



EEPC India Invites Participation for India Pavilion at China Cycle 2010, Shanghai, China (27 - 30 April, 2010)

China leads the world in the number of bikes produced per year with about 87 million units and 60% exports to 170 nations and regions. As the producing center of bicycle industry in the world, China is becoming one of the largest cycling consumer markets as well. The Chinese cycling market has seen a rapid development in recent years. International brands have opened stores throughout the country together with more than 300 IBD shops.

Although China is the largest producer and exporter of bicycles, tremendous opportunities exist for the Indian manufacturers in the wake of the ongoing global economic situation. Cost of labour and raw materials in China are on a high in China. Moreover, strong currency is believed to have eroded the proverbial Chinese competitiveness to some extent. Chinese companies are now willing to enter into joint venture agreements with the manufacturers in countries like India. It is high time the potentials were tapped, and this exhibition provides an excellent opportunity to put the first step in this regard.

China Cycle 2010 is the international trade fair for bicycles, components, and accessories. It will run three concurrent events namely, The 20th China International Bicycle & Motor Fair, China International E-bike Fair 2010 and China International Motor & Parts Fair. In 2009 there were **around 1,000 exhibitors from 87 countries and regions.**

EEPC INDIA is organizing an **India Pavilion at China Cycle 2010** (The 20th China International Bicycle & Motor Fair) scheduled to be held from 27-30 April, 2010 at Shanghai New International Expo Centre, Shanghai, China. This will provide an excellent opportunity to learn about the latest development on ideas and technologies of the industry, to meet new product and trend, to communicate with Chinese leading bicycle suppliers, 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.

Main Product Categories

- Bicycle Components & Accessories
- All-terrain Mountain Bikes
- Bikes for the Disabled
- Children's Bicycles and Tricycles
- City Bikes
- Cross 'Bmx Bicycle
- Electric Bikes
- Fitness Bike
- Decorative Accessories
- Drinking Bottles, Drinking-Bottle Holders
- Disk Brakes
- Dynamos
- Equipment and Accessories for Bicycle Tourism
- Equipment for Cyclists
- Tubeless Tyres
- Valves for Air Tubes

Venue

Shanghai New International Expo Centre (SNIEC), Shanghai, China

Date of event

27-30 April, 2010 (4 days)



Participation Charges

Built-up booths minimum 9 sq. mtrs. : US\$ 200 per sq. mtr. or Indian Rs. 10,000/- per sq. mtr.

(row stand, one side open) + Rs. 1,030/- per sq. mtr. as Service Tax

15% extra for corner stall (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
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

Date of Payment

Full payment is to be made along with the Application Form latest by **8th March, 2010**.

Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **15th March, 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.

Display Booth

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

- One Information Desk
- Two Chairs
- Two Spotlights
- One Electrical Socket
- Wall Panels with Carpeted Floor
- Fascia Board with Company name



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.

Submission of Application

Interested firms may please send the **Application Form**, duly filled in and signed, along with **full Payment latest by 8th March, 2010** to any of the following:

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@eepc.gov.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 : eepcokol@vsnl.net

A. A. Kazmi

Regional Director (Actg.)

EEPC INDIA

4A, Vandhna Building (4th Floor)

11, Tolstoy Marg, New Delhi - 110 001

Tel. : 91-11-23314171/74

Fax : 91-11-23317795

E-mail : info@eepcrodel.org

mail@eepcrodel.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 : eepc@eepcindia.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 : eepcmum@mtnl.net.in

eepcmum@vsnl.com

M. Ganesan

Regional Director

EEPC INDIA

Greems Dugar (3rd Floor)

149, Greems Road

Chennai - 600 006

Tel. : 91-44-28295501/5502

Fax : 91-44-28290495

E-mail : eepcchennai@airtelmail.in



Application Form
India Pavilion at China Cycle 2010, Shanghai, China
(27 - 30 April, 2010)

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Total Space required	:			
Fascia name to be displayed	:			
Amount with DD/Cheque No. & Date	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participant	:			
Passport Details :	Passport No.	Date of Issue	Date of Expire	Place of Issue
Type of Units (please tick mark)	:	<input type="checkbox"/> SSI	<input type="checkbox"/> Non-SSI	
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>	<u>2007-2008</u>	<u>2008-2009</u>
Total Export to China (in Million US\$)	:	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>
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 :