

**Council's Activities**

## Invites Participation in “The India Show” in Toronto, Canada (17 - 20 October 2011)

*Coincides with  
CMTS 2011 - The Canadian Manufacturing Technology Show*

at

**Direct Energy Centre, 100 Princes' Blvd, Toronto, ON M6K 3C3, Canada**

While announcing the New Foreign Trade Policy for the period 2009-2014 on August 27, 2009, the Union Commerce & Industry Minister, Shri Anand Sharma had observed that “the Government seeks to promote Brand India through at least six ‘Made in India’ shows to be organized across the world every year”. Accordingly, EEPC India will organize its 2nd “The India Show” in Toronto, Canada with support from Ministry of Commerce & Industry, Government of India. The main objective of “The India Show” is to promote India’s Image and provide a platform to Indian Exporters to showcase their strengths and capabilities in an emerging market and developed country like Canada. The Show also enables us to get closer to fast-growing markets in North America. It will be our endeavor to highlight India as “Technology Hub” for Manufacturing Industry with equal participation from Small, Medium & Large industries.

“The India Show” is synchronized with the largest and most famous industrial exhibition CMTS 2011 (The Canadian Manufacturing Technology Show) organized by SME (Society of Manufacturing Engineers), Canada. India has been dedicated as “**Strategic International Partner**” in the exhibition. Around 150 Indian companies are participating at “The India Show” and there is large opportunity for partnership development, networking and exploring business linkages for your product. In 2009, there were 600 exhibitors from the manufacturing and distributing industries and a large number of professional visitors from manufacturing sector.

It is a specialized technology exhibition, covering product groups such as:

- Engineering Equipment and Components
- Industrial Machinery
- Machine Tools and Accessories
- Auto Parts
- Hand and Cutting Tools
- Aluminium Products and Supplies
- Intermediate Goods
- Mining and Building Equipment
- Renewable Energy Equipment

### Why Canada

- Ernst & Young has identified Canada as one of the high-potential thrust markets for Indian engineering goods in the Strategy Paper for Growth of Engineering Exports.
- The Canadian Government has identified India as a key trade partner under its Global Commerce Strategy.
- The Canadian economy has grown at the rate of 10.9% over 2004–2008, with the absolute GDP at US\$1.5 trillion in 2008, making it one of the fast growing economies in the world. The economy of Canada is the ninth largest in nominal terms, and the fourteenth largest in PPP terms.

- Canada is one of the bright spots in the global economy. In 2009 Canada's GDP growth rate was 2.4 per cent, and according to the Country Commercial Guide 2010 of the US Government, the economy is predicted to grow 2.5 per cent and 3.2 per cent in 2010 and 2011, respectively.
- According to a 2009 Bank of Canada survey, Canadian businesses were experiencing a gradual increase in sales. Canada's strong and conservative banking and financial sector and increasing commodity prices have strengthened the Canadian dollar, reaching almost at par with the U.S. dollar. The strong Canadian dollar, growing Canadian economy and the increased demand for goods and services will make Canada a much sought after business partner in the years to come.
- Canada sourced 33% of its engineering imports from outside the NAFTA bloc in 2009, the value of which was about US\$44 billion.

### Why choose Toronto

- Ontario's capital, Toronto, is Canada's commercial centre, home to half the country's largest financial institutions, 90 per cent of its international banks, and over 75 per cent of US subsidiaries in Canada. Ontario remains the economic engine of Canada due to its substantial and highly diverse industrial base.
- Of the world's largest cities, Toronto has the 7th largest economy, with a GDP of over US\$ 225 billion. It comprises 11% of Canada's GDP.
- Toronto's key industry clusters include automobile, aerospace, biomedical and biotechnology.
- Ontario is part of the North American manufacturing heartland.
- Ontario's highly diversified economy offers excellent opportunities in all sectors ranging from automotive, plastics, and aerospace to information and telecommunications technology and the life sciences.

### Focus Products

- Agricultural, Forestry Machinery & Parts
- Automobiles and Auto Components
- Automotive Services & Repairs
- Bicycle & Components
- Boilers
- Books & Technical Publications
- CAD/CAM Systems
- Casting and Forging
- Coolant & Lubricants
- Construction Machinery & Equipments
- Cranes and Material Handling System
- Cutting Tools & Accessories
- Diesel Engine, Parts & Spares
- Electrical & Power Equipment
- Electrical and Electronic
- Engineering Consultancy/Specialized Technical Institutes/Research & Development Institutes
- Engineering Process Outsourcing (EPO), Designing
- Ferrous & Non-Ferrous Metals
- Food Processing & Packaging Machinery
- Flat and Long Steel / Stainless Steel Products
- Generators and Motors
- Government Undertakings/Trade and Professional Bodies/Specialized Financial Institutions/Law Firms
- Hand Tools and Power Tools
- Home Appliances
- Industrial Knives
- Industrial Oils & Gases
- Instrumentation & Automation Systems
- Logistics and Software Systems
- Materials Handling Equipment and Logistics Services
- Medical Devices, Medical Equipment, Surgical Equipment
- Metal Cutting & Metal Forming
- Mining Equipment & Spares Parts
- Mould and Dies
- Nut, Bolts & Fasteners
- Paint, Varnish and Coating Materials
- Power Plant and Equipment
- Precision Tools and Mould Making
- Projects, Plant & Machinery
- Pumps and Valves
- Renewable Energy – Wind and Solar
- Special Surface Coating Technologies
- Stainless Steel Sanitary Fittings
- Stainless Steel Utensils/Kitchenware & Cutleries
- Surface Technology Services
- Transmission & Conveyor Belts
- Tube and Pipe
- Warehousing and Storage Systems
- Welding Automation Systems
- Welding, Cutting & Turning Machines
- Wire and Cables
- Wood Working Machinery



## Details of the Show

**Venue** : Direct Energy Centre  
100 Princes' Blvd, Toronto, ON M6K 3C3, Canada

**Date** : 17 – 20 October 2011 (4 days)

## Display Booth

The in-built booth of minimum 9 sq. mtr. shall contain –

- 1 Podium
- 1 Table
- 2 Chairs
- 2 Spot lights
- 1 Electrical socket
- 1 Waste basket
- Carpet
- Fascia

For additional furniture and other requirements, prior intimation has to be made to the EEPC India against payment. For bigger stall separate conditions would be applicable.

## Participation Charges

- 9 sq. mtr. (one side open) booth (Built up booth) : 1. US\$ 215 per sq. mtr. or Rs. 9,500 per sq. mtr. + Rs. 979 per sq. mtr. as Service Tax
2. Security Deposit: US\$ 215 per sq. mtr. or Rs. 9,500 per sq. mtr. [10% extra for two sides open booth (subject to availability)]
- 12 sq. mtr. (one side open) booth (Built up booth) : 1. US\$ 205 per sq. mtr. or Rs. 9,000 per sq. mtr. + Rs. 927 per sq. mtr. as Service Tax
2. Security Deposit: US\$ 205 per sq. mtr. or Rs. 9,000 per sq. mtr. [10% extra for two sides open booth (subject to availability)]

- Note:**
1. Pending clarification regarding applicability of Service Tax on International Fair, the Service Tax collected as above would be kept as deposit which will be refunded in case it is clarified that no Service Tax on International fair is leviable.
  2. The Security Deposit as stated above would be refunded after the end of the show only after satisfaction of the following conditions:
    - (a) The participant should not absent himself from the show.
    - (b) Additional facilities taken during the show including furniture etc. has to be separately paid for.
    - (c) In case any additional service has not been paid for in full the cost of the same may be adjusted from the security deposit lying in credit of the participant.
    - (d) The participant has to submit the certified copy of passport with immigration stamp after return to India.

**If participants make payments in US Dollar, 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.



## Mode of Payment

Full payment is to be made by

- ❖ Two separate Demand Drafts/at par Cheques to be drawn favouring “EEPC INDIA” along with the duly filled-up Application Form
- OR
- ❖ Two separate Swift Transfers 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

## Payment & Cancellation

Full payment should be made along with **Application Form**, duly filled in latest by **16th August, 2011**. The payment should be made by way of **Demand Drafts** drawn in favour of “**EEPC India**” or **Swift Transfers** as indicated above.

Booking of space will be considered only after receiving 100% payment. 50% cancellation charges applicable if reservation is cancelled before **23rd August, 2011**. 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 EEPC India.

## 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.

## Shipment of Exhibits

In order to facilitate shipment of exhibits, EEPC India will appoint a Shipping Agent. However, the participants are free to choose their own shipping agents.

## Travel and Hotel Accommodation

EEPC India will assist participants in locating suitable airlines and hotels at Toronto, Canada at negotiated rates through accredited Travel Agents. However, participants are free to make their own travel/hotel arrangements.

## Visa

EEPC India will issue recommendation letters in favour of the representatives of the participating Indian companies in “The India Show” for issuance of visa. However, EEPC India will not give any guarantee to this effect, as this is the sole discretion of the High Commission of Canada in India.

EEPC India will recommend for issuance of visas for a maximum number of two participants for each 9 sq. mtr. booth.

## Benefit of the member-exporters

EEPC India is organizing “The India Show” in Toronto, Canada 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.

## Participants' Details

In "The India Show" EEPC India intends to circulate the details of all the participants in a **CD Format** on a complimentary basis instead of printed Exhibitors' Profiles. The CD will be highly interactive and will be a ready reckoner for the overseas buyers.

Participants are requested to send the following information along with the Application Form in CD or over email to the respective Regional Offices with a copy to Head Office (email id: ashitkar@eepcindia.net or akar54@gmail.com):

- (i) Company Profile (not more than 100 words);
- (ii) Contact Details (as per the Application Form);
- (iii) Logo – pdf or jpg format;
- (iv) E-Brochure in pdf format or scanned copy of Product Catalogue (within 2 pages);
- (v) Product Pictures – tiff / high resolution jpeg format.

## Submission of Application

Interested firms may please send their Application Forms (enclosed) duly filled in and signed, along with the payment latest by **16th August, 2011** to any of the following offices in the respective regions :

**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

**Rajat Srivastava***Regional Director***EEPC INDIA**

Centre 1, 12th Floor  
World Trade Centre, Cuffe Parade  
Mumbai – 400 005  
Tel. : 91-22-42125555  
Fax : 91-22-42125556, 22180119  
E-mail : eepcromum@eepcindia.net

**Ms. Anima Pandey***Regional Director***EEPC INDIA**

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@eepcindia.net

**Bhaskar Sarkar***Addl. Executive Director & Secretary***EEPC INDIA**

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@eepcindia.net

**M. Ganesan***Regional Director***EEPC INDIA**

Greems Dugar (3rd Floor)  
149, Greems Road  
Chennai – 600 006  
Tel. : 91-44-28295501/28295502  
Fax : 91-44-28290495  
E-mail : eepcrochen@eepcindia.net

**K. V. Rajasekharan***Assistant Director***EEPC INDIA**

4A, 'Vandhna', 4th Floor  
11, Tolstoy Marg  
New Delhi – 110 001  
Tel. : 91-11-23314171/74  
Fax : 91-11-23317795  
E-mail : eepcrodel@eepcindia.net



**Application Form**  
**“The India Show” in Toronto, Canada**  
**(17 - 20 October, 2011)**

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Total Space required (Minimum 9 sq. mtr.)	:	Area :	sq. mtr.	
Booth type	:	<input type="checkbox"/> One side open	<input type="checkbox"/> Two sides open	
Fascia name to be displayed	:			
Amount with DD/Cheque No. & date	:			
Name & Designation of the MD/CM	:			
Name & Designation of the Participants	:			
Mobile No.	:			
Passport No.	:			
Place of Issue	:			
Date of Issue & Valid up to	:			
Status (please tick mark)	:	<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 North American 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, etc.)	:			
Nature of Display	:	Display of Samples	<input type="checkbox"/>	
		Display of Posters	<input type="checkbox"/>	

Please send us this Form duly filled in and signed along with full payment and following information for preparing CD :  
Company Profile (within 100 words); Contact Details; Logo – pdf or jpg format; E-Brochure in pdf format or scanned copy of Product Pictures (within 2 pages); Product Pictures – tiff/high res. Jpeg format.

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