



**ENGINEERING EXPORT PROMOTION COUNCIL**

**Invites Participation in**

**INDEE - Johannesburg, 2007  
(Indian Engineering Exhibition)**

**October 23 - 26, 2007**

**In association with  
Manufacturing Technology International Expo (MTI)  
at  
Expo Centre, Nasrec, Johannesburg, South Africa**

**Preamble**

It has always been EEPC's endeavour to foster exports of India's state-of-the-art Engineering Industry into world market.

In line with above EEPC is pleased to announce one of its major events – INDEE, Johannesburg – to be held in South Africa at Expo Centre, Nasrec, Johannesburg during 23-26 October, 2007. This is a major step forward to enter into the South African market.

**About South Africa**

South Africa is the economic powerhouse of Africa with a Gross Domestic Product (GDP) four times that of its Southern African neighbours and comprising around 25% of the entire continent's GDP. The country leads the continent in industrial output (40% of the total output) and mineral production (45%) and generates most of Africa's electricity (over 50%). Its major strengths include its physical and economic infrastructure, natural mineral and metal resources, a growing manufacturing sector, strong growth potential in the tourism, high value-added manufacturing and service industries. The financial and industrial sectors are concentrated in Gauteng Province which on its own accounts for over 30% of the country (GDP).

South African economy has been showing an upward trend since September-1999 and the annual economic growth rate from September-1999 through June-2005 has averaged at 3.5%. Gross Domestic Product (GDP) was running at an annualized 4.8% at the second half of 2005 (compared to 3.7% in 2004 and 2.8% in 2003).

**India-South Africa Trade Relations**

Since 1994 India South Africa relation has shown smooth development with signing of a number of bilateral agreements in diverse areas ranging from Defence, Culture, Science and economic cooperation.

Total trade between the two countries has grown significantly since 2001 with surge in both export and import, but India has remained a net Importer. But in the engineering sector, India's export to South Africa has maintained a steady growth 89.5% in 2005-06 and 94% in 2004-05 on year on year basis.

Potential growth areas for Indian exports to South Africa are – Vehicle and vehicle components, Transport equipments, Castings, Forgings, Hand Tools, Agricultural equipments, Two wheelers etc. There are also good potential for exports in the service industry like Software expertise, technical man-power training.

Indian investments in South Africa have grown significantly both in quantity as well as diversity. Major investors includes UB Group of India, Tatas, Mahindras, Ranbaxy, Cipla, Godrej, Ashok Leyland etc.

### **Product Sector**

INDEE - Johannesburg will be focusing mainly on following industry sectors :

- Castings
- Forgings
- Bright Bars
- Fasteners
- Machine Tools
- Cutting Tools
- Automobile & Components
- Primary Iron & Steel
- Bicycle & Parts
- Industrial Machinery
- Food Processing Machinery
- Textile & Jute Mill Machinery
- Pumps & Compressors
- Cranes
- Lifts & Winches
- Electric Home Appliances & Parts
- Electrical Power Equipments
- Heating & Cooling Equipments
- Utensils & Kitchenwares
- Tractors & Agricultural Equipments
- Primary Aluminium & Aluminium Products
- Ferro Alloys
- Construction Machinery

### **Date and Time of Exhibition**

Date : October 23-26, 2007

Time : 10.00 Hrs. – 17.00 Hrs.

### Venue of the Exhibition

Expo Centre, Nasrec, Johannesburg

### Display Booth

Only built up booth of minimum 9 sq. mtrs. will be available with following standard furniture :

1 Table, 2 Chairs, 1 Waste Paper Basket, 1 Ashtray, 3 Spot Lights, Fascia, one 10 Amp. Electrical Socket, Carpet.

Larger booth in multiple of 3 sq. mtrs. will be available for booking.

### Participation Charge

One side open booth : Rs. 17,000/- per sq. mtrs.

Two side open booth : Rs. 18,700/- per sq. mtrs.

Due to limited availability of 2 side open 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 June, 2007**. The payment should be made by way of **Demand Draft** drawn in favour of "**Engineering Export Promotion Council**" payable at **New Delhi**.

Reservation requests will be considered only on receiving 100% payment. 50% cancellation charge applicable if reservation is cancelled before **31st July, 2007**.

### 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 export, and exports to South Africa.

### Travel and Hotel Accommodation

Council will assist participants in locating suitable air lines and hotels at Johannesburg at negotiated rates through accredited Travel Agents. However, participants are free to stay and travel through their own agencies.

### MDA Grant

All eligible participants will be entitled to MDA grant under Focus Africa 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. 1,50,000/- (Rupees One Lakh Fifty 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 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** (as per enclosed format) duly filled in and signed, along with payment **latest by 30th June, 2007** to any of the following :-

**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

**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

**S. 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

**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  
Fax : 91-33-22890654  
E-mail : eepcho@eth.net  
Website : www.eepcindia.org

**Ms. 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

**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 : eepcchen@md4.vsnl.net.in

## Application Form

### INDEE - Johannesburg, 2007 (23 - 26 October, 2007)

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	:			
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. mtrs.)	:	Total area required :		
Total Annual Export (in Million US\$)	:	<u>2004-2005</u>	<u>2005-2006</u>	<u>2006-2007</u>
Total Export to South Africa (in Million US\$)	:	<u>2004-2005</u>	<u>2005-2006</u>	<u>2006-2007</u>
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS, etc.)	:			
Nature of Display	:	<u>Display of Samples</u> <input type="checkbox"/> <u>Display of Posters</u> <input type="checkbox"/>		
Name to be displayed in the Fascia (in capital letters)	:			

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 completed and signed along with your participation fees by Demand Draft and 2 (two) copies of passport size colour photographs of the Participant.

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