

Council's Activities**EEPC India invites Participation for India Pavilion at
PAACE Automechanika, Mexico
(15 - 17 July, 2009)**

EEPC INDIA is organizing an India Pavilion at PAACE Automechanika Mexico 2009 which is one of the best automotive shows in Mexico and Latin American countries. This show will be held in conjunction with the International Week of the Automotive Industry and with the support of important industry associations, PAACE Automechanika Mexico has become a growing platform for automotive business in this region.

531 exhibitors from 15 countries participated in the year 2008. PAACE Automechanika Mexico is the ultimate platform for displaying domestic and international products to Mexico and Central America's top automotive buyers and key industry players. In addition to the thousands of products, services and resources available on the exhibit hall floor, PAACE Automechanika Mexico offers valuable education and training, unmatched business solutions, exciting networking events and more.

The fair has proven a record to meet suppliers, manufacturers face to face, see the latest technology trends and identify the future markets conditions. The fair witnessed 18,317 quality visitors in 2008 from 33 countries. APRA - Automotive Parts Remanufacturers Association, MEMA - Motor Equipment Manufacturers Association, SEMA - Specialty Equipment Market Association, and INA – The National Institute of Auto Parts (Instituto Nacional de Autopartes) are some of the key supporters for PAACE Automechanika Mexico.

Automotive Market in Mexico

The Mexican automotive industry is one of the fastest growing sectors in Mexico. Due to its geographic location and large population of over 100 million people, Mexico is well known for its outstanding opportunities in the automotive industry. Mexico is the world's 11th largest automotive producer and is forecasted to rank 5th by 2011.

The auto parts and suppliers industry in Mexico generates approximately 7.5% of the country's GDP. Mexico's automotive production has grown at an astounding rate – approximately ten percent per year over the past three years.

As the Mexican automotive industry experiences tremendous growth, so do the opportunities that exist in the market. Consistent increases in vehicle circulation, parts and accessories imports make Mexico a very lucrative market for business.

Mexico is the 10th largest light vehicle producer in the world and the single largest exporter of auto parts to the US, surpassing Canada and Japan. 90 of the top 100 global auto parts manufacturers have established manufacturing operations in Mexico. From August 2005 to January 2008, 1,776,284 vehicles between 11 and 15 years old and 1,073,654 vehicles 10 years old were imported into Mexico. Mexico is one of the few countries with the largest number of brands participating in its market.

India's Exports to Mexico

In 2007-08, India exported nearly USD 600 million worth of transport equipment, including components, to Mexico. Transport equipment accounted for 16% of total exports from India to Mexico.

Five years back, this figure in 2003-04 was less than USD 300 million. The share of transport equipment in total Indian exports to Mexico was also at a much lower level, only 11%.

This indicates the fast pace at which exports of transport equipment to Mexico from India is growing.



Focus Products

Parts & Systems - Vehicle parts, components and systems of the drive, chassis, body, electrics and electronics groups.

Accessories & Tuning - Vehicle accessories, special equipment, tuning, performance systems, design refinement, tires, wheels, wheel accessories.

Repair & Maintenance - Equipment for vehicle service and repair, bodywork repair and painting, workshop equipment, dealership equipment, waste disposal and recycling.

IT & Management - IT products, insurance, finance, leasing, claims management, vehicle inspection services, dealer management systems, dealership planning and construction, dealership marketing.

Service Station & Car Wash - Service station equipment, car care and car wash.

Venue

Centro Banamex
Mexico City, Mexico

Date

15-17 July, 2009 (3 days)

Participation Charges

One side open built-up booths (minimum 9 sq. mtr.) : US\$ 390 per sq. mtr. or Rs. 20,500/- per sq. mtr.
+ Rs. 2,112/- per sq. mtr. as deposited towards Service Tax. 20% extra for corner stall (subject to availability).

Note : In case Service Tax is not chargeable, the deposit would be returned to participants.

If participants make payments in US Dollars, then Service Tax is not applicable.

Display Booth

Participation charge includes following services:

- Fascia
- Carpeting
- One info counter
- Three chairs
- Three spot lights
- One waste bin

Mode of Payment

Full payment is to be made by Demand Draft/at par Cheque favouring "EEPC INDIA" along with the filled-up Application Form.

Date of Payment

Full payment is to be made along with the **Application Form latest by 15th May, 2009.**

Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **25th May, 2009**. 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.

MDA Entitlements

All eligible participants will be entitled to MDA grant under Focus LAC Programme of Ministry of Commerce, Government of India as per the MDA Guidelines effective from April 01, 2006.

Assistance would be permissible on travel expenses by Air in Economy Excursion Class fare and/or charges of built up furnished stall subject to an upper ceiling of Rs. 1,80,000/- (Rupees One Lakh Eighty Thousand only).

Further, eligibility for MDA grant is subject to exporting companies having FOB value of exports up to Rs. 15 crores in the preceding year, having complete 12 months membership with EEPC India with regular filing of returns and fulfilling other conditions, details of which can be obtained from respective Regional Offices of EEPC India.

Interested firms may please send the **Application Form**, duly filled in and signed, along with full Payment **latest by 15th May, 2009** to the respective Regional Offices or to :

Shri 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 : eepcto@eepc.gov.in

Shri 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 : eepcho@eth.net



Application Form

India Pavilion at PAACE Automechanika 2009, Mexico (15 - 17 July, 2009)

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required	:			
Fascia name to be displayed	:			
Amount with DD/at par Cheque No. & date	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participant	:			
Passport Details : Passport No.		Date of Issue	Date of Expiry	Place of Issue
Type of Units (please tick mark)	:	<input type="checkbox"/> SSI	<input type="checkbox"/> Non-SSI	
Status (please tick mark)	:	<input type="checkbox"/> Manufacturer/Exporter	<input type="checkbox"/> Merchant Exporter	
		<input type="checkbox"/> Export House		
Total Annual Export (in Million US\$)	:	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>
Total Export to Latin American country (in Million US\$)	:	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS, etc.)	:			

Please use separate sheet to furnish details of your company (**within 80 words**) for the Exhibitors' Profile.

Please send us this Form duly filled in and signed along with your participation fees by Demand Draft/at par Cheque and 2 (two) copies of passport size colour photographs of the Participant.

Date : _____ Signature : _____
Office Seal : _____