



## Invites Participation in “India Show” in Turkey

(3 – 6 February 2011)

*Coincides with*

**World of Industry Fair (WIN Part 1)**

(Metalworking, Welding, Surface Treatment, Materials Handling & Allied Services Fair)

at

**Hall No. 9 & 8, Tüyap Fair Convention and Congress Center  
Istanbul, Turkey**

While announcing the New Foreign Trade Policy for the period 2009-2014 on August 27, 2009, the Union Commerce & Industry Minister, Shri Anand Sharma had observed that “the Government seeks to promote Brand India through at least six ‘Made in India’ shows to be organized across the world every year”. Accordingly, the “India Show” in Turkey will be organized by EEPC India with support from Ministry of Commerce & Industry, Government of India. The main objective of the “India Show” is to promote India’s Image and provide a platform to Indian Exporters to showcase their strengths and capabilities in an emerging market and developing country like Turkey. The Show also enables us to get closer to fast-growing markets in Eurasia and the Middle East. It will be our endeavor to highlight India as “Technology Hub” for Manufacturing Industry with equal participation from Small, Medium & Large industries.

“India Show” is synchronized with the largest and most famous industrial exhibition WIN 2011 (World of Industry – Part 1) organized by Hannover Messe. India has been dedicated as “Partner Country” in the exhibition. Around 200 Indian companies are participating at the “India Show” and there is large opportunity for partnership development, networking and exploring business linkages for your product. In 2010, there were 524 exhibitors and 165 co-exhibitors including direct exhibitor from 20 countries and 44,057 professional visitors from 65 countries.

Various economic forecast reports have predicted Turkey will become the fastest-growing country in 2011 with a target import of 168 billion USD.

The event brings together the most varied and complete exhibit from areas like metal working, welding, surface treatment and materials handling. This show is covered under the following concurrent shows:

- (i) **Metal Working** (16th Machine Components and Metal Working Fair - Machine production and metal processing technologies fair);
- (ii) **Welding** – (11th Joining, Welding and Cutting Technologies Fair);
- (iii) **Surface Treatment** (5th Surface Processing Technologies Fair);
- (iv) **Materials Handling** (10th Materials Handling & Logistics Fair-Transportation, Storage, Stacking and Logistics Fair).

### **Turkey: Gateway to Europe and Asia**

- Turkey lies at the crossroads of the two continents and is a country of significant geostrategic importance
- 17th largest economy in the world in terms of GDP (PPP)
- Engineering is the most important sector in the Turkish economy
- Turkey is the 6th largest producer of automobiles in Europe and the 15th largest in the world
- Turkey imported USD 54 billion worth of engineering goods in 2009, of which USD 379 million were sourced from India



- Turkey has a liberalized economic policy and has a number of PTA/FTA arrangements including the custom union arrangement with the European Union
- Turkey also seeks membership of the European Union which is central to its foreign policy
- Major industrial houses and numerous multinational companies functioning in Turkey
- Significant economic activities: Textiles & garments, construction, tourism, leather, food processing, automobile, mining, agriculture etc.
- India – Turkey Bilateral Trade – The bilateral trade between the countries stood at USD 3.13 billion in 2009-10 from USD 0.6 billion in the year 2003-04. Bilateral Trade is targeted to reach USD 5 billion by 2012 and USD 10 billion dollars in the next 10 years.
- More than 60 Indian companies have registered businesses in Turkey in the form of joint ventures, trade and representative offices. Many Indian companies are also engaged in trading activities at Turkey.

**Organisation for Economic Co-operation and Development's (OECD) economic forecast report has predicted that Turkey will become the fastest-growing country in 2011**

Indicators	2010	Targets 2011
Real GDP Growth (%)	3.5	4.0
GDP (billions of US\$)	641	669
GDP per Capita (US\$)	8821	9096
Exports (billions of US\$)	107.5	118.0
Imports (billions of US\$)	153.0	168.0
Tourism revenues (billions of US\$)	22.5	23.5

More information on Turkey can be obtained at <http://en.wikipedia.org/wiki/Turkey> and <http://www.invest.gov.tr/en-US/Pages/Home.aspx>.

### Why choose Istanbul

- Istanbul is the largest city in Turkey and the 5th largest city in the world.
- It is the second largest metropolitan area in Europe by population.
- It is a strategic city due to its location as a junction of international land, air and sea trade routes
- It extends both on the European (Thrace) and on the Asian (Anatolia) sides of the Bosphorus, and is thereby the only metropolis in the world that is situated on two continents
- Istanbul is a designated alpha world city
- Istanbul's Ataturk International Airport is the main airport of the city and one of the largest international hubs in Europe
- Istanbul considered largest Industrial Centre of Turkey generating 55% of Turkey's trade and 45% of the country's wholesale trade, and generates 21.2% of Turkey's gross national product.

### Focus Products

- Automobiles and auto components
- Automotive services & repairs
- Renewable energy – wind and solar
- Engines, turbine & parts
- Generators and motors
- Power plant and equipment
- Electrical and electronic
- Transmission and distribution
- Hand tools and power tools



- Casting and forging
- Mould and dies
- Pumps and valves
- Tube and pipe
- Wire and cables
- Fasteners
- Agricultural, forestry machinery & parts
- Instrumentation & automation systems
- Metal cutting
- Metal forming
- Precision tools, tool and mould making
- Parts, components, accessories and services
- Welding and cutting machinery and equipment
- Welding automation systems
- Welding and filling materials
- Welding services
- Surface cleaning and pre-treatment equipment
- Paint and plastics coating systems
- Galvanization systems
- Special surface coating technologies
- Paint, varnish and coating materials
- Surface technology services
- Cranes and transport systems
- Warehousing and storage systems
- Packaging, commissioning and weighing systems
- Complete and turnkey materials handling systems
- Logistics, intralogistics and software systems
- Materials handling and logistics services
- Transportation
- Engineering Consultancy/Specialized Technical Institutes/Research & Development institutes/Public Sector Undertakings/Trade Associations/Professional Bodies/Specialized Financial Institutions

### **Details of the Show**

**Venue** : Hall No. 9 & 8  
Tüyap Fair Convention and Congress Center  
Istanbul, Turkey

**Date** : 3 – 6 February 2011 (4 days)

### **Display Booth**

The in-built booth of minimum 9 sq. mtr. shall contain –

- 1 Podium
- 1 Table
- 2 Chairs
- 2 Spot lights
- 1 Electrical socket
- 1 Waste basket
- Carpet
- Fascia

For additional furniture and other requirements, prior intimation has to be made to the EEPC India against payment.

Larger booths in multiple of 3 sq. mtr. are also available.



## Participation Charges

9 sq. mtr. (one side open) booth (Built up booth)	: •120 per sq. mtr. or Indian Rs. 8,000/- per sq. mtr. + Rs. 824/- per sq. mtr. as Service Tax.
12 sq. mtr. & above (one side open) booth (Built up booth)	: •115 per sq. mtr. or Indian Rs. 7,500/- per sq. mtr. + Rs. 773/- per sq. mtr. as Service Tax.

[10% extra for two sides open booth (subject to availability)]

Bare space (Minimum 36 sq. mtr.)	: •90 per sq. mtr. or Indian Rs. 6,000/- per sq. mtr. + Rs. 618/- per sq. mtr. as Service Tax.
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**If participants make payments in Euro currency, 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 Registration 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

## Payment & Cancellation

Full payment should be made along with **Registration Form**, duly filled in latest by **15th November, 2010**. The payment should be made by way of **Demand Draft** drawn in favour of "**EEPC India**".

Booking of space will be considered only after receiving 100% payment. 50% cancellation charges applicable if reservation is cancelled before **22nd November, 2010**. Any cancellation after this date would result in 100% forfeiture. Acceptance of application and allocation of space will be at the sole discretion of the EEPC India.

## Selection Criteria

Final selection of the participants will be done by a Committee based on the criteria such as Accreditation to the International Standards (like ISO, QS, etc.), foreign collaboration, annual exports etc.

## Shipment of Exhibits

In order to facilitate shipment of exhibits, EEPC India will appoint a Shipping Agent. However, the participants are free to choose their own shipping agents.

## Travel and Hotel Accommodation

EEPC India will assist participants in locating suitable airlines and hotels at Istanbul, Turkey at negotiated rates through accredited Travel Agents. However, participants are free to make their own travel/hotel arrangements.



## Visa

EEPC India will issue recommendation letters in favour of the representatives of the participating Indian companies in "India Show" for issuance of visa. However, EEPC India will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Turkey in India.

EEPC India will recommend for issuance of visas for a maximum number of two participants for each 9 sq. mtr. booth.

## Benefit of the member-exporters

EEPC India is organizing the "India Show" in Turkey 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 their Registration Forms (enclosed) duly filled in and signed, along with the payment latest by **15th November, 2010** to any of the following offices in the respective regions :

### 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@eepc.gov.in](mailto:eepecto@eepc.gov.in)

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

### Rajat Srivastava

*Regional Director*

#### EEPC INDIA

Centre 1, 12th Floor

World Trade Centre, Cuffe Parade

Mumbai – 400 005

Tel. : 91-22-42125555

Fax : 91-22-42125556, 22180119

E-mail : [rd.eepcmum@vsnl.net](mailto:rd.eepcmum@vsnl.net)

[eepcmum@vsnl.com](mailto:eepcmum@vsnl.com)

[eepcmum@mtnl.net.in](mailto:eepcmum@mtnl.net.in)

### Ms. Anima Pandey

*Regional Director*

#### EEPC INDIA

Vanijya Bhavan, 2nd Floor

International Trade Facilitation Centre

1/1, Wood Street

Kolkata – 700 016

Tel. : 91-33-22890673/74

Fax : 91-33-22890687

E-mail : [eepecrokol@vsnl.net](mailto:eepecrokol@vsnl.net)

### 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 : [eepec@eepecindia.org](mailto:eepec@eepecindia.org)

### A. A. Kazmi

*Regional Director*

#### EEPC INDIA

4A, 'Vandhna', 4th Floor

11, Tolstoy Marg

New Delhi – 110 001

Tel. : 91-11-23314171/74

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E-mail : [info@eepecrodel.org](mailto:info@eepecrodel.org)

[mail@eepecrodel.org](mailto:mail@eepecrodel.org)

### M. Ganesan

*Regional Director*

#### EEPC INDIA

Greems Dugar, 3rd Floor

149, Greems Road

Chennai – 600 006

Tel. : 91-44-28295501/28295502

Fax : 91-44-28290495

E-mail : [eepecchennai@airtelmail.in](mailto:eepecchennai@airtelmail.in)



**Registration Form**  
**India Show in Turkey**  
**(3 - 6 February, 2011)**

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required (Minimum 9 sq. mtr.)	:	Area :	sq. mtr.	
Booth type	:	<input type="checkbox"/> One side open	<input type="checkbox"/> Two sides open	
Fascia name to be displayed	:			
Amount with DD/Cheque No. & date	:			
Name & Designation of the MD / CM	:			
Name & Designation of the Participant	:			
Mobile No.	:			
Passport No.	:			
Place of Issue	:			
Date of Issue & Valid up to	:			
Status	:	<input type="checkbox"/> Manufacturer/Exporter	<input type="checkbox"/> Merchant Exporter	
		<input type="checkbox"/> Export House		
Total Annual Export (in Million US\$)	:	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>
Total Export to EU countries (in Million US\$)	:	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS, etc.)	:			
Nature of Display	:	Display of Samples	<input type="checkbox"/>	
		Display of Posters	<input type="checkbox"/>	

1. Please use separate sheet to furnish details of your company (within 80 words) for the Exhibitors' Profile.
2. Please send us this Form duly completed and signed along with your participation fees by Demand Draft and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :