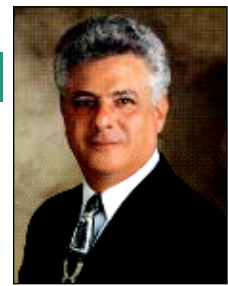


नमस्ते

(Namaste)



In India, “namaste” is used as a common greeting. Although it translates literally to “I bow to you,” it’s often used the same way we use “hello” or “good-bye.” It’s a phrase commonly exchanged between individuals when they meet, and it’s also used as a salutation when they part. I’m using the phrase here because I’d like to introduce you to an exciting new project and venture for Randall Publications LLC.

In 2012, we will be introducing a new magazine for the Indian marketplace. The magazine, ***Gear Technology India***, is designed for engineers and managers at companies where gears are designed, manufactured, purchased and used. It will be printed and distributed in India.

Gear Technology India will be like a good curry powder—a flavorful blend of spices that all work together to create something new and desirable. But instead of turmeric, coriander and cumin, our recipe will include the same mix of technical and feature articles you’re used to, but with a strong measure of local news and information. It will include articles written by Indian authors for the Indian marketplace.

In order to accomplish this, we’ve enlisted the help of Virgo Publications, the sister company to Virgo Communications and Exhibitions Ltd., which many of you have already come to know. Last year Virgo organized the first International Power Transmission Expo (IPTEX 2010) in Mumbai, and the event was considered a success by both the attendees and exhibitors we’ve talked to. That event was supported

by the AGMA, as well as numerous exhibitors from India and the worldwide gear industry. IPTEX 2012 takes place this February in Mumbai again. That’s where and when we’ll introduce our new magazine.



We expect this new publication to be extremely well received. Over the years, India has become our largest new source of readership outside the United States. There’s a hunger there for the type of information we produce. Of course, there are other technical magazines and newspapers in India, but they serve a broad industrial or engineering marketplace. Indian engineers don’t have anywhere to turn for the type of focused technical information we provide.

In fact, at IPTEX 2010, the visitors to the show were surveyed about whether they saw a need for an Indian magazine focused on the gear industry, and the response was overwhelmingly in favor.


So why are we telling you all of this? What does any of this have to do with manufacturing in America? We expect that many of you probably have an interest in India.

Whether you’re an Indian company or a non-Indian company, whether you’re already doing business there or strongly considering it, global trade has become a fact of life in modern manufacturing. The world has shrunk, and it continues to shrink. ***Gear Technology India*** will provide an advertising venue in one of the largest industrial marketplaces in the world. With 1.2 billion people and a growing middle class, India’s manufacturing sector is robust.

We also welcome you to become a subscriber to the new magazine. It will be printed and distributed physically in India, but the electronic version will be available to all. Even if you have just a passing interest in doing business there, a subscription to ***Gear Technology India*** will keep you abreast of what’s happening on the sub-continent.

Finally, if you have stories you’d like to share with us, or if you’d like to contribute articles to ***Gear Technology India***, we’d love to hear from you. Send a note to publisher@geartechnology.com.

Until next time, namaste.


Michael Goldstein,
Publisher & Editor-in-Chief