



## Council's Activities

### **EEPC India invites Participation for India Pavilion at PAACE Automechanika, Mexico (14 - 16 July, 2010)**

EEPC INDIA is organizing an India Pavilion at PAACE Automechanika Mexico 2010 which is one of the best automotive shows in Mexico and Latin American countries. This show will be held in conjunction with the International Week of the Automotive Industry and with the support of important industry associations, PAACE Automechanika Mexico has become a growing platform for automotive business in this region. 236 exhibitors from 13 countries participated in the year 2009.

PAACE Automechanika Mexico is the ultimate platform for displaying domestic and international products to Mexico and Central America's top automotive buyers and key industry players. In addition to the thousands of products, services and resources available on the exhibit hall floor, PAACE Automechanika Mexico offers valuable education and training, unmatched business solutions, exciting networking events and more.

The fair has proven a record to meet suppliers, manufacturers face to face, see the latest technology trends and identify the future markets conditions. The fair witnessed 13,433 trade visitors in 2009. APRA - Automotive Parts Remanufacturers Association, MEMA - Motor Equipment Manufacturers Association and SEMA – Specialty Equipment Market Association are some of the key supporters for PAACE Automechanika Mexico.

#### **Automotive Market in Mexico**

The Mexican automotive industry is one of the fastest growing sectors in Mexico. Due to its geographic location and large population of over 100 million people, Mexico is well known for its outstanding opportunities in the automotive industry. Mexico is the world's 11th largest automotive producer and is forecasted to rank 5th by 2011. The auto parts and suppliers industry in Mexico generates approximately 7.5% of the country's GDP. Mexico's automotive production has grown at an astounding rate –approximately ten percent per year over the past three years.

As the Mexican automotive industry experiences tremendous growth, so do the opportunities that exist in the market. Consistent increases in vehicle circulation, parts and accessories imports make Mexico a very lucrative market for business.

Mexico is the 10th largest light vehicle producer in the world and the single largest exporter of auto parts to the US, surpassing Canada and Japan. 90 of the top 100 global auto parts manufacturers have established manufacturing operations in Mexico. From August 2005 to January 2008, 17,76,284 vehicles between 11 and 15 years old and 10,73,654 vehicles 10 years old were imported into Mexico. Mexico is one of the few countries with the largest number of brands participating in its market.

In 2008-09, India exported nearly USD 93.73 million worth of transport equipment, including components, to Mexico. Transport equipment accounted for sizeable percentage of total exports from India to Mexico.

#### **Focus Products**

**Parts & Systems** - Vehicle parts, components and systems of the drive, chassis, body, electrics and electronics groups.

**Accessories & Tuning** - Vehicle accessories, special equipment, tuning, performance systems, design refinement, tyres, wheels, wheel accessories.

**Repair & Maintenance** - Equipment for vehicle service and repair, bodywork repair and painting, workshop equipment, dealership equipment, waste disposal and recycling.

**IT & Management** - IT products, insurance, finance, leasing, claims management, vehicle inspection services, dealer management systems, dealership planning and construction, dealership marketing.

**Service Station & Car Wash** - Service station equipment, car care and car wash.



## Venue

Centro Banamex  
Mexico City, Mexico

## Date

14 - 16 July, 2010 (3 days)

## Members' benefit

Organisers of the fair have agreed to offer following special benefits to the EEPC India members signing before **May 14, 2010** :

- **Special membership pricing and priority stand placement for your in India pavilion**
- **Promotion of company in an upcoming press release (25 words per company)**
- **Promotion of company in an electronic newsletter to the attendee database (25 words per company)**
- **One complimentary new product entry in the New Product Showcase**

## Participation Charges

**Booth Package - Special Member Rate** (*Minimum 9 sq. mtr. booth*)

US\$ 280 + 16% VAT per sq. mtr. (US\$ 2,520 + 16% VAT per 9 sq. mtr. booth)

*An additional US\$ 250 per open corner for Corner, Peninsula & Island booths.*

OR

Rs. 15,000/- per sq. mtr. + Rs. 1,545/- per sq. mtr. towards Service Tax.

***If participants make payments in US\$, 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 filled-up Application Form.
- 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
Bank 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

## Display Booth

Participation charge includes following services:

- Fascia
- Carpeting
- One table
- Two chairs
- Electrical outlet and lighting
- One waste bin
- Cleaning charges extra - to be borne by the participant



### **Date of Payment**

Full payment is to be made along with the Application Form latest by **4th June, 2010**.

### **Cancellation of Participation**

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before 11th June, 2010. 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.

### **MDA Entitlements**

All eligible participants will be entitled to MDA grant under Focus LAC Programme of Ministry of Commerce, 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.

Interested firms may please send the Application Form, duly filled in and signed, along with full Payment latest by **4th June, 2010** 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 : [eepecto@eepc.gov.in](mailto:eepecto@eepc.gov.in)

#### **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 : [eepc@eepcindia.org](mailto:eepc@eepcindia.org)



**Application Form**  
**India Pavilion at PAACE Automechanika 2010, Mexico**  
**(14 - 16 July, 2010)**

Name of the Company (in block letters)	:	
Postal Address (in block letters)	:	
Phone (with area code)	:	
Fax (with area code)	:	
E-mail	:	
Website	:	
Total Space required	:	
<b>Fascia Name to be displayed</b>	:	
Amount with DD/Cheque No. & Date	:	
Name & Designation of the Chief Executive	:	
Name & Designation of the Participant	:	
<b>Passport Detail</b>	:	
Number, Date of Issue, Date of Expiry, Place of Issue		
Type of Units (please tick mark)	:	<input type="checkbox"/> SSI <span style="margin-left: 150px;"><input type="checkbox"/> Non-SSI</span>
Status (please tick mark)	:	<input type="checkbox"/> Manufacturer/Exporter <input type="checkbox"/> Merchant Exporter <input type="checkbox"/> Export House
Total Annual Export (in Million US\$)	:	<u>2006-2007</u> <span style="margin-left: 100px;"><u>2007-2008</u></span> <span style="margin-left: 100px;"><u>2008-2009</u></span>
Total Export to Latin American countries (in Million US\$)	:	<u>2006-2007</u> <span style="margin-left: 100px;"><u>2007-2008</u></span> <span style="margin-left: 100px;"><u>2008-2009</u></span>
Foreign Collaboration, if any	:	
Products Manufactured/Exported	:	
Countries of Export	:	
Accreditation to International Standards (like ISO, QS etc.)	:	

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/at par Cheque and 2 (two) copies of passport size colour photographs of the Participant.

Signature :

Date :

Office Seal :