Press

The Bright World of Metals Radiates All the Way to India

Messe Düsseldorf partners with Indian trade show Inter Foundry

Messe Düsseldorf is expanding its portfolio of metal and foundry trade shows by adding Inter Foundry in India. With this move, the company is further increasing its global market leadership in the sector while bolstering its position in the up-and-coming Indian market.

Düsseldorf, October 14, 2025. In the global metal and foundry industry, The Bright World of Metals series is synonymous with the most important industry events, comprising the four world-leading trade shows taking place in Düsseldorf – GIFA, METEC, THERMPROCESS and NEWCAST – plus an additional eleven leading regional shows staged across the globe in locations ranging from Mexico to Indonesia. Taken together, they make Messe Düsseldorf the world market leader for metal and foundry trade shows. And now, the company is further strengthening its position by enlarging its portfolio through a partnership with Inter Foundry launching in 2026. As part of the collaboration, the international trade show for the ferrous and non-ferrous foundry industry in Coimbatore, India, will be organized jointly with its sister show Inter DieCast under the tagline "powered by The Bright World of Metals and Messe Düsseldorf."

"With its booming economy, a growing middle class and a young population that's enthusiastic about new technologies, India stands out as one of the world's most dynamic growth markets – both for our customers and for us as a trade show company," explains Wolfram N. Diener, President and CEO of Messe Düsseldorf. "By adding Inter Foundry 2026, we're further expanding our international market leadership in metallurgy and foundry trade shows while creating a powerful platform to support our partners as they enter India's high-potential emerging market."

India's gross domestic product (GDP) is growing at around six to seven percent annually, faster than almost any other industrialized nation, and the country is the third-largest manufacturer of castings worldwide. As a result, demand for modern foundry, automation and environmental technologies is skyrocketing. Home to over 600 foundries, Coimbatore, the location of the trade show, is considered the industrial heart of southern India – ideal conditions for a trade show with global appeal.

“India’s rapid economic growth presents enormous opportunities for the global foundry industry. As industrial demand accelerates and infrastructure expands, the country is emerging as a key market for innovation, investment and collaboration. Our cooperation with The Bright World of Metals further strengthens Inter Foundry’s position as a leading platform connecting Indian and international stakeholders. This cooperation opens doors for foreign companies to explore and succeed on the dynamic Indian market,” says Ashwani Pande, CEO of VA Exhibitions Pvt. Ltd.

More than 250 exhibitors and over 10,000 professional attendees are expected in Coimbatore for Inter Foundry 2026. The exhibition space will increase by around 40 percent to 18,000 m^2, proof that Messe Düsseldorf is boosting its broad portfolio in India by incorporating yet another powerful event. The company already organizes 16 trade shows on the subcontinent – more than in any other market outside Germany. Moreover, subsidiaries at two locations, New Delhi and Mumbai, also give it a local presence beyond the trade shows.

Most recently, in 2025, the Messe Düsseldorf founded the India Competence Centre in collaboration with the Düsseldorf Chamber of Commerce and Industry and the City of Düsseldorf, the capital of the German state of North Rhine-Westphalia, with the specific aim of promoting exchanges between German and Indian companies. The importance of the Indian market is evident in Düsseldorf itself, too: Over the past ten years, some 3,700 Indian companies have showcased their products and services at the world-leading trade shows in Düsseldorf, and 130,000 attendees have travelled here from India – putting the country in third place among non-European countries.

Inter Foundry is set to further reinforce India’s significance for Düsseldorf as a trade show location. The show’s next edition will take place from September 10 to 12, 2026, at the Codissia Trade Fair Complex in Coimbatore.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m^2 exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf’s sectors of expertise include: “Machinery, Plants and Equipment,” including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE, A+A); “Lifestyle and Beauty” (BEAUTY, TOP HAIR); “Leisure” (boot, CARAVAN SALON); and “Mobility” (XPONENTIAL Europe, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 80 events. The corporate group’s global network encompasses 78 foreign representatives for 142 countries – including nine international subsidiaries.

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