

**Council's Activities**

**EEPC INDIA invites participation for  
India Pavilion at Practical World International Hardware Fair 2014  
Cologne, Germany (9 – 12 March, 2014)**

**Participate through EEPC India to enjoy substantial savings!**

Practical World International Hardware Fair is one of the major international exhibitions on hardware industry 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.

Practical World is the place to discover the very latest innovations, discuss current trends with leading figures, establish new contacts and meet all the important decision-makers from trade and industry – in other words, an opportunity to truly hit the nail on the head.

In 2012 edition Practical World International Hardware Fair proved its role as a leader, 2,665 exhibitors came from 50 countries. 53,500 trade visitors from 132 countries visited the show.

EEPC INDIA is organizing an India Pavilion in Practical World International Hardware Fair 2014 which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

**Focus Products****Tools**

- ✓ Manual hand-held tools
- ✓ Power tools (hand-held, stationary) and accessories
- ✓ Machine tools

**Fasteners and Fixings, Fittings**

- ✓ Fastening technology
- ✓ Fixing technology
- ✓ Building fittings
- ✓ Furniture fittings
- ✓ Small fittings
- ✓ Decorative metal wares

**Industrial Supply**

- ✓ Compressed air tools
- ✓ High pressure cleaners
- ✓ Welding and soldering equipment
- ✓ Workshop fittings
- ✓ Shop and storeroom fittings
- ✓ Ladders and scaffolding
- ✓ Health and safety / job security

**Home Improvement**

- ✓ Sanitaryware and fittings
- ✓ Chemical products
- ✓ Interiors and Furnishings
- ✓ Building materials, elements & accessories, outside structures
- ✓ Automotive supplies and accessories, two-wheeler accessories

**Venue****Hall 3.2**

Koelnmesse Fair Grounds, Köln-Deutz  
Cologne, Germany

**Date and Time**

9 – 12 March, 2014 (4 days)

08:00 a.m. - 07:00 p.m.

**Participation Charges**

One side open (built-up booth):

Rs 26,500/- per sq. mtr. (minimum 9 sq. mtr. booth)

10% extra for two sides open booth (subject to availability).



### Participation Charges to include the following:

1. Space with furniture (please see 'booth display' below)
2. AUMA charges
3. Electricity charges (part of the basic package, additional requirements to be ordered and paid for by the participants separately)
4. Visitor promotion package
5. Co-exhibitors fee
6. Media package

### Mode of Payment

Full payment is to be made by:

- Demand draft favouring "EEPC INDIA" along with the duly filled-up Application Form  
OR
- Pay through RTGS/NEFT in INR as per the following details:  
Name of the Bank : HDFC BANK LTD  
Branch : Central Plaza, 2/6, Sarat Bose Road, Kolkata 700 020  
A/c No. : 00142090000452  
A/c Name : EEPC INDIA (PROMOTIONAL)  
RTGS/NEFT Code : HDFC0000014

### Booth Display

- ✓ Participation charges for a 9 sq. mtr. booth includes the following services:
- ✓ Carpeted floor
- ✓ One discussion table
- ✓ One lockable information counter
- ✓ Two chairs
- ✓ Three shelves
- ✓ 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 2013**.

### Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **10th January 2014**. 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 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, 2013** to the respective Regional Offices or to:

**B. Sarkar**

**Executive Director & Secretary**

**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@eepcindia.net

Website : www.eepcindia.org

**S. Gupta**

**Add. Executive Director**

**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@eepcindia.net

Website : www.eepcindia.org



**Application Form**  
**India Pavilion at Practical World International Hardware Fair 2014**  
**Cologne, Germany**  
**(9 - 12 March, 2014)**

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participants	:			
Space required (in sq. mtr.)	:	.....Sq. mtrs.	One-side <input type="checkbox"/>	Two-side <input type="checkbox"/>
Payment Details (Amount with DD/Cheque No. & Date)	:			
Passport No.	:			
Place of Issue	:			
Date of Issue & Valid up to	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Type of Units (please tick)	:	<input type="checkbox"/> MSME/SSI	<input type="checkbox"/> Non-MSME/Non-SSI	
Status (please tick)	:	<input type="checkbox"/> Manufacturer/Exporter	<input type="checkbox"/> Merchant Exporter	
		<input type="checkbox"/> Export House		
Total Annual Export (in Million US\$)	:	2010-2011	2011-2012	2012-2013
Total Export to European countries (in Million US\$)	:	2010-2011	2011-2012	2012-2013
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS)	:			
Nature of Display (please tick)	:	<input type="checkbox"/> Display of Samples	<input type="checkbox"/> Display of Posters	

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 full payment by Demand Draft and 2 (two) copies of passport size colour photographs of the participant.

Signature :

Date :

Office Seal :