragati Maidan  
New Delhi, India **2023**



Bringing the hardware community  
together to trade and innovate

The Indian market is well positioned to offer global economies an additional option to **diversify their supply chains**

Focussed annual event with the highest level of **international standards** to engage and grow the **hardware community**

## Value Proposition

The B2B trade fair excellence to **host and attract visitors / buyers** from **international markets**

The B2B trade fair with the most complete product and services overview for the **Indian hardware industry**

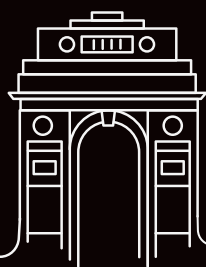
## Bringing the hardware community together to trade and innovate

INTERNATIONAL HARDWARE FAIR INDIA aims to be a focused event for the **hardware community** and embed **German standards** in facilitating the marketplace.

Koelnmesse is a leading trade fair organiser and the authority in bringing the **global hardware community** together through its industry-leading trade fairs - **EISENWARENMESSE - International Hardware Fair Cologne, Germany, Asia-Pacific Sourcing, Cologne, Germany, International Hardware Fair Italy, Bergamo and China International Hardware Show, Shanghai** - around the world.



## Why DELHI?



- Capital city with proximity to the industry
- Easy access for travel and accommodation
- World-class venue

International Hardware Fair India will be held at **Pragati Maidan New Delhi, India** - a new and enhanced exhibition venue



16 kms



4 kms



1 km



0.5 km



0.5 km



## Exhibitor Profile:

- ⊗ Hand Tools
- ⊗ Fasteners
- ⊗ Building Material Hardware
- ⊗ Home Improvement
- ⊗ Machine Tools
- ⊗ Garden Equipment
- ⊗ Plumbing
- ⊗ Electrical Hardware Accessories
- ⊗ Paint and Accessories
- ⊗ DIY
- ⊗ Industry Services
- ⊗ Workshop and Fixing Technology
- ⊗ Building and Furniture Fittings
- ⊗ Automotive Supplies and Accessories

## Visitor Profile:

- ⊗ Tools Specialist Trade
- ⊗ Hardware Trade
- ⊗ Railway / Automotive sector / E-vehicle
- ⊗ Department Store / Discount Store
- ⊗ Renewable Energy Sector
- ⊗ Casting and Forging Industries
- ⊗ Construction Industries
- ⊗ Engineering Industries
- ⊗ DIY Industries
- ⊗ Medical Equipment Manufacturer
- ⊗ Electrical and Plumbing Contractors
- ⊗ Garden Centres
- ⊗ E-commerce

## Department Profile:

- CEO's / COO's / Managing Director
- Purchase Department
- Production Department
- Sales Managers
- Civil Engineers
- Architects
- R&D Department
- Training Department

## Reasons to Exhibit





Join us by taking:

Raw Space

Shell Scheme

Sponsorship

**Targeted Marketing Strategy** to attract relevant exhibitors and visitors to the event

SMS Campaigns

Personalised Meetings  
with Top Industry Buyers

Authentic  
Industry Database

VIP Programmes  
for Visitors

Inviting Members of  
Trade Associations

Email & Personal  
Invitations

Website

Tele-Marketing

Promotion via  
Media Partners

Show Listing on  
Top Industry Portals

Newspaper & Magazine  
Advertisements

Social Media  
Networking

FM Radio



**Four road shows covering India**

targeting exhibitors and visitors leading to **INTERNATIONAL HARDWARE FAIR INDIA**

expecting **5,000 qualified business visitors** at the trade fair

**INTERNATIONAL  
HARDWARE FAIR  
india 2023**

**2-4 December 2023**

**Pragati Maidan, New Delhi**

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**Date:** 02-04 December 2023

**Venue:** Pragati Maidan, New Delhi, India

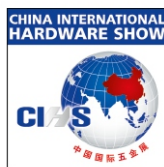
**Set-up:** 30 November 2023 -  
01 December 2023

**Dismantling:** 04 December 2023

Admission for visitors only

**KOELNMESSE:  
GLOBAL COMPETENCE IN HARDWARE**

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