CII

23rd **IETF**

23rd INTERNATIONAL ENGINEERING
& TECHNOLOGY FAIR
FEB 3-5 2019 | PRAGATI MAIDAN | NEW DELHI

CII
AI INDIA

CII
Clean Tech
ENVIRONMENT

CII
IIARE

CII
HEALTH TECH INDIA

CII
India.
gaming
show

CII
LEARNING
& SKILLS
EXPO

CII
Logistics

CII
Metal &
Metallurgy

CII
REAL
ESTATE &
BUILDING TECHNOLOGY

GLOBAL PLATFORM FOR INNOVATIONS IN MANUFACTURING AND SERVICES

VISITORS 25000 | B2B MEETINGS 2000 | EXIBITORS 500

The 23rd edition of International Engineering & Technology Fair (IETF), Confederation of Indian Industry's flagship event showcased latest technologies, innovations, trends and products across industry segments under one roof, was successfully organised from February 3 to 5, 2019 in New Delhi. This edition of IETF saw three concurrent shows -- Health Tech India, India Gaming Show and AI India Expo -- being organised with the show

CII

23rd IETF

23rd INTERNATIONAL ENGINEERING & TECHNOLOGY FAIR

IETF 2019 underscored CII's keenness to catalyse the growth of Artificial Intelligence (AI) and promote development of intelligent systems that can be deployed to solve a variety of issues that the country faces as it braces itself for Industry 4.0. The list of countries participating in IETF also included USA, Finland, Israel, Philippines, Ethiopia, Malaysia, Myanmar, Bangladesh, Canada, Denmark, Iraq, Nepal, Russia, Saudi Arabia, El Salvador, Ethiopia, Sudan, Uzbekistan, Ukraine, UK, South Africa, and Tunisia, among others

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VOICES

KEY HIGHLIGHTS

▸ Special focus on technologies driven by AI for manufacturing, healthcare and environment.

▸ Display of innovation and technology-driven automation including industrial robots.

▸ Among many countries, Finland, Italy, and Germany brought the best of their country to the show.

▸ Live demos, dedicated networking opportunities, start-up incubators, B2B meetings and informative sessions formed integral part of IETF 2019.

▸ Start Up Zones offering smart and intelligent solutions for manufacturing and services.

▸ Government of India's programme of promoting Geographic Indicators (GI) registered product got a major boost at IETF. The stall of GI registered products, supported by the Ministry of Commerce and Industry, attracted huge attention.

▸ Sector specific conferences on wide ranging and relevant subjects organised, where experts deliberated upon new ideas and gave their unique perspectives on how organisations can integrate innovations as part of their transformation journey.

▸ Eminent personalities and key decision makers like ace cricketer Sachin Tendulkar; Union Minister Jitendra Singh; Chaudhary Birender Singh, Minister of Steel, Government of India; Dr Indu Bhushan, CEO, Ayushman Bharat Pradhan Mantri Jan Arogya Yojna (PMJAY) and National Health Authority (NHA); Kenji Hiramatsu, Ambassador of Japan to India; Lav Agarwal, Joint Secretary, Ministry of Health and Family Welfare, Government of India; Dr Amita Prasad, Director General, National Productivity Council & Additional Secretary, Government of India were many others who participated at the mega event.

IETF 2019: Delivering Excellence

The 23rd edition of the show, which is held every alternate year since 1975, also saw participation from major global brands like Amazon, IBM, Microsoft, HP, Intel, Panasonic, Mitsubishi Electric, Philips, Schunk Intec, Samsung, Siemens, Sony, Tata with their group companies (Tata Steel, Tata Communications, Tata Consultancy Services, Tata Motors, Tata Power) Force Motors, Airport Authority of India (AAI), Map My India, ISRO, JCB, Kirloskar Pumps, MECON Ltd. National Institute of Design (NID), PayTM, CBC Medical, DASSAULT Systems, Fresenius Kabi, Gigabyte, KONE Elevator, 3M, ABBOTT Healthcare, EXIDE, Ayush, Department of Biotechnology, among others. Living up to its reputation as one of the foremost platforms providing ample opportunities for networking, collaboration, forging business ties and launching new business initiatives, hundreds of B2B meetings were facilitated by the CII. As an integral part of the show, Start-Up Zones were set up to facilitate interactions between Indian startups and global technology companies so that new synergies can be developed to leverage technologies for the growth of India's startup ecosystem.

India's growth at an expected 7.2% for 2018-19 along with increasing public spending on transport, power, housing, and so on is fuelling rapid advance in engineering goods across all segments. The technology intensification aligned with the global trend of industry 4.0 is gathering momentum in the sector.
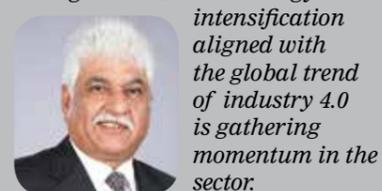
Rakesh Bharti Mittal
President,
Confederation of Indian Industry

The Metal & Metallurgy industry is a vital platform for the manufacturing sector as well as for the country's economy. The government is committed to increase manufacturing competitiveness of Indian industry.

Chaudhary Birender Singh
Minister of Steel,
Government of India

There are number of phenomenon which is possibly because of evolving understanding of what we categorise as AI but we are already in operations. We are evolving not just in medicine, medicine is one of the beneficial field of it.

Jitendra Singh
Minister of State for the Ministry of Development of North Eastern Region, Minister of State for Prime Minister's Office, Personnel, Public Grievances and Pensions, Department of Atomic Energy, and Department of Space

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The logistics is a dynamic and vibrant sector growing at a CAGR of 10 per cent. Teh logistics portal, which is in the final stages of development, will be a platform of platforms. We are also creating a servicing tower, which will provide multi-modal services for the industry.

N. Sivasailam, *Special Secretary Department of Logistics Ministry of Commerce and Industry*

Technology has become the backbone for Ayushman Bharat by making the entire system cashless and paperless. With over 50 crore population coming under the purview of healthcare, technology is going to become an even bigger market in healthcare.

Dr Indu Bhushan
CEO, Ayushman Bharat Pradhan Mantri Jan Arogya Yojna (PMJAY) and National Health Authority (NHA) Government of India

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The frugal health technology is going to make high quality healthcare services affordable and accesible.

Shobana Kamineni
Immediate Past President, CII & Executive Vice Chairperson Apollo Hospitals Enterprise Limited

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IETF is CII's contribution to letting people know what is happening in the industry and shwocasing what is potential for the future. IETF provides a great platform for advanced engineering sector

Vikram Kirloskar
Vice President, CII Vice Chairman, Toyota Kirloskar Motor Pvt Ltd

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With many countries participating at the event including USA, Germany, Finland, Israel, Japan, Korea and Latvia amongst others, IETF is an ideal platform to interact and network globally for all the participants.

Vipin Sondhi, *Chairman, Trade Fair Council, CII and CEO, JCB India Ltd*

IETF is the incubation ground for new ideas such as Artificial Intelligence and gaming which can boom into full time shows in the years to come. This year, we have added the first ever Articifial Intelligence Show and Clean Tech Environment and Learning & Skills

Chandrajit Banerjee
Director General, CII

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KNOWLEDGE SESSIONS

A REPORT ON REAL ESTATE

In the last two years developers have taken conscious decisions of revamping their operations, adhering to regulations and aligning themselves to efficient business practices, says a report that was released during the CII Housing and Building Technology Conference

India's real estate sector has witnessed a paradigm shift, largely driven by structural reforms enabled through landmark policies. At the 23rd edition of IETF, a report was released highlighting the winds of change which are changing the very landscape of the real estate business and its practices in India. The report talks about short-term headwinds like demonetisation followed by implementation of RERA and GST that have had a seminal effect on the way business is conducted with far-reaching ramifications of consolidation, fiscal prudence, corporate governance and accountability and disclosure norms in the sector which were hitherto unheard of.It also talks about that how in the last two years developers have taken conscious decisions of revamping their operations, adhering to regulations and aligning themselves to efficient business practices.

It says that a change is coming and is surely taking on wings. "While we continue to see policy interventions being introduced, the implications for dierent stakeholders are varied in nature. As is usual in creating an effective policy, there is a process of evolution that usually ends up refining the rules to conform to the needs of all stakeholders," the report states.

Logistics Summit 2019

The logistics sector which has been growing at a CAGR of 10% is a dynamic and vibrant sector, SAID N. Sivasailam, Special Secretary, Department of Logistics - Ministry of Commerce and Industry, at the inaugural launch of the Logistics Summit 2019 organised by CII Institute of Logistic coinciding with the IETF 2019.

The inaugural session concluded with the launch of the Degree Apprenticeship Program in the presence of VLVSS Subba Rao, Senior Economic Advisor & Additional Secretary, MHRD, Govt of India and Rajesh Agarwal, Jt Scretary & CVO, Ministry of Skill Development & Entrepreneurship, Govt of India

Speaking at the event, Sivasailam urged the industry to focus on skilling the youth, along with encouraging large sectoral funding to greatly impact the entire Indian logistics sector. He stated that the Department of Logistics and the government have been working on various projects as part of the National Action Plan.

In his address, R. Dinesh, Chairman CII Institute of Logistics Advisory Council and Managing Director TVS Logistics Services Limited, highlighted the need for set standards in the logistics sector. "Technology usage and leveraging of information will be paramount towards the growth of this sector," he added.

Conference on Advanced Manufacturing through Automation & Robotics

"Indian Industry should work towards finding unique solutions to the manufacturing related issues being faced in the Indian context," said Dr Amita Prasad, Director General, National Productivity Council & Additional Secretary, Government of India.

The Director General emphasised that our focus should be on implementing the technologies that will be sustainable in the long run in terms of economic aspects viz. product quality, cost etc. as well as social aspects like employment. Dr Prasad invited the industry to work with the National

Productivity Council on the Centre of Excellence in IT.

M M Singh, Conference Chairman & Executive Director, Maruti Suzuki India Ltd mentioned that we have to move towards Automation & Industry 4.0 with a practical approach that has room for flexibility.

Nishant Arya, Past Chairman, CII Haryana State Council & Executive Director, JBM Group mentioned that with Automation, we can utilise our work force optimally. He emphasised the need for skilling and enhanced Industry Academia connect for making automation successful.

IETF 2019: KEY OUTCOME

◆ Industry 4.0 is to become a reality much faster than expected, similar to mobile penetration in India.

◆ IETF needs to keep evolving and embracing the future tech industries. AI, Gaming are the future, but India has to relate it to youth as solutions to day-to-day issues. AI has every conceivable solution.

◆ India's growth at an expected 7.2% for 2018-19 along with increasing public spending on transport, power, housing, and so on is fuelling rapid advance in engineering goods across all segments.

◆ New technologies like Artificial Intelligence, Blockchain, Big Data and Cloud Technology are set to change the way industry works.

◆ Sales of industrial robots in India reached the new record of 3,412 new units installed in 2017. That is an increase of 30 percent compared to 2016.

◆ With one of the world's largest youth population, India is poised to become one of the world's leading markets in Gaming Sector. Currently valued at USD 890 million, the In-

dian Gaming Industry is estimated for the annual growth rate of 14.3 per cent with mobile Gaming taking the lead at 71% share.

◆ The AI industry is radically transforming the way humans consume and process data. India too is treading its way in the global market with the government allocating close to Rs. 3,000 crore to strengthen the AI industry.

◆ India has become the centre for outsourcing work such as game development, game support services.

◆ The Indian real estate market is expected to touch USD 180 billion by year 2020. Urban population is expected to touch 543 million by 2025, with the housing sector contributing 11% to India's GDP by 2020. This will fuel requirement of residential space, commercial space, retail space, hospitality space and SEZs.

◆ Indian Logistics sector already provides livelihood to over 22 million people.With the right policy support, the potential is to reduce indirect logistics cost by 10%, fuelling export growth of 5–8%.

IETF 2019 CONFERENCES

● Advanced Manufacturing through Automation & Robotics - "Enhancing Competitiveness in Automotive Manufacturing"

● Housing & Building Technology Conference & Report on Real Estate Development and Housing Technology

● Conference on Cleantech Environment

● Logistics Summit

● Metals -- The foundation of a New India

Media & Entertainment

Structural and semantic analysis enabled by intelligent mining of video content can help to create video snippets for news, video segmentation as well as special interest content for fan engagement automatically.

Automotive

Autonomy and connectivity move hand in hand when it comes to the automotive industry. Through AI, connected cars will be able to communicate with one another and stay informed of the road infrastructure.

The three-day event showcased the next generation technologies and strategies from the world of Artificial Intelligence, providing an opportunity to explore and discover the practical and successful implementation of AI in India to drive businesses forward. AI Show hlighlighted concepts including Business Intelligence, Deep Learning, Machine Learning, AI Algorithms, Data & Analytics, Virtual Assistants, Chatbots and more

Aerospace & Defence

AI, along with big data, is transforming the aerospace industry by increasing automation of piloting as well as safety, by predicting when airplanes need maintenance.

Retail & E-commerce

AI enables retailers to follow shopping trends and decode shopper requirements, sometimes before shoppers actually begin shopping.

Transport & Logistics

Autonomous trucking can reduce costs by allowing for increased asset utilisation by enabling 24/7 runtimes.

Healthcare

AI in health care can enable quicker diagnosis, better treatment, and improved health insurance.

Energy

AI can make the smart grid smarter and reduce the need for utilities to add power plants.

Manufacturing

AI allows for enhanced monitoring and autocorrection of manufacturing processes through intelligent automation in areas ranging from supply chain optimisation to predictive scheduling.

Financial Services

AI can seamlessly address frequently asked, bankingrelated queries and even perform simple tasks like money transfers by using Natural Language Processing.

Education

AI learning systems allows for customized curriculum to reduce the need for classrooms and lecturers. Traditional schools can evolve into smaller, distributed structures and specialized learning centres.

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AI INDIA

AI FOR ALL : INNOVATION FOR INCLUSION

Technology & Communication

AR and wearable devices are expected to enhance communication and interactivity through capabilities such as remote verification, automatic error proofing and live, stepby- step instruction/ documentation.

Agriculture & Food Processing

AI and machine learning tools can be used to predict the optimal time to sow seeds, get alerts on risks from pest attacks, and more.

There were over 150 exhibitors in 12 key verticlals including Aerospace and Defence, Retail & E-commerce, Technology & Communication, Transport & Logistics, Healthcare, Manufacturing, Media & Entertainment, Energy, Financial Services, Agriculture and Food Processing, Automotive and Educations showcasing their AI innovations with the number of trade visitors swelling to several thousands during three days.

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#AIforALL
Innovation for Inclusion
3-5 February 2019, Pragati Maidan, New Delhi

AI INDIA

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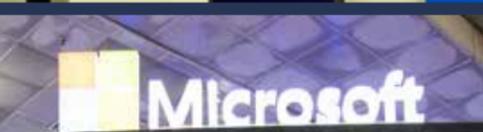
VOICES

The opportunity for AI driven growth is immense. Countries around the world are now aware of the potential economic and social benefits of developing and deploying AI. There have been tremendous activities across the globe over last few years on policy and eco-system front.

Chandrajit Banerjee,
Director General,
Confederation of Indian Industry

Technology, innovation and problem solving should happen together.

Gopalakrishnan S,
Joint Secretary,
Ministry of Electronics and Information technology

AI is the most globally transformative mega-trend of our times and a race for global supremacy among global powers is on. Intelligent machines with exponentially growing computing powers, rapidly learning from meta-datasets are now capable of performing high-level cognitive processes.

Rajan Navani, *Chairman,*
CII Artificial Intelligence India Committee and Chairman & MD Jetline Group of Companies

AI works around with substantial data to give something new. In governance AI has immense importance as their are many distortions in government policy.

Dr. Ajai Kumar Garg,
Director, Ministry of Electronics and information Technology, Government of India.

We are standing at a landmark moment in the history of the country's AI revolution. Machines are becoming smarter and backed by the power of data and AI, they are performing tasks with varying degrees of intelligence, experience and intuition. AI is beginning to make us stronger, faster – and better.

Anant Maheshwari,
Chairman, CII IT/ITeS India Committee and President, MicrosoftGroup of Companies

As the digital revolution gathers momentum, AI is fast becoming the core catalyst for its exponential growth. AI is not only disruptive and game changing, but it is also a powerful instrument of economic transformation and strategic dominance. AI and related technologies are rapidly redefining our lives.

Lt Gen Sudhir Sharma
Chairman, Mitkat Advisory

CII

AI INDIA
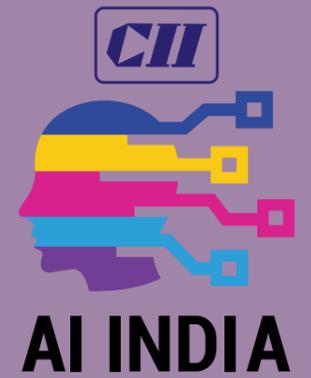
India's approach to implementation of AI is guided by optimization of social goods rather than maximization of topline growth. NITI Aayog has pitched India as an "AI Garage" for emerging and developing economies. It has identified five focus areas to benefit from adoption of AI - healthcare, agriculture, education, infrastructure and transportation.

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KNOWLEDGE SESSIONS

KEY HIGHLIGHTS

THE KEY TAKEAWAYS AT THE AI SESSIONS

◆ AI has the potential to provide large incremental value to a wide range of sectors globally and is expected to be the key source for the competition in future, experts opined at the knowledge session on AI during IETF 2019.

◆ AI is set to play a major role in shaping the growth of the core sectors. AI technology will be the finest technology to give a boost to core sectors and help India in faster digitisation.

◆ As businesses embrace AI, robots, machine learning and deep learning, they will need a clear strategy for leveraging the technology without creating fear around the displacement of jobs or crossing ethical lines.

◆ AI technology is not reserved for Fortune 500 tech companies anymore, as a rapidly growing number of small businesses and entrepreneurs are breaking into the AI market.

◆ Technologies products and business models are evolving faster than the ability of regulators to control them.

◆ AI and tech interventions will expand scarce lab and personnel resources, expand tele-medicine, improve quality, consistency and access, allow for early detection, diagnostic, decision and treatment and in fact make healthcare proactive from "sick care" to "healthcare".

◆ AI will underpin all smart cities. AI would be used for better urban planning, efficient utilization of utilities, efficient delivery of citizen services, to enhance public safety and, overall, to provide an enhanced quality of life to citizens.

◆ AI can also help in smartening the governance. India's Minister for Electronics and Information Technology feels that applying AI in governance will let India leapfrog many developmental challenges.

A REPORT ON AI

Skill development is the cornerstone of AI readiness and skill gap is the biggest threat to AI's adoption, says a report on artificial intelligence that has been released at IETF 2019

Artificial Intelligence (AI) is technology's 'Toast of the Town' today. Rapid advances in computing power, algorithms, Internet of Things (IoT) and the availability of data have combined to rapidly expand the capabilities of AI. Global GDP could, by some counts, be 30% higher in 2030 because of AI – the equivalent of an additional US economy, says a report on artificial intelligence that was released at IETF 2019 on February 4.

"India recognizes the significant role it can (and needs to) play in the AI revolution. India could add US $957 billion or 15 per cent of its gross value by 2035. Accordingly, the Government of India mandated the NITI Aayog to establish the National Program on AI. NITI Aayog released the 'National Strategy for Artificial Intelligence #AIFORALL' in June 2018," the report adds as it analysis the readiness of India in adopting AI. It mentions the 176-page report and a draft of a Personal Data Protection Bill that was submitted by 10-membered Justice Srikrishna Committee in July 2018.

"This draft Bill is under holistic deliberation and will be critical in ensuring that to enable AI it brings a regime of balancing privacy and security considerations while not stifling innovation and allowing cross border data flows." The report goes on to add that skill development is the cornerstone of AI readiness and skill gap is the biggest threat to AI's adoption.

"A recent Ernst & Young poll revealed that 56 per cent of senior AI professionals believed the lack of qualified AI professionals was the single biggest barrier to AI implementation. Countries are also significantly increasing the allocation of resources for Science, Technology, Engineering and Maths (STEM) talent development through investment," it said.

An independent study has estimated that India will face a demand-supply gap of 2,00,000 data analytics professionals by 2020 and is according increasing impetus to skill gaps, creating required AI talent, boosting research, promoting Industry-Academia collaboration, Public-Private Partnership (PPP), government investment and private funding, and development of an enabling ecosystem.

KEY HIGHLIGHTS

◆ While availability of a highly-educated talent pool, world-class educational institutes and a formidable list of IT companies dominating the global IT landscape, India has the required building blocks for a thriving AI research and development ecosystem.

◆ Companies like TCS, Wipro and Infosys have been frontrunners in implementing cutting-edge solutions in India. Given that such IT giants work closely with businesses globally, the government expects more research work from them towards the field of AI.

◆ The government of India has shown keen interest in recent times to leverage AI for inclusive growth. With incredible advances being made in data collection, processing and computation power, the government is looking at promoting intelligent systems that can be deployed to enhance a variety of tasks while improving performance and productivity.

◆ The AI industry is radically transforming the way humans consume and process data. India too is treading its way in the global market with the government allocating close to INR 3,000 cr to strengthen the AI industry.

◆ AI is set to make a big impact on various aspects of healthcare — some of them being operations, patient-centric care, and precision medicine.

◆ Artificial Intelligence is fast making inroads in every sphere of life. Today, companies are investing heavily in AI all across the globe and AI is found everywhere even in the form of "siri" of Apple Inc. or "virtual personal assistant" of Android.

◆ An Accenture report forecasts that AI will boost India's annual growth rate by 1.3 percentage points by 2035.

◆ Heavy industries can thrive on AI systems because there is ample scope to automate most of the jobs and reduce operating costs.

Many factories use robots to accomplish repetitive, hazardous and high-accuracy tasks.

◆ Identity theft and fraud loss cases are common issues and AI can add that important layer of cybersecurity to analyse patterns and identify suspicious behaviours, thereby preventing potential fraud. AI can also help simplify mundane tasks like credit assessment and client interactions.

◆ AI is redrawing the healthcare landscape. Compelling AI techniques can unlock clinically relevant information tucked amidst massive amount of data, which in turn can assist clinical decision making.

◆ The advantages of predictive modelling and adoption of accelerated analytics, robotics and deep learning make retail one of the easiest industries to automate. Industry frontrunners are harnessing data to increase conversion and customise shopping experiences.

◆ Use of computer intelligence can help students and teachers derive more out of the educational experience. AI-driven programmes can also provide students and educators with helpful feedback.

◆ AI can make energy systems better, cleaner, more reliable and affordable. Autonomous grid can help minimize power grid failures by responding instantaneously to disruptive events.

◆ The technology industry has many uses for bots. The use of AI is enabling researchers to build intelligent software and machines to enhance productivity, empower people and solve real problems.

◆ AI has taken off well in the transportation industry. From route optimisation for predicting traffic jams to drone cabs and crewless cargo ships, AI is helping this sector perform a host of tasks in several ways inspired by the human mind.

The 2nd Edition of Health Tech India 2019, with Japan as Parnter country, provided a platform to the Healthcare Industry to showcase the latest innovations in healthcare products and services, medical devices and technology, diagnostics, lab, pharma, medical consumables and wellness sectors, which are experiencing strong growth owing to changing customer preferences, favourable government policies, technological advancements and adoption on a scale never seen before in India.

HEALTH TECH INDIA

Unlocking the True Potential of India's Medical technology. The $50 Billion Opportunities

Organised by Confederation of Indian Industry (CII) in partnership with Ministry of AYUSH; Department of Pharmaceuticals, Ministry of Chemical and Fertilizers; Department of Biotechnology, Ministry of Science and Technology; and Pradhan Mantri Jan Arogya Yojana, Health Tech India 2019 was held concurrently with IETF. CII has taken one step further by showcasing world class technologies and services that are set to play critical role in helping the country realise its dream of inclusive healthcare for all.

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Department of Biotechnology, Ministry of Science and Technology
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Partner Country

Japan

KEY HIGHLIGHTS

▸ Ayush Pavilion by Ministry of Ayush

▸ Support and participation by from Department of Pharmaceuticals

▸ Special Focus on AI in Healthcare and Environment

▸ Bio-Technology Pavilion by the Department of Bio Technology

▸ Country buying delegations from Nepal, Bangladesh, Sri Lanka, Bhutan, Indonesia, Myanmar, etc

▸ Special participation by Israeli Companies as exhibitors

▸ Dedicated B2B Meetings team for the event by CII backed matchmaking software

▸ The three-day show saw more than 150 exhibitors, over 10,000 medical and healthcare professionals from across the country, and representatives from central and state governments deliberating on the ways to ceate an affordable healthcare delivery system in the country.

▸ A day-long conference on New and Emerging Technologies for Healthcare saw key decision makers and thought leaders sharing their ideas and giving unique perspectives on how technological innovations are transforming India's healthcare landscape. Japan was the Partner Country at this year's edition of Health Tech India.

▸ Presently, tech giants and startups alike are working on developing Artificial Intelligence, Blockchain and Machine Learning-based diagnostic solutions for removing the distance and cost barriers in the medical sector. It was against this backdrop that Med Tech India was organised to help the Indian healthcare industry integrate and implement technologies of the future.

Indian MedTech industry is expected to reach around US$9.5 billion in the next four years. Some of the opportunities the sector offers include:

- *The industry comprises of multiple segments, with majority of these segments exhibiting healthy growth potential.*
- *The industry is largely dependent on imports (75%) mainly for high-end and complex medical device.*
- *Various policy initiatives, along with programs like 'Make in India', will reduce the import dependency in a phased out manner.*
- *Increased investments in medical devices by opening up 100% FDI through the automatic route.*
- *Large population base and emerging middle class*
- *Increasing incidence of lifestyle diseases and ageing population*
- *Rising healthcare consumption and Ayushman Bharat*
- *Growth in hospital infrastructure*

CII HEALTH TECH INDIA

Ayushman Bharat, which aims to cover 500 million people with Rs 5 lakh health insurance per family per year, is going to be a big game changer. Further, the Government of India is planning to increase public health spending to 2.5 percent of the country's GDP by 2025.

VOICES

Skills enhancement of medical professionals and healthcare workers between Japan and India is part of the MoU and will help in further strengthening ties between these two countries.

H E Kenji Hiramatsu,
Japanese Ambassador to India

The beneficial aspects of technology in India, lie in the fact that, in a country like India, it can overcome geographical and financial barriers to reach those who actually need it. The next evolution in Healthcare will not be led by doctors but by technology

Lav Agarwal, *Joint Secretary, Ministry of Health & Family welfare, Government of India*

It is a great platform where 9 industries are being represented simultaneously. Been into interesting talks across the day, from AI to Healthcare. A great place to be at.

Vipul Jain, *CEO, Advancells*

Health Tech India is a great platform to bring lot of Indian companies and showcase the technologies that are available in India

Himanshu Baid, *Chairman, CII Medical Technology Division*

IEFT 2019 is an excellent event that has impressed me in the first visit. Glad to see the partnerships CII has with Indian industries. This event is a great platform to share ideas & explore new paradigms, and I personally learnt a lot of things.

Dr Kuljit Singh,
President, APHM

CIMS is presenting its healthcare services at Health Tech India, which is a wonderful event organised by CII. We are receiving tremendous response from the visitors. We thank CII for this opportunity & aim to connect better.

Roopesh Pandey,
Regional Head, CIMS Medica

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Japan

KNOWLEDGE SESSIONS

KEY TRENDS

A day-long conference on 'New & Emerging Technologies for Healthcare' was organised by the CII. Dedicated sessions on digitalization of healthcare, innovations that are driving the Med Tech Sector In India today, and Artificial Intelligence - The future of Healthcare/and the challenges of Cyber security, were also held as part of the conference.

The conference was inaugurated by Dr Indu Bhushan, CEO, Ayushman Bharat Pradhan Mantri Jan Arogya Yojna (PMJAY) and National Health Authority (NHA) in the presence of Kenji Hiramatsu, Ambassador of Japan to India; Lav Agarwal, Joint Secretary, Ministry of Health and Family Welfare, Government of India; and Shobana Kamineni, Immediate Past President, CII & Executive Vice Chairperson Apollo Hospitals Enterprise Limited, among others.

Dr. Bhushan called for a robust policy framework to back technological innovations in healthcare. He said that technology has become the backbone for Ayushman Bharat by making the entire system cashless and paperless.

"With over 50 crore population coming under the purview of healthcare, technology is going to become an even bigger market in healthcare," he said. However, he also cautioned

that technology would cost money and therefore, both healthcare providers and other stakeholders should be prepared to balance this high cost as financial allocation would be needed.

Lav Agarwal, Joint Secretary, Ministry of Health and Family Welfare, speaking at Health Tech India, highlighted that, the focus of Indian healthcare over the years, has changed from being curative to slowly becoming preventive which has also led to an increase in scope for innovation.

Kenji Hiramatsu, Ambassador of Japan to India, speaking at the inaugural session, brought to light some of the factors on which high life expectancy in Japan (women=86 years and men=81years) is dependent upon.

"Skills enhancement of medical professionals and healthcare workers between Japan and India is part of the MoU and will help in further strengthening ties between these two countries," he said.

Kamineni emphasized on the importance of frugal health technology that is going to make high quality healthcare services both affordable and accessible.

- With influx of new age technology, the Indian healthcare sector is continuously undergoing a transformation. Technologies are helping to address traditional challenges of healthcare sector and the future of healthcare delivery is progressively moving from reactive care to preventive healthcare. Thus, the availability, accessibility and adoption of modern digital tools by healthcare practitioners and experts are helping the Indian healthcare sector to move towards a better future.

- Appropriate policy initiatives and active collaboration between industry and Government stakeholders are seen as critical success factors for any industrial sector. These initiatives can help a sector grow, diversify and create capital in the society.

- With the successful adoption of Medical Device Rules in 2018, the Indian Medical Technology Industry is finally seem to be coming of age and ready for the next phase of evolution. Coupled with efforts like Med Tech India, the industry is set to scale new heights and help the country overcome all the barriers to deliver quality healthcare to all its people.

- Growing at a tremendous pace, the Indian healthcare market is expected to increase three fold to Rs 8.6 trillion (US$ 133.44 billion) by 2022. The industry size is also expected to touch US$ 372 billion in the next five years. This growth will largely be fuelled by an increase in spending on healthcare by individuals, governments as well as the corporate sector.

- Health Tech India 2019 saw Japan as the partner country, which is a leading player in medical equipment and healthcare related services globally. Japan-based venture capital firms are either funding local health tech startups or exploring new investment opportunities in the healthcare sector. Japanese companies are also offering solutions to improve rural health care, given the huge healthcare gap between rich and poor and mismatches between doctors and patients in India.

- India and Japan are making joint efforts for the development of an international standard medical device regulatory ecosystem in India under the 'Make in India' programme. An increased cooperation between India and Japan will not only help capacity building on export front, but also increased capability to take on imports.

- A Memorandum of Cooperation (MoC) signed recenty between India and Japan in the field of healthcare and wellness aims to promote projects like developing human resource in the field of acute medicine, surgery and trauma care, establishment of an advanced joint testing laboratory for clinical examination and collaborations among tertiary care centres in both countries. The agreement also focuses on improving infrastructural developments like establishing a centralised management healthcare distribution centre, increasing access to hygienic and affordable toilets, setting up India-Japan "Innovation Hub" and collaborating on getting high-end medical devices.

- India has shown remarkable progress in improving healthcare standards over the last 25 years. New players and technology have entered the healthcare landscape in the past few years, accelerated by a growing start-up and entrepreneurial culture with evolving technology.

- Artificial Intelligence is the future of Healthcare. It covers a wide spectrum of applications, from those aimed at easing and supporting healthcare professional's work to those devoted to improving patient's lives. AI solutions can help overcome the barriers to access and solve the accessibility problem through early detection, diagnostic, decision making and treatment, which is catering a large part of India.

- New players and technologies are changing the current landscape of the industry. Mobile applications that act as appointment portals to portable medical devices are changing the way healthcare is delivered and how patients want to experience it.

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CII India gaming show

India is poised to become one of the world's leading markets in Gaming Sector which is growing at a fast pace. Realising the growth potential of the sector, Confederation of Indian Industry (CII) has taken an initiative to bring together all stakeholders under a common platform for the Digital Gaming Industry in India, and has created the Indian Digital Gaming Society (IDGS) to cater to the needs of this sector. It aims to act as a conduit between the industry and the Government to support and sustain the Indian gaming industry and transform it into an organised industry.

The second edition of India Gaming Show 2019, highlighted the huge potential of India as a global gaming hub. Giving a big boost to the gaming industry, ace cricketer Sachin Tendulkar launched the Sachin Saga Cricket Championship VR Game along with Sachin Saga VR based Headset. Key brands which participated in the a Gaming Show included Gigabyte, Playstation, Samsung, HyperX, Sony, HP, Intel, ESL, Amazon, Omen Laptops and many more from the start-up and developers' community. There was significant presence of foreign gaming majors from countries like Japan and Korea, among others.

KEY HIGHLIGHTS

- As gaming is being increasingly acknowledged by the people, more and more gamers are looking to take it up professionally as a career, thus expanding the digital gaming landscape.
- New gaming technologies like augmented reality (AR), virtual reality (VR) and console gaming are being adopted by gamers and gaming companies alike and are set to change the future landscape of the gaming sector.
- India, with one of the world's largest youth population and the requisite talent pool required for the growth of the sector, is poised to become one of the world's leading markets in gaming.
- Large volume of users and rising potential of monetisation implies that gaming has the potential to emerge as a significant sector creating jobs for thousands of millennials in India who can join the creative workplace.
- The gaming industry in the country is expected to reach, or even surpass, the $1 billion mark by 2020. The booming opportunity in digital gaming has prompted foreign investors and companies to keep a keen eye on India and be a part of the next big game that's about to sweep the market.
- Over the past few years, gaming has reached new heights globally. In India, with games allowing players to stream their games on YouTube or Twitch and post scores and statistics on social media platforms it has resulted in millions of users discovering the thrill of watching professional gamers.
- India is emerging as one of the major markets for the global gaming industry, where every gaming company wants to introduce their products and are keeping a close watch on every development.

- Among many countries, Korea, USA and Japan brought the best of their gaming companies to the show.
- Indian gaming start-ups showcased their potential to compete in the international market and participated in IGS in good numbers with an aim to attract potential collaborators and gain exposure to the latest gaming technologies.
- In addition to the intense gaming, other events were also organised such as Cosplay Championship with a price pool of Rs. 20,000, Amazon Gameon Championship, a PUBG Experiential Zone and ESL India Premiership, as part of the show.
- E-sports exhibition tournaments were organised for over three days and the visitors were treated to games like PUBG, DOTA2, CS:GO and Clash Royale among hundreds of others. IGS also offered visitors to see professional gamers from international circuit in action at the show.
- India, along with USA, China, Brazil, and Russia is already amongst the top five players, in the digital gaming industry.
- The global market, growing at a CAGR of 6.6%, is expected to end 2019 at USD 118.6 billion with mobile gaming at USD 52.5 billion.
- India's market size in mobile games is USD 890 million with over 250 game development companies. It is expected to be worth USD 1.1 billion by 2020 with over 628 million users.
- Competitive online gaming, or e-sports with over 4 million existing Indian enthusiasts, is yet another driver where localized content creation around global events will bring in new frontiers.

VOICES

With VR, for the first time, the lines between gaming and real blur to give gamers an accurately simulated experience of the stadium, with real time action right on their mobile screens. I thoroughly enjoyed reliving my matches with Sachin Saga VR, and I am sure it will resonate with cricket fans and gamers all over the world."
Sachin Tendulkar, *Former Indian Cricketer*

There are Japanese companies which are keeping a close watch on the Indian markets and are soon going to be the part of gaming journey in the country.
Prashant Godghate, *Secretary-General, JIIPA*

There should be courses for students who are taking gaming as a career. So they may be able to learn coding, designing, programming etc to develop the gaming culture in India.
Akshat Rathee, *CEO, Nodwin Gaming India*

There are games for every age group. People are learning gaming technology and their taste and career building factor is related to gaming.
Krishna Kalagara, *Distributor, PlayMax Esports*

I have developed many games like Shiva Bicycle Ganesha Racing, Swachch Bharat and others. What I have felt during these years is government should help us both financially and gives mentoring to the developers.
Basavaraj Pujar, *Shiva Bicycle Racing*

The estimation, feedbacks, criticism and others. These things help every developers to work hard and keep in mind the other activities which is necessary to develop the game in real sense.
Siddharth, *Blob & Magnet*

It was my dream to develop a game which could cater all walks of life. Being a mobile gamer from early childhood, i always want to be creative to help my friends as well in their courses of life.
Kushagra, *The Attack*

Keeping in mind the game, one should make all things clear like planning, challenges, interaction, technicality etc who will make you understand the aspects of game and its development.
Sandeep, *The Med Life*

As my first game has almost completed, my parents are my real partners who have provided me every kind of support to complete the project within the time. It's because of them, today I am proud of.
Dhruv, *Item Finder*

My university is my pride which has helped me to complete this project on time. My friends too have helped me. The important part is of my parents whom I am thankful in their every support.
Shivani, *The Attack*

There is no age group in playing game whether online or physically. It needs motivation to do things.
Basavaraj Pujar, *Someshwara Software*

Youngsters are coming in large numbers to play games, this development will boost both the gaming culture and promotion of new gaming brands in the country.
Ankita, *PlayStation*

What we have developed within the game, the actual information of Sachin Tendulkar with Virtual Reality (VR) where users will feel like "centre of the Pitch".
Anant Joshi, *Sachin Saga Cricket Champions*

There is no comparison between playing game on mobiles phones or computer. But if you are a game lover, you would love to play game on computer.
Apoorv, *ACRO Engineering Company*

ESL Play is the world's leading platform for eSports. What we are giving to our users is handsome cash prizes up to 1 Crore by winning Ist prize.
Aastha Sethi, *ESL India Premiership*

With VR, for the first time, the lines between gaming and real blur to give gamers an accurately simulated experience of the stadium, with real time action right on their mobile screens. I thoroughly enjoyed reliving my matches with Sachin Saga VR, and I am sure it will resonate with cricket fans and gamers all over the world."
Sachin Tendulkar, *Former Indian Cricketer*

With sharp focus of digital gaming industry on english-speaking users, a large segment of game lovers find it difficult to engage due to lack of games in their local languages or lack of India-relevant content. However, games related to Cricket, Kabbadi and Ludo are among few theme-based games with maximum downloads in India. And there are Indian theme-based games like Asura which have worked well abroad but not in India.

Games specific to Indian themes also have to keep in view Indian cultural sensitivities. For example, in the game called 'Hunuman' people couldn't see Hanuman getting hurt or beaten up due to attached sentimental and mythological values.

Keeping game simple for the audience to understand better is important in the industry. Inspite of all the demographics, it is all about the good games rather than the studio from where it is coming from, it could be Indian or the international, said Anurag Khurana, head of E-sports from Reliance Jio.

Indian gamers cannot be defined or restrict in one segment, here the brandwidth is wide, audience is wide.

Shwetank Sharma, Director-Sales from Locnapps Media said that India is rich in culture which is looking for its own IPs in the gaming industry. It the mix of all kind of audience including urban or rural.

Experts also deliberated on increasing the user engagement through localization or through the diversity of language of experience as it has been a focus point in the gaming industry. Entities are working in creating the new games with a local effect and in Indian themes.

Rajan Navani, President, CII-Indian Digital Gaming Society & Vice Chairman & Managing Director Jetline Group, said the gaming industry has come out of its worst phase and is now headed for a massive growth.

Panelists, speaking at the release of a report on gaming industry, supported said that angel investors should be developed for the sector as they compared the entertainment value of games with films.

India has the 5th rank globally in the gaming sector so it the job of both industry and govt to work together to develop it further in the country.

With one of the world's largest youth population, India is poised to become one of the world's leading markets in Gaming Sector. Currently valued at USD 890 million, the Indian Gaming Industry is estimated for the annual growth rate of 14.3 per cent with mobile Gaming taking the lead at 71% share. The growth is driven by rising younger population, higher disposable incomes, introduction of new gaming genres, and the increasing number of smartphone and tablet users.

As many as five conferences were held at the 2nd IGS to deliberate on various issues and finding ways to create a future roadmap for the sector.

The conference titled 'Gaming Industry: At the Point of Inflection', which focused on ways to bring all important stakeholders like government, investors, and others together on one platform in order to work towards a common goal.

The conference titled 'Demand Enhancement: Bringing New Users (Millennials and Women) into the Digital World'. The conference focused on how to engage millennials and women in digital gaming.

The conference on 'Increasing User Engagement Through Localisation and Contextualisation'. In this conference experts focused on finding ways to develop games in local languages.

The conference named 'Supply Enhancement: Shifting the Mindset from Outsourcing to IP Creation'. The event focused on benefits of moving towards IP creation from outsourcing with the proposed solutions in terms of policy and ecosystem.

The conference titled 'Creating a new Policy Framework' focused on the regulatory challenges faced in present times and suggested the need for a separate Games Act, and a framework to unlock new gaming opportunities.

IETF OVER THE YEARS

The fi rst edition of the International Engineering & Technology Fair (IETF) was held as a national event in 1975 with large participation from domestic players. In 1985, as the participation of overseas companies rose, it was decided that every year a country will be chosen as a 'Partner Country' which will be given special attention. Italy was accorded the fi rst Partner Country status in 1995, and since then the partner country status was accorded to Canada, US, UK, Germany, Japan, Korea, Spain, China and South Africa.

Now in its 23rd edition, IETF has become a unique platform for global companies to forge partnerships, collaborate and explore the immense growth potential Indian market has to offer them.
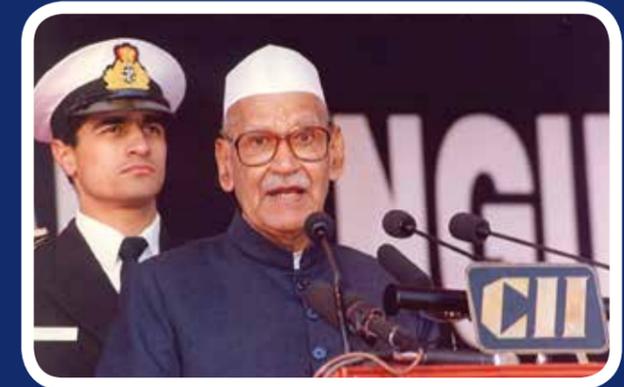
Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

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 around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2018-19, India RISE : Responsible. Inclusive. Sustainable. Entrepreneurial emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development; financing growth; promoting next gen manufacturing; sustainability; corporate social responsibility and governance and transparency.

With 65 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

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