











INDIA - ASEAN ENGINEERING PARTNERSHIP SUMMIT



A Report

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India - ASEAN Engineering Partnership Summit

24-27 August, 2021

A Report

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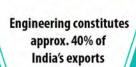






In total merchandise trade, ASEAN's share in India's export basket is 10.6% while in terms of engineering it is 15.3%

ASEAN is the fifth largest trading partner for India following North America, EU, North-East Asia and GCC-West Asia





Inaugural Session - India ASEAN Engineering Partnership Summit

Date: 24th August 2021; Time: 1000 hours (IST)

India's "Act East" Policy and its Implications on the Regional Manufacturing Activities and Future Growth Potential between India and ASEAN

Date: 24th August 2021; Time: 1130 hrs (IST)

10 Years of India-ASEAN Free Trade Agreement: Implications for Engineering Manufacturing – its present Status and the Way Forward

Date: 24th August 2021; Time: 14:00 hrs (IST)

EXIM Bank & ECGC session on Enhancing India – ASEAN trade in engineering and allied sectors

Date: 24th August 2021; Time: 1530 hrs (IST)

Country Session: India & Singapore

Strengthening the prospects and potential partnerships in engineering and advanced manufacturing

Date: 25th August 2021; Time: 1000 hrs (IST)/1230 hrs (SST)

Country Session: India-Malaysia

Opening The New Vistas for Enhancing Engineering Trade

Date: 25th August 2021; Time: 1400 hours (IST)/1630 hrs (MST)

Country Session: India-Indonesia

Looking Beyond 70 Years of Diplomatic and Commercial Partnership with Special Focus

on Engineering Sector

Date: 25th Aug 2021; Time: 1530 (IST)/1700 (WIB)

Session on Trade & Prospects in CLMV- India's frontier market for forging engineering partnerships

Date: 26th August, 2021; Time: 1000 hrs (IST)

Country session: India-Brunei

Country session with Brunei on Engineering Partnerships

Date: 26th August 2021; Time: 1200 hrs (IST)/1430 hrs (BNT)

Country session: India-Thailand

Strengthening India-Thailand Bilateral Engineering Ties

Date: 26 Aug 2021, Time: 1330 hrs (IST) /1500 hrs (Bangkok)

India- Philippines Country Session-

Enhancing India-Philippines Bilateral Engineering Trade

Date: 26th Aug 2021; Time: 1530 hrs (IST)/1800 (PST)

India-ASEAN Technology Collaboration

Focus on Industry 4.0 and Smart Manufacturing

Date: 27th August 2021; Time: 1000 hours (IST)

Strengthening the Role of MSMEs in the India-ASEAN Regional value Chain

Date: 27th March 2021; Time: 1130 hrs (IST)

Valedictory Session

Date: 27th August 2021; Time: 1400 hours (IST)

Inaugural Session

24 August, 2021

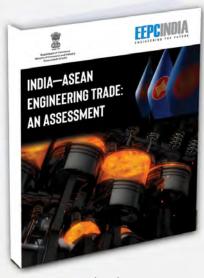


(First row L to R) Ms. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Government of India; Ms. Riva Ganguly Das, Secretary (East), Ministry of External Affairs, Government of India; Mr. Mahesh Desai, Chairman, EEPC India; (Second row L to R) Mr. Arun K Garodia, Vice Chairman, EEPC India; Mr. T S Bhasin, Past Chairman and Chairman of the Committee on Trade with ASEAN; Mr. Rakesh Shah, Past Chairman and Publicity, Exhibition and Delegation Committee Chairman, EEPC India, Ms. Pallavi Saha, Sr Deputy Director, EEPC India

An E-Book was Launched at the Inauguration

An e-book named *India-ASEAN Engineering Trade: An assessment* focusing on the various aspects of India-ASEAN commercial relationship with special focus on the engineering sector was launched at the Virtual India-ASEAN Engineering Partnership Summit by Ms. Anupriya Patel, Hon'ble Minister of State of Commerce and Industry, Government of India.

A Report



e-book

On the Book

- ASEAN has emerged as a key strategic and commercial partner for India in the last decade evident from India's erstwhile 'Look East Policy' which metamorphosed into 'Act East' policy.
- Engineering is one of the most potential sectors in the trade between India and ASEAN region which validates the significance of the Summit and the Book.
- The book investigates the current economic status of India-ASEAN relations with the focus on the ASEAN-India Free Trade Agreement.
- Connectivity, MSME Collaborations, Technology and Industry 4.0 and comprehensive ASEAN Nations and India note
 provide a reader an incisive insight to the regional economic and social issues relevant for an investor, manufacturer
 and trader to venture into a business association. This ready reckoner for business community is a humble attempt
 on part of EEPC India to help and assist businessmen to initiate a long lasting association within these regional
 nations.

The 12 Sessions

Session 1

Date: August 24,2021

India's "Act East" policy and its implications on the regional manufacturing activities and future growth potential between India and ASEAN

Session Topics:

- About India's "Act East, Policy & its various initiatives
- Implications of India's foreign relations with ASEAN on its trade agreements regulations pacts & overall relations
- Emerging engineering manufacturing landscape in the regions
- Current & future India-ASEAN trade relations



(First row L to R): Dr. Bipin Menon, Development Commissioner, SEZ Noida, Ministry of Commerce and Industry, Government of India; Professor Saon Ray, Indian Council for Research on International Economic Relations, New Delhi; Dr. Nilanjan Ghosh, Director, Observer Research Foundation, Kolkata;

(Second row L to R): Professor Biswajit Nag, Indian Institute of Foreign Trade, New Delhi, Professor Gurudas Das, National Institute of Technology, Silchar;

(Third row L to R): Mr Rohinton R Engineer, Working Committee Member, EEPC India; Mr. L P Gupta, Deputy Regional Chairman, (ER), EEPC India

10 Years of India-ASEAN Free Trade Agreement: Implications for Engineering Manufacturing - its present Status and the Way Forward

Date: August 24,2021

Session Topics:

- How India-ASEAN Trade relations have emerged in the last 10 years
- Key Export-Import Trends
- Emerging Areas of Potential Trade
- Implications of India's Foreign relations with ASEAN, trade policies, trade agreements, regulations, pacts & overall relations
- What does the future hold for India-ASEAN trade relations



(First row L to R): Dr. Srikar Reddy, Joint Secretary EP (Engg), Department of Commerce, Government of India; Professor Amita Batra, School of International Studies, Jawaharlal Nehru University, New Delhi; Dr. Rajan Sudesh Ratna, Deputy Head and Senior Economic Affairs Officer, UNESCAP, New Delhi,

(Second row L to R): Dr. Piti Srisangnam, Faculty of Economics, Thailand Information Center, Office of Academic Resources, Chulalongkorn University; Professor Prabir De, ASEAN-India Centre at Research and Information System for Developing Countries, New Delhi; Professor C Veeramani, Indira Gandhi Institute of Development Research, Mumbai,

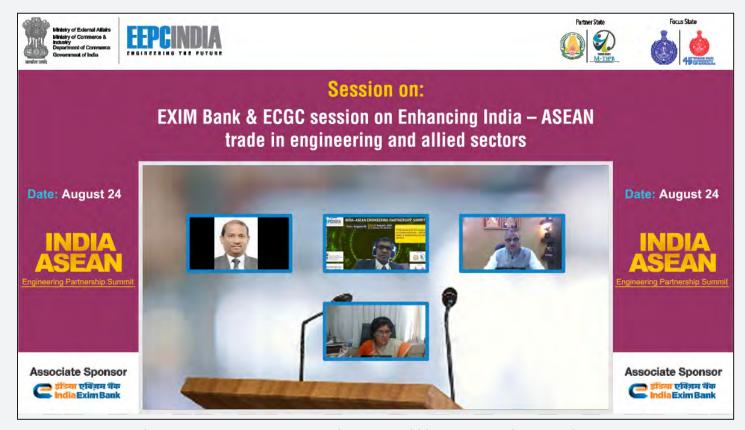
(Third row L to R): Mr. Gunit Rana, Dy Regional Chairman (NR), EEPC India; Mr Arun K Garodia, Vice Chairman, EEPC India; Dr. Surender Singh, Sr Deputy Director, EEPC India

EXIM Bank & ECGC session on Enhancing India - ASEAN trade in engineering and allied sectors

Date: August 24, 2021

Session Topics:

- New Financial Structures for Increasing India's Exports to ASEAN Countries
- Role of Export Credit Insurance in facilitating exports to the ASEAN region
- Various Financial Initiatives to facilitate trade with ASEAN region



(First row L to R): Mr. C N A Anbarasan, Executive Director (Operations), ECGC India; Mr. T D Sivakumar, General Manager, EXIM Bank, Mr P K Shah, Past Chairman, EEPC India;

(Second row): Ms. Pallavi Saha, Sr. Deputy Director, EEPC India.

India & Singapore - Strengthening the prospects and potential partnerships in engineering and advanced manufacturing

Date: August 25,2021

Session Topics:

- Role of High Commission in facilitating trade and commerce
- Bilateral Trade, Trends, Scenarios & Potential areas of building partnership
- Why Singapore is emerging as Manufacturing Destination
- Current economic & policy environment
- Emerging New Technologies and Value Chain in Manufacturing in Singapore



((First row L to R): H.E. Mr. P. Kumaran, High Commissioner of India to Singapore; Mr. Lawrence Pek, Secretary General, Singapore Manufacturing Federation; Mr. Omar Shahzad (CEO, Meinhardt Group), Country Chair, Singapore, ASEAN Young Entrepreneur Council - Singapore Business Federation, Singapore;

(Second row L to R): Dr. Ho, Chaw Sing, MD, National Additive Manufacturing Innovation Cluster (NAMIC); Mr K L Dhingra, Regional Chairman (WR), EEPC India, Mr. Mahesh C Keyal, Working Committee Member, EEPC India;

(Third row L to R): Dr. Surender Singh, Sr. Deputy Director, EEPC India.

India & Malaysia - Opening the new areas for Enhancing Engineering Trade

Date: August 25,2021

Session Topics:

- Role of High Commission in facilitating Trade and Commerce
- Why Malaysia is emerging as Manufacturing Destination
- Bilateral Trade, Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment



(First row L to R): Dr. Varun Jeph, Charge d'affaires, Indian High Commission, Malaysia, Mr. Ts. Nizmar Mohd Nazar, Chief Information Officer, Malaysia Automotive Robotics and IoT Institute (MARii); Mr. Well Kam, National President, Malaysia Small and Medium Enterprises Association (SAMENTA);

(Second row L to R): Mr. Roswaidin Bin Mohd Zain, Consul Investment, Consulate General of Malaysia, Malaysian Investment Development Authority (MIDA) Mumbai; Mr B D Agarwal, Regional Chairman (ER), EEPC India; Mr. Pankaj Chadha, Working Committee Member, EEPC India;

(Third row): Mr. Saikat Dutta, Joint Director (Policy), EEPC India.

India-Indonesia Looking Beyond 70 Years of Diplomatic and Commercial Partnership with Special Focus on Engineering Sector

Date: August 25, 2021

Session Topics:

- Role of Embassy in facilitating Trade and Commerce
- Why Indonesia is emerging as Manufacturing Destination
- Bilateral Trade Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment



((First row L to R): H.E Mr. Manoj Kumar Bharti, Ambassador of India to Indonesia; Mrs. Shinta W. Kamdani, Coordinator Vice Chairperson for Maritime Investment and International Relation of KADIN Indonesia; Mr. Shantanu Roy, Executive Director, BEML; Mr. Abhishek Srivastava, Country Head – Indonesia, Project Business of Thermax;

(Second row L to R): Mr. Sujit Vargis, Head, Sales and Marketing – PT Thermax Indonesia International; Mr. Satish Mahtani, Chairman, KADIN Indonesia; Mr Fakir Chand, Deputy Chairman, KADIN Indonesia,

(Third row L to R): Ms Kamna Raj Aggarwalla, Regional Chairperson (NR), EEPC India; Mr. Yuvraj Malhotra, Working Committee Member, EEPC India, Dr. Surender Singh, Sr. Deputy Director, EEPC India.

Session on Trade & Prospects in CLMV- India's frontier market for Forging Engineering Partnerships

Session Topics: Date: August 26,2021

- Role of Embassies in facilitating Trade and Commerce Why CLMV is emerging as Manufacturing Destination
- Bilateral Trade Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment
- Emerging New Technologies and Value Chain in Manufacturing in CLMV



(First row L to R): H.E. Mr. Dinkar Asthana, Ambassador of India to Lao PDR; H.E. Mr. Pranay Verma, Ambassador of India to Vietnam; H.E. Ms. Devyani Uttam Khobragade, Ambassador of India to Cambodia; Mr. Madan Gopal, Second Secretary (Consular and Commerce), Embassy of India in Lao PDR,

(Second row L to R): Ms. Truong Bich Ngoc, Deputy Director General, International Cooperation Department, Vietnam Chamber of Commerce and Industry (VCCI), Mr. Thanonsinh Kanlagna, Member, National Assembly of Lao PDR and Executive Vice President of LNCCI (Laos National Chamber of Commerce & Industry); Mr. Rajiv Nischal, CGM, Managing Director, ONGC Videsh — Country Manager Myanmar; Mr. Sameer Deshpande, Vice-President-International Business (ASEAN), Bajaj Auto Ltd,

(Third row L to R): Mr. K S Mani, Regional Chairman (SR), EEPC India, Mr. Tushar Jain, Working Committee Member, EEPC India; Ms. Pallavi Saha, Sr Deputy Director, EEPC India

Country Session with Brunei on Engineering Partnerships

Date: August 26, 2021

Session Topics:

- Role of Embassy in facilitating Trade and Commerce
- Why Brunei is emerging as Manufacturing Destination
- Bilateral Trade Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment



(First row L to R): H.E. Mr. Ajaneesh Kumar, High Commissioner of India to Brunei; Ir. Haji Mohamad Zin bin Haji Salleh, President, Surveying, Engineering and Architects Association of Brunei (PUJA), Mr. Nazeer Ahmad Zackiriah, President of the Indian Chamber of Commerce, Brunei; Mr. Shamir Salahudin, General Manager, Technical Services, M/s Serikandi Oil Field Services; Mr. Renjit Gopalakrishnan (Commercial Director), ESCA Marine and Engineering Sdn Bhd (ESCA;

(Second row L to R): Mr. Masrhiem Taufik (Managing Director) ESCA Marine and Engineering Sdn Bhd (ESCA), Mr. Syafiq Raj, Executive Director/CEO, Flux Group; Ms. Supna Rania Karwanamurthi, Co-Founder & Managing Director, Flux Group; Mr. Loveline Gnanarathinam, Operations Manager, International Reliability Services Sdn Bhd.:

(Third row L to R): Mr. Ankit Patel, Director/Representative of the Atoll Oxygen Snd Bhd; Mr. Arun K Garodia, Vice Chairman, EEPC India; Ms. Debolina Mukherjee, Sr Assistant Director, EEPC India.

Strengthening India-Thailand Bilateral Engineering Ties

Date: August 26, 2021

Session Topics:

- Role of Embassy in facilitating Trade and Commerce
- Why Thailand is emerging as Manufacturing Destination
- Bilateral Trade Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment



(First row L to R): H.E. Mrs. Suchitra Durai, Ambassador of India to Thailand; H.E. Ms. Pattarat Hongtong, Ambassador of Thailand to India; Mr. Vichaow Rakphongphairoj, Vice Chairman, Federation of Thai Industries; Ms. Prim Jitcharoongphorn, Chairperson of Thailand India Business Council (TIBC) and Deputy Secretary General of Board of Trade of Thailand;

(Second row L to R): Mr. Nanthapol Sudbanthad, Director, Thailand Board of Investment, Mumbai; Mr. Amit Khanna, Vice President — Business Excellence and Shared Services, Tata Steel (Thailand); Mr. Remko Vleesch Dubois, CEO, Kirloskar Brothers (Thailand) Limited; Mr. Abhijit Datta, MD, Siam Cement Group (SCG);

(Third row L to R) Mr. Pradeep Aggarwal, Working Committee Member, EEPC India; Mr. Girish Madhogaria, Working Committee Member, EEPC India, Mr. Suranjan Gupta, Executive Director, EEPC India; Mr Saikat Dutta, Joint Director (Policy), EEPC India.

Enhancing India-Philippines Bilateral Engineering Trade

Date: August 26,2021

Session Topics:

- Role of Embassy in facilitating Trade and Commerce
- Why Philippines is emerging as Manufacturing Destination
- Bilateral Trade Trends, Scenarios & Potential Areas of building partnerships
- Current Economic & Policy Environment



((First row L to R): H.E. Mr. Shambhu S. Kumaran, Ambassador of India to Philippines; H.E. Mr. Ramon S. Bagatsing, Jr. Ambassador Extraordinary and Plenipotentiary, Philippine Embassy in New Delhi; Mr. Edgardo Lacson, Acting President, Philippine Chamber of Commerce and Industry (PCCI); Mr. Norman K. Macapagal. EVP & General Manager, EEI Corporation, Construction Division, (Second row L to R): Mr. Vaibhav Srivastava, Country Manager — TVS Philippines; Mr. Sampath Kumar, Divisional Head (ASEAN Business), Bajaj Auto Ltd.; Mr. Joseph Sigelman, Chairman, Atlantic Gulf & Pacific Co. (AG&P), Mr. Animesh Jain, Director, India Business Forum, Philippines;

(Third row L to R) Mr. Nishikant Singh, First Secretary (Economic & Commerce), Embassy of India, Manila, Philippines; Mr. Rohinton R Engineer, Working Committee Member, EEPC India, Mr. Ajay Kumar, Working Committee Member, EEPC India; Mr Saikat Dutta, Joint Director (Policy), EEPC India.

India-ASEAN Technology Collaboration: Focus on Industry 4.0 And Smart Manufacturing

Date: August 26,2021

Session Topics:

- Emerging Technological Collaborations Opportunities between India-ASEAN
- Leading organizations working towards building Technological Value Chain
- Technology Trends & Partnerships Opportunities
- Strength & Capabilities of ASEAN in Emerging Technologies such as Industry 4.0 & Smart Manufacturing



(First row L to R): Mr. Harish Mehra, Global Head, Industry 4.0 Practice Tata Consultancy Services (TCS); Mr. Ts. Nizmar Mohd Nazar, Chief Information Officer, Malaysia Automotive Robotics and IoT Institute (MARii); Mr. Sameer Prakash, Head Digital Enterprise, Siemens Ltd, India;

(Second row L to R): Mr. Asish Adhikari, General Manager & Industry 4.0 Solution Head by Wipro Ltd.; Mr. Anupam Shah, Former Chairman, EEPC India and Chairman EEPC India Committee on Technology Upgradation;

Strengthening the Role of MSMEs in the India-ASEAN Regional Value Chain

Date: August 27, 2021

Session Topics:

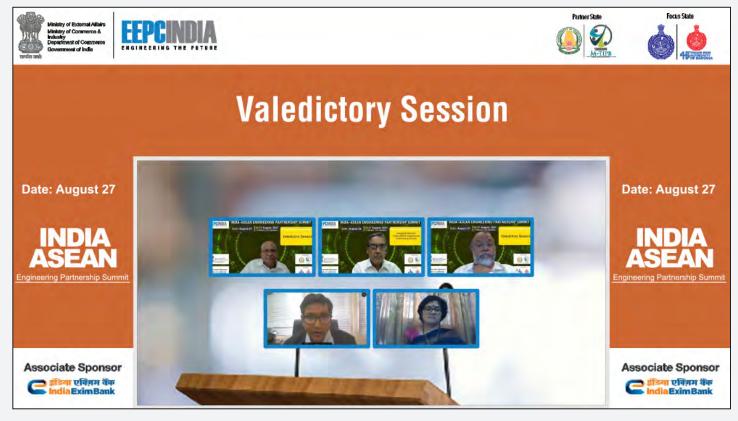
- Emerging Value Chain Opportunities for MSME between India-ASEAN
- Leading organizations working towards building Technological Value Chain for MSMEs
- Technology Trends & Partnerships Opportunities
- ASEAN as leading Supply Chain Hub for MSME in engineering sector



(First row L to R): Mr. Neeraj Bansal, Partner, COO India Global and Head ASEAN Corridor, KPMG in India; Dr. Subash Sasidharan, Associate Professor of Economics, Department of Humanities and Social Sciences, Indian Institute of Technology Madras; Dr. Jayant Menon, Visiting Senior Fellow, Institute of Southeast Asian Studies, Singapore; Dr. Faisal Ahmed, Associate Professor of International Business, FORE School of Management, New Delhi; (Second row L to R): Mr. Ravi Beri, Managing Director, Beri Udyog Pvt. Ltd., Mr. T S Bhasin, Past Chairman and Chairman of the Committee on Trade with ASEAN; Ms. Jaya Basu, Joint Director, EEPC India.

Valedictory Session

Date: August 27, 2021



(First row L to R): Mr. Mahesh Desai, Chairman, EEPC India; Mr. Arun Kumar Garodia, Vice Chairman, EEPC India; Mr. Rakesh Shah, Past Chairman and Publicity, Exhibition and Delegation Committee Chairman, EEPC India; (Second row L to R): Mr. Suranjan Gupta, Executive Director, EEPC India; Ms. Pallavi Saha, Sr Deputy Director, EEPC India.





- Over 212 buyers registered from ASEAN nations
- Around 50 Indian registered suppliers from various engineering sectors such as Electrical Machinery & Equipments, Industrial Machinery & Supplies, Building Hardware and Equipments, Metals & Products, Pumps & Valves, Auto & Auto Components etc
- Meeting with Indonesian Buyers on 31st August
- Meeting with Thailand Buyers on 21st September
- Registered buyers were also provided online access to the company profiles, products and contacts of sellers to schedule meetings at their convenience
- List of Indian suppliers also circulated among overseas Indian high commissions in ASEAN nations

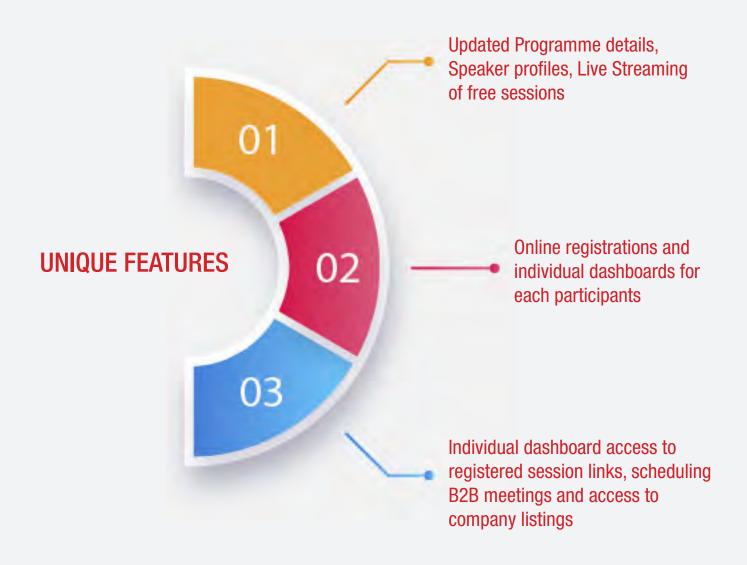
Attendance





- The India ASEAN Engineering partnership summit emerged as a mega event, of its kind. It successfully managed to draw Industry participation on a large scale on a virtual platform, during the COVID 19 pandemic lockdown in India as well as in ASEAN nations.
- The event was attended by over 1000 participants from Industry over the period of 4 days, across 12 sessions. The event was also attended by participants from ASEAN nations.
- The event released a first of its kind a comprehensive e-book on latest trends and analysis upon the current trade and emerging potential areas. It discussed in length about country specific trade and policy scenarios, providing in-depth analysis about various opportunities in the engineering sector
- The Industry was sensitized about various aspects of trade including emerging sectors for trade, policy regulations, Investments opportunities in all the ASEAN nations
- The event also highlighted upon opportunities in Advanced manufacturing and Industry 4.0 with Malaysia and Singapore, and MSME integration into ASEAN manufacturing value chain.
- The 12 day event successfully brought together stakeholders from Government Departments, including Ministry of Commerce & Industry, Ministry of External Affairs, State Government of Haryana and Tamil Nadu, Overseas India High Commissions, Industry leaders, Startups, Enterpreneurs, R&D Academia, Trade & Policy Research Consultancies and Research Scholars etc on a common platform.
- The event highlighted a dedicated webpage for India's leading suppliers of engineering products on a E-Catalogue. Around 50 listed Indian companies registered for the products showcase from across various engineering sectors such as Electrical Machineries & Equipments, Building Materials, Industrial Machineries and Supplies etc
- B2B Meeting platform was arranged for over 200 buyers registered from ASEAN nations.

A Report



Key Stakeholders



Ministry of External Affairs Ministry of Commerce and Industry Department of Commerce Government of India Focus State





Partner State





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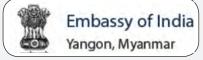


High Commission of India Bandar Seri Begawan, Brunei Darussalam



EMBASSY OF INDIA Manila, Philippines





















International Participation































































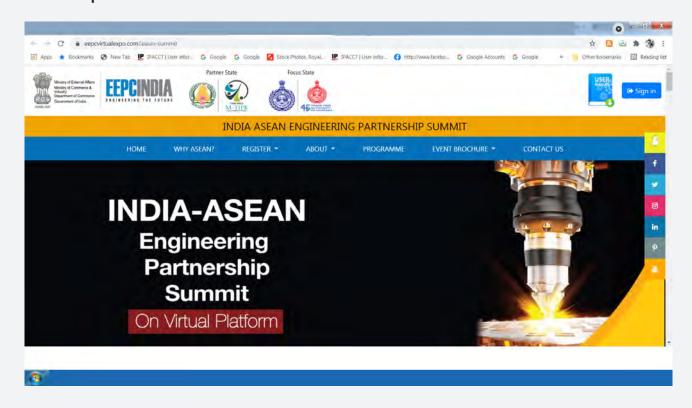






Branding and Publicity

A dedicated portal was done to brand and host the event and Press Release was also done



The event was promoted through customized designs including



Web Banners

Domestic Social Media Circulars



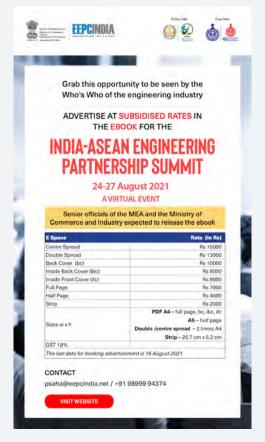
Social Media posts



Mailer



Whatsapps



Whatsapps

International Social Media Circulars



Overseas mailer



Consolidated Session Mailer



Overseas Social Media posts

Overseas Brochures









Overseas Brochures (cont.)









Overseas Brochures







Google Banner

Sessions Mailer











General & VIP Creatives









Whatsapp

Mailers



Whatsapp

Countrywise mailers







Countrywise mailers (cont.)







INDIA-ASEAN ENGINEERING PARTNERSHIP SUMMIT August 24-27, 2021 A Report







Join now mailer



Inauguration Whats app





First Slide

INDIA-ASEAN ENGINEERING PARTNERSHIP SUMMIT August 24-27, 2021

A Report

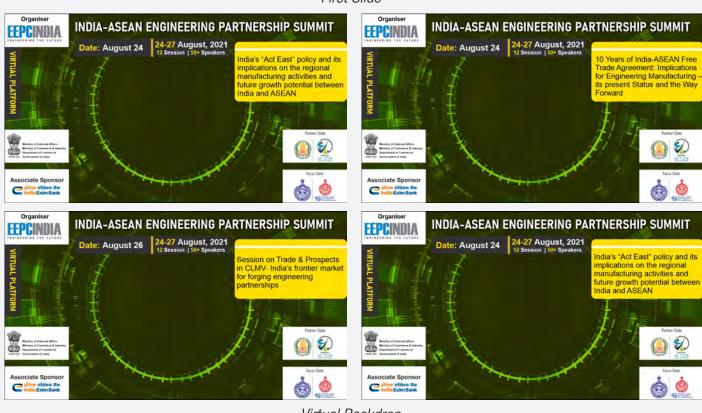




India-Brunei: Country session with Brunei on Engineering Partnerships

med by the speakers or by the participless is recieded for our archives. The views expleaked by the speakers or by the participants are porely times of the speaker or the party and out of EEPC texts.

First Slide



INDIA-ASEAN ENGINEERING PARTNERSHIP SUMMIT

August 24-27, 2021

A Report











Focus State



24 - 27 August 2021 I A Virtual Event

The virtual India ASEAN Engineering Partnership Summit would highlight the current landscape, emerging opportunities and future potential for trade and engagements in the ASEAN region. It would provide a comprehensive platform for exchange of ideas, deliberations, knowledge dissemination and industry interactions across the value chain of engineering manufacturing, while onboarding and integrating MSMEs into the vital ASEAN region.

Focus themes of the India-ASEAN **Engineering Partnership Summit**



Current cooperation sets the foundation for future aspirations



Strengthening Opportunities and Prospects in the Growth Triangle region, i.e. Singapore, Malaysia and Indonesia



Strengthening the Opportunities and Prospects in frontier and emerging, manufacturing economies of CLMV (Cambodia, Laos, Myanmar and Vietnam), Thailand, the Philippines and Brunei



Innovation and Technologies - The new frontier in trade opportunities and future partnership prospects

The importance of India-ASEAN trade

Engineering is a very significant part of India's trade with ASEAN - it constitutes 40% of India's exports to ASEAN's 10 membercountries. India's bilateral trade with ASEAN economies is expected to reach US\$300 billion by 2025. ASEAN is India's fifth largest trading partner and the third largest engineering export market.







A unique opportunity to interact and do business with ASEAN nations

Thematic sessions

The Inaugural session of India-ASEAN Engineering Partnership Summit & Release of the E-Book on India-ASEAN trade

INDIA-ASEAN

Engineering Partnership Summit

India's 'Act East' policy and its implications on the regional manufacturing activities and future growth potential between India and ASEAN

10 Years of India-ASEAN Free Trade Agreement: Implications for Engineering Manufacturing - its present Status and the Way Forward

Enhancing India-ASEAN trade in engineering and allied sectors India-Singapore: Strengthening the prospects of potential partnerships in engineering and advanced manufacturing

India-Malaysia: Opening the new areas in the engineering trade

India-Indonesia: Expanding the 70-year diplomatic and commercial partnership with special focus on engineering

CLMV: India's frontier market for forging engineering partnerships and trade

Brunei: Country Session with Brunei on Engineering Partnerships Strengthening India-Thailand Bilateral Engineering Ties

The Philippines: Enhancing India-Philippines Bilateral Engineering Trade India-ASEAN Technology Collaboration: Focus on Industry 4.0 and Smart Manufacturing

Strengthening the Role of MSMEs in the India-ASEAN Regional value chain

Focus sectors

Industrial Machinery and boilers

Electric Machinery and Equipment

Auto and Auto

Machine Tools & Precision

IC engines and parts

Construction machinery

Textile machinery Pumps and Valves

Agricultural and Food Processing machinery

Metal and Metal products

Medical equipment

Supporting Ministries

- Ministry of External Affairs, Government of India
- · Department of Commerce, Government of India

Partner State

Government of Tamil Nadu

Focus State Government of Haryana

Participants

Over 200 delegates from Indian MSME units are expected to participate at the event
Over 100 delegates from ASEAN countires are expected to participate at the event

Why participate

- Explore ASEAN markets for New Business, Trade and Investment opportunities
- Learn and Deliberate upon Bilateral Trade Treaties,
- FTAs and Regulations, etc
- Explore international Tender Opportunities in ASEAN Explore ASEAN as a destination for new advanced Technology Collaborations and building MSME Supply chain vendors
- Company Listing: Opportunities for company Brand building, establish business networking with ASEAN delegates and pre-arranged matchmaking

Website

https://www.eepcvirtualexpo.com/asean-summit

INDIA-ASEAN ENGINEERING PARTNERSHIP SUMMIT August 24-27, 2021 A Report



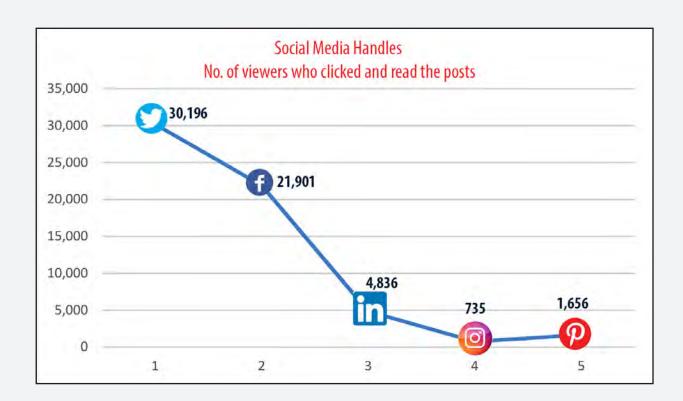




Social Media Campaign

Close to 240 postings were done in the six handles of EEPC India Twitter, Koo, Facebook, Linkedin, Pinterest and Instagram.

An update on Response to Campaign in EEPC India's Social Media Handles OVER ALL STATISTICS



Few screen shots of Social Media postings

Facebook (1)



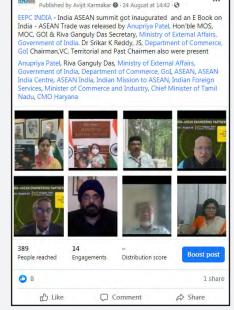


























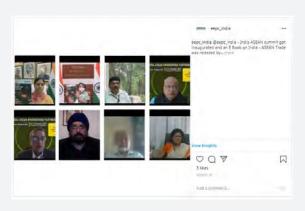
Instagram























Organic impressions: 314 Impressions

Linkedin 🐂



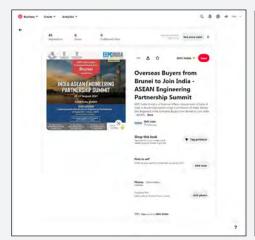


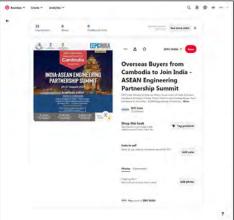


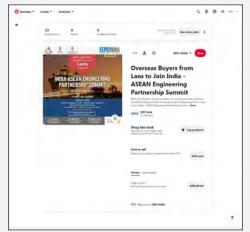


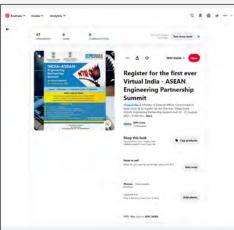
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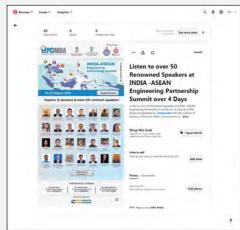


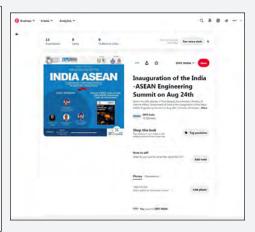


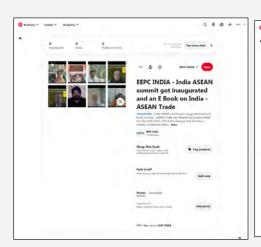


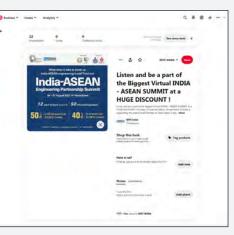




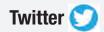




































Media Coverage





MEA Secv East Riva Ganguly Das attends India-ASEAN **Engineering Partnership Summit**

New Delhi [India], August 24 (ANI): Ministry of External Affair's Secretary East Riva Ganguly Das on Tuesday attended the India-ASEAN Engineering Partnership Summit. organised by Engineering Exports Promotion Council of India (EEPC).

The summit was held virtually while Minister of State for Commerce & Industry Anupriya Patel inaugurated the event, Ministry of External Affair spokesperson Arindam Bagchi informed in a tweet.

India-ASEAN Engineering Partnership Summit was organised today virtually by EEPC. Secy East, Riva Ganguly Das spoke at the event which was inaugurated by Anupriya

MEA also informed that an E-book on 'India-ASEAN Engineering Trade: An Assessment' was also released during the event. (ANI)

ANI- August 24, 2021

India's exports to ASEAN estimated at US\$ 46 billion in FY22: Ms Anupriya Patel

Government has taken numerous measures to make India more attractive destination for FDI: MsPatel

Minister of State for Commerce & Industry Ms Anupriya Patel inaugurates the Four day long "India ASEAN Engineering Partnership Summit"

pib.gov.in- August 24, 2021



India's exports to ASEAN estimated at US\$ 46 billion in FY22: Ms Anupriya Patel

New Orlin Linion Minister of State for Commerce and Industry Ms. Anapriya Patel today inaugurates the "India-ASEAN Engineering Partnership Summit" organised by Engineering Exports Promotion Council (EEPC) with the support from Ministry of External Affairs and Department of Commerce Table Council Celebral Affairs and Department of Commerce Table Council Celebral Affairs and Department of Association of Commerce Table Council Celebral Affairs and Department of Association of Commerce Table Celebral Affairs and Department of Commerce Table Celebral Affairs and Department of Celebral Affa investments. This forum will also be instrumental in achieving the landmark export target set by the government both in terms of engineering as well as merchandise exports.

> While addressing the inaugural session the Union Minister of State for Commerce & Industry Ms. Anaptria Patel congranulated the EEPC India for organizing the summit with one of the largest trade partners, ASEAN. Ms Patel said that trade is an important engine of growth for India and ASEAN. She said engineering exports constitutes one-fourth of the merchandise exports and is the largest foreign exchange earners among all export sectors and the performance of engineering

india with an export target of USS 46 billion in meeting the global export target of USS 400 billion in financial year 2021-22. ASEAN as a region is the third largest export destination of inclian engineering products after EU and North America. Among the ASEAN member nations, Singapore and Malaysia are

Further in her address, Ms. Patel said that both India and ASEAN have large share of skilled po robust service and manufacturing sectors and there are many complementary sectors and products wailable for greater cooperation. With a combined economy of approx. US\$ 5.8 trillion, there is ignificant potential for enhancing trade and investment partnership between India and ASEAN

for foreign direct investment. Ms. Patel further said that Prime Minster of India has set a target of USD 400 billion of merchandise exports for fiscal 2021-22 and also envisioned a roadmap to achieve this measure. As a part or with manufacture death analysis. The Production Linked Incentive (PLL) Scheme worth 1983 & Billion covering 13 sectors, include electronics, pharmaceuticals, solar modules, specialty steel, automobiles, and medical deviatoring revestment and enhancing India's manufacturing capabilities.

Supported by the Ministry of Commerce & Industry and Ministry of External Affairs, the four-day India-ASEAN Engineering Pathership Summit is expected to see the participation of over 300 delegates from the Indian Industry. A sezable number of delegates from ASEAN countries will also join the summit. The summit will also cover biz meetings, interactions etc. The themsatic sessions will cover a range of topics including country sessions, and emerging areas of cooperation like Industry 4.0, integration of MSME in the regional value chain. The Governmer "Partner State" while Government of Haryana as "Focus State". ernment of Tamil Nadu joined the event as

partnership and 10 years of the Strategic Partnership.

An E-Book on India-ASEAN trade and investment emphasizing engineering and MSME sector was also launched during the inaugural session. The book covers several important aspects of enhancing bilateral trade and investment and also provides exhaustive information on India and ten ASEAN

Orissadiary.com-August 24, 2021



United News of India

Business Economy

Figure 24, 202 2021 1, 25990

India's exports to ASEAN estimated at US\$ 46 billion in FY22: MoS, Commerce & Industry

Kölkat, Agg 24 (UNI) As one of the largest destinations for Indian exports, ASEAN will be an important region for India with an export target of US\$ 40 billion in meeting the global export target of US\$ 40 billion in financial year 2021-22, sald Minister of State (MoS) of Commerce & Industry Anaptive Parls.

'ASEAN, with over 15 parcent abars in India's global engineering shipment, is likely to be a key region to focus what target of around US\$ 40 billion of exports for 2021-22; the Minister said while addressing the India-ASEAN Engineering Partnership Summit organized by EEPC India. India's engineering sports to the world during the first for unmaths (April-14) of first all 2021-22 was recorded at US\$ 35,3 billion and is strongly expected to achieve the target set for fiscal 2021-22 at

2021-22 at USB not billion.

Me Patel emphasized the need for opening up new avenues of bilateral cooperation in order to enhance engineering trade and investments between India and ASEAN.

This will be instrumental in achieving the landmark export target set by the government both in terms of engineering as well as menchandies exports, "Be saide. Noting that ASEAN plays an important role as a source of raw material as well as intermediary engineering products for India, Rive Canguly Das, Secentury (East), Ministry of External Affairs, said that ASEAN-India trade reached USS 76.92 billion in 2020-21.

She stated that investment flows were also substantial both ways with ASEAN accounting for 18 percent of investment flows into India since 2000.

"India has an FTA with ASEAN spanning Goods, Services and Investment. India strongly feels

in early review of ASEAN-India Trade in Goods Agreement (AITIGA) is essential towards

realizing the fall potential of our trade ties," she said.

Me Das highlighted that Indian Missions/Fosts have been identified as the key points of support of the expanding India's eports in the markets abroad, and are being encouraged to carve out a space for India sax available and low-cost alternative manufacturing destination in the world. Tempieseing has energed as an important component of the growing India-SAX Strategie Partnership, especially with the involvement of Indian engineering MSMEs," the Secretary (East) said.

In his insugural address, EEPC India Chairman Mahesh Desai said that with both ASEAN (Association of South-East Asian Nations) and India fast becoming prominent in the regional value chain on the global trade map, the time is apt for developing a well-structured bilateral relationship focusing on engineering goods. "Coing forward was need better integration between MSMEs from the two sides to tap the full potential of the bilateral relations. Nearly 60 percent of our member-exporters come from the MSMEs sector, "and Jal Desai. India's bilateral trade with ASEAN economies is expected to reach USS 900 billion by 2005. SEAN in the fifth largest trading partner for India following North America, EU, North-East Asia and GCC. West Asia, ASEAN is India's grid largest engineering export market and the 5th largest trade partner. Engineering goods account for 40% share in India's total exports to ASEAN.

The role of engineering in taking the India-ASEAN bilateral relation to its full potential is instrumental as engineering contributes around one-fourth of merchandise exports for both sides, 'said 'I.S. Bilatin. Chairman - Territorial Committee on Trade with ASEAN. Supported by the Ministry of Commerce & Industry and Ministry of External Affairs, the four-day India-ASEAN Engineering Partnership Summit is expected to see the participation of ower good onlegates from the Indias industry. A sizable number of delegates from ASEAN countries will also join the summit. The summit will also cover BoB meetings, interactions etc.

The thematic sessions will cover a range of topics including country sessions, and emerging

eration like Industry 4.0, integration of MSME in the regional value chain.

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as T-cour State. An E-Book on India-ASEAN trade and investment emphasizing engineering and MSME sector was also launched during the inaugural session. The book covers several important aspects of enhancing billeard trade and investment and also provides exhaustive information on India and ten ASEAN nations.

UNI- August 24, 2021

Patel seeks investment from companies in Asean region

PRESS TRUST OF INDIA

Union minister Anupriva Patel today invited companies from the Association of Southeast Asian Nations (Asean) region to invest in India, particularly in the 13 sectors that are covered under the production linked incentive scheme.

The minister of state for commerce and industry said that with a combined econ-omy of about \$5.8 trillion, there is a significant potential for enhancing trade and investment partnerships between India and Asean.

The government has announced the production-linked incentive (PLI) scheme worth \$26billionfor 13 different sectors for enhancing India's manufacturing capabilities and exports.

The sectors include advance chemistry cell (ACC) battery; electronic/technology prod-ucts; pharmaceuticals; telecom &networking products; food items; speciality steel and white goods.

"I take this opportunity today to invite the companies from the Asean region to invest in India and benefit from the very large market that we havehere, especially in the 13 sectors, which are covered under the PLI scheme," Patel said at EEPC India -India Asean Engineering Partnership Summit.

On exports, the minister said as one of the largest destina-tions of Indian outbound shipments, Asean will be an impor-tant region for India, with an export target of \$46 billion, in meeting the global export goal of \$400 billion during the current fiscal. The government has set an export target of \$400 bil-lion for this fiscal and \$1 trillion by 2027-28.

Asean with over 15 per cent share in India's global engi-neering shipments, is likely to be a key region of focus...," she

Speaking at the webinar, Riva Ganguly Das, secretary (east), ministry of external affairs, said that an early review of the free trade pact in goods between India and Asean is key to realise the full potential of this pact.

The Asean-India trade in goods agreement was signed on 13 August 2009, and entered into force on 1 January 2010.

Asean countries are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philip-pines, Singapore, Thailand and Vietnam.

The Statesman- New Delhi-August 25, 2021, Page- 08

Devdiscourse

Business briefs

PTI | New Delhi | Updated: 27-08-2021 19:07 IST | Created: 27-08-2021 19:07 IST

ectors such as Agri machinery and tractors hold huge potential to boost trade between India and the Philippines, Ambassador of India to the Philippines Shambhu S Kumaran said on Friday.

The other areas of mutual interest are infrastructure and construction, power transmission, and medical devices, he added.

He was speaking at a webinar of EEPC India.

India is the 13th largest exporter of engineering goods to the Philippines with around 2 per cent share in the Philippines global engineering import.

Major items exported to the Philippines include two and three-wheelers, iron and steel and their products, auto components/parts, motor vehicles/cars, electric machinery and equipment, and Industrial Machinery among others.

ZestMoney expands physical retail partnerships *Buy Now Pay Later (BNPL) platform ZestMoney on Friday said it has expanded its physical retail partnerships to include over 75,000 stores in the last 12 months

It already has a network of over 10,000 online partners, making it one of the largest omni-channel networks for digital Pay Later in India now, it said.

ZestMoney is steadily growing its base of offline network via point-of-sale payments partners like Pine Labs and is targeting a reach of 4 lakh offline stores

ZestMoney expects consumer durables and home appliances like ACs, refrigerators, washing machines, water purifiers among others to further drive demand in the coming months.

Devdiscourse- August 27, 2021

Hustness Line

Eyeing \$46-b goods exports to ASEAN in FY22, says Minister

Engineering goods to make up \$16 b

OUR BUREAU

India hopes to export goods worth \$46 billion to the ASEAN countries in 2021-22 to reach the target of \$400 billion set for merchandise exports for the fiscal, Minister of State for Commerce, Anupriya Patel, said.

Of this, engineering goods exports to the bloc are likely to be worth \$16 billion with both India and the ASEAN focussing on increasing ties in the area, the Minister said at the India-ASEAN Engineering Partner-ship Summit organised by EEPC India.

India's goods exports to the 10-member ASEAN stood at \$31.5 billion (with overall goods exports from India at \$292 billion) and reaching the target of \$46 billion would call for an increase of around 50 per cent over last year.

"ASEAN, with over 15 per cent share in India's global engineering shipment, is likely to be a key region to focus with a target of around \$16 billion of exports for 2021-22," the Minister

Engineering exports India's engineering exports to



India's engineering exports in April to July of FY22 were \$35.3 billion

the world during the first four months (April-July) of fiscal 2021-22 stood at \$35.3 billion and may touch \$105 billion by the end of the fiscal, according to industry estimates.

Patel talked about re-ar-rangement of global value chains due to Covid-19 and said that both India and ASEAN can play an increasingly important role in the emerging order.

ASEAN plays an important role as a source of raw material and intermediary engineering products for India, pointed out Riva Ganguly Das, Ministry of External Affairs Secretary (East). She stated that investment

flows were also substantial both ways with ASEAN accounting for 18 per cent of investment flows into India since

"India has an FIA with ASEAN

spanning goods, services and investment. India strongly feels that an early review of ASEAN-India Trade in Goods Agreement is essential towards realising the full potential of our trade ties," she said.

Das said that Indian Missions and Posts had been identified as the key points of support for expanding India's exports in the markets abroad, and were being encouraged to carve-out a space for India as a reliable and low-cost alternative manufacturing destination in the world.

"Engineering has emerged as an important component of the growing India-ASEAN Stra-Partnership, especially with the involvement of Indian engineering MSMEs," she said.

The Hindu Business Line- Chennai-August 25, 2021, Page- 07

UNI

United News of India

Integration of Indian companies in regional supply chain would help MSMEs grow in size and scale: Indian Ambassador to the Philippines

Kolkata, Aug 27 (UNI) Integration of Indian companies in the regional supply chains can drive the next phase of growth in trade, helping firms especially MSMEs from both sides to go for economies of scale, said Ambassador of India to the Philippines Shambhu S Kumaran. Underscoring the trade potential between India and the Philippines, Mr Kumaran said that farm equipment and tractors are among one the areas where opportunity is huge.

"Agri machinery and tractors can significantly boost trade with the Philippines. Tractors have limited access till now which should be increased. The range and capabilities in Agri machinery from India is huge. The other areas of mutual interest are infrastructure & construction, power transmission, medical devices etc. Electronics items could be imported from the Philippines," said the Ambassador during the session on "Enhancing India-Philippines Bilateral Engineering

UNI- August 27, 2021



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Integration of Indian companies in the Regional Supply Chains can drive the next phase of growth in trade, helping firms especially MSMEs from both sides to go for economies of scale, said Ambassador of India to the Philippines Shambhu S Kumaran.

Understoring the trade potential between India and the Philippines, Mr. Kumaran solid that form equipment & tractors is one of the many areas where apportunity is large.

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As part of the four-day India-ASEAN Engineering Partnership Summit the session was organized by EEPC India with support from the Ministry of Commerce & Industry and Ministry of External Affairs.

Ambassador of the Philippines to India Mr Ramon S Bagatsing Jr highlighted the growing business engagements between India and the Philippines focusing an infrastructure, renewable energy, pharmoceuticals, engineering goods, marine fisheries and aquaculture.

Indian companies are already sending telecom towers to the Philippines

He noted that Indian companies are already sending telecom towers to the Philippines and there is scope to widen this engagement.

Bileteral merchandise trade between India and the Philippines increased by over 21 percent between 2016 and 2018 to reach 2.36 billion US dellars but then declined to below 2 billion US dellars by 2020 due to economic slowdown in some of the emerging economies followed by the pendemic.

Philippines engineering trade with India also declined in 2020 due to the same reason before exhibiting a rising trend between 2017 and 2019.

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Estimated Indian investments in the Philippines are valued at more than 900 million US ballors as on September 2019 spread acroes sectors like Tachiles, IT&ITES, Infrastructure (cirports), Chemicale, Automobiles and Pharmaceuticals. During the last few years, Indian composies howe successfully executed some smill and medium isside projects in the Philippines.

Philippines investment in India has been estimated at 335.40 million US dellars between April 2000 and December 2020. Areas of investments include Telecommunications, IT, Real estate and reprocessing of waste and Human resource development (nanogement education).

Port to Port- August 26, 2021



Latest News | Business Briefs Agri Machinery, Tractors Hold Huge Potential to Boost Trade Between India, Philippines: Indian Ambassador

Sectors such as Agri machinery and tractors hold huge potential to boost trade between lindia and the Philippines, Ambassador of India to the Philippines Shambhu S Kumaran said on Friday

Agency News



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LatestLV- August 27, 2021

Sagar Sandesh

Integration of Indian companies in regional supply chain would help MSMEs grow in size and scale: Indian Ambassador to the Philippines

20-000 Linux * Services

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Sagar Sandesh- August 28, 2021



- * It was great privilege for us to join this virtual platform. We are very much thankful to EEPC for conducting this summit.
 - Mr. Vikas Jadhav, Marketing Dept., Shankar Metal Pressinng Works
- A hearty vote of thanks to the Govt. of the Union of India and the entire TEAM bilateral trade relations over past three days. We, as exhibitors, feel lucky to have booked all the sessions which enabled us to get enlightened and figure out various scenarios ongoing in ASEAN region in merchandize trade. We believe that before the SUMMIT commenced we too had little or almost no-knowledge of how to carryout our plans efficiently and effectively. Now we see a ray of hope thru' EEPC INDIA and thus, we urge EEPC INDIA to handhold us and drive us out from the darkness of in-efficiency, lack of knowledge and non-productive environment.
 - Raghav Agarwal, Executive, Shri Bhagwati Steels
- Congratulations for organising such a successful event
 - Kunal Gulati, Chief Manager, Exim Bank
- Very useful awareness program n industry insights on various aspects on industry
 - Aqua Process Systems India Ltd.
- Highly Satisfactory and Informative.
 - Hydro Prokav Pumps India Pvt Ltd.
- ★ Session very really very informative with facts and figures. Really feels great to here from all of the dignitaries.
 - Monika Metal Impex
- ➤ Program were immensely useful and an opportunity to understand various insights for Export market
 - Anand N, CEO, FTPS Pumps

NOTES



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