Busworld India 2018 writes success story

Busworld India 2018 witnessed overwhelming response as the trade fair has showcased the latest developments in the domestic and international bus and coach market. Writings Devyani Jaishankar, Shambu Kalyan & Jaishankar Jayaramiah

Busworld India 2018 that was held between August 28-31 at Bangalore International Exhibition Centre (BIEC) has more than doubled its visitors count as compared to its previous edition held in 2016. Busworld India is a biennial event and the largest trade fair for the bus and coach industry in the country.

The eighth edition of the show that was backed by Interads Exhibitions in India was estimated to have witnessed around 10,000 business visitors. The expo registered a participation of more than 115 exhibitors including Tata Motors, Force Motors, MG Automotive, Oleolectra Greentech, JAC, Visko Motherson, MRF, Bridgestone, Subros Ltd and many others.

In addition, international exhibitors from Germany, Belgium, Spain, USA, Turkey, China, Korea, Australia, Belarus and many other countries also showcased their latest products and services.

A dearer trend in Busworld India could not be ignored: The public transport system in India is getting more and more ready to electrify their bus fleet. Three exhibitors had a special focus on electric vehicles.

The seminars organized on the sidelines of the expo also highlighted the importance of electric buses, considering its efficiency of zero emission.

The Exhibition was powered by the Association of State Road Transport Undertakings (ASRTU) and Bus Operators Confederation of India (BOCI), which has also conducted its Annual General Meeting (AGM) on the Day 1.

How is the response for the eighth edition of Busworld India in Bangalore?

Huge response. Overwhelming. We have doubted the number of visitors. Almost it is expected to surpass 15,000 visitors this time. The hall is full. The space has been increased by close to 40 percent as compared to the previous edition. The next time we will be hosting bigger hall in Bangalore International Exhibition Center. We are targeting to double the size of exhibition hall by participation too in the next edition in 2020.

During the inauguration of the event you talked much about the electric vehicle. In India too, the government has announced a separate policy to encourage electric vehicles. How do you see your scenario?

First of all the electric vehicle policy is not only for India and it is for all around the world. A majority part of potential buyers for electric vehicle comes from the government authorities. Only the public transport. Private operators will not buy electric buses because of the pricing. The government-driven transport agencies have to buy the electric buses to avoid pollution in the countries like India. The pollution levels due to transport is increasing at alarming levels and this issue can be addressed through electric vehicles.

You have been conducting Busworld expo across the world. Which is the one country that you would like to refer in electric vehicle space? China is far ahead of other countries in promoting electric vehicles. Also we are restarting our Busworld expo edition in China from next year. We are sure we will see many electric vehicle players in the show, which will be held in March 2019 in Shanghai.

We are also inviting considerable delegations from India.

What drive or government plan that can expand the bus and coach market in India?

India has a huge potential in replacement segment. Thousands of buses here are very older ones. Considering safety, passenger comfort and other positive aspects, those older buses have to be replaced with newer ones. This is much needed now and it will create good business opportunities for the bus players in the country. The authorities should think how it can be done and accordingly bring some regulations.

You are conducting Busworld expos in multiple countries including Russia, China, Turkey etc. How do you see India as the market for your show?

India is already familiar with some global bus brands. For example Daimler and Volvo are building their vehicles here. Our shows the biggest and largest one for bus and coach industry in India. Several global and domestic brands are happy with our trade fair in Bangalore India and as they could meet the focussed visitors here.

About BOCI and ASRTU?

The co-operation with BOCI and ASRTU brought an added value to the exhibitions. We look eagerly to our next edition and will keep on bringing the different national bus and coach industries together under one international roof, sharing knowledge, technology and networks.