

## INDIA ENGINEERING CENTER (IEC) at Johannesburg, South Africa

Strategically located on the major world trade routes, South Africa has always been a business attraction for countries in the world over. A highly advanced infrastructure has virtually made South Africa the gateway to the entire sub-Saharan Africa. It is often compared to the Europe for its economic activities. Business opportunities between India and South Africa are immense and over the last few years, there has been enormous leap in the bilateral trade.

Keeping in view the business scenario, Council is launching an “**India Engineering Center**” (IEC) – a multi-purpose outlet of Indian engineering exporters under MAI Scheme of the Ministry of Commerce, Government of India on **9th October, 2006**. The Centre will be located at the THEBE House, 166 Jan Smuts Avenue, Rosebank, Johannesburg, South Africa. India Engineering Center will have the following facilities to benefit its members :

- Showroom Facility for Display of Products
- Warehousing Facility for Storing the Goods
- Distribution Center
- Marketing Support – Participation in Trade fairs and Advertisements.

### Showroom Facility

Showroom of IEC will be an exhibition of goods of participating companies all the year round. This will facilitate the Indian companies to invite their buyers in and around South Africa to the Showroom to look and satisfy themselves on the various aspects connected with quality and specifications of the goods. The Showroom is located at the premier location in Johannesburg with the space of 500 sq. mtrs. The participating company will be provided one standard display window containing the following :

- Area of 1 mtr. x 1 mtr.
- Fascia of the company
- One podium for display of products
- One catalogue holder (A4 size)

Depending on the product, instead of podium, pegboard or other type of platform will be made available. However, at the time of registration, participants will have to declare a list of products to be displayed in the window. Changes of product in the window is permissible within this declared list. Any extra cost on booth customisation will have to be borne by the participants.

The participating companies may use this facility as their own office in Johannesburg and may mention the address in their marketing communications, which will make their organization presence felt in the African markets.

**The participating company in the Showroom will give an undertaking to EEPC to abide by the Showroom norms.**

### Thrust Product Sectors

After an in-depth market research, the following have been identified as Thrust Product Sectors for “India Engineering Center” :

- Primary Iron & Steel Products
- Auto Parts
- Electric Transformers
- Industrial Machinery
- Scientific and Surgical Instruments
- Hand Tools
- S. S. Utensils
- S. S Wire and Wire Products
- Electric Motors
- Builders Hardware
- Home Electric Appliances
- Bearings
- Industrial Fasteners
- I. C. Engines & Parts
- Wire Ropes
- Pipes and Pipe Fittings
- Agricultural Implements and Machinery
- Pumps

Companies in the other engineering products having potential in South Africa may also send their application for participation. However, the Screening Committee will take final decision in this regard.

### Warehousing

The Warehouse will be located at Durban. The warehousing rates will be circulated shortly to avail the benefits.



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## Marketing Support

The Council will organize regular visits of South African buyers, from the matching sectors of IEC participants, to the Showroom for convincing them about sourcing their requirements from Indian companies. The Council will also organize Buyer-Seller Meets of participants with their African counterparts. Representatives of participating Indian companies will be free to join the BSM. These activities will further enhance the marketability of the products of participants of IEC.

## Participation in Trade Fairs

The Council will identify Trade Fairs in South Africa and other African countries for the product groups of IEC participants. Council will organize an Information Booth in these Fairs to popularize "India Engineering Center" as source of supply and also furnish details on competence of participating companies.

The companies desirous of participating in these Trade Fairs in a separate booth will be provided with display space at subsidized rates (40% of booth cost). Kindly note that prior approval needs to be taken in this regard. Some of the following prominent exhibitions may be considered for further participation :

- FACIM – Trade Fair and Agricultural Exhibition (UFI) – Mozambique
- International Health Week for Medical and Surgical Equipment – Algeria
- MACTECH – Cairo, Egypt
- ITF – Lagos, Nigeria
- ITCE – Cairo, Egypt
- Tunis International Fair – Tunisia
- SIB International Exhibition for Building – Morocco
- Auto + International Exhibition for Car Equipment – Tunisia
- International Trade Fair (UFI) – Sudan
- Salon de' Auto/Salon de la Maintenance – Algeria
- Cairo International Fair – Egypt etc.

Please contact EEPC Territorial Office, New Delhi for further details.

## Publicity through Print Media

In order to popularize India Engineering Center, Council will use the channel of print media, i.e. important newspapers, product specific magazines, mass mailing campaign etc.

Participants of IEC will also be entitled to release their customized advertisements, which Council will arrange at a subsidized rate (25% benefit will be offered). The Council will communicate the

exact amount payable to the interested companies depending on the size and location of the advertisement. Some of the prominent newspapers like Business Day, Business Report (The Star), The Weekender, Swoten (Business Supply), Die Beeld (Business), Citizen, Financial Mail, Guardian, Rapport etc., Trade Magazines like Trade Africa, Africa Connexion, Business in Africa, Trade pan-African Business, Engineering and Manufacturing Publications etc. Please contact EEPC Territorial Office, New Delhi for further details.

## Visa for South Africa

Council will suitably recommend to the Embassy of South Africa in India for issuance of Visa to the representative of participating companies of India Engineering Center.

## Charges & General Terms & Conditions

Companies participating in IEC will be required to pay the following charges :

Registration Charges*	<b>Rs. 30,000/-</b>
Rent <b>per month</b> for a Standard Display Window	
Of 1 mtr. x 1 mtr. (Rs. 1.20 Lacs per annum)	<b>Rs. 10,000/- per month</b>

\* **Conditions of Deposit** : If participant continues for more than 24 months 100% of registration charges will be refunded, if participation is withdrawn within 12 to 24 months, 50% of registration charges will be refunded and if participation is less than 12 months, the registration money will be non-refundable.

For participating in India Engineering Center (IEC), Johannesburg : **Please pay Registration Charges of Rs. 30,000/- by Cheque/DD** in favour of "Engineering Export Promotion Council".

Interested member-exporters are requested to submit the **Application Form** (as per enclosed format) duly filled in **latest by 31st August, 2006**.

For further details, please contact :

**Shri C. S. Shukla**  
*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  
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 Website : www.eepcindia.org

**Application Form**  
**INDIA ENGINEERING CENTER (IEC)**  
**Johannesburg, South Africa**  
*(Organised by : Engineering Export Promotion Council)*

Name of the Company (In BLOCK Letters)			
Address (In BLOCK Letters)			
	City		Pin Code
Phone (with STD Code)		Fax No.	
E-mail Address		Website Address	
Name & Designation of Chief Executive			
Name & Designation of Contact Executive			
Items Manufactured/Exported (HS Codes if possible)			
Industrial Application			
Foreign Collaborations if any, please specify			
Annual Turnover in US\$		Annual Export in US\$	
Countries of Export			
International Accreditations (ISO, QS, etc.)			
Nature of Business (Please tick mark)	<input type="radio"/> Manufacturer <input type="radio"/> SSI	<input type="radio"/> Non-SSI	<input type="radio"/> Merchant <input type="radio"/> Export House
Participation in Showroom	Yes/No	Items on Display	

Demand Draft No. .... Dated ..... For Rs. .... payable to Engineering Export Promotion Council, New Delhi is enclosed.

Signature with office seal :

Date :

Name :

Place :

Designation :

**Note : Council reserves the right to accept or reject the participation of an Indian Company.**