



## Council's Activities

### EEPC India Invites Participation for India Pavilion at SIMA 2011, Paris, France (20 - 24 February, 2011)

#### About the Show

SIMA at Paris, France is one of the leading international exhibitions on the entire range of agricultural technology. Along with agriculture and farming, SIMA is a multi-specialist event representing companies from diverse sectors such as milking and dairying equipment, motors parts and components, agricultural machinery and equipment.

This exhibition is held every 2 years. The current edition will be held from 20-24 February, 2011. It is an ideal platform which brings both exhibitors and visitors together under one roof. Exhibitors can meet and interact face-to-face with their prospective clients and expand their business networks through this show.

The 2009 edition of the exhibition hosted 1,323 exhibitors from 38 countries and received 208,550 visitors from 33 countries. India is one of the leading exporters of agricultural equipments and machinery, particularly to Europe. As per provisional data available, during the period April 2009 - August 2010 agricultural equipment and parts exported from India to Europe was worth the value of US\$ 181.52 million compared to that of US\$ 78.24 million during the same period in the previous financial year. During the Financial Year 2008-09 agricultural equipment and parts worth US\$ 576.51 million was exported to Europe from India. In view of the above an India Pavilion at the forthcoming SIMA Exhibition will be a significant step towards consolidating India's presence as a key supplier of agricultural components to Europe as well as to the world markets.

The five day exhibition offers a unique opportunity to forge business alliances, establish direct contact with buyers, dealers, distributors, agents, manufacturers from all levels of the industry. It is a perfect place for international suppliers to meet buyers, especially from the European region.

EEPC INDIA is organizing an **India Pavilion at the show**. This will provide an excellent opportunity to learn about the latest development on ideas and technologies of the industry, to meet new products and trends, OEM/ODM providers and international brands, to establish your network with key-decision makers, technical experts and to develop new contacts and business relationships with customers from all over the world.

#### Focus Products

##### Multipurpose equipment

- Traction - Soil work
- Engines, parts and components
- Transportation - Towing - Handling
- Buildings- Storage
- Water management - Drainage
- Maintenance of rural and forest areas
- Information technology - Institutes and services

##### Specific equipment

- Harvesting grains, beets and potatoes
- Sowing, fertilization
- Seeds, fertilizer and phyto-sanitary products
- Spraying
- Irrigation
- Buildings, drying, storage

#### Venue

Parc des Expositions de Paris-Nord Villepinte, Paris ,France

#### Date

20 – 24 February, 2011 (5 days)



## Participation Charges

One side open built-up booth : Euro 380 per sq mtr or ₹ 23,600/- per sq mtr +  
₹ 2,431 per sq mtr as Service Tax.  
10% extra for two sides open booth (subject to availability).

Minimum booth size is 9 sq mtr.

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

*\*please refer to **Benefit of the member-exporters** section*

## Mode of Payment

Full payment is to be made by

- ❖ Demand Draft 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

## Payment & Cancellation

Full payment should be made along with **Application Form**, duly filled-in latest by **30th November, 2010**.

Booking of space will be considered only after receiving 100% payment. 50% cancellation charges applicable if reservation is cancelled before **24th 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 EEPC India.

## Display Booth

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

- Fascia
- Carpeting
- Wall panels
- One table
- Three chairs
- Three spot lights
- One plug socket
- One waste basket

## 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. (Direct participation at the show will cost approx Euro 528/sqm for a built up booth (minimum 12 sqm) and EEPC India is providing the facility at Euro 380/sqm (minimum 9 sqm) resulting in a saving of Euro 148 per sqm, see chart below.)

<b>Cost Comparison for Individual Participants</b>	<b>Direct participation One Side (Min 12 sqm)</b>	<b>With EEPC India, One Side ( 12 sqm)</b>	<b>With EEPC India, One Side (Min 9 sqm)</b>
Built up booth (@ Euro 367 per sqm)	4404		
Heating Fee @ Euro 6.30 per sqm	75.6		
Mandatory Internet Link (Euro)	150		
Invitation Card Package (Euro)	665		
<u>VAT @ 19.6% (Euro)</u>	1037.7416		
	6332.3416		
Participation charge per sqm (in Euro)	528	380	380
Participation charges (In Euro)	6332	4560	3420
Cost in INR	392605.1792	282720	212040
<b>Total Cost to the participants (approx.) in INR</b>	<b>392,605</b>		
Net Saving on Participation Charges in INR		109,885	180,565

### Submission of Application

Interested firms may please send the **Application Form**, duly filled-in and signed, along with full payment **latest by 30th 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@eepec.gov.in](mailto:eepecto@eepec.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.eepecmum@vsnl.net](mailto:rd.eepecmum@vsnl.net), [eepecmum@vsnl.com](mailto:eepecmum@vsnl.com)  
[eepecmum@mtnl.net.in](mailto:eepecmum@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  
 Fax : 91-11-23317795  
 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)



**Application Form**  
**India Pavilion at SIMA 2011**  
**(20 - 24 February, 2011)**

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required	:	Area :	sq. mtr.	
Amount with DD/at par Cheque No. & date	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participant	:			
Type of Units	:	SSI <input type="checkbox"/>	Non-SSI <input type="checkbox"/>	
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"/>	

Please use separate sheet to furnish details of your company (**within 80 words**) for the Exhibitors' Profile.

Please send us this Form duly completed and signed along with your participation fees by Demand Draft/Cheque and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :