

ADI expo

A GRAND SUCCESS

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ADI India brought a unique offering to the security industry in India, when they held a 5-city road-show series to bring their vendors and customers together. Dubbed the 'ADI Expo', this road-show series was held from 20 to 30 April and covered the cities of Hyderabad, Pune, Ahmedabad, Kolkata and Chandigarh.

A total of 17 ADI vendors participated in the table top displays and seminars, including five major security companies that were represented from overseas for this event. The ADI Expo series was a grand success and was attended by a total of 476 companies, with the number of visitors totaling 715. It brought the vendors face to face with the customers and was a valuable learning experience for all. Through this series, ADI India reaffirmed its position in India as the leading 'one stop shop' for multi category, multi brands products. Its truly unique

value offering to the security and safety channel as a single window outlet for stocking, training and technical support was visible at each of the Expos.

Speaking at one of the road-shows, Harish Vellat, Director ADI-India said,

"The tremendous response we have received both from our vendors and customers alike, speaks of the need we have been able to address. These Expos were intentionally conducted in Tier II cities where we took our vendors along and brought them face to face with our customers. In Phase II we plan to cover the major cities of New Delhi, Mumbai, Bengaluru and Chennai."



He went on to add, "There are only a few good exhibitions in India and they are restricted to the cities of Delhi and Mumbai. By moving ADI Expo to various

other cities, we have been able to connect a large number of installers, integrators, consultants and in some case end users too, who might otherwise not have attended exhibitions earlier."

The ADI Expo series was conducted over a full day in each city and offered customers new product introductions, training & educational seminars, hands-on experience with products, face-to-face interaction with manufacturers, opportunities to diversify their businesses, fantastic sales opportunities with Expo Only Specials available on that day, in addition to attractive cash prizes that could be redeemed at the ADI Branches.

The morning seminars included the Launch Series where presentations were made by HID, Honeywell Fire Systems, Sony and Audio Trak. HID launched 'HID on the Desktop' and their IP Based Network Access Controller, while



Honeywell Fire Systems showcased Fire Lite, their UL Listed Fire Alarm System. The Audio Trak presentation was made by ADI while Sony introduced their entire range of CCTV products.

The afternoon seminars focused on 'Introduction to IP Technology' which included the benefits of adapting this technology to CCTV systems. It made a comparison between IP and analogue systems and helped understand the migration path for customers who are using analogue technology. Presentations in this series were made by Bosch Security Systems, EverFocus, Honeywell Security and Milestone Systems.

Tatsuya Kamoshita, Manager Pan Pacific Sales & Marketing, Security

a very good initiative as they were able to target a new audience in the form of all those who were already into security systems and could now add fire systems to their portfolios.

Rohit Khubchandani, Regional Sales Manager-India, Milestone Systems found this a very good experience.



“ADI has been running expos very successfully in different parts of the world and this year we have brought this unique event to the Asia-Pacific region: 5 in Australia and 9 expos in India.

ADI Expo in India has been very successful in meeting its 2 objectives: First, getting manufacturers to have quality interactions with 70-100 potential and current customers during each expo day. Second, providing a platform to installers in 5 different cities across the country to take 4-5 hours from their schedules to meet 15-20 manufacturers on a single day and also get the best of knowledge and new-product seminars to identify new business opportunities.”

Anant Maheshwari
Managing Director - Asia Pacific, ADI Global Distribution

Division for OPTEX Co Japan, said that the shows had been very good for them and were sure to boost their sales in India. OPTEX is a 30 year old company and has been in operation in India for the past three years. The main products they are currently promoting are auto beam detectors for perimeter protection.

Vivek Saxena, Marketing Manager South Asia, System Sensor, felt this was

“This is a very good platform for us to interact with channel partners and understand their needs, and to explain our products to them. In large exhibitions, it is difficult to have meaningful one-on-one discussions and ADI should do more such functions. We shall most certainly be present for the remaining four shows in July as well,” he said.

Ginny Lu, Senior Manager, Inter-

national Marketing & Sales, EverFocus Electronics Corp., Taiwan was of similar opinion. “While it is important for us to be present in large shows like IFSEC, that is more of a brand building exercise and business takes long to materialize. In the kind of expos like ADI Expo, business is much faster and better. The response over the last 5 shows has been very good,” she added.

Avinash Trivedi, Head Business Communication Products at Sony India Pvt. Ltd., said, “This has really been a very good initiative taken by ADI – bringing all the suppliers and system integrators/dealers at one common place. The response has been tremendous and such events in the future will continue to bring OEMs close to SIs and distributors, so that the right kind of solution can be proposed to the end customer. My congratulations to ADI.”

Vivek Prashar, a channel partner with ADI from Indo Marketing Corporation, Pune, was extremely happy to be at the road-show. “This is a very good concept and allows us direct interaction with the manufacturers. This brings in more transparency, enables us to be updated on the latest and allows us to discuss technicalities directly with the manufacturers,” he stated. ■