



## Council's Activities

### **EEPC India Invites Participation for India Pavilion at Automechanika Middle East 2012 Dubai, UAE (22-24 May, 2012)**

Automechanika Middle East is renowned as the international meeting place for the automotive aftermarket industry in the wider Middle East region and Africa. While this leading trade exhibition for automotive components, accessories, garage and garage equipment, refuelling and car washing celebrates 10 years in operation as the premier trade exhibition in its field - the event continues to bring world leading suppliers, manufacturers and service providers in touch with one of the most promising markets in the world.

Dubai is a strategic location between Europe and the Far East with excellent trade connections. From here, the lucrative Middle East, Sub-Continental and African markets can be easily reached with their combined population of more than 1 billion people. Considering import/re-export ratio, Dubai is the third most important re-export centre in the world after Hong Kong and Singapore.

In the 2011 edition over 17,000 trade visitors from 130 countries came to Dubai to see, examine and experience products or services showcased by over 1,100 exhibiting companies.

EEPC INDIA is organizing an India Pavilion at Automechanika Middle East 2012, Dubai, UAE which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

#### **Focus Products**

##### **Parts & Systems**

- Vehicle parts & components of the drive
- Chassis, body
- Electrics and electronics groups
- Systems & modules of the interior, exterior, drive, drive dynamics and electronic control groups

##### **Accessories & Tuning**

- Vehicle accessories
- Special equipment
- Tuning
- Performance systems
- Design refinement
- Adaptive car accessories for the disabled

##### **Repair & Maintenance**

- Equipment for vehicle service and repair
- Bodywork repair and painting
- Workshop equipment, dealership equipment, waste disposal and recycling
- Garage construction and management

##### **IT & Management**

- IT products, vehicle exchange marts, insurance, finance, leasing, claims management
- Vehicle inspection services, dealer management systems, dealership planning and construction
- Dealership marketing

##### **Service Station & Car Wash**

- Service station equipment
- Car wash and care products

##### **Tyres & Batteries**

- Passenger/truck/bus/trailer/industrial/agricultural tyres, tyre repair materials
- Retreading equipment, patches
- Rims, tubes and casings
- Batteries and battery components

#### **Venue**

Dubai International Convention & Exhibition Centre, Dubai, UAE

#### **Date of Event**

22-24 May, 2012 (3 days)

## Participation Charges

- One side open booth : US\$ 360 per sqm or Indian Rs. 18,000 per sqm (Built-up booth) + Rs. 1,854 per sqm as deposit towards Service Tax.
- Two sides open booth : US\$ 395 per sqm or Indian Rs. 19,750 per sq. mtr. (Built-up booth) + Rs. 2,034.25 per sqm as deposit towards Service Tax. (subject to availability).
- Three sides open booth : US\$ 415 per sqm or Indian Rs. 20,750 per sq. mtr. (Built-up booth) + Rs. 2,137.25 per sqm as deposit towards Service Tax. (subject to availability)

***If participants make payments in US Dollar, then Service Tax is not applicable. If participation charges are paid in INR an amount equivalent to the corresponding Service Tax amount is also to be added which shall be treated as a deposit pending clarification from the authorities.***

## Mode of Payment

Full payment is to be made by

- ❖ Demand Draft/at par Cheque favouring “EEPC INDIA” along with the duly filled-up Application Form  
OR
  - ❖ Swift Transfer in US Dollar (to add US\$ 50 per remittance to offset bank charges etc.) as per following details:
    - Name of the Bank : HDFC BANK LTD
    - Address of the Bank : Central Plaza, 2/6 Sarat Bose Road, Kolkata - 700 020
    - Branch Code : 0014
    - Account Number : 00148580000013
    - Beneficiary Name : EEPC INDIA
    - SWIFT Code : HDFCINBBCAL
- THROUGH:  
JP MORGAN CHASE BANK, NEW YORK  
A/c. No. 001-1-406717  
SWIFT Code – CHASUS33  
CHIPS ABA: 0002  
FEDWIRE ABA: 021000021  
CHIPS UID # 354459

## Date of Payment

Full payment is to be made along with the Application Form latest by **26th April, 2012**.

## Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **26th April, 2012**. 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.

## Display Booth

Each 9 sq. mtr. booth will consist of:

- Carpeted floor
- One square table
- One lockable cabinet or one glass top cabinet
- Three chairs
- Six flat shelves
- Five spot lights
- One plug socket
- Fascia
- One Waste bin



### Selection Criteria

Selection of participants will be done after receiving full payment 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. The rates mentioned above are subsidized as per MAI Scheme of Government of India.

### Submission of Application

Interested firms may please send the Application Form, duly filled in and signed, along with full Payment latest by **26th April, 2012** to any of the following:

**R. Maitra**

*Executive Director*

**EEPC India**

Vandhna, 4th Floor

11 Tolstoy Marg

New Delhi - 110 001

Tel. : 91-11-23711124/23711125

Fax : 91-11-23310920

E-mail : eepcto@eepcindia.net

Website : www.eepcindia.org

**Bhaskar Sarkar**

*Addl. Executive Director & Secretary*

**EEPC India**

Vaniya 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@eepcindia.net

Website : www.eepcindia.org



**Application Form**  
**India Pavilion at Automechanika Middle East 2012, Dubai, UAE**  
**(22 - 24 May, 2012)**

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.)	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Type of Units	:	<input type="checkbox"/> SSI	<input type="checkbox"/> Non-SSI	
Status	:	<input type="checkbox"/> Manufacturer/Exporter	<input type="checkbox"/> Merchant Exporter	
		<input type="checkbox"/> Export House		
Total Annual Export (in Million US\$)	:	2008-2009	2009-2010	2010-2011
Total Export to Middle East countries (in Million US\$)	:	2008-2009	2009-2010	2010-2011
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS)	:			
Nature of Display	:	Display of Samples	<input type="checkbox"/>	
		Display of Posters	<input type="checkbox"/>	

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 :