

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

**INDEE Cairo 2010**  
**(Indian Engineering Exhibition)**  
**(25-28 November, 2010)**

Coinciding with  
**MACTECH, AIRTECH, HANDLING EXPO and TRANSPOTECH**

at

**Cairo International Convention Centre**  
**Cairo, Egypt**

**INDEE Cairo 2010**

EEPC India is pleased to announce its next INDEE in Cairo, Egypt from 25<sup>th</sup> to 28<sup>th</sup> November 2010. The show will be a part of an event which brings together the most varied and complete exhibition of Machine Tools, Industrial Tools, Welding & Cutting Equipment and related services industries.

INDEE Cairo 2010 will coincide with MACTECH, AIRTECH, HANDLING EXPO and TRANSPOTECH. EEPC India invites you to be a part of this most representative industrial fair in the Middle East and Africa.

As the West Asia's largest annual manufacturing expo, MACTECH has for long been the connecting point between the manufacturing countries in Asia, Europe, America, the Far East and the importer countries in the Middle East and Africa. It brings together buyers, sellers and end users from around the world.

EEPC India had organized an Indian Engineering Exhibition, INDEE Cairo in 2006, as part of MACTECH 2006, held from 23-26 November, 2006 in which over one hundred Indian engineering companies had taken part. The event was a huge success in terms of business generated for the participants.

Participation in this exhibition would provide an excellent opportunity for establishing business relationships with customers from all over the world.

**Why Egypt?**

Egypt is the most populous country in the Arab world and has the second highest population of Africa. Egypt imports a wide variety of goods, especially capital goods such as machinery and equipment, necessary for its economic and infrastructure development. Today, the European Union, especially Germany, Italy, and France, supplies more than 40 per cent of Egypt's imports, while the United States accounts for 15-20 per cent of total imports.

Egypt has traditionally been one of India's most important trading partners in the African continent. The India-Egypt bilateral Trade Agreement has been in operation since March 1978 and is based on the MFN clause. India was the 4th largest trading partner of Egypt in 2007. Bilateral trade between India & Egypt amounts to US\$ 3.3 billion (2007-08). Indian investments in Egypt at present register US\$ 700 million and expected to reach US\$ 2 billion. While India's exports to Egypt have grown by 74.74% as compared to the previous year, the corresponding growth figure for engineering exports is 105.26%. Machinery, Instruments, Metals & Metal Products, Electrical Products, Automobiles & Components have been the major engineering products being exported at present to Egypt.

## Highlights

- Reliable infrastructure with constant expansion.
- Committed available feedstock through project life time at competitive prices.
- Stability of political, economic and legal environment.
- Logistical advantage of Egypt's distinguished geographical proximity to European, Arabian and African markets.
- Availability of specialized technical expertise including fields of machine equipment & technology (with relatively low labour cost).
- Growing market demand.
- Attractive tax exemption and guarantees package.

## Focus Products

- Motor vehicles and parts
- Optical and photographic equipment and parts
- Fabricated metal products
- Bicycles, motorcycles and parts
- Steam generators and parts
- Metalworking and metal forming machines
- Machines for wire and tube forming
- Welding, cutting equipment, accessories and consumables
- Milling machines and machining centers
- Grinding and polishing machines
- Horizontal and vertical lathes
- Drilling and boring machines and consumable
- Honing and lapping machines
- Hand tools
- Power tools
- Precision tools
- Pneumatic and hydro-pneumatic tools
- Die casting machines
- Forging machines
- Moulds and dies
- Robotic process and automation
- Laser equipment
- Measuring and testing equipment
- Wood working machines and tools
- Air and gas compressors, vacuum pumps
- Air treatment and air control systems
- Motors, Heads, Starter, Pressure
- Material handling & transportation equipment
- Storage equipment
- Containers and packaging equipment

## Venue

Cairo International Convention Centre, Cairo, Egypt.

It is only a ten-minute-drive away from the Cairo International Airport and Cairo City Centre.

## Date of event

25 – 28 November 2010 (4 days)

## Participation Charges

**Minimum booth size is 9 sq. mtr. (Larger booths in multiple of 3 sq. mtr. are also available)**

One side open booth : US\$ 330 per sq. mtr. or Rs. 16,000 + Rs. 1,648 (as Service Tax) per sq. mtr. (Built up booth)

[10% extra for two sides open booth (subject to availability)]

***If participants make payments in US Dollar, 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 full payment.*

## 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  
Branch 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

## Last Date of Confirmation

Full payment is to be made along with the Application Form latest by **22nd October, 2010.**

## Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC India receives the same in writing on or before **29th October, 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

Each 9 sq. mtr. booth will consist of :

- Carpeted floor
- One table
- Three chairs
- Three spot lights
- One 10 amp. socket
- One ashtray
- One dustbin
- Fascia

## Selection Criteria

Selection of participants will be done **after receiving full payment strictly on first-come, first-served basis**.

## Travel and Hotel Accommodation

EEPC India will assist participants in locating suitable airlines and hotels at Cairo, Egypt 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 the exhibition 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 Egypt 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 Africa Programme of the Ministry of Commerce & Industry, 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. 1,50,000/- (Rupees One Lakh Fifty 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 the **Application Form**, duly filled-in and signed, along with full payment **latest by 22nd October, 2010** to :

### **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)

### **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**  
**INDEE - Cairo 2010**  
(25-28 November, 2010)

|   |  |
|---|--|
| 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 sides 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>2007-08</u> <u>2008-09</u> <u>2009-10</u>   |
| Total Export to Africa (in Million US\$)                      | <u>2007-08</u> <u>2008-09</u> <u>2009-10</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.

Signature :

Date :

Office Seal