

Techtextil India: Weaving India's Global Ascent with Messe Frankfurt India

Mr Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd

Q1: Background of Messe Frankfurt Asia Holdings Ltd?

Raj Manek: Messe Frankfurt Asia Holdings Ltd is essentially a reflection of Messe Frankfurt GmbH our group HQ. We established an Asia Holdings company because of our large operations across different Asian countries. The decision to form an Asia Holdings company was due to the distinct dynamics of the Asian market as compared to Europe and to have clear strategic goals based on geographic dynamics.

Q2: What inspired you to take on the role of Executive Director for Messe Frankfurt Asia Holdings Ltd?

RM: The role of Executive Director was a natural progression for me, especially with the development trajectory of India in mind. As India is fast becoming a major market, it is imperative that someone familiar with the intricacies of India is on board to guide our strategic direction. I took up this role several years ago, and I think the shows have charted a growth path for several players, the sectors they belong to and finally contributing to our economy.

Q3: What is the significance of technical textiles in India?

RM: Technical textiles have immense significance in India. They are pivotal in various societal segments, from infrastructure to sports to medical hygiene and more. The Indian government is actively promoting and incentivising the growth of technical textiles. With India's vast market and abundant resources, it is poised to be a prominent player in the technical textile segment globally. Our role in this sector is to stimulate the growth of this industry by connecting the relevant stakeholders.

Q4: What are the present challenges and opportunities you see in the Indian market for technical textiles?

RM: In recent years, particularly in the last five to seven years, India has made significant progress across sectors. The central and state governments have streamlined many processes, especially in the textile segment. While challenges persist, notably in logistics and infrastructure, I am more optimistic now and see a plethora of opportunities for large-scale application of technical textiles with more developments and upgradation in railways, airways and so on. I think there's been a commendable improvement in infrastructure, but there's still some way to go.

Q4: What are your upcoming strategies and goals for the Indian market?

RM: India is undoubtedly one of our priority markets in terms of growth. This year alone, we have undertaken and completed five acquisitions across various segments in India.

In addition to this, we have been appointed as the Event Management Company (EMC) by the Government of India (Ministry of Textiles) for the Indian Government's Mega Textile Exhibition 'Bharat Tex 2024'. This will be India's largest textile expo that will bring the entire value chain of the textile fraternity together, and will undoubtedly propel the technical textiles segment. Our country's geopolitical situation offers vast potential, and we aim to delve into as many sectors as feasible to serve the industry effectively. Even after emerging from the challenges of the pandemic, our commitment to the Indian market remains unwavering.

Q5: As an industry leader, what message would you like to convey to stakeholders and readers about India's positioning in the global market?

RM: India is in an advantageous position right now, attracting global attention. It's crucial for India to project itself aptly and seize these opportunities to establish itself as a formidable global contender. While there is a vision for India to become the third-largest economy by 2030, it is essential that this vision permeates through every sector and echelon of society. I urge everyone to embrace this new global standing of India and act accordingly.

Q6: What should be the approach or mindset of businesses and entrepreneurs in India to harness the opportunities available?

RM: Based on our discussions and my experiences, I genuinely believe that India is on track to reach its economic aspirations by 2030. I'd like to urge everyone to remain optimistic, agile and proactive to leverage the myriad opportunities that lie ahead.

-X-X-X-