**SmartTech Asia 2025: A niche trade fair for identification, authentication and digital payment creates a foothold at the commercial capital of India**

* SmartTech Asia, creates new landscape on digital transformation at the commercial capital of India.
* Two trade fairs SmartTech Asia (STA) and International Trade Fair and Conference on Banking Technology, Equipment & Services (IBEX) come together at Jio World Conventions Centre for the first time.
* **Strong Market Resonance:** SmartTech Asia 2025 made a promising debut in Mumbai, welcoming **1,865 visitors** and providing a dynamic platform for AI, cybersecurity, digital payments, and more. **Co-located with IBEX India 2025** India’s leading banking and financial technology trade fair the combined footfall of the two trade fairs **reached 4,613**. The positive industry response highlights Mumbai’s growing role as a hub for innovation and business collaboration across the tech and financial sectors.
* **Networking and Knowledge sharing:** SmartTech Asia was able to bring the top notch 300+ professionals of the technology community working on future age BPM, Cyber Security, for Identification, Authentication needs of sector like Retail, BFSI, Trasport & Logistics, Healthcare, Government .etc.
* **Cross-Sector Synergy:** Co-located with IBEX India 2025, the event bridged innovation in tech, BFSI, manufacturing, and more, creating powerful business outcomes.

**Stronger together: Synergic for an powerful impact, SmartTech Asia and IBEX under one roof**

Making its debut edition in Mumbai, SmartTech Asia 2025 joined hands with IBEX India proved to be a game-changer for industry leaders, startups, and technology providers not only for BFSI but for all level of enterprise. Held from **February 13-14, 2025, at Jio World Centre**, the event exceeded expectations, solidifying its position as a premier platform for business-critical innovations. With participation of more than 120+ exhibitors, 4,613 professional visitors, both events set a new benchmark in industry engagement, facilitating meaningful connections and driving the future of technology and business transformation.

**A Word from Messe Muenchen India’s Leadership**

**Bhupinder Singh, CEO, President IMEA (India, Middle East, Africa) Messe München & CEO, Messe München India** highlighted the significance of the trade fair:  
“The first-ever edition of SmartTech Asia away form electronica productronica India, this year has been a remarkable step forward in visitor engagement and industry participation. We are grateful for the overwhelming response and the enthusiasm shown by attendees. This growth highlights the industry’s trust in SmartTech Asia as the premier platform for collaboration, innovation, and business expansion. The co-location with IBEX India further amplified cross-sector engagement, bringing together key decision-makers from BFSI, technology, and manufacturing to drive transformative change. We are excited to build on this success and take the trade fair to even greater heights in future.”

**Key Highlights of SmartTech Asia 2025**

🔹 **Joint Inauguration with IBEX India 2025:** A grand opening symbolizing the convergence of BSFI and other sectors along with tech innovators.   
🔹 **Innovation Carnival:** A showcase of disruptive solutions in AI, digital payments, IoT, and cybersecurity from emerging startups.  
🔹 **Business Process Management Conference:** High-impact discussions on optimizing processes through AI, automation, and securing digital infrastructure.  
🔹 **Global Innovation Index CEO Roundtable:** Strategic dialogue among key decision-makers to drive collaborative innovation.  
🔹 **Future Transformation Podcast:** Visionaries shared insights into emerging trends and technologies poised to transform businesses.  
🔹 **SmartTech Asia Innovation Awards:** Recognizing 20 exceptional leaders across industries for driving technological advancements.

**Industry-Specific Impact: How Key Sectors Benefited from the Event**

The trade fair left a profound impact across multiple sectors. The BFSI & FinTech industry explored digital payments, API-based banking, cybersecurity, and fraud prevention, helping professionals enhance customer experience while ensuring regulatory compliance. Retail and e-commerce leaders discovered AI-powered engagement tools and IoT-driven supply chain innovations, improving both operational efficiency and security. Manufacturers benefited from secure IoT and blockchain applications, optimizing production workflows and strengthening supply chain visibility. Meanwhile, tech and digital transformation professionals connected with global leaders to identify new opportunities in AI, cybersecurity, and digital identity solutions for long-term industry growth.

**Future-Forward Technologies that Stood Out**

SmartTech Asia 2025 also spotlighted future-forward technologies that are set to reshape industries. AI and IoT applications emerged as key drivers of process automation, data management, and customer personalization. Blockchain solutions demonstrated their potential to enhance transparency and security across supply chains and financial transactions. Cybersecurity innovations took center stage, with a focus on proactive threat detection and data protection. Additionally, advancements in digital payments and authentication promised faster, more secure transactions, revolutionizing the way businesses and consumers engage in the digital economy.

**Voices from Industry**

**Ajay Sharma, MD Karan Marking Systems Pvt Ltd**

"As data security, authentication, and digital identity become increasingly critical, SmartTech Asia 2025 provided the ideal platform to showcase our next-generation cybersecurity solutions. The event offered unparalleled exposure to a highly targeted audience and fostered meaningful discussions with industry leaders on regulatory compliance and proactive threat detection. The engagement at our booth surpassed expectations, and we are leaving with promising partnerships that will shape the future of cybersecurity across industries."

**Mr. Sumeet Kela Director, Technology, Biz Secure Labs Pvt Ltd (NPAV)**

"With the rising importance of data security, authentication, and digital identity, SmartTech Asia 2025 provided the perfect stage for us to present our next-gen cybersecurity solutions. The event not only gave us exposure to a highly targeted audience but also facilitated valuable discussions with industry leaders on regulatory compliance and proactive threat detection. The engagement at our booth exceeded expectations, and we’re leaving with promising partnerships that will help drive the future of cybersecurity across industries."

**The Path Forward: Looking to 2026**

As SmartTech Asia 2025 concludes, the event leaves behind a legacy of successful partnerships, business opportunities, and innovative breakthroughs. **Plans for the next edition in 2026** are already underway, promising an even larger platform for industry stakeholders to connect, collaborate, and innovate.

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**About Messe Muenchen India:**

Founded in 2007 as a wholly owned subsidiary of Messe München GmbH, **Messe Muenchen India** is one of the country’s leading trade fair organizers. With a diverse portfolio of **B2B trade shows** spanning consumer goods, capital goods, emerging technologies, environmental solutions, energy sector it serves both the Indian industry and global markets. The company hosts powerful industry-leading events, **including electronica India, productronica India, bauma CONEXPO India, IFAT India, analytica Lab India and more**, fostering **innovation, business growth, and strategic networking**.

**About Messe München GmbH**  
Messe München stands as one of the world’s leading trade fair organizers, hosting over 50 flagship events annually across industries such as capital goods, consumer goods, and cutting-edge technologies. Each year, Messe München attracts over 50,000 exhibitors and three million visitors to its events worldwide. With an expansive presence in China, India, Brazil, South Africa, and Turkey, and a network of 70 representatives covering more than 100 countries, Messe München is at the forefront of facilitating global business connections.