

## Lubeasia 2008 to be held in Delhi in March

*Lubeasia 2008, which is India's only international exhibition dedicated to lubricants, greases, oils, fluids and raw materials, will be held from March 8 at NSIC Exhibition Hall in Delhi*

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Lubeasia 2008, which is India's only international exhibition **dedicated to lubricants, greases, oils, fluids** and raw materials, will be held from March 8 at NSIC Exhibition Hall in Delhi. This three-day long event is being organized by Nexgen Exhibitions Pvt. Ltd. and will provide lubricants industry members a launching pad for new products and services, new technologies as well as joint ventures and collaborations.

'Lubeasia'08 will provide a wonderful platform for exhibitors from across the globe to showcase their products. The exhibition will mainly focus on direct and bulk consumers from road transport corporations, railways, airlines, defense and DG set manufacturers and distribution channels.' says V K Bansal of Nexgen Exhibitions. This is the second time that the event will be held in India and looking at the kind of response that the exhibition got last year, Mr. Bansal is sure of Lubeasia's success this year as well. Exhibitors from countries like India, Austria, Iran, Turkey and UAE participated in Lubeasia 2007 while over 2500 visitors attended the event.

This year also the exhibition is getting a very positive response from industry leaders and is being supported by institutions like SAE India Foundation, Confederation of Textile Industries in India, National Lubricating Grease Institute, National Small Industries Corporation and Indian Lubricants Foundation. Lubeasia is committed to highlight the latest development in Lube industry and has earned a reputation across Asia for its widespread representation, variety in participation and presence of quality and targeted visitors.

'The exhibition will be a meeting point for manufacturers, services providers, consumers, sellers, resellers, retailers in the oil, lubricants, greases segments thus providing a unique opportunity to exhibitors to interact with highly targeted and closely focused visitors and to make new business contacts', says Bansal.

Targeted exhibitors for Lubeasia'08 exhibition are firms/companies dealing in base oil, fuel additive, petro-chemicals, waxes & jellies, brake fluids, coolants, hydraulic and metal working fluids, spindle oil, special purpose greases, refining and blending equipments, pumps and packing equipments, storage and handling of oils and lubes, testing and measuring instruments & equipments.

Nexgen Exhibitions Pvt. Ltd., which is the organizer of Lubeasia, is the leading organizers of international B2B and B2C trade fairs and exhibitions. Apart from Lubeasia, Nexgen also organizes other international level exhibitions including Sugarasia, Build n Style, China Interlubric and Paper Industry Exhibition. Nexgen's exhibitions are aimed for all round development of Trade and Industry and the basic aim of the company is to identify the potential of any particular industry and to facilitate the constituent of such industry to explore all possibilities for their trade and business.

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**About Nexgen Exhibitions Pvt Ltd (NEPL):**

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The various exhibitions organized by Nexgen Exhibitions Pvt. Ltd. include:

- **Lubeasia:** Lubeasia is an international level exclusive and dedicated show on lubricants, greases, oils, fluids, transformer oils, waxes, base oil additives, packaging equipments and technology.
- **Sugarasia:** Sugarasia is one of the biggest exhibitions in Asia showcasing Cane Sugar and down stream products such as Distillation of Molasses & Ethanol, blending and power generation.
- **Build n Style:** Build n Style is a B2B and B2C exhibition covering building material and equipments, new projects for investors and luxury of home making like sanitary, tiles, paints, electrical accessories and equipments, furniture and furnishing etc.
- **China Interlubric:** China Interlubric is the biggest Lubricant Exhibition of Asia of which NEPL is co organizer.
- **Paper Industry Exhibition:** It is an international level exhibition on paper and allied industry.

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