

**Consulate General of India
Frankfurt**

PRACTICAL WORLD 2018

*International Hardware Fair
Cologne*

4 - 7 March 2018

Consulate General of India

Frankfurt

International Hardware Fair held in Cologne from 4th to 7th March, 2018

1. The International Hardware Fair 'Practical World' is a leading global trade fair for the hardware industry which is held every two years in Cologne. The fair is clearly divided into four product categories such as tools, industrial supplies, fixtures, connection technology and hardware, building supplies and DIY equipment, providing the full product overview of the hardware industry. Numerous special shows and events as well as the iron forum, the stage for current topics, technical know-how and knowledge transfer complement the program of the exhibition.
2. Kölnmesse welcomed 2,770 exhibitors from 58 countries (87% of which were from abroad) and more than 47,000 trade visitors from 143 countries (70% came from abroad) on the four days of Practical World 2018.
3. India was strongly represented in the International Hardware Fair Cologne in 2018 with 120 exhibitors. The Engineering Export Promotion Council (EEPC) participated with an India Pavilion comprising of 50 Indian engineering entrepreneurs who mainly displayed hand tools, machine tools, brassware, fasteners, fixings, fittings, building material, industrial supply, etc.
4. Consul (E&C/HOC), Shri Prem Singh Chauhan visited the International Hardware Fair Cologne on 4th March 2018 and officially inaugurated the EEPC India Pavilion by a ribbon cutting ceremony. The opening ceremony was followed by a tour of the fair in the course of which the Consul (E&C/HOC) interacted with some of the Indian Exhibitors which comprised of first timers as part of the EEPC delegation who consider the International Hardware Fair Cologne as a gateway to the European market as well as of very experienced and prominent exhibitors with large and presentable booths. The prime products represented by the EEPC member exporters such as hand tools, fasteners and fixings, industrial supply, etc. find a very good market in Germany. In addition, India has a competitive advantage due to low labour cost and availability of raw material. In his interaction with the EEPC member companies and also the independent exhibitors, the Consul (E&C) promised them all the support of the Consulate for their successful business in the trade fair.

Facts & Figures**2.1 Statistics**

Total Number of Exhibitors: 2707 from 57 countries (2016: 2673 exhibitors from 55 countries)

Number of Indian Exhibitors: 120 (2016: 99)

Number of German Exhibitors: 356 (2016: 382)

Exhibitors by Country

	<u>2018</u>	<u>2016</u>	<u>2014</u>
China	983	917	959
Taiwan	364	392	410
Germany	356	382	357
India	120	99	117
Hong Kong	77	73	66
Korea (Republic of)	32	27	27
Japan	26	28	19
Pakistan	4	4	3
Vietnam	4	1	1
Malaysia	3	7	8
Singapore	3	2	2
Thailand	2	2	11
Cambodia	1	0	0
Indonesia	1	0	0
Sri Lanka	0	2	1
Some other countries:			
Italy	182	187	185
USA	70	65	75
UK	65	68	69
France	40	51	53