

Report FROM India



Whenever I meet with readers, I find that—without exception—they express their deep appreciation for *Gear Technology* and its educational mission. Time and again they tell me the impact this magazine has had on their understanding of gear manufacturing and, as a result, on their careers. I've experienced such gratitude especially when I've traveled to Gear Expo or the AGMA annual convention.

On my recent trip to India, I was delighted to find an appreciation just as profound among our Indian subscribers, many of whom have read our magazine for decades.

Gear Technology has developed an outstanding reputation as the leading publication in the gear industry, everywhere in the world. Those of you who travel for business have no doubt seen it on desktops, on shop floors and in break rooms in virtually every country where gears are made. But in India, like most places, our reach has been limited by the fact that paid subscriptions have been required in order to receive a paper copy. Most of the Indian subscribers who have known us for so long are the department managers and CEOs of gear companies who were willing to pay for those subscriptions.

But for India, at least, that all changed with my recent trip. I traveled to Mumbai to exhibit at the IPTEX 2012 show and to launch *Gear Technology India*.

This new magazine now gives us the opportunity to expand the reach of our educational mission—not only geographically, but also in terms of subject matter. Now our top-notch technical information has a greater reach in an important industrial marketplace. In addition to gears and gear manufacturing, *Gear Technology India* includes coverage and technical articles on bearings, motors, couplings, clutches and other power transmission components, similar to *Power Transmission Engineering*.

Having their own industry magazine was a big deal over there. Our Indian partners, Virgo Publications, hung giant signs promoting the new magazine throughout the exhibit halls. At a formal ceremony before the show started, I was given the opportunity to introduce the new magazine. I explained how *Gear Technology India* would embrace the educational model that we've followed for 27 years, and I described how the comprehensive body of knowledge we've developed will serve as a vital resource for Indian industry.

Exhibitors and attendees alike were effusive in their gratitude for us having brought this type of educational resource to their marketplace. We signed up thousands of new subscribers at the show, and I expect many of them will become long-time readers.

Those of you whose products are sold in India should take a look at www.geartechnologyindia.com, where you can see the first issue. *Gear Technology* will continue to go there, but the interest in *Gear Technology India* is much broader, including those readers and advertisers who have little interest in the gear and power transmission industry markets outside of India. Not only can this magazine give you a window into the Indian marketplace, but also, it can give your company a new potential way to reach it.

Besides the successful introduction of our new magazine, IPTEX itself was a big success. In many ways it's similar to Gear Expo, with about 60 percent of exhibitors representing suppliers to gear manufacturers, and the remaining 40 percent representing gear and power transmission product manufacturers. Although the show started slowly, attendance was strong both the second and third days. The exhibitors I talked to were extremely satisfied with both the number and quality of the attendees.

It's clear to me also that the gear industry is taking the Indian marketplace quite seriously. Global exhibitors flew in the VPs and top executives from Europe and the United States, in addition to staffing their booths with their Indian sales agents.

My impression is that IPTEX is a show to watch. If you're at all interested in the Indian marketplace, you might consider attending or exhibiting in 2014 (visit www.iptexpo.com for more information). My personal expectation is that—with the additional help and promotional venue provided by *Gear Technology India*—the exhibitor and attendance base of this show could easily double by the next time around.

All of our readers—whether they're in India, the U.S.A or anywhere around the world—can rest assured that we'll be there for you as we continue to expand our role as "the gear industry's global information source."

Michael Goldstein,
Publisher & Editor-in-Chief

