kno∞ledgexpo
INFINITE POSSIBILITIES

Nov 20 – 22, 2014
India Expo Centre, Greater Noida Delhi NCR. INDIA

www.knowledgexpo.com

Confederation of Indian Industry

Department of Industrial Policy and Promotion
Ministry of Commerce and Industry
Government of India
Come.
Be part of India’s US$ 5 trillion future.

Catalyze growth
Profit from infinite possibilities

Knowledgexpo 2014
Nov 20 – 22, 2014
India Expo Centre
Greater Noida
Delhi NCR, INDIA

A US$ 400 billion electronic manufacturing industry
US$ 83 billion pharma industry
US$ 400 billion mobile phone economy
US$ 140 billion dairy industry
US$ 115 billion private education industry
US$ 225 billion IT industry
US$ 275 billion automobile industry
US$ 42 billion engineering R&D services industry
By 2020, India’s GDP would be US$ 5 trillion with 1.2 billion consumers, 2.41 million one-man enterprises, 1.3 million entrepreneurs, 700 universities.

Thought leaders from around the world are getting together to shape future opportunities in the world’s largest emerging free-market.

To know more, log on to www.knowledgexpo.com

Step into the future of a billion people...

November 20 - 22
Knowledgexpo 2014

November 20 – 22
Concurrent Summits

DESIGN
14th CII NID Design Summit

INNOVATION
4th Innovation & Entrepreneurship Summit

EDUCATION
4th AICTE-CII Global University-Industry Congress & Higher Education Summit

IPR
6th Intellectual Property Summit

RESEARCH & DEVELOPMENT
2nd Global Innovation & Technology Alliance Platform
Knowledge: Fuel for the Future

5 global conferences. 12,000 m² expo. Where industry + academia + governments from around the world converge.

India, a market of 1.2 billion people and 220 million households, is all set to convert its behemoth challenges across sectors into a US$ 5 trillion opportunity by 2020. For the world’s finest multinational companies looking forward to lap up every ounce of profitable opportunity, India is a veritable feast.

The Knowledgexpo is envisioned to catalyze this transformation.

The Knowledgexpo 2014 is a comprehensive convergence of all the key elements and actors of the knowledge & innovation ecosystem (who are creators / providers, facilitators and appliers / users), for forging many knowledge-business partnerships leading to better businesses and large scale social benefits.

241 million one-man enterprises, 1.3 million entrepreneurs and 700 universities from India and thought leaders from around the world are getting together to shape future opportunities in the world’s largest emerging free-market.

Knowledgexpo 2014 is an orchestrating platform, the next frontier in building competitive advantage for Growth in India. It is the first-ever and the biggest Global Knowledge Partnership Platform. We hope to facilitate your interaction with the future of a billion plus people. Participate in the Expo. Interact with business and thought leaders and policy makers at the summits. Design your own seminars. Please call on us to design a custom built interactive agenda of your own around the summit and expo.

Ten Reasons why you should not miss this opportunity.

• It is not a trade show – it’s a 360° Experience for all – covering exhibitions, discussions, deliberations, networking, events, activities, summits, talks, lectures, seminars, contests and much more.

• Meet potential customers, capture new markets, reach broader markets

• Create awareness amongst your stakeholders

• Position yourself as a thought leader

• Align your brand with industry leaders and reinforce your brand position

• Raise your profile by creating an event or session in the “Experience Zone”

• Meet different actors of your domain at one single platform and multiply linkages

• Exchange ideas, get inspired, share knowledge and expertise

• Meet and greet the future of your industry

• Plan your new product launches at the event
US$ 5 trillion opportunity stacked in 12,000 square meters

With a sprawling 12,000 square metre canvas of future technologies and possibilities from around the world, the knowledgeexpo 2014 is a unique opportunity to partner India’s US$ 5 trillion future economy.

- Forge partnerships with over 10,000 member companies, 29 state governments and over a million independent entrepreneurs
- Benefit from our aggressive advertisement and promotions campaign and media partnerships
- Multi-tiered direct mail to our extensive database, cooperative marketing with leading sectoral and international trade associations, print and digital exposure (newspapers, magazines and websites) and website traffic
- The experience center will facilitate your participations in a wide variety of activities
- Seating and meeting arrangement in the productivity areas with Wi-Fi and recharge devices and secretarial services.

Objectives of Knowledgeexpo
- Showcase leading innovations, outstanding technologies and products
- Creating opportunities for new market creation, inter-company collaboration and information exchange
- To showcase Indian knowledge-based development activities
- Initiate dialogue between businesses, academia, government, research institutions, designers, investors and intermediary agencies

Demonstrations, Seminars, Lectures, Workshops
The exhibitors can book time for demonstrations, seminars, lectures, workshops in the Experience Center.

Why is Knowledgeexpo 2014 special?
Knowledgeexpo is a trade show with a difference. Unlike specialized trade fairs that focus on a certain trade vertical, the Expo features numerous exhibits with an underlying ethos of innovation, design and hi-technology, featuring all key drivers of knowledge economy. We have organized the exhibition space in 5 Zones. Each exhibition hall will have all the zones, thus encouraging visitors to see all exhibitors.

- New Product and Solutions
- Innovation and IPR
- R&D, Design & Knowledge Services
- Education
- Government
ZONES
Masterplan
blueprint to India's largest knowledge meet

GROUND FLOOR

Inauguration and activity zone

SECOND FLOOR

US pavilion
Conference halls
Banquet hall

exhibition layout
GROUND FLOOR

exhibition layout
SECOND FLOOR
ZONE 1
New Products & Solutions


Zone 1 is the most happening place of the Expo. It would bring together technology leaders and innovators from across the world and their swanky new machines, futuristic gadgets and ideas together under one roof for an Indian audience.

The zone will host technologies in the following verticals:
- Advance Material
- Hi-Tech Companies
- Clean Energy, Green Technology
- Aeronautical & Aerospace
- Building & Construction Technology
- Agricultural Implements
- Environmental Health
- Healthcare Companies
- Medicine & Pharmaceutical
- Sustainable Infrastructure
- Lifestyle Products, Sports Wear, Equipment
- Bio-Informatics, Biotechnology
- Software Products & Services, Information Technology, Data Management & Storage, ICT & Information Security, Software & Apps, System & Software Integration
- Supply Chain System & Technology, System Automation & Robotics

How will exhibitors benefit?
- New market opportunities through showcase of cutting-edge R&D and technology
- Joint ventures & partnership through international business networking
- Exposure to participating of delegations from Indian and foreign governments, institutions, industries and famous universities/colleges
- An important bridge for import and export of technologies and products
- The technology summit will bring together some of the industry’s most knowledgeable, most influential and most thoughtful people to delve into many important topics, issues and trends
- The design summit will connect you to the leading designers and design developments
- IPR Summit and Higher Education Summit will provide you with interesting connections to leverage
- An ideal platform for international companies to explore Indian market and exploring alliances, collaborations and partnerships
- Access or acquire enabling technology to augment your innovation capacity and improve your business products, processes and services.

Be there. Profit from the infinite opportunities.
ZONE II
Innovation and IPR

Be there.
Profit from the infinite opportunities.

Business Development, Information, Insight & Funding

A global platform for promoting innovation, hoisting start-ups on a growth path, sharing experiences, enabling interactions within start-ups, government, businesses and funding agencies.

The zone will host the following:
- Start-up ventures across diverse sectors
- Incubators/Accelerators
- Entrepreneurship Development Institutes
- Banks, Angel / VC Funding Agencies, Private Fund Managers
- IP - Law Firms, service providers

How will exhibitors benefit?
- Grow existing business
- Attract funding for your venture
- Funding & venture capital agencies to find good prospects for funding
- Inspiration and new innovative ideas including upcoming markets and niches
- The Innovation and IPR summit during the expo will bring together some of the inspirational figures, knowledge experts to share best practices, key strategies, and new opportunity areas
- The design summit will help to understand the integral role of design to spur innovation
- Excellent profile building and national and international exposure among business, financial and technology journalists
ZONE III
R&D, Design & Knowledge Services

Imagine the Future. Inspire the New.

Design is an integral part of futuristic technology. After all, value is created only when technology and aesthetics come together. Designers therefore play a pivotal role in putting together the world of our future.

Exhibitor Benefits:
- Showcase the benefits of Research
- Network, connect and collaborate with potential customers
- Demonstrate cutting-edge solutions and win new customers
- The Technology Summit, Innovation and IPR summit during the expo will bring together some of the inspirational figures, knowledge experts to share best practices, key strategies and new opportunity areas
- Know about national and international R&D and Design projects
- Find new investors, patrons for your projects
- Get to know the latest practices in design from across the world at the 14th CII CID Design Summit

The zone will host the following:
- Research and Development Organizations
- Product Designers, Communication Designers and Brand Strategists
- Architects and Experience Designers
- Knowledge Services – Management Consultants, R&D Consultants, Design Consultants, Knowledge Repositories, Databases, Market Research & Intelligence Services, KPOs, BPOs, Industrial Labs.

Imagine the Future. Inspire the New.

Design is an integral part of futuristic technology. After all, value is created only when technology and aesthetics come together. Designers therefore play a pivotal role in putting together the world of our future.

Exhibitor Benefits:
- Showcase the benefits of Research
- Network, connect and collaborate with potential customers
- Demonstrate cutting-edge solutions and win new customers
- The Technology Summit, Innovation and IPR summit during the expo will bring together some of the inspirational figures, knowledge experts to share best practices, key strategies and new opportunity areas
- Know about national and international R&D and Design projects
- Find new investors, patrons for your projects
- Get to know the latest practices in design from across the world at the 14th CII CID Design Summit

Be there. Profit from the infinite opportunities.
Connecting academia, industry, R&D, funding agencies and governments

Internationalize and energize through collaboration, knowledge exchange and new prospects.
A unique opportunity for all Indian & International higher education institutions and companies, related to education.

Exhibitor Profile
- A unique opportunity for all Indian & International higher education institutions and companies, entities related to education.
  - Academic Institutions
  - Universities
  - Colleges, Institutions, Academies
  - Business Schools, Engineering Schools, Hotel Management Schools, Design Schools, Aviation Schools, Medical Schools
  - Distance Learning providers
  - Vocational Education Providers
  - Software & Hardware training providers
  - Training providers in niche areas
  - Education organizations and associations
  - International Schools
  - Educational Technology
  - Educational Technology solution providers
  - ICT Solutions
  - Classroom technologies, Campus software solutions, eLearning tools
  - Student service providers (insurance, accommodation, airlines, etc.)
  - Recruitment Consultants

Exhibitor Benefits
- Meet potential students from India – a large number of students are being invited for the Expo and many potential students will be there as visitors.
- International institutions to explore collaborations, associations with Indian educational institutions.
- Indian educational institutions to find new partners and collaborators.
- Leading colleges and universities to showcase their achievements and strengths to promote commercialization of technological innovations.
- Forge new connections with the industry, research institutions, Venture Capital Agencies.
- The AICTE – CII Global University – Industry Congress & Higher Education Summit complements the exhibit.
- Benefit from insightful presentations and high-level speakers at the concurrent summits.
- Opportunity for campus start-ups to present their pitch at the Innovation Zone.
- Education Technology Providers – Join leading brands in technology and education, generate new business—gather leads, meet decision makers and launch new products among a focused audience.
Catalyst for Growth and Development

Governments play a pivotal role in bringing together the various actors and ensuring a coordinated act to create our future. From planning to implementation of schemes and ideas, policy makers act as catalysts and controllers of growth.

Exhibitor Profiles:
- Ministries, Departments, Agencies of Government of India
- International trade promotion agencies, research agencies, associations
- State Governments
- National & International City Governments, City councils, City Organizations
- National and International Government Agencies and councils

Exhibitor Benefits:
- Attract FDI, promoting the city, region, state or country as an investment destination
- Promotion of various Government schemes, incentives, initiatives to the right stakeholders
- Building connections with the business community, academic community, and others
- Develop and share ideas for future programs and initiatives
- Understand the needs of various stakeholders to deliver effective Government support

ZONE V Government

Be there. Profit from the infinite opportunities.
Design Summit. It is a holistic platform which incorporates content from around studies, understanding between the stakeholders of this trinity through trends, case companies and societies to create new products, services and businesses. Global influencers shall come together and share stories, strategies and solutions to leverage this opportunity for mutual benefits. The “Global Innovation & Technology Alliance Platform” provides a base and act as a flagship initiative in forging such partnerships.

2nd Global Innovation & Technology Alliance Platform

India is fast transforming in terms of proactive government policy and incentives to the private sector and entrepreneurs in Research and Innovations, with a target of achieving Gross Expenditure in R&D (GERD) of 2% of India’s Gross Domestic Product (GDP) by 2020. Indian industry and entrepreneurs are looking for opportunities for global partnerships to develop (with government funding support) affordable products and services to serve the wide base of economic pyramid in India and other markets. This is the time for the world’s most innovative companies to build partnerships with Indian industry, entrepreneurs, institutions and government to leverage this opportunity for mutual benefits. The “Global Innovation & Technology Alliance Platform” provides a base and act as a flagship initiative in forging such partnerships.

14th CI-NID Design Summit

Global influences shall come together and share stories, strategies and solutions – from inspiration to practicality at the 14th CI-NID Design Summit. It is a holistic platform which incorporates content from around the world. Attendees encompass industry and academia represented by CEOs, directors, design heads, design managers, designers, faculty and students. Every year, with a theme-focused discussion, the CI-NID Summit brings to fore the multiple manifestations of design, uncovers new avenues for existing users and enthuses non-users to embrace it. The theme of 14th CI-NID Design Summit is Design Trinity. In India’s interconnected and complex world, it is the trinity of business, technology and design which is essential for companies and societies to create new products, services and businesses.

The theme will initiate new dialogues, new interactions and promote mutual understanding between the stakeholders of this trinity through trends, case studies, best practices and different approaches across sectors. The summit is endorsed by India Design Council.

4th Global University-Industry Congress & Higher Education Summit

The Confederation of Indian Industry (CII) has been organizing the AICTE-CII Global University-Industry Congress and Higher Education Summit for the past five years in partnership with AICTE for the past three years with the objective of facilitating global partnerships among governments, universities, community colleges, education tools and service providers and industry in the areas of higher education and research. This event has emerged as the largest university-industry platform in the country with widespread participation from the highest level of government, industry and academia from both India and abroad. The aim of the Intellectual Property Summit is to discuss the “hows” and the “whys” of investment in IP and other impending issues surrounding it. The outcome would be a declaration which may be used as a guideline in the enhancement of trade and commerce, collaborative R&D, global-level hand-holding on IPR and similar matters of common interest.

6th Intellectual Property Summit

The aim of the Intellectual Property Summit is to discuss the “how” and the “why” of investment in IP and other impending issues surrounding it. The outcome would be a declaration which may be used as a guideline in the enhancement of trade and commerce, collaborative R&D, global-level hand-holding on IPR and similar matters of common interest.

4th Innovation and Entrepreneurship Summit

The Confederation of Indian Industry (CII) in partnership with the National Innovation Council (NInC) under the aegis of the Department of India (DOS), has been organizing an annual flagship event on innovation and entrepreneurship for the past four years with the objective of enabling potential innovators to become successful entrepreneurs and to also hold discussions on strengthening the innovation ecosystem of the country. This event has emerged as one of the largest initiatives in the country with widespread participation from the highest level of government, industry, innovators, incubators, service providers, financing agencies and academia.
Knowledgexpo 2014
Nov 20 – 22, 2014
India Expo Centre
Greater Noida
Delhi NCR. INDIA

For more information, please write to:

Knowledgexpo 2014
Pankaj
pankaj@cii.in

Confederation of Indian Industry
3rd Floor, IGSSS Building
28, Institutional Area, Lodi Road
New Delhi-110003

Landline: +91-11-45772019, 45772003,
45772004, 45772038
Fax: 011-11-45772014

Mail: ciiknowledgexpo@cii.in
www.knowledgexpo.com

The Department of Industrial Policy &
Promotion was established in 1995. With
progressive liberalisation of the Indian
economy, initiated in July 1991, there has
been a consistent evolution in the role and
functions of this Department. From regulation
and administration of the industrial sector, the
role of the Department has been transformed
into facilitating investment and technology
flows and monitoring industrial development
in the liberalised environment.

CII
Confederation of Indian Industry

CII is a non-government, not-for-profit,
industry-led and industry-managed
organization, playing a proactive role in
India’s development process. Founded in
1895, India’s premier business association has
over 7200 members, from the private as well
as public sectors, including SMEs and MNCs,
and an indirect membership of over 100,000
enterprises from around 242 national and
regional sectoral industry bodies.