



POST SHOW REPORT



3 - 6 December 2009

MMRDA Grounds, BKC
Mumbai, India



Convergence of Extruders



2009 saw the debut of ZAK Aluminium Extrusions Expo - India's exclusive tradeshow on the Aluminium Extrusion industry. The show was a one of its kind with all extruders coming together under one roof. ZAK Aluminium Extrusion Expo was held concurrently with the 7th ZAK Glass Technology International, 6th ZAK Doors & Windows and 19th ZAK presents IIID's Showcase. A total of 26,000 visitors attended the shows over 4 days.

Bhoruka Aluminium was the presenting sponsor of the event. Other major participants include Jindal Aluminium, Alufit India, Eurall Gnutti, Royal Touch Aluminium and other well known companies showcased their latest products. The show was inaugurated by 101 top architects and fabricators of India represented by the Institute of Indian Interior Designers. With the success of its debut appearance in Mumbai, ZAK Aluminium Extrusions Expo goes international in its next edition in New Delhi from December 3-5, 2010 at Pragati Maidan. To maximize the region's potential, Mumbai & Delhi will play alternate hosts to each other every year.

Exhibitor Survey Analysis

■ Exhibitors are content with the overall effect in this first appearance in Mumbai

- 90% of the exhibitors have rebooked or are willing to consider booking the stands at ZAK Aluminium Extrusions Expo
- 96% of the exhibitors are satisfied or somewhat satisfied with the quality of visitors visiting their stand

■ Exhibitors are satisfied with the event organization and organiser service

- 81% of the exhibitors are satisfied or feel acceptable with the service before the show
- 85% of the exhibitors are satisfied or feel acceptable with the communication before the show
- 78% of the exhibitors are satisfied or feel acceptable with the service at the show

■ Direct and efficient promotion is delivered to the exhibitors

- 95% of the exhibitors believe that they were able to strengthen their relationships with current customers through their participation
- 94% of the exhibitors believe that they had effectively promoted their company or product awareness

■ What our exhibitors say



"The exhibition certainly exceeded our expectations. It demonstrated the increase in the level of quality & professionalism from each and every one of us and stressed upon the importance of not only meeting but exceeding expectations moving ahead"

Rajat Agarwal
Executive Director
Bhoruka Aluminium Ltd.



It was an exciting & fruitful exhibition for us particularly where we found most of the visitors were relevant & good which was beyond our expectation. Good initiative was taken by ZAK. The exhibitors' list reads like a "who's who" of aluminum extrusion and services suppliers, making this a good opportunity to see what's new.

Rakesh Lahoti
Regional Manager
Jindal Aluminium Ltd.



"It was indeed a wonderful experience to participate in the recently concluded exhibition. We had a fantastic response from the targeted customers and audience. Throughout the exhibition we have received good business and trade enquiry, could be of great help to establish the business contacts in some of the untapped hidden markets."

In one sentence we can say "response was beyond our expectations".

D N Jha
Vice President- Extrusions
Alufit India Pvt. Ltd.

Visitor Survey Analysis

■ Visitors acknowledge the effectiveness of the show

- 91% of the visitors reported to have met and somewhat met their visiting needs
- 85% of the visitors are likely to return to next year's ZAK Aluminium Extrusions Expo 2010 in Delhi
- 90% of the visitors have placed or have been planning to place orders through this show
- 98% of the visitors believe that ZAK Aluminium Extrusions Expo is a representative trade event in the aluminium extrusions industry that should not be missed.

■ What our visitors say

"It is first time an excellent Trade Show on Aluminium Extrusions in India organized by ZAK Group in a systematic manner. It was impressive and a Grand Success. Wishing more success for the next expo"

Gopal M Pai - CMD
SALCO Extrusions Pvt. Ltd.

"A meaningful platform and a very well organised event highlighting the aluminium extrusions industry"

Raja Chavan
Institute of Indian Interior Designers - Mumbai Chapter