

# REPORT ON AERO INDIA 2015

## BANGALORE

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### The trade show... at a glance

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<b>Venue:</b>	Yelahanka Airforce Station, Bangalore, India
<b>Show organiser:</b>	Defence Exhibition Organisation, Ministry of Defence, Government of India, Pragati Maidan, New Delhi - 110001, India, Website: <a href="http://www.aeroindia.in">www.aeroindia.in</a>
<b>Products:</b>	Aerospace, Defence, Civil Aviation, Airport Infrastructure and Defence Engineering
<b>Frequency:</b>	Biennial
<b>Dates and duration:</b>	February 18 - February 22, 2015 (Business days 18-20 February)
<b>Scope:</b>	International - national - regional
<b>Exhibitors:</b>	635 Aerospace Companies, 300 CEO's from India & abroad and delegates from 42 countries  Manufacturers, wholesalers, importers, agents, direct exhibitors, indirect / represented, etc., in the field of Aerospace, Defence, Civil Aviation, Airport Infrastructure and Defence Engineering
<b>Participation by FIT:</b>	Belgian Pavilion, Hall C - C2.9
<b>Visitors:</b>	Mainly Indian  Visitor's profile: trade visitors, purchasers / buying agents, importers, sole traders, private persons, students...More than 100000 business visitors visited the trade show on the business days and overall more than 300000 public visitors visited the 5 day fair.
<b>Website:</b>	<a href="http://www.aeroindia.in">www.aeroindia.in</a>
<b>Exhibitors' list:</b>	Exhibitors' Directory available at FIT Bangalore
<b>Next edition's dates:</b>	February 2017

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## Leading Trends and Overall Judgment of the Trade Show

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### Importance of the Trade Show

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Aero India 2015 came with the '**Make in India**' theme which logically focuses on Aerospace, Defense, Civil Aviation, Airport Infrastructure and Defense Engineering and has attracted a record number of participants from the International and Indian industry.

Aero India 2015 provided a significant platform in bolstering business opportunities in the International Aviation Sector. It has favorably poised an exponential growth over previous edition. A rapidly growing economy, defense preparedness, challenges and opening up of defense production to the private sector, have given a major fillip to the defense industry in India. It has also become a hub center for the defense business in Asia.

The main attraction of Aero India 2015 was the '**Make in India**' campaign by the Prime Minister of India, Mr. Narendra Modi. The Prime Minister inaugurated the show and mentioned that it is easier for public, private and foreign investors to manufacture defense equipment in India after the reform of the defense procurement policies and procedure.

SIATI also referred to the 'Make in India' Program during the roundtable with FIT. They are willing to work on joint projects besides UAV depending on the interest of the Belgian industry and look forward to receiving our proposals before or during the Paris Airshow in June.

The Belgian Aerospace presence at Aero India (with 7 co-exhibitors) was highly appreciated by the Indian aerospace industry (although it was small) and well located in hall C. It is always suggested and it was vindicated that it was the right time to be here, considering the major policy changes that are about to happen in the Indian defense & aerospace sector. Moreover, the Belgian exhibitors were quite happy with the outcome of the show and would like to come back in 2017.

FIT Bangalore would be continuing efforts in positioning the Flanders Belgian Industry with right contacts for harnessing the various opportunities. It will be a challenge to get the interest of Belgian companies renewed: biggest impediment being the cultural difference. The show showcased a new wind that is blowing in India, and new policies will create new opportunities. Belgium & Flanders should be part of it ... And all of us need to work together in taking the next steps and to hand hold Belgian companies in this sector and geography.

### Trade Show Trends

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Aero India has already carved a niche for itself globally as a premier aerospace exhibition, with nine successful editions organized since 1996. In Aero India 2013, the participation of exhibitors from 29 countries with 570 companies (274 overseas + 296 domestic) and 46 overseas delegations were accommodated over a gross exhibition area of 108,250 sqm (including outdoor), which was nearly 44% more than the previous edition held in 2011.

The tenth edition of Aero India was held at Air Force Station, Yelahanka, Bangalore, from February 18<sup>th</sup> to February 22<sup>nd</sup>, 2015.

Aero India 2015 witnessed up to 750 exhibitors, about 100,000 business visitors and 300,000 general visitors visited the fair. There was a significant presence by the USA, France, Russia and Israel. This edition also showcased the new Indian Government's theme of 'Make in India'. The 'Make in India' program opens up opportunities for Belgian companies in co-development, joint ventures and technology transfer for a win-win situation. For the first time in the history of Aero India editions, the show was inaugurated by the Prime Minister of India.

## Participation by FIT

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This particular sector has been the Target sector for FIT Bangalore and a lot of work has gone in developing the interest in Indo-Belgian cooperation.

The History & Evolution of Indo-Belgian Cooperation is as follows:

- Biannual presence at Aero India in Bangalore since 2009
- Smaller presence at India Aviation in Hyderabad 2012-2014
- FLAG MOU with SIATI (Society of Indian Aerospace Technologies & Industries) since 2010
- Visit of Indian aerospace delegation to Belgium in September 2012
- India Breakfast Seminar at Paris Airshow 2013
- Follow up discussions regarding UAV partnership at Singapore Airshow 2014
- Visit of Indian aerospace delegation to Belgium in May 2014
- Launch of the AeroFi (Mission Aerospace Foundation of India) where in the Indo-Belgian cooperation was mentioned and drew attention of the Industry
- Further discussions on UAV project(s) at Aero India 2015

We have been having successful interactions between Flanders and India in the Aerospace Segment for the past 4-5 years and from a situation of almost no interaction to a MOU between SIATI and FLAG and a continuous interaction in several airshows like Farnborough, Singapore, Le Bourget, etc. In addition, we have had two incoming missions of 10 companies/12 delegates from India to Flanders (in 2012 and 2014). There has been reasonable success for a number of Belgian companies. In addition, given the fact that the new Government in India has opened up the Aerospace Defense sector and having lined up series of big budget buying both in products and technology, it would be worthwhile to continue the efforts already put in and to further consolidate the cooperation between the Flemish and Indian industry in this segment.

Flanders Investment & Trade took part as the 'Belgian Aerospace' Pavilion along with FLAG and 7 aerospace companies, with a space of 53 sqm in Hall C (booth C2.9). Each participating company was provided with B2Bs and access to an extensive network developed. The companies were very pleased with the support provided.

H.E. Ambassador of Belgium, Mr. Jan Luykx, visited the Belgian Pavilion on February 18 and February 19, 2015. The Consul General of Belgium in Chennai, Dr. Bart De Groof, visited the pavilion on February 20, 2015.

The Defense Minister of India, Mr. Manohar Parrikar visited the Belgian Pavilion on February 18, 2015, and interacted with H.E. Ambassador of Belgium, Mr. Jan Luykx, and Mr. Jayant Nadiger of FIT Bangalore.

A **Round Table** was held on February 19, 2015, at 1530 Hrs. at the Belgian Pavilion which was attended by all the participating Belgian companies and Indian companies who are SIATI members.

FIT hosted a **Networking Reception** on February 19, 2015, at Richmond Hall, Vivanta by Taj – MG Road, at 1900 Hrs. The Networking Reception was a small event for all the Belgian delegates participating in Aero India 2015 and a few selected Indian guests.

FIT BANGALORE also organized for the nationwide television coverage of the Belgian Pavilion and interview and bytes were telecast on the nationwide channel.

*The photographs of the event enclosed in the link below.*

<https://plus.google.com/u/0/photos/101631840457717763553/albums/6119755353028932705>

## Tradeshow Organizer Contact Details

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Aero India 2015 was organized by the Defense Exhibition Organization, Ministry of Defense, Government of India.

Mr. Mayaskar Deo Singh – Director  
Defence Exhibition Organisation,  
Ministry of Defence, Government of India,  
Pragati Maidan, New Delhi – 110001, India  
Mobile: +91-9717014448  
Tel: +91-011-23371987, +91-011-23371509, +91-011-23371623  
Fax: +91-011-23370849  
Email: [director@aeroindia.in](mailto:director@aeroindia.in)  
Website: [www.aeroindia.in](http://www.aeroindia.in)

## More information

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Jayant Nadiger  
Trade & Investment Commissioner of Flanders Region of Belgium  
Trade Commissioner of Wallonia & Brussels Region of Belgium  
# 102, I Floor Prestige Poseidon,  
139, Residency Road, Bangalore – 560 025  
Tel: +91-080-22229921 / 22  
Fax: +91-080-22229920  
Email: [jayant.nadiger@fitagency.com](mailto:jayant.nadiger@fitagency.com)

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