



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 Ferroforma 2011 Bilbao, Spain (23 – 26 March, 2011)**

**Ferroforma 2011**, the International Hardware Exhibition in Spain will be held together with Bricoforma, the DIY and home related products. It is a biennial event and the 19th edition of the fair will be held at Bilbao Exhibition Centre, Bilbao, Spain. The International Hardware Exhibition brings together manufacturers, distributors and trade professionals that make up the supply chain of hardware products. In 2009 edition, the activities grouped under the “**Ferroforma**” brand represented 65% of the whole, while “Bricoforma” accounted for the remaining 35%.

The fair acts as a thriving meeting point and business networking avenue with a lot of parallel activities including private meetings, seminars and B2B meetings. The exhibition boasts of latest and innovative information and communication technologies including interactive tools such as online shop and catalogue and advanced exhibitor search services.

The fair is organized by Feria Internacional de Bilbao in partnership with Koelnmesse GmbH. **Ferroforma** has exhibitors from all areas of the hardware industrial supply and DIY sectors. Professionals from 69 countries visited Ferroforma in 2009 confirming its ranking as Europe’s most important in the segment. A total of 15,172 participants participated in the fair. A significant number of visitors to the fair were from Portugal, France, Germany, Italy and UK in the EU Region and Australia, New Zealand, Suriname and Yemen from the distant markets. The visitors in the fair were professionals, majority of them being purchasing managers and company managers. 65% of the exhibitors in the fair were from foreign origin and 19% were first time participants.

EEPC India is organizing an India Pavilion at **Ferroforma 2011** which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

### **Focus Products**

- Fasteners
- Hand and power tools
- Industry supplies
- Labour protective equipment
- Locksmith and security
- Woodworking machinery and accessories
- Shop equipment and systems
- Electrical and lighting
- Garden
- Hardware and housewares
- Home decorating
- Plumbing
- Building supplies (machinery and accessories)
- Others

### **Venue**

Bilbao Exhibition Center  
Bilbao, Spain

### **Date**

23 – 26 March, 2011 (4 days)



## Participation Charges

One side open built-up booth : Euro 165 per sq. mtr. or ₹10,500 per sq. mtr.  
+ ₹1,082 per sq. mtr. as Service Tax.  
10% extra for corner stall (subject to availability).

**If participants make payments in Euro, 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

- ❖ 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 following services:

- Carpeting
- One counter
- One discussion table
- Four chairs
- Three spotlights
- One plug socket
- Fascia

## Date of Payment

Full payment is to be made along with the Application Form latest by **25th February, 2011**.

## Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before 25th February, 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 **25th February, 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 Ferroforma 2011**  
**Bilbao, Spain**  
**(23 - 26 March, 2011)**

Name of the Company (in block letters)	:			
Postal Address (in block letters)	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Total Space required	:			
Amount with DD/at per Cheque No. & Date	:			
Name & Designation of the Chief Executive	:			
Mobile	:			
Name & Designation of the Participants	:			
Mobile	:			
Products Manufactured/Exported	:			
Total Annual Export (in Million US\$)	:	2007-2008	2008-2009	2009-2010
Total Export to European countries (in Million US\$)	:	2007-2008	2008-2009	2009-2010
Countries of Export	:			
Accreditation to International Standards (viz. QS, ISO etc.)	:			
Foreign Collaboration, if any	:			
Type of Unit	:	<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		
Photograph enclosed (2 copies)	:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Company Profile ( <b>within 80 words</b> ) (please enclose with the form)	:	<input type="checkbox"/> Enclosed	<input type="checkbox"/> Not enclosed	

Please send the Form duly filled in and signed along with the details of your participation fees payment.

Name :

Signature :

Date :

Office Seal :