

EEPC India Invites Participation in

INDEE Morocco 2012

(Indian Engineering Exhibition)

(13-15 December 2012)

Coinciding with

Le salon International DE L'INDUSTRIE

at

Parc des Expositions de l'Office des Changes (OCEC)

Route d'El Jadida, Casablanca, Morocco

INDEE Morocco 2012

EEPC India is pleased to announce its 26th INDEE in Casablanca, Morocco from 13th to 15th December 2012. The show will be a part of the 4th edition of Le salon International DE L'INDUSTRIE - an event which brings together the most varied and complete exhibition of the latest in machinery and technologies in key industries.

Casablanca is Morocco's largest city as well as its chief port. It is also the biggest city in the Magreb region [Morocco, Algeria, Tunisia, Libya & Mauritania]. Casablanca is considered the economic and business center of Morocco, while the political capital city of Morocco is Rabat. Casablanca hosts headquarters and main industrial facilities for the leading Moroccan and international companies based in Morocco. Industrial statistics show Casablanca retains its historical position as the main industrial zone of the country. The Port of Casablanca is one of the largest artificial ports in the world, and the largest port of North Africa.

Le salon International DE L'INDUSTRIE: about the exhibition

As the Francophone area's one of the largest annual manufacturing expo, Le salon International DE L'INDUSTRIE has for long been the connecting point for the manufacturers and importers of the neighbouring countries, other parts of Africa & Europe. The Show brings together buyers, sellers and end users from around the world.

In 2012, Le salon International DE L'INDUSTRIE is hosting 200 exhibitors from 10 countries. 12,000 business visitors are expected during the exhibition and India proposes to be a Partner Country.

The Event is a platform of innovation, production and development for sectors such as mechanical engineering, steel and metallurgy, automobile, textile and clothing, hi-tech industries, electrical and electronic, building and construction, rubber, plastic and packaging, agricultural implements, household appliances and products, air conditioning and so on. The highlight of this event is its targeted campaigns which results in a flow of serious business visitors into the show.

Last year, the exhibition was held over 4000 sq mtr area, with participation from countries such as Morocco, France, Spain, Italy and Turkey. 9000 business visitors visited the show of whom 95% were professionals and rest were individuals. This year, the exhibition will be held over an area of 6000 sq mtr.

Why Morocco?

Morocco is considered a gateway to West and Northern Africa. The country is steadily progressing towards greater internal modernization and globalization, with the creation of the country's first commercial courts, streamlined customs services and 16 Regional Investment Centers dedicated solely to facilitating new business ventures.

Strategically located along the Strait of Gibraltar just a seven-hour flight from JFK and three hours from Paris, Morocco is seen more and more as a regional hub in North Africa for shipping logistics, assembly, production and sales. The moderate Mediterranean climate on 2,750 miles of coastline and its developing infrastructure make Morocco an attractive location for both business and leisure.

While India exported only USD 76 million worth of engineering goods to Morocco, the country's demand for engineering products is much more, and is often compared to the likes of Nigeria.

Focus Products

- Automotive components
- Parts of other transport equipment
- Electricity distribution and control apparatus
- Semi-finished products of copper, nickel, aluminium, lead, zinc and tin or their alloys
- Basic iron and steel
- Rolled, drawn and folded products of iron and steel
- Insulated wire and cable; optical fibre cables
- Machinery for mining, quarrying and construction
- Engines and turbines
- Fabricated metal products such as articles of aluminium, tools for pressing, stamping etc
- Air conditioning machines
- Pumps, compressors, hydraulic and pneumatic power engines, and valves
- Domestic appliances
- Agricultural or forestry machinery
- Structural metal products
- Bodies (coachwork) for motor vehicles
- Instruments and appliances for measuring, checking, testing, navigating and other purposes
- Electric filament or discharge lamps; arc lamps; lighting equipment
- Lifting and handling equipment
- Medical and surgical equipment and orthopaedic appliances
- Electric motors, generators and transformers
- Railway and tramway locomotives and rolling stock

Venue

Hall No. 1

Parc des Expositions de l'Office des Changes (OCEC), Route d'El Jadida, Casablanca, Morocco

Date of Event

13-15 December 2012 (3 days)

Timing

1000 hrs to 1900 hrs

Participation Charges

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

One side open booth : Rs. 12,500 per sq mtr (Built up booth)

Two sides open booth : Rs. 14,000 per sq mtr (Built up booth, subject to availability)

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

RTGS/NEFT in INR as per following details:

Name of Bank	:	Punjab National Bank
Branch	:	International Business Banking, Kolkata
Address of Bank	:	31, J L Nehru Road, Kolkata – 700 016
Account No.	:	2186000103433450 (Promotional)
Account Name	:	EEPC India
NEFT Code	:	PUNB0218600

Payment and Cancellation

- Full payment to be made by **23rd November 2012**. Space will be booked only after full payment is made.
- If reservation is cancelled on or before **23rd November 2012**, 50% would be charged as cancellation fee.
- No refunds for cancellations received on or after 30th November 2012.

Display Booth

Each 9 sq mtr booth will consist of:

- | | | |
|------------------|----------------------|---------------|
| • Carpeted floor | • One podium | • One dustbin |
| • One table | • Three spot lights | • Fascia |
| • Three chairs | • One 10 amp. socket | |

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 Casablanca, Morocco 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 Morocco 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.

Details of Participants

An interactive card drive containing details of all the participants will be distributed free instead of a printed booklet on the exhibitors. The card drive will be a ready reckoner for overseas buyers and exhibitors.

For this, participants are requested to send us the following items by email to akar@eepcindia.net, skochar@eepcindia.net and njumde@eepcindia.net :

- (i) Company Profile (not more than 100 words);
- (ii) Contact Details (as per the Application Form);
- (iii) Logo – pdf or jpeg format;
- (iv) E-Brochure or Product Catalogue in pdf format; or product photos in high resolution jpeg/tiff format.

Submission of Application

Interested firms may please send the Application Form, duly filled-in and signed, along with full payment latest by **23rd November 2012** to any of the following EEPC India offices:

NEW DELHI

R Maitra, Executive Director
Vandhna, 4th Floor
11, Tolstoy Marg, New Delhi 110 001
Tel: 91-11-23711124/23711125
Fax: 91-11-23310920
E-mail: eepcto@eepcindia.net

Rana Roy, Addl. Executive Director
Tel: 91-11-23711124/23711125
Fax: 91-11-23310920
E-Mail: eepcto@eepcindia.net;
rroy@eepcindia.net

K V Rajasekharan, Sr. Assistant Director
Tel: 91-11-23314171/74
Fax: 91-11-23317795
E-mail: eepcrodel@eepcindia.net;
krajasekharan@eepcindia.net

JALANDHAR

Opinder Singh, Deputy Director
Tel: 91-181-2602264
Fax: 91-181-2601124
E-mail: eeecsrojld@eepcindia.net;
osingh@eepcindia.net

KOLKATA

Bhaskar Sarkar
Addl. Executive Director & Secretary
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: eepcho@eepcindia.net

Anima Pandey, Regional Director
Tel: 91-33-22890673/74
Fax: 91-33-22890687
E-mail: eepcrokol@eepcindia.net;
apandey@eepcindia.net

CHENNAI

M Ganesan, Regional Director
Tel: 91-44-28295501/28295502
Fax: 91-44-28290495
E-mail: eepcrochen@eepcindia.net;
mganesan@eepcindia.net

BANGALORE

C H Nadiger, Deputy Director
Tel: 91-80-25581396/25588669
Fax: 91-80-25586914
E-mail: eeecsroblr@eepcindia.net;
cnadiger@eepcindia.net

HYDERABAD

J V Raja Gopal Rao, Sr Assistant Director
Tel: 91-40-27536704
Telefax: 91-40-27536705
E-mail: eeecsrohyd@eepcindia.net;
jr Rao@eepcindia.net

MUMBAI

Rajat Srivastava, Regional Director
Tel: 91-22-42125555
Fax: 91-22-42125556/22180119
E-mail: eepcromum@eepcindia.net;
rsrivastava@eepcindia.net

AHMEDABAD

Sudhakaran C K Nair, Assistant Director
Tel: 91-79-26588720, 91-9725663534
E-mail: eeecsroahd@eepcindia.net;
snair@eepcindia.net

Application Form

INDEE Morocco 2012
(13-15 December 2012)

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	<input type="checkbox"/> Merchant Exporter	<input type="checkbox"/> Export House	<input type="checkbox"/> Others
Total Annual Export (in Million US\$):		<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
Total Export to African Countries: (in Million US\$)		<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
Foreign Collaboration, if any:				
Products Manufactured/Exported (mention ITC (HS) Codes [at least 4 digits]):				
Countries of Export:				
Accreditation to International Standards (like ISO, QS, etc.):				
Nature of Display:			<input type="checkbox"/> <u>Display of Samples</u>	
			<input type="checkbox"/> <u>Display of Posters</u>	

Please use separate sheet to furnish details of your company (**within 80 words**) for the Exhibitors' Profile.

Signature :

Date :

Office Seal :