



EEPC INDIA (formerly Engineering Export Promotion Council)  
Sponsored by Ministry of Commerce & Industry, Government of India  
(An ISO 9001: 2000 organisation)

## **EEPC India Invites Participation for India Pavilion at Practical World International Hardware Fair 2012 Cologne, Germany (4 - 7 March, 2012)**

Practical World International Hardware Fair is one of the major international exhibitions on hardware industry covering sectors like Tools, Industrial Supply, Locks & Fittings, Fasteners & Fittings. It is organized by Koelnmesse GmbH. It takes place every two years, corresponding to the innovation cycle within the sector.

Practical World is the place to discover the very latest innovations, discuss current trends with leading figures, establish new contacts and meet all the important decision-makers from trade and industry – in other words, an opportunity to truly hit the nail on the head.

In 2010 edition Practical World International Hardware Fair proved its role as a leader, 2,686 exhibitors came from 52 countries. 56,500 trade visitors from 124 countries, including 59 per cent from abroad visited.

EEPC INDIA is organizing an India Pavilion in Practical World International Hardware Fair 2012 which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

### **Focus Products**

#### **Tools**

- Manual hand-held tools
- Power tools (hand-held, stationary) and accessories
- Machine tools

#### **Industrial Supply**

- Compressed air tools
- High pressure cleaners
- Welding and soldering equipment
- Workshop fittings
- Shop and storeroom fittings
- Ladders and scaffolding
- Health and safety / job security

#### **Fasteners and Fixings, Fittings**

- Fastening technology
- Fixing technology
- Building fittings
- Furniture fittings
- Small fittings
- Decorative metal wares

#### **Home Improvement**

- Sanitary ware and fittings
- Chemical products
- Interiors and Furnishings
- Building materials, elements and accessories, outside structures
- Automotive supplies and accessories, two-wheeler accessories

### **Venue**

Koelnmesse Fair Grounds, Köln-Deutz  
Cologne, Germany

### **Date**

4 – 7 March, 2012 (4 days)

### **Participation Charges**

One side open (built-up booth) : Euro 300 per sq. mtr. or Indian Rs. 19,500/- per sq. mtr.  
(Minimum 9 sqm booth) + Rs. 2,009/- per sq. mtr. as Deposit towards Service Tax.  
20% extra for two sides open booth (subject to availability).



***If participants make payments in Euro, 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 Euro (**to add Euro 40 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 : 00142680000056  
Beneficiary Name : EEPC INDIA  
SWIFT Code : HDFCINBBCAL

THROUGH:

JP MORGAN CHASE BANK, FRANKFURT, GERMANY  
A/c. No. 623-16-02308  
SWIFT Code – CHASDEFX  
IBAN NO.: DE26501108006231602308

### **Booth Display**

Participation charges for a 9 sq. mtr. booth includes the following services:

- Carpeted floor
- One table
- One lockable cabinet
- Three chairs
- One book rack
- Three spot lights
- One plug socket
- One waste basket
- Fascia

### **Date of Payment**

Full payment is to be made along with the Application Form latest by **23rd December, 2011**.

### **Cancellation of Participation**

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before 23rd December, 2011. 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.

### **Selection Criteria**

Since limited space is available, selection of participation will be done 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. However, the rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities.

### **Submission of Application**

Interested firms may please send the Application Form, duly filled in and signed, along with full payment latest by **23rd December, 2011** to the respective Regional Offices or to :

**R. Maitra**

*Executive Director*

**EEPC INDIA**

Vandhna (4th Floor)

11, Tolstoy Marg

New Delhi – 110 001

Tel. : 91-11-23353353, 23711124/25

Fax : 91-11-23310920

E-mail : eepcto@eepcindia.net

**B. Sarkar**

*Addl. Executive Director & Secretary*

**EEPC INDIA**

Vanijya Bhavan (1st Floor), ITFC

1/1 Wood Street

Kolkata - 700 016

Tel. : 91-33-22890651/52/53

Fax : 91-33-22890654

E-mail : eepcho@eepcindia.net



**Application Form**  
**India Pavilion at Practical World International Hardware Fair 2012**  
**Cologne, Germany**  
**(4 - 7 March, 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 European 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 :