



INDEE-MERCOPAR, 2009

Press Meet by Chairman, EEPC India, Mr. Aman Chadha

Caxias Do Sul, Brazil- October 20, 2009 at 15.00 hrs

Good Afternoon, Ladies and Gentlemen,

It is, indeed, my proud privilege to welcome you to the Press Meet on behalf of EEPC India. Let me begin by giving you a brief introduction of our organization. EEPC India is the largest trade and investment promotion organization under the Indian Ministry of Commerce and Industry catering to primarily to the engineering industry.

India's engineering industry is an extremely diverse industry accounting for about 12% of our GDP and employs nearly 29% of total employment of our organized sector. With regard to the foreign trade sector, engineering exports accounts for 21.8% of India's total exports while engineering imports account for 20.5% of India's total imports. Further, it accounts for 29.9 per cent share of total investment and 62.8 per cent share in foreign collaborations.

Thus, India has a well-developed and diversified industrial machinery/ capital base capable of manufacturing the entire range of industrial machinery. The industry has also managed to successfully develop advanced manufacturing technology over the years. Among the developing countries, India is a major exporter of heavy and light engineering goods, producing a wide range of items. The bulk of capital goods required for power projects, fertilizer, cement, steel and petrochemical plants and mining equipment are made in India. The country also makes construction machinery, equipment for irrigation projects, diesel engines, tractors, transport vehicles, cotton textile and sugar mill machinery.

Ladies and Gentlemen, it is this diversity of our engineering that we wish to bring before your engineering industry at INDEE, Brazil, 2009. INDEE, which is an acronym for Indian Engineering Industry is a trademark EEPC India exhibition that we hold in different parts of the world. INDEE Brazil 2009 will be our 21st such exhibition around the world and the second such exhibition in Brazil. Six years ago, in November 2003, EEPC hand organized our first such exhibition, then called Indiatech, in the city of Sao Paulo. That exhibition gave our industries a feel of the technology of each other country and since then we have moved considerable distance. This is also borne by the fact that today our two way engineering

trade is nearly USD 1 billion (India's engineering exports to Brazil in 2008 was USD 462 million and imports from Brazil was USD 314 million).

We have deliberately chosen to organize INDEE Brazil 2009 in association with MERCOPAR 2009 since it is the largest subcontracting exhibition not only in the Brazil but in the entire Latin American Region. Further, Caxias do Sul is also located at a strategic area surrounded by other MERCOSUR countries like Argentina, Uruguay and Paraguay besides Brazil. Further, the principal cities of these countries are equidistant from Caxias do Sul. (The cities are Porto Allegro, Sao Paulo, Rio De Janeiro,-Brazil, Asuncion-Paraguay, Montevideo-Uruguay, Buenos Aires-Argentina, Santiago, Chile and La Paz, Bolivia).

As all of you are aware, India and Mercosur have signed a Preferential Trading Agreement, which was implemented from June 1, 2009. Thus, the timing of this exhibition is extremely apt and we hope that our businesses will be able to take the benefit of the PTA.

At INDEE Brazil 2009, we have 128 Indian engineering companies participating with us, mostly belonging to the dynamic small and medium scale sector of our country. These belong to light, medium and heavy engineering sectors. This apart, we have some renowned Indian engineering companies like Elgi Equipments Ltd., Eveready Industries Ltd, Khaitan Electricals, Accord Industries, Oswal Pumps Ltd., Bhansali Cables etc., who are known worldwide for their quality products. But the interesting part of our exhibition is the general high level of technical excellence of our companies and their keenness to build a long term future with engineering industry of this region.

As partners of our bilateral relation I also seek your support in covering our exhibition and would request to project the dynamic possibilities that exist in partnering with our companies.

With these preliminary words, may I now throw open the floor to question?

Thank you.

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