

**EEPC INDIA**  
**Invites Participation in**

**INDEE - Brazil, 2009**  
**(Indian Engineering Exhibition)**  
**October 20 - 23, 2009**

In association with  
**MERCOPAR - 2009**  
**(Subcontracting & Industrial Innovation Fair)**

at

**Centro de Feiras e Eventos Festa da Uva**  
**Caxias Do Sul - RS**  
**Brazil**

### **Brazil: A Vibrant Export Destination for India and the Opportunities in MERCOSUR**

Brazil is the world's *tenth largest economy* at market exchange rates and the ninth largest by purchasing power parity. Economic reforms have given the country new international projection.

With *large and developed agricultural, mining, manufacturing and service sectors*, as well as a large labour pool, Brazilian economy is booming. The country is regarded as one of the groups of four emerging economies called BRIC (Brazil-Russia-India-China). The biggest investment boom in history is under way in Brazil.

*Brazil imported about USD 65546.23 million worth of engineering goods in 2008*, of which only about USD 463 million went from India, indicating a share of only 0.71%. However, this share has substantially increased over the past few years, and India's exports to Brazil are increasing at a rapid pace.

Brazil is a *member of the MERCOSUR trade bloc*, the other members being Argentina, Paraguay and Uruguay. It might be worthwhile to mention here that MERCOSUR is a trade bloc which sources about 80% of its import requirements from outside the bloc. This gives an immense opportunity to countries like India.

*India has signed a Preferential Trading Agreement with MERCOSUR* which is in force since June 1, 2009. MERCOSUR has offered lower-duty access to 450 items from India, of which **170 items are from the engineering sector** (please open this link to get the list of products with their HS Codes : [http://eepcindia.org/memcirculares/mercosur\\_engg\\_150605.pdf](http://eepcindia.org/memcirculares/mercosur_engg_150605.pdf)).

### **Why Caxias do Sul?**

Caxias do Sul is situated in the Rio Grande do Sul state of Brazil. This state in Brazil possesses a unique location, as it shares its international boundary with three very important Mercosur economies, viz, Uruguay, Paraguay and Argentina. With the 4th largest GDP in the country and good highway and telecommunications infrastructure, Rio Grande Do Sul benefits from major national and international investments. The State also has substantial contribution in sectors such as metal and mechanical products, agribusiness, chemicals, leather products and furniture, pulp and paper. *Rio Grande do Sul has the distinction of being the fastest growing state economy in Brazil.*

Caxias do Sul is the second largest city in the State, after its capital Porto Alegre, which is only 89 kms away from this city. It also happens to be the most important industrial cluster in the state of Rio Grande do Sul. There are a number of small, medium, large and multinational companies in the city, and it is recognized as an **Entrepreneurial-Exporting Hub of Brazil**.

Below is given a list of major cities nearby Caxias do Sul, and their distances from this city:



(source: [www.timeanddate.com](http://www.timeanddate.com))

### INDEE Brazil 2009

The "Indiatech" Fair in Sao Paulo, Brazil, which was organised in November 2003 with 87 Indian companies, fetched spot orders worth USD 50 million for the participants. Serious enquiries worth \$25 million were generated in the show. India's exports of engineering goods, which was at a level of only USD 35 million then, have now reached a level of almost USD 500 million.

EEPC India is pleased to announce its next INDEE - Brazil to be held in Caxias Do Sul in Brazil from 20 to 23 October 2009. The show will be a part of MERCOPAR, a leading Subcontracting and Industrial innovation fair in the entire Latin American region taking place since 1992.

The Mercopar exhibition is being organized by Hannover Fair Sulamerica Ltda, a subsidiary of Deutsche Messe and SEBRAE, an association promoting entrepreneurship in the small and medium industries sector in Brazil. **India, this year, has been given the status of the Partner Country in this exhibition.**

Last year, EEPC India had an information booth in this show, and the response was rather encouraging. A substantial number of enquiries were generated in the fields of hand tools, cutting tools, agricultural implements, mining equipment, castings, forgings, automotive components and so on.

## Product Sector

### **Basic metal**

*Basic iron and steel*

*Rolled, drawn and folded products of iron and steel*

*Semi-finished products of nickel or nickel alloys*

### **Fabricated metals products**

*Domestic metal products including utensils*

*Hand tools and cutting tools*

*Structural metal products and parts thereof*

*Metal fasteners, springs and miscellaneous articles made from metal wire*

### **Bearings, gears, gearing and driving elements, and parts thereof**

*Ball or roller bearings*

*Transmission shafts and cranks; bearing housings and plain shaft bearings; gears and gearing*

### **Electrical machinery and apparatus**

*Electric accumulators; batteries*

*Electric motors, generators and transformers, and parts thereof*

*Electrical equipment and parts thereof*

*Electricity distribution and control apparatus, and parts thereof*

*Insulated winding wire*

### **General purpose machinery, equipment and parts**

*Ovens and furnace burners and parts thereof*

*Pumps, compressors, hydraulic and pneumatic power engines, and valves, and parts thereof*

*Internal combustion piston engines and parts*

### **Special purpose machinery, equipment and parts**

*Lifting and handling equipment and parts thereof*

*Machinery for agriculture and forestry*

*Machinery for metallurgy and parts thereof*

*Machinery for mining, quarrying and construction, and parts thereof*

*Machinery for textile, apparel and leather production, and parts thereof*

*Machine-tools and parts and accessories thereof*

*Domestic appliances and parts thereof*

### **Transport equipment, parts and accessories thereof**

*Motor vehicles*

*Motorcycles and parts*

*Parts and accessories of motor vehicles*

## Details of the Show

**Venue :** Centro de Feiras e Eventos Festa da Uva  
Rua Ludovico Cavinato, 1431  
Cep : 95032-620  
Caxias do Sul - RS

**Date :** 20th to 23rd October 2009

**Time :** 2.00 P.M. to 9 P.M.

## Display Booth

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

- 1 Round table
- 3 Chairs
- 1 Waste bin
- 3 Spot lights
- One 10 amp. electrical Socket
- Wall-to-wall 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

One side open booth : US\$ 290 per sq. mtr. or Indian Rs. 14,500/- per sq. mtr.  
+ Rs. 1,494/- per sq. mtr. as deposit towards Service Tax.

Two sides open booth : US\$ 335 per sq. mtr. or Indian Rs. 16,750/- per sq. mtr.  
+ Rs. 1,725/- per sq. mtr. as deposit towards Service Tax.

## Early Bird Rates

One side open booth : US\$ 275 per sq. mtr. or Indian Rs. 13,750/- per sq. mtr.  
+ Rs. 1,416/- per sq. mtr. as deposit towards Service Tax.

Two sides open booth : US\$ 315 per sq. mtr. or Indian Rs. 15,750/- per sq. mtr.  
+ Rs. 1,622/- per sq. mtr. as deposit towards Service Tax

**Early bird rates are applicable to those who will confirm their bookings on or before 31st July, 2009.**

*Note : In case Service Tax is not chargeable, the deposit would be returned to participants.*

**If participants make payments in US dollars, 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.

## Payment & Cancellation

Full payment should be made along with **Application Form**, duly filled in latest by **14th August, 2009**. 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 14th August, 2009. 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.

## Marketing Efforts

EEPC India would undertake special promotional efforts to invite serious business visitors to the INDEE show. These efforts would be undertaken in various parts of Brazil, and also the important neighbouring countries, such as Argentina, Paraguay and Uruguay.

## 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 Caxias do Sul Brazil 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 INDEE for issuance of visa for the show. However, EEPC India will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Brazil in India.

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

## MDA Grant

All eligible participants will be entitled to MDA grant under Focus LAC Programme of the Ministry of Commerce, Government of India as per the MDA Guidelines effective from April 01, 2006. The MDA guidelines can also be downloaded from <http://commerce.nic.in/mda-guidelines.pdf>

Assistance would be permissible on travel expenses by Air on return Economy Excursion Class fare and 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 not exceeding Rs. 15 crores in the preceding year, having completed 12 month 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.

## Submission of Application

Interested firms may please send their Application Forms (enclosed) duly filled in and signed, along with the payment latest by **14th August, 2009** to any of the following offices in the respective regions :

### **Shri 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)

### **Shri 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  
Fax : 91-33-22890654  
E-mail: [eepch@eth.net](mailto:eepch@eth.net)  
Website: [www.eepecindia.org](http://www.eepecindia.org)

### **Smt. 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)

### **Shri Rajat Srivastava**

Regional Director  
EEPC INDIA  
Centre 1, 12th Floor  
World Trade Centre  
Cuffe Parade  
Mumbai - 400 005  
Tel.: 91-22-42125555/00/01  
Fax : 91-22-42125556, 22180119  
E-mail: [rd.eepecmum@vsnl.net](mailto:rd.eepecmum@vsnl.net)  
[eepecmum@vsnl.com](http://eepecmum@vsnl.com)

### **Shri A. A. Kazmi**

Regional Director (Actg.)  
EEPC INDIA  
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)

### **Shri 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**  
**INDEE - Brazil**  
**(20 -23 October, 2009)**

|   |  |                |                |
|---|--|----------------|----------------|
| 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 side open  |                |                |
| Fascia name to be displayed                                   |  |                |                |
| Amount with DD/Chq 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<br><input type="checkbox"/> Export House |                |                |
| Total Annual Export (in Million US\$)                         | <u>2006-07</u>   | <u>2007-08</u> | <u>2008-09</u> |
| Total Export to LAC Region (in Million US\$)                  | <u>2006-07</u>   | <u>2007-08</u> | <u>2008-09</u> |
| Foreign Collaboration, if any                                 |  |                |                |
| Products Manufactured/Exported                                |  |                |                |
| Countries of Export   |  |                |                |
| Accreditation to International Standards (like ISO, QS, etc.) |  |                |                |
| Nature of Display   | <u>Display of Samples</u> <input type="checkbox"/><br><u>Display of Posters</u> <input type="checkbox"/>                           |                |                |

1. Please use separate sheet to furnish details of your company (within 80 words) for the Exhibitor's 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.

Date :

Signature :

Office Seal