



## EDITORIAL

### **ELECRAMA-2010 comes to an end**

After 18 months of intense preparations, ELECRAMA-2010 opened its portals on 20th January 2010 to present to the world, a world class exhibition of electrical and industrial electronics equipment.

Given that Mumbai does not have an established exhibition venue, we had to work hard to create an ambiance, which would be befitting this excellent exhibition. 'Team ELECRAMA' created temporary hangers, domes and pagodas to house some special pavilions. The Team created facades, landscapes, gardens and even water-falls as breathing spaces for exhibitors and visitors. Creating such infrastructure was a challenge, both in terms of expenditure and time. However, we could overcome both impediments and were able to complete the work in time for the inauguration.

A massive exhibition like ELECRAMA requires substantial preparation, manpower, support services and therefore, when it comes to an end, one feels drained out and bereft.

We at IEEMA and its secretariat are presently in such a state. Having built such incredible infrastructure in less than a week, it was really sad to see it all brought down the next day as the exhibition closed.

It is true that ELECRAMA-2010 came to a close on 24th January 2010. But is it really so? We believe, that so long as the exhibitors and visitors talk about ELECRAMA-2010 exhibition, the business transacted, the opportunities explored, the ambiance created, and the lighter moments shared, ELECRAMA-2010 will remain alive. Remain alive in the minds and hearts of all those who were a part of it.

Long live ELECRAMA!

A handwritten signature in black ink that reads "Sunil Paresh More". The signature is written in a cursive, flowing style.

Sunil Paresh More

