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## **Messe Düsseldorf becomes exclusive partner of the Glasstechnology Show India**

Messe Düsseldorf expands its activities in India. Starting with the Glasstechnology Show 2007, the company enters an exclusive long-term partnership with one of the leading trade fair organizers on the Indian subcontinent, Zak Trade Fairs & Exhibitions Pvt Ltd. The goal of the cooperation between the two businesses is to grow and globalize the event.

Messe Düsseldorf brings its expertise as organizer of the foremost international trade fair for the glass industry into the partnership—glasstec Düsseldorf brought the firm worldwide renown. From 24 to 28 October 2006, more than 1,200 exhibiting companies from roughly 45 nations will again present their products and services; significantly more than 50,000 visitors are expected from all continents. The Glasstechnology Show India has established itself as a presentation platform for the Asian glass industry — glass manufacturing, glass production technology, glass processing and finishing and glass applications — and is already considered to be the leading fair for the industry in India.

The cooperation agreement between the two trade fair organizers was signed on 26 August 2006 at the Chennai Trade Centre. As exclusive overseas associate, Messe Düsseldorf will be responsible for the canvassing and support of all exhibiting companies outside India and China.

Together, the two trade fair organizers will strengthen the position of the Glasstechnology Show India. Beginning in December 2007, the event will take place annually, alternating between Mumbai and New Delhi, to become the meeting place for the entire glass industry and its partners on the Indian subcontinent. The exhibitors' offerings will be augmented by technology seminars and expert workshops.

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