

**EPEC INDIA invites participation for  
India Pavilion at Automechanika South Africa 2009  
Johannesburg, South Africa  
(March 18 - 21, 2009)**

The performance of the South African motor industry has been one of the outstanding elements in the economic miracle that has occurred since the country's first democratic elections in 1994. Fuelled by the export-driven Motor Industry Development Programme (MIDP) that was rolled out in 1995, the industry has grown dramatically on all fronts – retail sales, production and export of vehicles and production and export of automotive components and accessories. The automotive industry is the leader in the manufacturing sector in the South African economy, accounting for about 7.5% of GDP, a contribution that is growing annually.

Good business opportunities exist in the automobile industry and, in particular, in the supply industry. With the increase in number of motor vehicles on the road in South Africa, the demand for spare parts and accessories is set to increase in the future, too. The production side is also boosting demand for parts. Although the industry is responsible for only 0.8% of the world's vehicle production (66-million units) it produced over 75% of Africa's vehicle output. A record retail sale of cars and commercial vehicles was achieved in South Africa in 2006 at 7,14,325 units (more than double the number of vehicles sold in 2000). After a slight decrease in 2007 due to economic conditions the total vehicle production in 2008 touched 6,20,000 units and is further expected to reach more than 8,00,000 units by 2010.

With top seven manufacturers with assembly plants, South Africa is becoming a hub for important vehicle manufacturers. Locally assembled vehicles and manufactured automotive components were exported to over 100 countries in 2007, including 1,71,237 built up vehicles. The EU accounts for almost 70% of component exports in value terms. The USA, Japan and Australia are the top three destinations for passenger car exports.

EPEC INDIA is organizing an India Pavilion at **Automechanika South Africa 2009**, Johannesburg, South Africa which would provide an excellent opportunity for establishing business relationships with customers from all over the world.

## **Focus Products**

### **Parts & Systems**

Power train, chassis, bodywork, interior parts, electronics, standard and remanufactured parts.

### **Accessories & Tuning**

Accessories and special equipment for motor vehicles, general tuning parts, performance enhancement systems, cosmetic design enhancement, optical tuning equipment, audio and DVD systems, satellite navigation systems, car trailers, small commercial vehicle trailers and parts for trailers.

### **Repair & Maintenance**

Workshop tools and equipment, lubrication equipment and products, windscreen fitment, inventory control software, dealer equipment and marking systems, towing services, maintenance products, body repair equipment and material, paint and anticorrosion protection systems, balancing systems and cost estimating solutions, tow away equipment.

### **Tyres & Wheels**

Tyre manufacturers' latest offerings of rubber products, wheel accessories, innovative wheel rims, lifts, hoists, tyre fitting and balancing equipment and fittings, compressors and air guns.

### **IT & Management**

Information technology (IT) products, insurance, finance, leasing, claims management, vehicles inspection services, dealer management systems, dealership planning and construction, dealership marketing.

### **Service Station & Car Wash**

Filling station equipment and systems, car washing equipment, vehicle cleaning and care products.

### **Specialised vehicles**

Safari vehicles, game-viewing vehicles, off-road vehicles, government utility vehicles and trailers.

## **Venue**

Johannesburg Expo Centre, Johannesburg, South Africa

**Date: March 18 - 21, 2009 (4 days)**

## Participation Charges

- One side open built-up booths : Euro 250 per sq. mtr. or Rs. 16,000/- per sq. mtr.  
(minimum 9 sq. mtr.) + Rs. 1,978/- per sq. mtr. as deposited towards Service Tax.  
20% extra for corner stall (subject to availability).

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

**If participants make payments in Euros, then Service Tax is not applicable.**

## Display Booth

Participation charge includes following services :

- Standard shell scheme
- Fascia
- One lockable information counter
- Two chairs
- Three spot lights
- One plug socket
- One waste basket

## 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.

## Date of Payment

Full payment is to be made along with the **Application Form latest by 27th February, 2009.**

## Cancellation of Participation

Request for cancellation of participation will be accepted if EEPC INDIA receives the same in writing on or before 27th February, 2009. 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 Africa Programme of Ministry of Commerce & Industry, 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. 1,50,000/- (Rupees One Lakh Fifty 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 27th February, 2009** to the respective Regional Offices or to :

**Shri 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

**Shri B. Sarkar**  
*Addl. Executive Director & Secretary*  
**EEPC INDIA**  
Vanijya Bhavan (1st Floor), ITFC  
1/1 Wood Street  
Kolkata - 700 016  
Tel. : 91-33-22890651/52/53  
Fax : 91-33-22890654  
E-mail : eepcho@eth.net

# Application Form

## India Pavilion at Automechanika South Africa 2009 (March 18 - 21, 2009)

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Name of the Company :

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Postal Address :

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Phone (with area code) :

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Fax (with area code) :

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E-mail :

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Website :

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Total Space required :

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Amount with DD/at par Cheque No. & date :

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Name & Designation of the Chief Executive :

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Name & Designation of the Participant :

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Type of Units (please tick mark) :  SSI  Non-SSI

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Status (please tick mark) :  Manufacturer/Exporter  Merchant Exporter  
 Export House

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Total Annual Export (in Million US\$) : 2005-2006      2006-2007      2007-2008

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Total Export to African countries (in Million US\$) : 2005-2006      2006-2007      2007-2008

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Foreign Collaboration, if any :

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Products Manufactured/Exported :

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Countries of Export :

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

Date :

Signature :

Office Seal :