



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 PAACE Automechanika 2011, Mexico (13 - 15 July, 2011)

EEPC INDIA is organizing an India Pavilion at PAACE Automechanika Mexico 2011 which is one of the leading automotive shows in Mexico as well as Latin American countries. This show will be held in conjunction with the International Week of the Automotive Industry and with the support of important industry associations, PAACE Automechanika Mexico has become a growing platform for automotive business in this region. 647 exhibitors from 19 countries participated in the year 2010.

PAACE Automechanika Mexico is the ultimate platform for displaying domestic and international products to Mexico and Central America's top automotive buyers and key industry players. In addition to the thousands of products, services and resources available on the exhibit hall floor, PAACE Automechanika Mexico offers valuable education and training, unmatched business solutions, exciting networking events and more.

The fair has proven a record to meet suppliers, manufacturers face to face, see the latest technology trends and identify the future markets conditions. The fair witnessed 21,146 trade visitors in 2010. APRA - Automotive Parts Remanufacturers Association, MEMA - Motor Equipment Manufacturers Association and SEMA – Specialty Equipment Market Association are some of the key supporters for PAACE Automechanika Mexico.

Automotive Market in Mexico

The Mexican automotive industry is one of the fastest growing sectors in Mexico. Due to its geographic location and large population of over 100 million people, Mexico is well known for its outstanding opportunities in the automotive industry. Mexico is the world's 11th largest automotive producer and is forecasted to rank 5th by 2011. The auto parts and suppliers industry in Mexico generates approximately 7.5% of the country's GDP. Mexico's automotive production has grown at an astounding rate – approximately ten percent per year over the past three years.

As the Mexican automotive industry experiences tremendous growth, so do the opportunities that exist in the market. Consistent increases in vehicle circulation, parts and accessories imports make Mexico a very lucrative market for business.

Mexico is the 10th largest light vehicle producer in the world and the single largest exporter of auto parts to the US, surpassing Canada and Japan. 90 of the top 100 global auto parts manufacturers have established manufacturing operations in Mexico. From August 2005 to January 2008, 17,76,284 vehicles between 11 and 15 years old and 10,73,654 vehicles 10 years old were imported into Mexico. Mexico is one of the few countries with the largest number of brands participating in its market.

In 2010-11 (April-September), India exported nearly USD 11.48 million worth of auto component to Mexico. Transport equipment accounted for sizeable percentage of total exports from India to Mexico.

Focus Products

Parts & Systems - Vehicle parts, components and systems of the drive, chassis, body, electrics and electronics groups.

Accessories & Tuning - Vehicle accessories, special equipment, tuning, performance systems, design refinement, tyres, wheels, wheel accessories.

Repair & Maintenance - Equipment for vehicle service and repair, bodywork repair and painting, workshop equipment, dealership equipment, waste disposal and recycling.

IT & Management - IT products, 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 care and car wash.

**Venue**

Centro Banamex
Mexico City, Mexico

Date of Event

13 – 15 July, 2011 (3 days)

Participation Charges

One side open built up booth (*Minimum 9 sq. mtr. booth*)

US\$ 410 per sq. mtr. Or INR 18,500 per sqm + Deposit towards Service Tax Rs 1,906/- per sq.mtr

Two side open built up booth (*Minimum 9 sq. mtr. Booth and subject to availability*)

US\$ 450 per sq.mtr Or INR Rs. 20,500/- per sq. mtr. + Deposit towards Service Tax Rs. 2,112/- per sq. mtr.

If participants make payments in US\$, 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 filled-up Application Form.
- ❖ 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
Bank 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 **28th May, 2011**.

Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **10th June, 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.

Display Booth

Participation charge includes following services:

- Fascia
- Carpeting
- One table
- Two chairs
- Electrical outlet and lighting
- One waste bin
- Cleaning charges extra - to be borne by the participant



Selection Criteria

Since limited space is available, selection of participation will be done strictly on first come-first served basis.

MDA Entitlements

All eligible participants will be entitled to MDA grant under Focus LAC Programme of Ministry of Commerce & Industry, 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. 1,80,000/- (Rupees One Lakh Eighty 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 India with regular filing of returns and fulfilling other conditions, details of which can be obtained from respective Regional Offices of EEPC India.

Submission of Application

Interested firms may please send the Application Form, duly filled in and signed, along with full Payment latest by **28th May, 2011** to the respective Regional Offices or to :

Shri 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

Shri B. Sarkar

Addl. Executive Director & Secretary

EEPC INDIA

Vanijya Bhavan (1st Floor)

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 PAACE Automechanika 2011, Mexico
(13 - 15 July, 2011)

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 (Minimum 9 sqm)	:			
Fascia Name to be displayed	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Amount with DD/Cheque No. & Date	:			
Passport Details (Number, Date of Issue, Date of Expiry and Place of Issue)	:			
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\$)	:	2007-2008	2008-2009	2009-2010
Total Export to Latin American countries (in Million US\$)	:	2007-2008	2008-2009	2009-2010
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 completed and signed along with your participation fees by Demand Draft/at par Cheque and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :