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## NürnbergMesse India and Zak Trade Fairs & Exhibitions cooperating

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- “Windows”, “Doors” and “Facades” themes the focal point

**“In order to grow further, we need strong partners: with Zak Trade Fairs & Exhibitions, NürnbergMesse India now has a new, dynamic partner at its side. As a result, we are optimistic of being able to move our growth in the Indian market further forward”, says Sonia Prashar, Managing Director at NürnbergMesse India. Syed Ahad Ahmed, Director of Zak Trade Fairs & Exhibitions, believes that in particular the synergies of the event portfolio are a major advantage: “Our company is strong on the “Windows”, “Doors” and “Facades” themes – just like NürnbergMesse. FENSTERBAU FRONTALE in Nuremberg with around 800 exhibitors from 37 countries and about 110,000 trade visitors\* is the world’s leading trade fair, we are proud to become trade fair and exhibition partners in Europe as well as in India!”. The prime objective of the cooperation between both partners is to strengthen the market position for window-construction fairs in India and together to grow even more strongly in this segment.**

In India, the window and facade market is marked by enormous growth and, according to the sector experts, now has an estimated value of around 2.2 billion Dollars. In this context, aluminium products dominate the Indian

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European Major Exhibition  
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The Global Association of  
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\* together with HOLZ-HANDWERK –  
 European Trade Fair for Machine Technology,  
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window market with a share of around 50 %, followed by wood, steel and PVC products. In this connection, the “Make in India” state initiative in particular has resulted in enormous impulses for the domestic construction sector and at the same time increased the interest of foreign investors in India. The “Windows”, “Doors” and “Facades” themes are thus also representative of the dynamic upturn in the Indian construction sector.

### **Joint start at the end of 2017 in Mumbai**

The cooperation between Zak Trade Fairs & Exhibitions and NürnbergMesse India will become visible for the first time between 7 and 10 December 2017 in Mumbai. Then the Zak fairs “Doors & Windows”, “Glass Technology” and “Aluminium Extrusions” will be held in cooperation with NürnbergMesse India. “At the end of the day, it is in particular our customers who benefit from this strong platform, namely exhibitors and trade visitors with the focus on the “Windows”, “Doors” and “Facades” themes in India”, agree Sonia Prashar and Syed Ahad Ahmed.

### **About Zak Trade Fairs & Exhibitions**

Zak Trade Fairs & Exhibitions Pvt Ltd is a leading congress and trade fair/exhibition organizer with the focus on the Asian market. Since 1994 Zak has organized over 520 Events in India, Singapore, Sri Lanka, the United Arab Emirates, Qatar, the United States and Bangladesh. In terms of the company’s strategic content, the focus is on events covering all aspects of the “Windows”, “Doors” and “Facades” themes.

### **About the NürnbergMesse Group**

NürnbergMesse is one of the 15 largest exhibition companies in the world. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nuremberg location and worldwide. Every year, around 30,000 exhibitors (international share: 41%) and up to 1.4 million visitors (international share of trade visitors: 24%) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in over 100 countries.

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