

# intertool

DELHI

developed by



Display of technological innovation in Power & Hand Tools,  
from across the globe under one roof.

Co-located Show at:

The Vision of Asia

11<sup>th</sup> **amtex** 2018

ASIAN MACHINE TOOL EXHIBITION  
06 - 09 JULY 2018, PRAGATI MAIDAN, NEW DELHI, INDIA.

**06 - 09 July 2018**

**Pragati Maidan, New Delhi,  
India.**

Organised By:



[www.intertool-expo.com](http://www.intertool-expo.com)

# INTERTOOL DELHI: Solution of Supply to the Demand for Tooling in India

Intertool Delhi is a platform dedicated to displaying the technological innovation specifically in the field of Power and Hand Tools. **The exhibition will be held from 06 - 09 July 2018 at Pragati Maidan, New Delhi, India.**

Intertool was started in Austria as a trade fair dedicated to manufacturing technology in the metal processing sector. It focuses on machine tools and precision tools for separating and forming work piece processing, as well as fixtures and fittings, techniques, technologies and systems along the entire process chain.

It is a first of its kind in India, dedicated to exploring the niche market of Power and Hand Tools.

## WHAT TO EXPECT?



Display of innovation from industry leaders from across the globe.



Participation from companies in the field of Power and Hand Tools from China, Taiwan, Japan, South Korea, Singapore, Germany, Italy, Turkey and other European countries.

Exclusive Business Matchmaking Program poses an opportunity to Meet and Network with qualified Business leads.



Felicitations of the Companies with the most innovative display of Technology.



## THE POWER OF TWO SHOWS

INTERTOOL DELHI will be co-located with the 11th AMTEX Delhi 2018 which is the flagship event in India for the Machine Tools and Engineering Industry showcasing the latest developments in manufacturing technology from India and several other countries. AMTEX attracts incredible number of trade visitors from various application industries.

Support of The Association of German Tool Manufacturers (power and hand tools) poses as an opportunity to bring in Exhibitors and Business Visitors from the Tooling industry across European countries.

## WHY PARTICIPATE?

- The exhibitors at Intertool Delhi will also benefit from cross-marketing and visitor flow of the co-located shows- AMTEX Delhi, the leading North Indian machine tools trade fair.
- The show experience will be greatly enriched by professional and targeted Matchmaking, Networking, Awards, Innovation and inventor showcases.
- Intertool Delhi will work very closely with the International team of Intertool in order to attract international buyers from various application industries.
- Gain advantage of the co-located AMTEX show which has always attracted incredible number of qualified business visitors from various application industries.

# EXHIBITOR PROFILE

- Manufactures, Traders & Importers Of Hand tools for metal, wire, pipe, stone, wood, glass, ceramic and plastic work
- Power tools
- Pneumatic tools
- Hydraulic Tools
- Painting & Finishing Work Tools
- Fixing Tools
- Diamond and Carbide tools
- Hardware, Consumables, Tool Storage, Working garments and PPE

## GoConnect | Business Matchmaking Program

GoConnect is an online platform that enables the Pre-registered Visitors to fix meetings in advance with the Exhibitors of the show, with the purpose of conducting **Business**, exploring **Opportunities**, **Networking** and **Discovering** the latest technologies of the industry.

### Features of GoConnect

#### Time Management



#### Ease of Research



#### Online Diary



#### User Friendly



## ACTION PLAN FOR INTERTOOL DELHI



#### TRADE JOURNAL

- Industry Trade Magazines
- Top industrial magazines on Hand Tools & Power Tools



#### PUBLIC RELATIONS

- Support of Industrial Associations
- Press release
- Road Show



#### SPECIAL PROGRAMS

- GoConnect
- Networking Session
- Live Product Demonstration



#### DIGITAL MARKETING

- Website, SEO
- Social Media Marketing
- E-Newsletter
- Online Show Listings

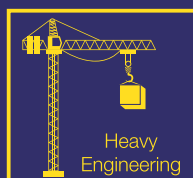


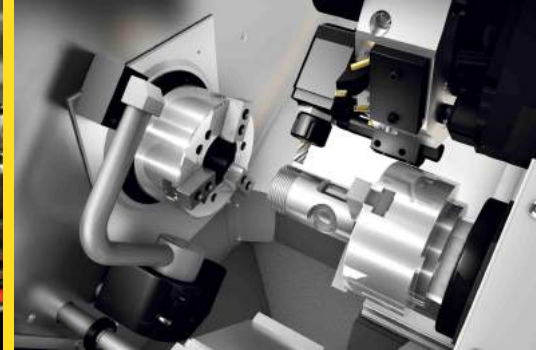
#### DIRECT MARKETING

- Bulk Email
- Bulk SMS
- WhatsApp Marketing

## VISITOR PROFILE

Intertool Delhi will attract key decision makers as business visitors from the across the globe in the following fields:





Grab the opportunity to explore the Indian market through **INTERTOOL DELHI 2018**.

### Why India?

- Initiative from government such as 'Make in India' is expected to bring more foreign manufacturing hubs in India due to which demand for good quality tools is definitely going to increase
- The Indian Power Tools market size in India is expected to grow at a CAGR of 8.9% by 2026

### Benefits of being located in New Delhi:

It poses an opportunity to specifically explore the market and attract qualified business Visitors from the Northern region of the country.

### Facts about the market in North India-

- Power Tool Market in North India is estimated to be growing rapidly, expanding at a CAGR of 9.7% over the forecast period.
- The hand tool industry in Punjab alone accounts for 75 -80 per cent of total exports.

## ABOUT THE ORGANIZER

Reed Triune Exhibitions Pvt Ltd is a joint venture between the world's leading event organizer Reed Exhibitions and the largest exhibition organizer in India Triune Exhibitors Pvt Ltd.

The JV has enabled international presence and analysis of the markets, industries & stakeholders closely and accurately as well as providing proximity to Exhibitors in the country and abroad.

### Indian Sales Contacts:

Vilma Pereira  
+91 98450 89641  
vilma@reedtriuneexhibitions.com

Manish Chaturvedi  
+91 93419 28011  
manish@reedtriuneexhibitions.com

### International Sales Contact:

Anand  
+91 92431 22333  
anand@tepl.net

### Head Office:

#25, 3rd Floor, 8th Main Road, Vasanthnagar, Bangalore - 560052.  
Tel : +91-80-43307474 | Email : info@reedtriuneexhibitions.com

Organised By:



Co-located with:



Business Matchmaking Program:



Association Support:



[www.intertool-expo.com](http://www.intertool-expo.com)