



## **EEPC India Invites Participation for India Pavilion at AUTOMEK 2011, Sao Paulo, Brazil (12 - 16 April, 2011)**

AUTOMEK - International Trade Fair for Auto Parts, Equipments and Services is the meeting point of the replacement industry, and a leader event in Latin America. At a single place, the market of automotive replacement presents at AUTOMEK innovations and solutions for the segment of parts, accessories and tuning, rebuilding and maintenance, IT and management.

AUTOMEK is the ideal platform to promote products and services to an important business generating pole; a great opportunity to present market trends; an excellent strategy to propel sales; to strengthen the image of trademarks, quality and services; to analyze your competitors and conquer new client; and to reinforce the relationship with qualified buyers and visitors from Brazil and abroad.

EEPC INDIA is organizing an **India Pavilion at AUTOMEK 2011** which would provide an excellent opportunity for establishing business relationships with customers from all over the world, particularly Latin American countries. It is expected that 900 exhibitors will participate in the 2011 edition of AUTOMEK and 70,000 visitors from all over the world will converge in the show.

### **Automotive market in Brazil**

Today, the Brazilian auto industry is a major driver of economic growth. The automotive industry makes a major contribution to the Brazilian economy, contributing 23.5% of industrial GDP and providing employment for more than 1.5 million workers. Strong domestic demand has largely insulated the sector against the downturn in global markets.

Brazil is becoming an emerging market leader for technology development because of its highly skilled and qualified engineers and relatively low labour costs compared to developed countries. Brazil has the largest number of car assembly plants in the world, manufacturing more than 30 brands.

There has also been a recent up-turn in automotive investments. Volkswagen has announced plans to spend \$3.5 billion on up-grading their Brazilian plants and local product development capabilities by 2014, whilst Toyota have confirmed that they will build a second assembly plant at Sorocaba. Meanwhile, General Motor's \$ 800 million "Project Viva" – financed from local profits and loans - foresees the local production of 9 new models by 2012. South Korean and Chinese manufacturers are also reportedly planning investments in new production facilities.

The Brazil auto parts industry is an unrecognized source of automotive components and whole cars. It will come to the surprise of many people that this South American country is the world's 8th largest supplier in the automotive industry. They have many state-of-the-art research and development laboratories where they engineer and design original, performance and aftermarket parts. In fact, the entire car can be engineered and built with auto parts from Brazil. Brazil exports many motor vehicles to the US, Germany, the UK, Argentina, Mexico and a growing number of other countries around the world. Brazil now faces the challenges of keeping pace with the expansion of the domestic vehicle market, and playing a more prominent role in global supply chains.

India currently ranks 26th among auto exporting countries, earning \$ 5.5 bn a year with less than 1 per cent of the world auto exports market. India's export of auto components to Brazil has increased from US\$ 53.96 Million in 2008 to US\$ 66.18 Million in 2009 with a share less than one per cent of total auto components import by Brazil.

### **Focus Products**

**Spare Parts and Systems** : Engine, vent, axle, steering, breaks, wheels, bolsters, metallic parts, assembled parts, windows, bumpers, bending roof, convertible roofs, panoramic covering, instruments, airbags, caps, seats, heating, air conditioning, electrical adjusters, internal filters, radio, antennas, navigation, telematics, telemobile, DVD, electrical, battery, lights, cables, whips, control units, bus systems, driver assistance systems, fixation elements, bearing fixation rings, rollers, replacement parts, repairs, restoration, hybrid, and gas.

**Accessories and Tuning** : Automotive accessories in general; tuning, performance systems; design improvement, optic; options and conversions; wheels, tyres and together.



**Repairing and Maintenance :** Equipments and tools (elevation, trial, measurement equipments and tires installation); corrosion prevention and painting (systems, equipments, preventing inks, corrosion and auxiliaries); towing services, accident assistance and mobile services; residues elimination and recycling (systems and equipments); car towing.

### Venue

Anhembí Pavilion  
Av. Olavo Fontoura, 1.209 - Santana - CEP 02012-021 São Paulo – SP, Brazil

### Date of Event

April 12 – 16, 2011 (five days)  
Opening hours: Tuesday – Friday from 10 am to 7 pm - Saturday from 9 am to 5 pm

### Participation Charges

One side open booth : US\$ 550 per sq. mtr. or ₹26,000 per sq. mtr. (Built up booth)  
+ ₹2,678 per sq. mtr. as Service Tax.  
10% extra for 2 sides open booth (subject to availability)

***If participants make payments in US Dollar, then Service Tax is not applicable.***

### 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 **21st February, 2011**.

### Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **28th 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.



## Display Booth

Each 15 sq. mtr. booth will consist of :

- Carpeted floor
- One round table
- One lockable cabinet
- Four chairs
- Five spot lights
- Two plug sockets
- One wastepaper basket
- Fascia

## Selection Criteria

Selection of participants will be done after receiving full payment 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 **21st February, 2011** to the respective Regional Offices or to:

### **R. Maitra**

*Executive Director*

#### **EEPC India**

Vandhna, 4th Floor

Tolstoy Marg

New Delhi - 110 001

Tel. : 91-11-23711124/23711125

Fax : 91-11-23310920

E-mail : eepcto@eepcindia.net

Website : 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. : 91-33-22890651/52/53

Fax : 91-33-22890654

E-mail : eepcho@eepcindia.net

Website : www.eepcindia.org



**Application Form**  
**India Pavilion at AUTOMECH 2011**  
**Sao Paulo, Brazil**  
**(12 - 16 April, 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 15 sqm)	:			
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 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 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 :