

## MCCIA Pune Expo



### Background

Maharatta Chamber of Commerce Industries and Agriculture (MCCIA) has been organizing Pune Expo, one of the Largest Integrated International Business Exhibitions of India consistently from 2002. Owing to its integrated nature that is not segment-specific, participant demography in the past has spanned sectors such as automotive, engineering, IT, electronics and electrical, polymers, food-processing, agriculture and wine-making, as well as service sectors such as insurance, banking and finance, education and research, thus proving to be an effectively platform for cross-sectoral interaction.

### Communication Objectives

- Build awareness and create buzz about Pune Expo 2008
- Generate visibility and Position it as One of the Largest integrated Business Exhibitions Of India

### Strategy & Key Initiatives

#### Media:

1. **Announcement – Press Conference**
2. **Release 5/ 6 interesting generic / trends / research led story angles around the EXPO**
  - The role and contribution of Pune Expo from 1995 to 2008 in the growth of Pune as an attractive investment destination and creating better business opportunities for industries
    - i. Objective of Pune Expo
    - ii. Unique USP of Pune Expo every year
    - iii. Expectations from Pune Expo 2008
  - 2008 is the Expo season in India – The variety of Expos taking place in India are providing platforms for the various companies in India and creating lot of opportunities for the futures
  - JCB – Pune is regaining its position as an Auto Industry Hub which lost to Hosur (Karnataka) a few years back with the entry of international Auto companies like JCB / BMW / Mercedes.
    - i. Why Pune is regaining its Auto Industry Hub position again
    - ii. Future of Auto industry in Pune
    - iii. Expectations from Pune

