



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 Automechanika Middle East 2011 (7 - 9 June 2011, Dubai, UAE)**

Automechanika Middle East is the event for the rapidly developing automotive aftermarket in the wider Middle East and Africa. The event covers the full range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems. Automechanika Middle East continues to confirm the participation of market leaders from the automotive sport, workshop equipment, tyres & batteries, parts & systems, repair & maintenance and accessories & tuning Industries worldwide.

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. The Spare Parts market in the Gulf States is valued at over US\$12.6 billion per year. Auto parts are consistently listed as one of the top ten re-exported commodities from Dubai.

The Gulf Countries have been trade partners of India for centuries. The discovery of Oil opened a new era of Industrialization of this region. The GULF markets are growing markets for Indian engineering goods. Export of engineering items to this region during the 2008-09 stood at US\$ 6.16 billion compared with US\$ 5.73 billion during previous financial year, registering an overall growth of 7.5 per cent.

EEPC INDIA is organizing an India Pavilion at Automechanika Middle East 2011, Dubai, UAE which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

### **Focus Products**

#### **Parts & Systems**

Powertrain (engine, gearbox, exhaust), chassis (axles, steering, brakes, wheels, dampers), bodywork (sheet metal parts, mounted parts, windows, bumpers), roof systems (folding roofs, convertible roofs, panoramic roofs), interior (cockpits, instruments, airbags, trims, seats, heating, airconditioning, electrical adjusters), infotainment (radios, aerials, navigation systems, telematics, mobile phones), electrics/electronics/sensor systems (electrical system, battery, headlights, cables, wiring harnesses, control modules, bus systems, driver assistance systems), standard parts (fastening elements, thread and securing elements, sealing rings, filters, roller bearings), regenerated parts (reconditioned, overhauled parts).

#### **Accessories & Tuning**

Accessories and special equipment for motor vehicles in general, tuning, performance systems (motorsport), design enhancement, optical tuning, car trailers and small commercial vehicle trailers, parts for trailers, tyres and wheel rims.

#### **Repair & Maintenance**

Workshop equipment and tools (lifting gear, testing and measuring equipment, tyre fitting, work clothing), body repairs (equipment and material), painting and anti-corrosion protection (systems, equipment coatings, anticorrosion protection, media), towing service, accident assistance, mobile services (equipment, material/consumables), waste disposal and recycling (systems, equipment, services, environmental protection consultancy), dealership equipment (shop-fitting/shop systems, sales equipment, office and warehouse equipment, trade literature, forms).

#### **IT & Management**

Dealership planning and construction (corporate consultants certifications, environmental protection advice), dealership finance (finance deals, insurance, franchise concepts), dealer management systems (business organisation, it, data management, customer loyalty programmes), workshop management (training, technical monitoring and certification), dealership marketing (exterior advertising, publicity materials), internet (service providers, vehicle exchange marts).



### Service Station & Car Wash

Filling stations (filling station systems, filling station accounting systems, security surveillance, convenience, shop-inshop systems), care (washing equipment, equipment for vehicle care, cleaning products), oil and lubricants (systems, equipment, lubricants, media and consumables).

### Venue

Dubai International Convention & Exhibition Centre, Dubai, UAE

### Date of event

7-9 June, 2011 (3 days)

### Participation Charges

One side open booth: US\$ 350 per sq. mtr. or Indian Rs. 16,500/- per sq. mtr. (Built up booth)

Two sides open booth: US\$ 385 per sq. mtr. or Indian Rs. 18,000/- per sq. mtr. (Built up booth)  
(Subject to availability)

### 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 **31st March, 2011**.

### Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before 7th 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

Each 9 sq. mtr. booth will consist of :

- Carpeted floor
- One square table
- One lockable cabinet
- Two chairs
- Six flat shelves
- Five spot lights
- One plug socket
- Fascia



### 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 **31st March, 2011** 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: [eepecto@eepcindia.net](mailto:eepecto@eepcindia.net)  
Website : [www.eepcindia.org](http://www.eepcindia.org)

**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  
Fax: 91-33-22890654  
E-mail: [eepch@eepcindia.net](mailto:eepch@eepcindia.net)  
Website : [www.eepcindia.org](http://www.eepcindia.org)



**Application Form**  
**India Pavilion at Automechanika Middle East 2011**  
**(7 - 9 June 2011, Dubai, UAE)**

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\$)	:	2007-2008	2008-2009	2009-2010
Total Export to Middle East 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 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 :