



## **Engineering Export Promotion Council Invites Participation in**

# **INDEE – Shanghai, 2008**

**(Indian Engineering Exhibition)**

**November 4-8, 2008**

**at**

**Shanghai New International Expo Centre (SNIEC)  
Shanghai, China**

### **Preamble**

In order to have its first-ever foothold into the one of the most upcoming industrial nations in the world, EEPC is pleased to announce its forthcoming INDEE at Shanghai, China scheduled to take place at Shanghai New International Expo Centre (SNIEC), Shanghai, China during 4-8 November, 2008. This INDEE is being coincided with **Metalworking & CNC Machine Tool Show** which is the concurrent Show covered under **China International Industry Fair 2008** that is considered to be one of the major events in China visited by business community not restricting within South East Asia and Asia-Pacific but all over the world.

CIIF 2008 is being organized by **Shanghai World Expo (Group) Co., Ltd.**, in association with **Hannover-Messe International GmbH & Hannover Fair Shanghai Ltd.**, and co-organized by **China Machinery Industry Federation**. The event is supported by various departments of Government of China such as –

- Ministry of Commerce
- Ministry of Science & Technology
- Ministry of Information Industry
- Chinese Academy of Science
- Chinese Academy of Engineering
- China Council for the Promotion of International Trade (CCPIT)
- Shanghai Municipal People's Government

The previous event was organized in an area of **1,04,220 sq. mtr.** attracting **1,775 exhibitors** from all over the world and which was visited by over **95,000 business professionals and decision makers**.

It gives an ample opportunity to the participating companies to have two-way business interactions with a cross-section of business visitors all around.

### **China in Brief**

The People's Republic of China has the second largest economy in the world after the US with a GDP of over US\$ 7 trillion (2007) when measured on a purchasing power parity (PPP) basis. In November 2007, it became the third largest in the world after the US and Japan with a nominal GDP of US\$ 3.42 trillion (2007) when measured in exchange-rate terms. China has been



the fastest-growing major nation for the past quarter of a century with an average annual GDP growth rate above 10%. China's per capita income has grown at an average annual rate of more than 8% over the last three decades drastically reducing poverty. The country's per capita income is at about US\$ 2,000 at nominal exchange rates and US\$ 7,800 in PPP terms in 2006, according to the IMF.

The country is one of the world's largest producers of a number of industrial and mineral products, including cotton cloth, tungsten, and antimony, and is an important producer of cotton yarn, coal, crude oil, and a number of other products. Its mineral resources are probably among the richest in the world but are only partially developed. China has acquired some highly sophisticated production facilities through trade and also has built a number of advanced engineering plants capable of manufacturing an increasing range of sophisticated equipment, including satellites.

Industry and construction account for about 48% of China's GDP. Around 8% of the total manufacturing output in the world comes from China itself. China ranks third worldwide in industrial output. Major industries include mining and ore processing; iron and steel; aluminum; coal; machinery; armaments; textiles and apparel; petroleum; cement; chemical; fertilizers; food processing; automobiles and other transportation equipment including rail cars and locomotives, ships, and aircraft; consumer products including footwear, toys, and electronics; telecommunications and information technology. China has become a preferred destination for the relocation of global manufacturing facilities. Its strength as an export platform has contributed to incomes and employment in China. The state-owned sector still accounts for about 40% of GDP. In recent years, authorities have been giving greater attention to the management of state assets - both in the financial market as well as among state-owned-enterprises - and progress has been noteworthy.

### **India-China Bilateral Trade and the emerging opportunities**

Trade relations between the two countries have been on the increase. At present the balance of trade is in favour of China. India's exports to China were to the tune of US\$ 8,287.48 million in the year 2006-07 and imports from China to India was US\$ 17,447.01 million. Thus the total trade was US\$ 25,734.49 million.

### **Engineering goods scope in China**

China ranks first as an importer of engineering goods and machinery in the world with imports in this category reaching US\$ 335.30 billion in 2007. China mainly imports machinery and engineering goods from Europe, Japan, South Korea and Taiwan. In 2007, to meet the demand of machine tools, China imported products worth US\$ 9.72 billion. Indian engineering industry is yet to tap this market largely on account of lack of understanding about Indian engineering industry in China.

China today is also a major importer of machinery items. There are niche areas where we can promote our exports to meet Chinese demand. Many Chinese companies are interested to source vendors and parts from India either for projects in China or for projects in third countries. Products that are looked to be sourced from India are :

Pressure Vessels, Pressure Vessels Internals, Air Coolers, Heat Exchangers, Storage Tanks, Furnaces, Boilers, Cooling Towers, Pumps, Compressors and Boilers, Agitators and Mixers, Fans, Turbines, Gears, Electric Motors, Valves, Pipes, Fittings, Flanges and Ring Joints, Transmitters and Converters, Control Room Instruments, Control Valves, Safety Valves, Instrument Cables and Tubes, Electric Cables, Transformers, Medium Voltage Panels, Low Voltage Panels.

Share of Small and Medium Industries in total exports is also growing at a steady rate. Out of the above mentioned items there are various items manufactured by Indian small and medium industries that have good export potential for the Chinese market.

### **Product Sector**

#### **CNC and Metalworking**

- CNC & NC Metal Cutting Machine Tools, Components and Auxiliary Equipment
- Metal Forming Machines and special purpose Machines
- Inspection, Measuring Equipments, Abrasive, Cutting Tools, Tooling. Jig Fixture & related products
- Small and Cutting Tools including Engineers Files



- Steel Pipe, Tubes and Fittings
- Fabricated Steel Structures, Castings and Forgings
- Ferrous and Non-Ferrous Metals

### **Key Technology & Equipment**

- Large-scale Hot and Cold Rolling Sheet Complete Set of Equipment
- Large-scale Underground Coal Integrated Mining Equipment
- Large-scale Construction Machinery
- Agricultural Machinery & Equipment
- Industrial Machinery for manufacture of Sugar, Paper, Cement, Chemicals including Pressure Vessels, Boilers and Heat Exchangers
- Industrial Machinery - Other including Heating, Cooling and other Air-conditions Equipment
- The large-scale Petrochemical Equipment
- Chemical Industry Complete Set of Equipment

### **Energy**

- Power Stations, Power Station Technology, Power and Thermal Engineering
- Electricity Generating Sets, Boilers, Turbines and Engines
- Electric Power Machinery, Switchgear & Controlgear
- Energy Transmission and Conduction, Conversion, Distribution and Storage
- Control Equipment, Measurement and Control Equipment for Power Engineering
- Regenerative Primary Energy Sources, Renewable Energy

### **Industrial Automation & ICT Technology**

- Mechanical & Electrical Engineering Equipment and Accessories
- Industrial IT & Software, CAD & CAM Systems and ERP Solutions
- Microsystems Technology and Nanotechnology
- Telecommunication and Network
- Information Security
- Electronic Components and Devices
- Instruments - all types

### **Environment Protection Technology & Equipment**

- Water Treatment Technology and Equipment
- Waste Disposal and Recovery and Utilization Technology and Equipment
- Measuring, Control and Laboratory Technology
- Energy-Saving Technology and Equipment
- Pumps – all types

### **Scientific Technology & Innovation**

- Achievements from Scientific and Technological Innovation by Enterprises, Research Institutes
- Design Technical and Consultancy Services
- Engineering Process Outsourcing (EPO)

## Other Salient Features

**Venue** : Shanghai New International Expo Centre (SNIEC), Shanghai, China

**Date** : 4 – 8 November, 2008

## Display Booth

The in-built booth of minimum 9 sq. mtr. shall contain -

1 Round Table, 3 Chairs, 1 Waste Bin, 3 Spot Lights, Fascia, one 10 Amp. Electrical Socket, Wall-to-Wall Carpet. For additional furniture and other requirements, prior intimation has to be made to the Council against payment.

Larger booths in multiple of 3 sq. mtr. are also available.

## Participation Charges

One side open booth : Euro 200 per sq. mtr. or Indian Rs. 14,000/- per sq. mtr.  
+ Rs. 1,730/- per sq. mtr. as deposit towards Service Tax.

Two sides open booth : Euro 240 per sq. mtr. or Indian Rs. 16,800/- per sq. mtr.  
+ Rs. 2,076/- per sq. mtr. as deposit towards Service Tax.

## Early Bird Rates

One side open booth : Euro 180 per sq. mtr. or Indian Rs. 12,600/- per sq. mtr.  
+ Rs. 1,557/- per sq. mtr. as deposit towards Service Tax.

Two sides open booth : Euro 216 per sq. mtr. or Indian Rs. 15,120/- per sq. mtr.  
+ Rs. 1869/- per sq. mtr. as deposit towards Service Tax.

**(a) Early bird rates are applicable to those who will confirm their bookings on or before 15th September, 2008.**

**(b) Participants of INDEE - Kuala Lumpur will get 5% discount over and above the subsidized rates stated above.**

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

**If participants make payments in Euros, 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.

## Payment & Cancellation

Full payment should be made along with **Application Form**, duly filled in latest by **30th September, 2008**. The payment should be made by way of **Demand Draft** drawn in favour of "**Engineering Export Promotion Council**".

Booking of space will be considered only after receiving 100% payment. 50% cancellation charges applicable if reservation is cancelled before **30th September, 2008**. Any cancellation after this date would result in 100% forfeiture. Acceptance of application and allocation of space will be at the sole discretion of the Council.

## Shipment of Exhibits

In order to facilitate shipment of exhibits, Council will appoint a Shipping Agent.

## Selection Criteria

Final selection of the participants will be done by a Committee based on the criteria such as Accreditation to the International Standards (like ISO, QS, etc.), foreign collaboration, annual exports etc.

## Travel and Hotel Accommodation

Council will assist participants in locating suitable airlines and hotels at Shanghai at negotiated rates through accredited Travel Agents. However, participants are free to make their own travel/hotel arrangements.

## Visa

Council will issue recommendation letters in favour of the representatives of the participating Indian companies in INDEE for issuance of Visa for the Show. However, EEPC will not give any guarantee to this effect, as this is the sole discretion of the Embassy of China in India.

## MDA Grant

This project is under Market Access Initiative (MAI) Scheme of the Government of India. Therefore, the cost of participation is highly subsidized. In fact, the cost of direct participation is Euro 280 per sq. mtr. However, no separate subsidy under MDA is available for this event.

## Submission of Application

Interested firms may please send their Application Forms (enclosed) duly filled in and signed, along with the payment latest by **30th September, 2008** to any of the following offices in the respective regions :

### **R. Maitra**

*Executive Director*  
Engineering Export Promotion Council  
Vandhna, 4th Floor  
11, Tolstoy Marg  
New Delhi – 110 001  
Tel. : 91-11-23711124/25  
Fax : 91-11-23310920  
E-mail : eepcto@eepec.gov.in  
Website : www.eepecindia.org

### **Bhaskar Sarkar**

*Addl. Executive Director & Secretary*  
Engineering Export Promotion Council  
Vanijya Bhavan (1st Floor)  
International Trade Facilitation Centre  
1/1, Wood Street, Kolkata – 700 016  
Tel. : 91-33-22890651/52/53  
Fax : 91-33-22890654  
E-mail : eepcho@eth.net  
Website : www.eepecindia.org

### **Anima Pandey**

*Regional Director*  
Engineering Export Promotion Council  
Vanijya Bhavan (2nd Floor)  
International Trade Facilitation Centre  
1/1, Wood Street, Kolkata – 700 016  
Tel. : 91-33-22890673/74  
Fax : 91-33-22890687  
E-mail : eepcrokol@vsnl.net

### **Rajat Srivastava**

*Regional Director*  
Engineering Export Promotion Council  
Centre 1, 12th Floor  
World Trade Centre  
Cuffe Parade  
Mumbai – 400 005  
Tel. : 91-22-42125555  
Fax : 91-22-42125556/22180119  
E-mail : eepcmum@mtnl.net.in, eepcmum@vsnl.com

### **A. A. Kazmi**

*Acting Regional Director*  
Engineering Export Promotion Council  
19, Kasturba Gandhi Marg  
Surya Kiran (4th Floor)  
New Delhi – 110 001  
Tel. : 91-11-23314171/74  
Fax : 91-11-23317795  
E-mail : eepec@spectranet.com

### **M. Ganesan**

*Regional Director*  
Engineering Export Promotion Council  
Greems Dugar (3rd Floor)  
149, Greems Road  
Chennai – 600 006  
Tel. : 91-44-28295501/02  
Fax : 91-44-28290495  
E-mail : eepecchennai@airtelbroadband.in



**Application Form**  
**INDEE – Shanghai, 2008**  
**(4th - 8th November, 2008)**

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 Participant	:	
Mobile No.	:	
Passport No.		
Place of Issue		
Date of Issue & Valid up to	:	:
Status	:	<input type="checkbox"/> Manufacturer/Exporter <input type="checkbox"/> Merchant Exporter <input type="checkbox"/> Export House
Booth Requirement	:	<input type="checkbox"/> One side open <input type="checkbox"/> Two side open
Area (Minimum Booth Area : 9 sq. mtr.)	:	Area :
Total Annual Export (in Million US\$)	:	<u>2005-2006</u> <u>2006-2007</u> <u>2007-2008</u>
Total Export to China (in Million US\$)	:	<u>2005-2006</u> <u>2006-2007</u> <u>2007-2008</u>
Foreign Collaboration, if any	:	
Products Manufactured/Exported	:	
Countries of Export	:	
Accreditation to International Standards (like ISO, QS, etc.)	:	
Nature of Display (please tick mark)	:	<u>Display of Samples</u> <input type="checkbox"/> <u>Display of Posters</u> <input type="checkbox"/>

1. Please use separate sheet to furnish details of your company (**within 80 words**) for the Exhibitor's Profile.
2. Please send us this Form duly filled and signed along with your participation fees by Demand Draft and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :