



**Engineering Export Promotion Council  
Invites Participation in  
INDEE – Kuala Lumpur, 2008  
(Indian Engineering Exhibition)  
September 25-27, 2008  
at  
Putra World Trade Centre  
Kuala Lumpur  
Malaysia**

**Preamble**

EEPC is pleased to announce its next INDEE - Kuala Lumpur – to be held in Kuala Lumpur, Malaysia at Putra World Trade Centre during 25-27 September, 2008. This is a major step forward to enter into the Malaysian market. Our INDEE is coincided with **ASEAN International Woodworking Machinery Fair** and **SME International Trade Fair** which are considered to be major events - not only in Malaysia, but also in SE Asia.

This exhibition will be supported by the following trade associations of Malaysia in order to draw attention of their members to visit our event :

- Malaysia External Trade Development Corporation (**MATRADE**)
- Small & Medium Industries Development Corporation (**SMIDEC**)
- Malaysian Industrial Development Authority (**MIDA**)
- Professional Services Development Corporation (**PSDC**)
- Federation of Malaysian Manufacturers (**FMM**)

**About Malaysia**

Malaysia emerges as one of the most potential countries in the South East Asian Region immediately after Singapore and Indonesia. India's engineering exports achieved a growth of 6.08% during 2006-07 over the previous year. However, the growth during April-December 2007 as compared to the same period for the earlier year is 97.02% which is very encouraging. The recent trend in the export growth of engineering products and services to Malaysia could be a focal point to capitalize on the opportunities existing over there.

Malaysia boasts one of South East Asia's most vibrant economies, the fruit of decades of industrial growth and political stability. Malaysia's economic prospects remain healthy, although it faces fierce competition from its neighbours, and from China and India.

## Malaysia's Business Landscape

Malaysia is among the world's top 20 trading nations with a strong, open economy and a Government committed to international competitiveness in terms of trade and investment. As part of Malaysia's commitment to WTO and unilateral liberalization measures, it has reduced or abolished important duties on almost 5,000 items. To facilitate trade, more than 60% of tariff lines are subject to zero duty.

Malaysia is also a part of the ASEAN trade block. The bilateral agreement between India and the ASEAN countries which is being negotiated at the moment, will provide newer opportunities to the Indian business community.

Under AFTA's Common Effective Preferential Tariffs (CEPT), ASEAN member countries have agreed to progressively reduce import duties, ranging from zero to 5%, on all products. As an original member, Malaysia fully implements CEPT.

## Product Sector

- Automotive
- Pharmaceutical Equipment and Medical Devices
- Food Processing and Packaging
- Mining Equipment
- Textile Machinery
- Pipes & Tubes for Oil and Gas exploration sector
- Palm Oil Extraction Plant
- Machine Tools
- Metal Fabrication
- Moulds & Dies
- Hand Tools
- Sheet Metal processing
- Hardware & Power Tools
- Welding & Fastening Industrial Automation
- Castings
- Forgings
- Electricals & Electrical Power Equipments
- Construction Machinery & Equipment
- Copper Alloy/Wires
- Primary Steel based items
- Stainless Steel Utensils/Kitchenwares & Cutleries
- Agricultural Machinery
- Industrial Fasteners
- Small & Cutting Tools
- Pumps & Diesel Engines
- Woodworking Machinery

## Other Salient Features

**Venue** : Hall No. 3, Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia

**Date** : 25 – 27 September, 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 : US\$ 360 per sq. mtr. or Indian Rs. 16,000/- per sq. mtr.  
+ Rs. 1,978/- per sq. mtr. as deposit towards Service Tax.

Two sides open booth : US\$ 432 per sq. mtr. or Indian Rs. 19,200/- per sq. mtr.  
+ Rs. 2,373/- per sq. mtr. as deposit towards Service Tax.

### Early Bird Rates

- One side open booth : US\$ 335 per sq. mtr. or Indian Rs. 15,000/- per sq. mtr.  
+ Rs. 1,854/- per sq. mtr. as deposit towards Service Tax.
- Two sides open booth : US\$ 400 per sq. mtr. or Indian Rs. 18,000/- per sq. mtr.  
+ Rs. 2,225/- 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 July, 2008.
- (b) Participants of this exhibition will get preferential rates for INDEE-Shanghai to be held on 4-8 November, 2008 at Shanghai, China.

**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.

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 **31st July, 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 14th August, 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 Kuala Lumpur, Malaysia 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 Malaysian High Commission in India.

### MDA Grant

All eligible participants will be entitled to MDA grant under Focus ASEAN Programme of the Ministry of Commerce, Government of India as per the MDA Guidelines effective from April 01, 2006. The MDA Guidelines can also be downloaded from <http://www.commerce.nic.in/mda-guidelines.pdf>

Assistance would be permissible on travel expenses by Air on return Economy Excursion Class fare and charges of built up furnished stall subject to an upper ceiling of Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand only).

Further, eligibility for MDA grant is subject to exporting companies having FOB value of exports not exceeding Rs. 15 crores in the preceding year, having completed 12 month membership with EEPC with regular filing of returns and fulfilling other conditions, details of which can be obtained from respective Regional Offices of EEPC.

## Submission of Application

Interested firms may please send their Application Forms (enclosed) duly filled in and signed, along with the payment latest by **31st July, 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@eepc.gov.in  
Website : www.eepcindia.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.eepcindia.org

### **Smt. 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. : 91-22-22186655/56/60  
Fax : 91-22-22180119  
E-mail : eepcmum@mtnl.net.in, eepcmum@vsnl.com

### **Shrikar Dole**

*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 : eepc@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 : eepcchennai@airtelbroadband.in

**INDEE – Kuala Lumpur, 2008  
(25th - 27th September, 2008)**

**Application Form**

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required	:			
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 ASEAN region (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 Exhibitors' Profile.
2. Please send us this Form duly filled and signed along with full payment by Demand Draft and 2 (two) copies of passport size colour photographs of the Participant.

Date : \_\_\_\_\_ Signature : \_\_\_\_\_  
Office Seal : \_\_\_\_\_