

PAINTINDIA forges alliance with leading global coating exhibitions'

Colour Publications, Vincentz Network and NürnbergMesse signed a contract for PAINTINDIA's future in an official ceremony in Mumbai this January: The two German companies, a publishing house and a trade fair company, have acquired an interest in the trade fair hitherto owned by one of the leading and oldest publishers for techno-commercial journals in India. The goal is to lay a solid foundation for a long-lasting commitment. "We appreciate to reinforce our relationship by holding an interest in PAINTINDIA and thus investing in the growing Indian market", concluded Dr. Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse together with Dilip Raghavan, Managing Director of Colour Publications, and Jonas Vincentz, CEO of Vincentz Network.

As organizers of the leading coatings trade show "European Coatings SHOW", Vincentz Network and NürnbergMesse look back on 20 years of a strong, trusting partnership and plenty of experience in running coatings shows and conferences. In addition NürnbergMesse North America runs, the American Coatings SHOW, the highlight event of the US paint and coatings industry, on behalf of the organizers American Coatings Association and Vincentz Network, while Vincentz Network is responsible for the high-quality conferences accompanying these trade fairs.

Since the inception of PAINTINDIA in 1993 Colour Publications has succeeded in establishing this exhibition series as the prime forum for the Indian coatings industry. The new line-up enables the three companies to cooperate in one of the most important international growth markets for coatings. It combines the expertise in science, international industry and in organizing highly specialized trade shows and conferences. This makes Colour Publications, Vincentz Network and NürnbergMesse perfect partners, as each of them is an expert in its field.

"Our investment in PAINTINDIA brings us another step closer to our goal of organizing exhibitions corresponding to our themes in Nürnberg and of being present in all major economic regions of the world. In this effort India



– as one of the most dynamic markets at this time – is key and as PAINTINDIA is a top-grade trade fair we feel honoured to join forces with them”, explains Peter Ottmann. The partnership is also a perfect starting point for the plans of NürnbergMesse which already has a subsidiary in New Delhi, India.

Bright prospects ahead

“The paint and coatings sector in India is growing almost twice as strongly as the real gross national product”, says Dilip Raghavan, Managing Director of Colour Publications, about the positive prospects for PAINTINDIA. “Both national and international suppliers therefore expect their product sales to grow by 15 to 20 per cent a year in the coming years. I am very delighted to start this promising future with two strong and experienced partners.”

India is one of the most interesting international emerging markets also beyond coatings. A growing economy with highly trained scientists and businesspeople indicate that a bright future is ahead in India.

The strength of the three

This partnership will lay the ground for merging the strength of the three shows to access this enormous business potential. Jonas Vincentz, CEO of Vincentz Network, is confident that the new partnership is well poised to tap India’s coatings potential: “Colour Publications, NürnbergMesse and Vincentz Network share a number of values and strategic approaches. All of us believe in long-term involvement, in the power of networking, in the importance of personal relations based on continued dialogue and mutual trust.”



At the same time the coatings business is becoming ever more global and thus coatings trade shows face higher demands. “So a global challenge calls for a global solution. That’s why I am convinced that our commitment in PAINTINDIA will strengthen the three coating trade shows. PAINTINDIA is a highly qualified basic component to provide a profitable business environment for the coatings industry to operate successfully on a global basis”, assures Dr. Roland Fleck, CEO of NürnbergMesse.

→ The upcoming events:

- March 19–21, 2013 European Coatings SHOW, Nuremberg/Germany
- March 6–8, 2014 PAINTINDIA, Mumbai/India
- April 8–10, 2014 American Coatings SHOW, Atlanta/USA