

DIE & MOULD SOUTH INTERNATIONAL EXHIBITION

TAGMA has always aimed at providing opportunities to the tooling industry for improving competitiveness, through exposures to domestic and international exhibitions, visits, seminars. The growing popular demand and enthusiasm among the country's die and mould manufacturers led TAGMA to take a step ahead and initiate regional DIEMOULD Exhibitions between its regular biennial events held in even years. As a result the first regional DIEMOULD INDIA SOUTH Exhibition, was held at Chennai Trade Centre, Chennai from April 7-10, 2011.

INAUGURATION

As widely publicised by TAGMA, Dr. Rajeev Ranjan, IAS, Principal Secretary to Govt. of Tamilnadu, Industries Department had agreed to inaugurate the exhibition, however due to some duty compulsion outside Chennai was unable to inaugurate the event. A personal message from him was circulated to all present at the inaugural function.

The inauguration took place on the 7th April 2011 by Mr. N Reguraj, Chairman – Federation of Asian Die and Mould Associations (FADMA) and Founder President of TAGMA alongwith Mr. S C Kalyanpur, President- TAGMA and Mr. R Srinivasan – Vice President, TAGMA.

In his inaugural address Mr. N Reguraj said "If industries cannot come to the regular exhibition in Mumbai, we need to take the exhibition to the industries. At the national level expos, big players are quiet dominant but the smaller players are left out. Also as the toolroom personnel are usually reticent, regional events such as this will help them shed their inhibitions. With the enthusiasm that has been displayed today at the exhibition, I feel this initiative has been a great success. The occasion highlighted the zeal of Indian manufacturers, exhibitors and visitors." Mr. S C Kalyanpur quoted that 'The idea of starting regional level exhibitions was based on the intention of boosting the local die and mould industry. Chennai being one of the hub of the country's tooling industry was chosen to host the first regional edition of DIEMOULD exhibitions as many manufacturers from Chennai had not participated in the last 2 expos held outside Chennai. Therefore DIEMOULD INDIA SOUTH is targeting the convenience of local players. In the current edition, almost 30 per cent of the exhibitors are from Tamil Nadu. This was possible due to the efforts put in by the TAGMA Staff. Although this event was planned on a smaller scale, we have received enormous response from exhibiting companies" He further said that 'DMI 2011 marks the beginning of a successful period for the dies & moulds tooling industry. The show features the entire tooling industry covering domestic and global suppliers, materials for dies & moulds making, special tool steel, carbide electrode materials, all consumables for production and repair of dies and moulds under one roof".

Technology upgradation is a major draw at the event, as the visitors get to witness the latest machinery that can be incorporated in various applications. As companies chase shorter time cycles and improved efficiency to leapfrog from conventional methodologies, the event strives to offer a one-stop solution for all business and technology demands.

EXHIBITION OVERVIEW

With a legacy of more than a decade, the event DIEMOULD INDIA has provided a platform for leaders and innovators from the entire spectrum of tool making, to showcase their basket of solutions. As a buoyant economy spells growth for the domestic dies and moulds industry, the south edition of this mega trade show – DIEMOULD INDIA SOUTH – 2011, demonstrates the latest in technology and tools

DIEMOULD INDIA SOUTH has heralded a new trend in trade shows, emphasizing the importance of reach out to local and small players to tap business potential and facilitate future technological growth.

The exhibition witnessed over 140 exhibitors, 30 percent participation from the local players of die and mould industry in Chennai, while big players constitute the remaining 70 per cent, also large number of international participation from countries like Canada, Italy, Switzerland, Sweden, USA, Vietnam, etc in addition to the regular participation from China, Germany, Korea, Singapore, Taiwan, etc. thus making it an ideal platform for exchanging business tips and latest technological advancements.

Exhibitors View

We regularly participate in the DIEMOULD events. Such regional expos are a good idea to get closer to our local customers, as they do not visit the bigger expos held in other cities. In this way, we are bringing technology at their doorstep, showing our capabilities and also conducting one-to-one interactions with our customers to understand their needs.

Satish Babu, Head – Turnkey Applications, DMG Mori Seiki

We are regular participants at such expos. Although, the event largely caters to the South Indian Market, it provides an opportunity to create new customer base here and make our presence felt in this region. We have had a good number of orders till now and are expecting more. Although a smaller expo compared to the others, it is worth an experience to participate in DIEMOULD INDIA SOUTH – 2011.

Vikram Baliga - Dy. Section Manager, Makino India

Selecting Chennai as the venue was an excellent decision as the venue was an excellent decision from the business point of view. A lot of manufacturing companies located here. Major sectors where machine tools are required, such as automobile, aerospace, gold, jewelry and R&D, are based here.

Markus Luetke Boerding - International Sales Manager, Vision Lasertechnik

India is an interesting market for European companies. Although the country has immense potential, it needs to market itself more in the global circuit. At Euromold, we are trying to bring more European clients and delegates to India so that they can get to know the country and its potential which will help achieve more collaborations.

Eberhard Doring - CEO, DEMAT Fairs & Exhibitions (which hosts Euromold Exhibition)

We are China-based manufacturer of automobile spare parts and accessories. This is our first visit to India for participating in an event. India has a huge market and this is a good opportunity to enter the market. Thus, we are here to build contacts and the response has been good. The event is an excellent platform to meet customers and also get more orders.

Mr. Carson Chan – General Manager, Ningbo Yitong Mould Co. Ltd

We are participating in the DIEMOULD INDIA event for the third time. We manufacture standard components for automobile dies, plastic moulds and die moulds. It is a favorable stage for us to showcase our products to Indian customers. With major automobile companies setting up their manufacturing plants in India, the Indian subcontinent is expected to soon become a major automobile manufacturing hub.

Mr. Hiroshi Noguchi – Director, Punch Industry India Pvt. Ltd

We are manufacturer of vacuum furnaces and vacuum heat treatment services and have participated in almost all DIEMOULD INDIA events. Chennai plays a big role in the Country's die and mould industry. And this event is a perfect platform to make contacts and build new customer base. The response has been satisfactory and the crowd turnout at the event ensures good business proposition.

Mr. H R N Murthy – Managing Director, Advac Heat Treaters Pvt. Ltd

Visitors view

We are manufacturers of CNC turners, dies & moulds and various other products. We are here to see the latest in the die and moulds industry, and also acquaint ourselves with new technologies that are being used. This event is a good learning experience, as it will help us get new ideas that we can incorporate in our company and also help distinguish between our products and technology with those of other companies.

L John Edwin – Engineer, Marketing, Ace Micromatic Group

We are based in Chennai, and manufacture automobile parts. We are here to take a look at the latest innovations in the industry. Large number of Indian and foreign companies are showcasing their products here. It is a great learning ground for us. Also, we are on the look out for companies for possible collaborations in the near future. This is an easy way to obtain information about the various players in the industry.

Mr. Prem Anand – Partner, Seven Hills Blue Metal

Ours is a Nashik-based company, which manufactures high-voltage measuring instruments. We are here to find suppliers for our products, as well as people from the die and moulds industry who can provide services to our company. We are attending the DIEMOULD event for the first time. This event has helped us upgrade our knowledge of latest technologies, as many top companies are exhibiting their products here. It is a great event to explore different opportunities under one roof.

Mr. Shishir Madhaw – Design Engineer, The Motwane Manufacturing Company Pvt. Ltd

Our company is based in Jalgaon, Maharashtra, and we manufacture chassis parts for the automobile industry. This is my first visit to DIEMOULD INDIA, and it is good to see all manufacturing products for die and mould under one roof. We usually do not get the chance to see such advanced technologies back home. After having a great experience in this edition, I am looking forward to attending the next one.

Mr. K M Patil – Proprietor, FINIX Motto

I have come from Saudi Arabia specifically to attend this event. Our company manufactures two-piece aluminium cans and I am trying to collect information on the business here. We are looking for tie-ups in the can making business. Currently, our company is in talks with some die and mould companies for the same. This is certainly a platform for reaching out to players who matter the most in the industry.

Mr. K M Mohamed RAfeek – Maintenance Supervisor, Crown Arabia Can Making Company

This exhibition is a good platform to interact with layers in the industry. This is my second visit to DIEMOULD INDIA and the exhibition gets better every time. More brands and new technologies are being showcased at the exhibition. The event caters to every aspect of the die and mould industry. Gauging from this edition, the future of the die and mould industry looks bright.

Mr. Kushal Shah – Proprietor, Perfect Industries

Our company is into cutting tools and very soon we will embark on a new venture. We are looking to find a dealership for our business. I had also attended the DIEMOULD Expo in Bengaluru. The trade fair has wide range of machinery on display, catering to diverse end-user segments, and we are confident of being able to seize good business and dealership at the event.

V S R Srinivas – Proprietor, Excelant Technologies

INDUSTRY VOICE

“The die & mould industry is bound to grow this fiscal”

Dr. Emil Somekh - CEO, SolidCAM Ltd, Israel

Current Scenario

The die & mould industry has come out of recession and accelerated its growth aggressively. Automotive and consumer industries have shown tremendous potential. The emerging trend is to diversify in to more complicated component manufacturing without compromising the main line of business.

Technological development

The most revolutionary technology in machining is delivering up to 70 per cent reduction in machining time. The industry not only needs to absorb this but also apply it to various applications. Today, the industry has more advanced technologies at its disposal and it should be put to good use.

Challenges

One of the most prominent challenges is the ability of the industry to choose the right range of manufacturing infrastructure in a dynamically changing market scenario. Unavailability of quality manpower, even for medium skilled jobs, to top class programmers are adding complexity to these challenges. The need of the hour in the industry is to rapidly absorb advance technologies and apply it to organization to catch up with overseas competition.

Future growth prospects

The die & mould industry is bound to grow his fiscal and in the coming years, considering the growth rate of the automotive sector, which is major consumer for this industry: the segment will contribute to the country's Gross Domestic Product (GDP)

“There are jobs in the industry but not skilled people”

Rohit Thawani - Managing Director, Renata Precision Components Pvt Ltd

Current Scenario

The buyer expects good quality products at low cost and on time. Some tool rooms in China are able to meet such expectations, whereas for most tool rooms in India this is a very demanding combination to achieve.

Demand patterns and emerging trends

The projected growth rate for India is around 7-9 per cent over the next 15 years, consequently increasing demand for cars, motorcycles, consumer electronics, pharma, FMCG etc. This will translate into a corresponding demand for dies and moulds.

Challenges

Human resource is the biggest challenge that the Indian dies and mould industry faces. Due to shortage of skilled people the tool rooms are forced to poach people, enticing them with higher packages which results in rapid people turnover.

Need of the hour

Although, there are around 450 million young people in India, there is shortage of tool makers and machinists. There are jobs in the industry but not enough skilled people. The need is to focus on imparting the youth with industry-specific skills.

Future prospects

The die and mould industry – and indeed all manufacturing verticals in our country - is at the threshold of huge domestic and untapped export opportunities.

“The Indian mould industry has to increase its quality”

Mr. Sumant Kumar - CEO, Pi-Tech International

Demand patterns and emerging trends

There is demand for lightweight and strong parts with better ergonomics and natural shapes. The use of sintered metal, treated aluminium, polyurethane boards, as raw materials and 5 – axis machining; turn mill in terms of technology and specialized software such as VISI are some of the emerging trends in the industry.

Challenges in the sector

In order to improve the future outlook, the Indian mould industry has to increase its quality and delivery schedules. We must expand our outlook to seek global markets. This will give us economies of scale as well as motivate us to adopt new technologies faster.

Technological development

Some new developments include sintered metal moulds - useful for tiny parts which require high aesthetics but not high precision or heavy-duty performances. Using special aluminium alloys removes the problems associated with machining aluminium in terms of finish and strength. PU blocks for prototyping, short run cold working dies, vacuum forming, compression moulds, etc are some other technological developments.

Need of the hour

The need is to focus on improving quality and delivery schedules, adopting new technologies faster by making strategic investments and being globally competitive.

Future growth

Dies and mould manufacturing is an evergreen industry. Now-a-days many small-time mould makers do not produce moulds under routine circumstances, but act as agents for South-East Asian mould – makers based in China, Taiwan, Thailand and Korea.

“Strategic standardisation is the key for growth”

Mr. Yoichi Nakagawa - Director, Die & Mould, MISUMI India Pvt Ltd.

Current Scenario

For tool manufacturers to survive in the highly homogenous market place of dies and mould, the following points are essential: improving quality, cost reduction and shortening delivery time.

Demand patterns and emerging trends

Strategic standardization is the key for the growth of die and mould industry in India. This trend is prevalent in countries all over Asia.

Challenges in the sector

Customised components are costly and time consuming, thereby dissuading tool makers from catching up with the market. Similarly order quantities are getting smaller and the delivery deadlines are getting increasingly difficult. There is high cost associated with inventory and therefore tool makers want to keep their inventory to the minimum.

Technological Development

Global tooling manufacturers are entering India through JV or direct investment bringing in globally recognized technologies. For example the introduction of gas springs, as an alternative traditional coil springs. There is a steady change from traditional tandem dies to progressive dies, as well as the use of transfer press lines.

Future prospects

Currently critical dies & moulds are made overseas and imported into India. However, with the enhancement of technology the same will be produced domestically.

‘Lack of Standardization results in the sector being unorganised’

Harshit Shah – Managing Director, Vijaydeep Mould Accessories Pvt. Ltd

Current Scenario

The Indian market is expanding, with more investments being made in the tooling industry. Competition is also on the rise. Currently, the market is shifting from being an unorganized sector to an organized one.

Demand patterns and emerging trends

Demand and supply grow in proportion. There is an increasing demand in the market, but no standard trend is observed, as the demand changes according to the tooling requirement.

Challenges

Lack of standardization results in the sector being unorganized. Also, the market is scattered, along with lack of skilled labour.

Technological developments

Several technological developments have taken place in the tooling industry since the past decade. The awareness about the usage of hot runner systems has been significant. This has changed the way moulds are being made. More importance is being given to manufacturing of high-performance injection moulds and multi-cavity tooling.

Need of the hour

Designing knowledge and awareness about the quality of tools being made are essential for this industry to grow. A body, representing the tooling industry, must make an attempt to bring this highly scattered market under one roof and collect more data from the market, which in turn will support the growth of the industry.

Future potential

The requirement for plastics is increasing, as it is rapidly substituting metals. More and more products are being made from this wonder material. This offers a good scope and opportunity for the tooling industry to develop and flourish. With the country's automotive industry projected on a growth tract the future of tooling industry also looks bright.

'Unprecedented growth is witnessed in terms of volume and variants'

N Gopinath –Vice President, MMC Hardmetal India Pvt. Ltd

Current Scenario

The die and mould industry depends on manufacturers of end products. It is the feeder industry to the end-product manufacturer. With an overall boom in the Indian engineering industry, the dies and moulds manufacturing company has its order book full and is working overtime to meet the demands of their end-consumers.

Emerging trends

With product lifecycles becoming shorter and increasing variance of products, the need of the hour is to have multiple moulds for a given product. This automatically converts to a larger variety of moulds for each variant.

Customers today now seek dies that can be produced in short time, and which comes with high accuracy. For mould manufacturers used to small demands and less variety, a change has been incorporated into their way of functioning, with large investments in terms of high-speed machinery, process and planning.

Challenges

The biggest challenge lies in meeting delivery schedules. In comparison, South East Asian and East Asian Countries, including China and Taiwan, are better equipped to offer cheaper products at a much faster rate. In addition, the dynamics of the business is changing fast. As the demand increases, manufacturers have to add more capacity, offering technologically superior products, reduce cost and deliver fast.

Future Prospects

The future of the die & mould industry is bright, as long as the engineering industry continues to thrive and grow. The die & mould industry will piggy-back and grow along with it comfortably.

'The government should undertake policies favourable for the industry'

Ebin George – Manager, Cochin Dies & Moulds Pvt. Ltd

Current Scenario

A number of modern technologies have been introduced to reduce manpower as well as achieve quality products and on-time delivery. Currently, there is a huge demand for multi-color moulding, insert type component moulding, etc.

Technological developments

Achieving error-free products, introducing CNC, wire cut machines, etc on the machining side and CMM, Trimos in the inspection and quality control department are some of the technological developments.

Product being showcased at the event

A variety of moulding products like insert mould elbow, Tee, FTA, etc will be displayed by the company

Importance of events

Events such as DIEMOULD INDIA SOUTH – 2011 provide a platform for introducing our country's technology to the world and help in studying different customers, their opinions, tastes, needs, etc. these help in increasing our awareness of the emerging trends in different parts of the globe.

Need of the hour

The government should undertake political and economic policies that are favorable for the industry and this should be the priority

Developments in the future

In the future, it is hoped that even metal will be replaced by plastic, which will accelerate the demand for our products

'Demand is expected to shift to lightweight products'

Pankaj Goel – Managing Partner, Goel Steel Company

Current Scenario

The die and mould industry is growing at a steady pace of 15-20 per cent every year. Currently, our technology is only around 60 per cent compared to those available in Europe, Japan and other developed countries. Thus, most of critical components are imported from these countries.

Emerging Trends

The demand is expected to shift to lightweight products such as plastics or aluminium and high-strength materials like steel, which would benefit the engineering industry by making their products more efficient. With improving infrastructure in the country, the demand for four-wheelers will gain momentum, and thus a corresponding rise in demand for tooling products will be experienced. Tool rooms will expand in terms of handling capacities and die-making abilities.

Challenges

The industry has become competitive with the entry of foreign players. But further efforts are needed to build capability to meet this competition head on. Costs are also rising, which can be offset by increasing volumes and building efficiency.

Technological progress

In recent times, phenomenal development has taken place in terms of new products, which have added value by improving tool life. The industry has become more efficient and customers more informed and open to new ideas. Cnc machines have replaced all conventional machines. High-speed machining, new coating procedure and new maintenance levels are some of the other developments.

'Industries should absorb latest technologies'

R Narayanan – MD, RGK Engineering Enterprises Pvt. Ltd

Current scenario

If manufacturing sector growth is a yardstick, as forecast by business pundits, india alongwith china will become world leaders in the manufacturing sector by 2015 this industry will always witness a gap between demand and supply of die and mould to various engineering companies. Thus the industry needs to be equipped with highly productive machines, tooling sand cutting tools to meet this ever growing demand.

Emerging trends

From model to prototype, to production, the die and mould industry is one that feels the heat to meet demand of engineering industries, any improvement in efficient metal removing would mean faster manufacturing, with less time, higher quality and increase in tool life. The trends noted include delivering quality die and mould, press tool and die punch at the shortest possible time from concept design to manufacturing.

Technological developments

Tremendous developments have taken place in machine tools. Cutting tools, which are capable of machining hardened materials with 62 HRC are available. This cuts down much of manufacturing time with increased cutting parameters. To ensure this, toolings are designed such that hardened

bores can be machined efficiently by using precision boring heads with digital readouts, thereby eliminating the need for grinding.

Future Prospects

The engineering industry, especially the plastic component manufacturers, is envisioning a healthy growth. This means that mould industry is expected to benefit with surging demand. They should thus leverage this opportunity to their advantage with quality and timely deliveries.

'The need of the hour is to invest in advanced machining systems'

Sanjay Dahiya – CEO, Next Tech Solutions Pvt. Ltd

Current Scenario

The demand is increasing for precision moulds having higher surface quality and precision along with shorter development cycles.

New trends

Customers often demand profile tolerances of *less than five microns* with high surface finish, which puts high demand on CNC machine tools. In India, the preference for graphite electrodes over copper ones is also increasing for table EDM performance.

Challenges

One of the hurdles in this sector is in effective use of advanced machining systems. This is due to lesser importance accorded to investment in the tool room as compared to production systems.

Improvements in technologies

Machining centre's with linear motors are fast replacing ball screw-driven machines for precise and fast 3D profiling required by the die & mould industry. Unmanned machining for electrodes and inserts with automated cells, including loading and unloading systems, is a fast emerging trend globally. Integration of systems requires high-end control and monitoring of systems

Need of the hour

Investing in advanced machining systems and moving towards developing technological skills is crucial.

Advantages of participating in events

The event will provide an opportunity to interact with customers in South India and will give us a chance to interact with customers.

Growth prospects

In India, with rising demand in automobile, consumer goods, electronics and communication sectors, we foresee tremendous potential in these segments