



## **EEPC India Invites Participation for India Pavilion at Practical World International Hardware Fair 2010**

**Cologne, Germany**  
**(28th February – 3rd March, 2010)**

Practical World International Hardware Fair is one of the major international exhibitions on hardware covering sectors like Tools, Industrial Supply, Locks & Fittings, Fasteners & Fittings. It is organized by Koelnmesse GmbH. It takes place every two years, corresponding to the innovation cycle within the sector.

From production to packaging to distribution - the cross sector, process-oriented concept combines innovators and investors from more than 100 countries. From comprehensive solutions to special components - with its unique cross-over concept, Practical World International Hardware Fair crosses the boundaries between technologies and sectors and combines all relevant business areas under one roof.

In 2008 Practical World International Hardware Fair proved its role as a leader 3,360 exhibitors came from 61 countries, including 48 per cent from abroad. 70,000 trade visitors from 132 countries (management and employees involved in research & development, design, manufacturing/production, quality control and maintenance, sales and marketing).

EEPC INDIA is organizing an India Pavilion in Practical World International Hardware Fair 2010 which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

### **Focus Products**

- ❖ Tools of all kinds
- ❖ Industrial supplies
- ❖ Fastening and fixing technology
- ❖ Locks and keys
- ❖ Wood & interior fittings
- ❖ Flat-pack furniture, electrical supplies
- ❖ Sanitaryware and fittings
- ❖ Workshop and factory equipment
- ❖ Ironmongery
- ❖ Building and furniture fittings
- ❖ Safeguarding systems
- ❖ Building components
- ❖ Lamps and lighting
- ❖ Houseware

### **Venue**

Koelnmesse fair grounds, Köln-Deutz  
Cologne, Germany

### **Date**

28 February – 3 March, 2010 (4 days)

### **Participation Charges**

One side open booth : Euro 300 per sq. mtr. or Indian Rs. 21,000/- per sq. mtr.  
+ Rs. 2,163/- per sq. mtr. as Service Tax.  
20% extra for corner stall (subject to availability).

### **If participants make payments in Euro, then Service Tax is not applicable.**

Due to limited availability of corner booths, allocation will be done on first-come-first-served basis subject to receiving full payment.

### **Mode of Payment**

Full payment is to be made by

- ❖ Demand Draft/at par Cheque favouring "EEPC INDIA" along with the duly filled-up Application Form, OR
- ❖ Swift Transfer in Euro as per following details:

Name of the Bank : HDFC BANK LTD  
Address of the Bank : Central Plaza, 2/6 Sarat Bose Road, Kolkata - 700 020  
Bank Code : 0014  
Account Number (EEFC EURO A/C) : 00142680000056  
Beneficiary Name : EEPC INDIA  
SWIFT Code : INBBCAL  
THROUGH : JP MORGAN CHASE BANK, FRANKFURT, GERMANY,  
A/c. No. 623-16-02308, SWIFT Code – CHASDEFX

**Please note that the net amount transferred should be at par with the participation charges. Bank charges – if any, shall not be borne by EEPC India.**



### Booth Display

Participation charges for a 9 sq. mtr. booth includes following services:

- Carpeted floor
- One table
- One lockable cabinet
- Three chairs
- One book rack
- Three spot lights
- One plug socket
- One waste basket
- Fascia

### Date of Payment

Full payment is to be made along with the Application Form latest by **31st December, 2009**.

### Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before 7th January, 2010. EEPC India shall not entertain any cancellation afterwards. Any cancellation after the due date shall result in forfeiture of the amount already paid on this account.

### Selection Criteria

Since limited space is available, selection of participation will be done strictly on first-come-first-served basis.

### Benefit of the member-exporters

EEPC India is organizing this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. Therefore, no MDA grant would be available. However, the rates mentioned above are highly subsidized in comparison with the normal rates offered by the Fair Authorities.

### Submission of Application

Interested firms may please send the Application Form, duly filled in and signed, along with full payment latest by **31st December, 2009** to the respective Regional Offices or to :

R. Maitra  
Executive Director  
EEPC INDIA  
Vandhna (4th Floor)  
11, Tolstoy Marg  
New Delhi – 110 001  
Tel. : 91-11-23353353, 23711124/25  
Fax : 91-11-23310920  
E-mail : [eepecto@eepc.gov.in](mailto:eepecto@eepc.gov.in)

B. Sarkar  
Addl. Executive Director & Secretary  
EEPC INDIA  
Vanijya Bhavan (1st Floor), ITFC  
1/1 Wood Street  
Kolkata - 700 016  
Tel. : 91-33-22890651/52/53  
Fax : 91-33-22890654  
E-mail : [eepch@eth.net](mailto:eepch@eth.net)



## Application Form

### India Pavilion at Practical World International Hardware Fair 2010 (28th February – 3rd March, 2010)

Name of the Company (in block letters)	:			
Postal Address (in block letters)	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required	:			
Amount with DD/Cheque No. & date	:			
Name & Designation of the Chief Executive	:			
Mobile	:			
Name & Designation of the Participant	:			
Mobile	:			
Items Manufactured/Exported	:			
Total Annual Export (in Million US\$)	:	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>
Total Export to European countries (in Million US\$)	:	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>
Countries of Export	:			
Accreditation to International Standards (viz QS, ISO etc.)	:			
Foreign Collaboration, if any	:			
Type of Unit	:	<input type="checkbox"/> SSI	<input type="checkbox"/> Non-SSI	
Status	:	<input type="checkbox"/> Manufacturer/Exporter	<input type="checkbox"/> Merchant Exporter	
		<input type="checkbox"/> Export House		
Photograph enclosed (2 copies)	:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Company Profile with product details (please enclose with the form)	:	<input type="checkbox"/> Enclosed	<input type="checkbox"/> Not Enclosed	

Please send the Form duly filled in an signed along with the details of your participation fees payment.

Name :

Signature :

Date :

Office Seal :