

UBM Global roll out continues:

The World's leading integrated marketing solutions event, TFM&A, to debut in India between 14-16 April 2011

Mumbai, 12th April 2010 – The World's leading and multiple award winning integrated marketing & advertising solutions event - Technology For Marketing & Advertising (TFM&A) organised by United Business Media (UBM), is to debut in India between 14-16 April 2011 at NSC, Mumbai.

TFM&A offers marketing, media & advertising professionals the latest seminars, industry insights, trends and developments as well as providing a meaningful platform for leading suppliers of data, CRM, direct, digital and online marketing solutions, hence delivering the perfect blend for truly integrated marketing & advertising campaigns.

UBM India, with established infrastructure, branch offices in key cities and over 150 employees has an excellent five year track record of launching successful events and replicating UBM's global brands, including several key vertical sectors including: Pharmaceutical (Cphi /PMEC / ICSE India); Food Ingredients (Fi India); Security, Fire and Safety (IFSEC India); Jewellery (Hyderabad Jewellery Pearl and Gem Fair); Energy (India Energy); as well as Footwear Material Exposition and INTEROP. UBM globally also has an outstanding portfolio of brands in marketing and online business including Internet World, E Commerce Expo, and Web 2.0.

With the markets in India on the rise, the Indian advertising industry is expected to grow by 12% in 2010 to INR 246.9 Billion. Internet Advertising in particular continues to generate huge interest is expected to grow the fastest at CAGR of 29.6% over next five years. With the growing number of internet users, online print editions, and recent uptake in social networking and gaming platforms, advertising on online media is expected to grow the fastest amongst all advertising media in India. *(Source: KPMG Analysis)*

TFM&A's unique position and distinctive focus is highly respected by marketing, media & advertising professionals globally and has enjoyed over 10 highly successful years of exhibitor and visitor growth and now has more than 200 exhibitors and over 10,000 attendees.

"Marking the 10th anniversary of TFM&A, London, and following the successful launch in China, it is especially meaningful to bring the show to India. We are not only impressed by the growing tradeshow industry here in India but research findings also indicate there is a strong need for a high quality integrated marketing & advertising solutions event. This is indeed very exciting!" said Simon Mills, Portfolio Director, TFM&A.

TFM&A 2010, London, again created many new records.

- ✓ Total attendees: 10,568 of which 9,325 were pure visitors (ABC Audited)
- ✓ Over 200 suppliers including Oracle, Google, Experian, Sage, SPSS, Facebook, Microsoft etc.
- ✓ An award winning event - TFM&A 2009 was awarded the 'Best Marketing Campaign' at prestigious AEO Awards and 'Best Trade Show' at the Event Awards

TFM&A is a focused professional event. It is not only an exhibition, but also offers a high quality FREE conference programme. TFM&A 2010 London included the 'tremendous 10' keynotes from Google, YouTube, BBDO, Facebook and more. Plus, visitors have access to 60 seminars in 5 themed theatres covering digital, online advertising, CRM, data analysis. We look forward to replicating this highly successful mix in India" commented Natasha Berrow, Group Event Manager, TFM&A.

TFM&A China which has been launched has received excellent response and participation from the CRM, data, online advertising and digital marketing suppliers and is due to take place in August 2011, Shanghai.

It is clear that in the current economic climate, marketing & advertising professionals are keener than ever to make their campaigns even more efficient and effective, which makes TFM&A's launch in India even more timely.

"TFM&A expansion into India is perfectly timed. With the maturing of India Inc, marketing and marketing techniques are becoming increasingly sophisticated, with the web and technology tools playing a crucial role in the growth of India's marketing and advertising industries.

Bringing TFM&A to India means we combine the phenomenal growth and demands of corporate India with the global leading event. This combination together with UBM's existing business network in India provides a very powerful and compelling combination. We are confident that TFM&A will quickly establish itself into the marketing and advertising landscape and play a catalyst for the Indian market" said by Sanjeev Khaira, Managing Director, UBM India.

TFM&A India is part of global rollout and takes into consideration local market knowledge and expertise and is tailor made to meet the needs of the marketing and advertising community in India, ably supported by UBM's global resources.

Website: www.t-f-m.co.uk/india