



ENGINEERING EXPORT PROMOTION COUNCIL OF INDIA

Highlighting the nation's best resources

THE ENGINEERING EXPORT PROMOTION COUNCIL OF INDIA ACTIVELY PARTICIPATES IN GLOBAL EVENTS TO SHOWCASE SPECIALISED CONSTRUCTION PRODUCTS

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THE Engineering Export Promotion Council of India (EEPC India), a premier trade and investment promotion organisation, which has been sponsored by the Ministry of Commerce and Industry, is bullish about the exhibitions held in Dubai.

"We don't take Dubai as a standalone destination," B. Sarkar, Executive Director and Secretary, EEPC India, told this correspondent in Delhi. "We take it as a gateway to the GCC and northern Africa."

Sarkar says that Dubai has the necessary infrastructure to showcase engineering products and goods. "In many countries, it is difficult to showcase large engineering products, including heavy machinery, as they do not have the necessary infrastructure in hotels or exhibition halls. But Dubai is completely different and ensures adequate facilities for international exhibitions," he points out.



B.Sarkar, Executive Director and Secretary, EEPC

EEPC India, which participates in about eight major events in Dubai, will be leading an Indian contingent of 100 companies to Automechanika Dubai, which will run from May 7 to 9.

The council also participates in events such as the Big 5, an international building and construction show

in Dubai. "We took more than 50 Indian companies for the show," says Sarkar.

EEPC India publicises its participation in Dubai events in a big way. "We advertise in newspapers like *Khaleej Times*, on billboards and also take many radio spots," explains Sarkar. "We have to make people understand and realise that Indian companies are participating in large numbers at these events."

Though EEPC focuses on engineering companies, it has increasingly started participating in other exhibitions as well, such as shows for medical devices, pharmaceuticals, healthcare business and rubber products.

The council happens to be the lead agency for medical devices and consequently participates in events such as Arab Health in Dubai. It took about 120-plus Indian companies to Arab Health.

"Increasingly, metals are being replaced by plastics and other materials," says Sarkar. "We have been given the position of lead agency by the Indian government for these shows."

The council also invites a lot of Dubai-based businessmen to India to participate in shows. "We sponsor them, provide them complimentary hotel accommodation in India and also pay part of their airfare," he notes. "We provide them an opportunity to interact with Indian businessmen and also visit their factories."

In the current financial year, it invited about 30 to 40 Dubai-based businessmen to attend exhibitions in India.

The export council is the organiser of the International Engineering Sourcing Show. This year, it is being held in Chennai for the first time between March 16 and 18. "Our aim is to encourage bilateral relations between India and the UAE and encourage suppliers and buyers from there to attend our shows."

Sarkar cites the example of a well-developed cable industry in Dubai. "It doesn't have copper, which we export to them, but the finished cables are sent to India."

In today's globalised calls, countries export and import products in a big way, bringing them closer together, he points out. "We may import some products, export other products, and send our engineers and labourers to work for companies in the UAE."

EEPC India participates in nearly 30 international exhibitions every year. The premier trade and investment promotion organisation actively contributes to the policies of the Indian government and acts as an interface between the engineering industry and the government.

Set up in 1955, EEPC India now has a membership base of over 13,000 out of which 60 per cent are SMEs.



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