



## Council's Activities

### **EEPC India Invites Participation for India Pavilion at Saudi Elenex 2011 Riyadh, Saudi Arabia (29 May-1 June, 2011)**

Saudi Arabia is India's 10<sup>th</sup> largest export destination and the 2<sup>nd</sup> largest among the GCC (Gulf Cooperation Council) countries after UAE. Bilateral trade between India and Saudi Arabia has increased by over 6 times in the last 5 years from 3.4 billion USD in Yr. 2005-06 to 21 billion USD in Yr. 2009-10. Recently Saudi Arabia has made consistent efforts to diversify its economy and power generation has been identified as one of the major sectors for diversification. Saudi Arabia holds immense potential for the Indian trading community particularly in light of the India's Framework agreement with GCC countries.

Saudi Arabia's electricity sector is expanding by 7% a year. Over the coming 20 years, projects worth almost USD 120 billion are going to be undertaken to satisfy demand for electricity generation, distribution and transmission - creating demand, as well, for subsidiary electricity-related products and equipment. Saudi Government spends billions of dollars on constructing and upgrading power plants, and will have to rely strongly on foreign investors and suppliers to satisfy the surge in demand for electricity-related equipment and machinery. An array of investment opportunities in Saudi Arabia exists for electricity industry players from across the region and the world.

**Saudi Elenex** is the International Electrical Engineering, Power Generation and Distribution Exhibition in Saudi Arabia. **Saudi Elenex 2011** taps into rising demand for electrical products, amid powerful construction sector growth. Since the year 2000, Saudi Arabia's power generation equipment market has been growing by around 5% annually, and the oil, gas and petrochemicals sectors are likely to drive electricity demand for a long time to come. Organizers expect another successful year, with key decision makers attending Saudi Elenex on the lookout for lucrative investment deals in this growing market. Saudi Elenex, Saudi Aircon and Saudi Luminex exhibitions will be held concurrently to ensure the large number of visitors.

EEPC INDIA is organizing an India Pavilion in **Saudi Elenex 2011**. Participating in the above exhibition will enable Indian companies to further widen their reach in the highly lucrative Middle East market and also would provide an excellent opportunity for establishing business relationships with customers from all over the world.

#### **Product Category**

- Power Stations
- Power Plant Equipment
- High Voltage Transmission
- Distribution Networks
- Switchgear Products
- Transformers
- Diagnostic Equipment
- Monitoring & Control
- Portable Generators
- Electrical Engineering
- Electrical Supplies
- Switches and Controls
- Cable and Wiring
- Power Protection
- Testing Equipment

#### **Venue**

Riyadh Exhibition Center  
Riyadh, Saudi Arabia

#### **Date**

29 May-1 June, 2011 (4 days)



## Participation Charges

### Minimum booth size is 9 sq mtr. (Larger booths in multiple of 3 sq mtr. are also available)

One side open built-up booth : Rs. 12,000/- per sq. mtr. Or US\$ 250 per sq mtr. (Built up booth)

Two side open booth : 10% extra (subject to availability).

Due to limited availability of corner booths, allocation will be done on first-come, first-served basis subject to full payment.

## Mode of Payment

Full payment is to be made by

- ❖ Demand Draft/at par Cheque favoring “EEPC INDIA” along with the duly filled-up application form
- ❖ Swift Transfer in US\$ (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 – 700020
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

## Last Date of Confirmation

Full payment is to be made along with the Application Form latest by **29th April, 2011**.

## Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing before **29th April, 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

There will be in-built display booths of 9 sq. mtr. Council will provide the following :

- Carpeted floor
- One table
- Two chairs
- One counter
- Three spot lights
- One plug socket
- Fascia

## 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. The rates mentioned above are highly 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 29th April, 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. : 91-11-23711124/23711125

Fax : 91-11-23310920

E-mail : [eepecto@eepecindia.net](mailto:eepecto@eepecindia.net)

Website: [www.eepecindia.org](http://www.eepecindia.org)

**Shri B. 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 : [eepchos@eepecindia.net](mailto:eepchos@eepecindia.net)



**Application Form**  
**India Pavilion at Saudi Elenex 2011**  
**Riyadh, Saudi Arabia**  
**(29 May - 1 June, 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	:	Area : sq. mtr.		
Booth type	:	<input type="checkbox"/> One side open	<input type="checkbox"/> Two side open	
Amount with DD/at par Cheque No. & date	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participant	:			
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 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 and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :