

# INDIA PAVILION AT INTERNATIONAL AGRICULTURAL FAIR 2019

11 – 17 May 2019, Novi Sad, Serbia



A panoramic view of Novi Sad, Serbia

## EEPC India invites participation

Participate through EEPC India to enjoy  
substantial savings!

### **About the exhibition**

International Agricultural Fair is the largest and most important exhibition of agriculture in Central and South Eastern Europe. The International Agricultural Fair has a reputation of being one of the most important business events in the area of agriculture of the South East Europe. The number of participants and visitors, promotion of products and services from 60 countries worldwide, as well as business results place the Novi Sad International Agricultural Fair among ten most important agricultural fairs in

Europe. International Agricultural Fair is a dedicated platform for industry-related companies to showcase their latest technical, scientific and technology advances for the agricultural sector, and explore the industry's growth and market potential of the farming world both across the board and in the region.

Considering the interest from the EEPC India members and exporting community, EEPC India is intends to participate for the first time in the 2019 edition of the Fair scheduled to be held from 11 – 17 May 2019 in Novi Sad, Serbia.

## Highlights of the fair in 2018

The 84th edition of the fair in 2018 had 1500 exhibitors from 30 countries with an outdoor exhibiting space of 47,000 sqm. Indoor exhibiting space of 11,000 sqm and 1,40,000 visitor.

Farming machinery show covered 23,500 m<sup>2</sup> of indoor exhibit space. The exhibitors' list included 20 members of the Association of Agricultural Machinery Importers, as well as other farming machinery and equipment dealers and vendors operating across the board. Agricultural machinery manufacturers from Austria, the Czech Republic, India, Italy,

Germany, Turkey, Romania, Slovenia and Ukraine offered the most complete selection of cutting-edge agricultural products, equipment and services available in the farming industry.

According to the Association of Agricultural Machinery Importers' records, the value of contracts negotiated during the Fair was set to an estimated 15 percent of agricultural machinery market turnover.

Farming machinery and equipment manufacturers and buyers concluded a great number of purchase pre-agreements. All these make International Agricultural Fair the leading trade show for agriculture, the educational, political and bilateral venue.

## The Serbian market

Agriculture is the mainstay of Serbian economy and currently food production is one of the strongest points of the Serbian economy. Serbian government is providing farm subsidies aiming for the modernization of production and strengthen manufacturing competitiveness including 50% subsidy towards purchase of new agri-machinery. As a result Serbian imports of agricultural machinery & equipments, tractors, food processing machinery and water pumps is continuously increasing.

Also, business environment in Serbia has improved significantly in the last few years. In 2014, Serbia became a member of EU Customs Union. It is also a EU candidate country.

## Engineering exports to Serbia

Serbia and India are dedicated to expanding bilateral cooperation and promoting mutual business connections. The trade exchange has been increasing over the past years, and in the year 2017, it summed up to USD 198.1 million. Indian engineering exports to Serbia has been steadily increasing over the last few years and it touched a mark of USD 13.88 million in the year 2017-18 which was higher by 18% than USD 11.71 million worth engineering exports in 2016-17. Iron & Steel products and Industrial Machinery are one of the top 5 items imported by Serbia from India.

## Focus Products

- Agricultural machinery, equipment and parts
- Tractor, trailer, accessories and parts
- Agricultural Implements
- Combine harvesters - Mowers - Machines for soil preparation
- Garden Tools
- Harrows, Ploughs/ Manure Distributors
- Mowers - Cultivators - Trimmers
- Metal and electric saw blades
- Components for tractors and vehicles used in agriculture
- Machinery and equipment for food processing industry

- Commercial structures and facilities for processing, final processing and storage in plant production
- Greenhouse structures
- Packaging Machinery
- Water Pumps/ Sprayers / Irrigation Equipments
- Milking Machines / Seeders
- Anti hail equipments
- Silos, Mills, Conveyors
- Cattle/ Pig/ Poultry Breeding Equipment
- Machines & Equipments for Animal Food
- Machines and equipment for orchards

## Venue

Novi Sad Fair Grounds, Novi Sad, Serbia

## Date

11 – 17 May 2019

Opening Hours: Daily from 9.00 am to 7.00 pm.

## Novi Sad as a location

Novi Sad is the second largest city of Serbia and is the capital of the Autonomous Province of Vojvodina which accounts for 84% of cultivable land in Serbia. It is an important economic, scientific, university, cultural and sport centre. It is easily

accessible by different modes of transport



### By plane

Novi Sad is 70 km from the "Nikola Tesla" Airport in Belgrade, or less than an hour's drive. There are good road and railroad connections between Novi Sad and Belgrade.



### By train

Novi Sad is one of the destinations on the international route Vienna-Budapest-Belgrade-Istanbul.

and 80 km from Belgrade. The E70 (Zagreb-Belgrade) motorway runs in the vicinity of Novi Sad.



### By car/coach

Novi Sad is located on the E75 motorway (Budapest-Belgrade). It is 350 km away from Budapest



### By bus

City buses numbers 3, 5, 8, 11 A and 11 B run by the Novi Sad Fair.

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## Participation charges

- One side open (built-up booth – 6 Sqm): Rs. 54,000 per booth
- One side open (built-up booth – 7.5 Sqm): Rs. 67,500 per booth
- One side open (built-up booth – 7.5 Sqm, with extra furniture): Rs. 82,500 per booth
- 10% extra for two sides open booth (subject to availability).
- **EEPC India will have an exclusive space with a reception and lounge, tea , coffee and bottled water for the exhibitors.**
- **EEPC India will also hire four interpreters who will provide complimentary translation services to Indian exhibitors in the pavilion.**

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## Reimbursement of airfare

Upto Rs. 70,000 may be reimbursed to eligible participants in terms of the MAI guidelines. However, this shall be subject to the receipt of specific Govt. approval for such assistance for events of 2019-20. The T&C must be abided by for eligibility towards such reimbursement. For detailed guidelines please click on the following link:

<https://www.eepcindia.org/download/Guidelines-for-Reimbursement-of-Airfare190130100603.pdf>

**Note:** EEPC INDIA can only recommend for issuance of VISA to the extent that the concerned person is a participant at the subject exhibition and that the person in question has been certified by the participating organisation to be their employee. The Foreign Embassy / Consulate where the applicant submits the VISA application is expected to follow their usual procedural checks before granting the VISA in question and EEPC INDIA shall not be responsible in any manner whatsoever for non-issuance of VISA by the concerned authorities. This would mean that the prospective participant will be fully liable for the total charges payable to EEPC INDIA even if they do not obtain the VISA for any reason whatsoever.

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## Mode of payment

Please pay online through the following Payment Gateways:

1. Atom 2. Billdesk 3. CC Avenue

### OR

Pay through RTGS/NEFT in INR as per the following details:

Name of Bank : HDFC BANK LTD.  
Branch : CENTRAL PLAZA  
Address of Bank : 2/6, SARAT BOSE ROAD, KOLKATA – 700 020  
Account No. : 00142090000452  
Account Name : EEPC INDIA  
NEFT Code : HDFC0000014

### OR

Demand draft favoring "EEPC INDIA" along with the duly filled-up Application Form

## Booth display

### Participation charges includes the following services

- 6 sqm - Info counter (50 x 50 cm, h-105 cm), round table with 2 chairs, trash been, fascia board with company name in block letters, electrical socket & spot lights
- 7.5 sqm (Type I) - Info counter (50 x 50 cm, h-105 cm), round table with 3 chairs, trash been, fascia board with company name in block letters, electrical socket & spot lights
- 7.5 sqm (Type II) - Info counter (50 x 50 cm, h-105 cm), round table with 3 chairs, trash been, fascia board with company name in block letters, electrical socket & spot lights, Strong Box or High Showcase

### Submission of application

Interested firms are requested to fill in the online Application Form latest by 18th April 2019 at the following link.

[https://app.eepcindia.org/ems/exhibitors/exhibitor\\_application\\_form/MTA0](https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MTA0)

Please go through the “Mode of Payment” section for payment details.

### Selection criteria

Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

### Benefit to member-exporters

EEPC India is organizing this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities.

### Cancellation of participation

Please note that no request for cancellation and / or refund / adjustment shall be accepted.

# Contact details of EEPIC India Offices

## H.O. (Cell)

### Mr. Suranjan Gupta - Executive Director

'Vandhna', 4th Floor  
11, Tolstoy Marg  
New Delhi 110001  
Phone: (+91 11) 23353353, 23711124/25  
Fax: (+91 11) 23310920  
E-mail: [ed@eepcindia.net](mailto:ed@eepcindia.net)  
[eepcto@eepcindia.net](mailto:eepcto@eepcindia.net)

### Ms. Anima Pandey

Regional Director (ER) and Director (Membership)  
Vanijya Bhawan (2nd Floor)  
International Trade Facilitation Centre  
1/1, Wood Street  
Kolkata – 700 016  
Phone: (+91 33) 22890673/74  
Fax: (+91 33) 22890687  
E-mail: [eepcrokol@eepcindia.net](mailto:eepcrokol@eepcindia.net)

### Mr. C. H. Nadiger

Regional Director (SR)  
Greems Dugar (3rd Floor)  
149, Greems Road  
Chennai – 600 006  
Phone: (+91 44) 28295501, 28295502  
Fax: (+91 44) 28290495  
E-mail: [eepcrochen@eepcindia.net](mailto:eepcrochen@eepcindia.net)

### Mr. Sudhakaran C.K. Nair

Deputy Director  
TF- 313/A (3rd Floor), ATMA House  
Ashram Road  
Ahmedabad – 380 009  
Phone: (+91 79) 26588720  
E-mail: [eepcsroahd@eepcindia.net](mailto:eepcsroahd@eepcindia.net)

### Mr. V. C. Ravish

Sr. Executive Officer  
Soham Mansion (1st Floor)  
No. 5-4-187/3 & 4/4, M. G. Road  
Secunderabad – 500 003  
Phone : (+91 40) 27536704  
Telefax : (+91 40) 27536705  
E-mail : [eepcsrohyd@eepcindia.net](mailto:eepcsrohyd@eepcindia.net)

## Head & Registered Office

### Mr. Adhip Mitra - Addl. Executive Director & Secretary

'Vanijya Bhawan', 1st Floor  
International Trade Facilitation Centre  
1/1, Wood Street, Kolkata 700016  
Phone: (+91 33) 22890651/52  
Fax: (+91 33) 22890654  
E-mail: [eepcho@eepcindia.net](mailto:eepcho@eepcindia.net)

### Mr. Rakesh Suraj

Regional Director (NR)  
Flat No.10 P, Q, N, 10th Floor  
DCM Building, 16 Barakhamba Road  
New Delhi - 110 001  
Phone: (+91 11) 23314171/74  
Fax: (+91 11) 23317795  
E-mail: [eepcrodel@eepcindia.net](mailto:eepcrodel@eepcindia.net)

### Dr. Rajat Srivastava

Regional Director (WR) and Director (Marketing & Sales)  
B-202 & 220, Aurus Chambers  
Annex "B" (2nd Floor) Behind Mahindra Tower  
S.S. Amrutwar Marg, Worli Mumbai – 400 013  
Phone: (+91 22) 42125555  
Fax: (+91 22) 42125556  
E-mail: [eepcromum@eepcindia.net](mailto:eepcromum@eepcindia.net)

### Mr. J. V. Raja Gopal Rao

Sr. Deputy Director  
Embassy Square, 103, First Floor  
No.148, Infantry Road  
Bengaluru – 560 001  
Phone: (+91 80) 22261396 / 22268669  
Fax: (+91 80) 22266914  
E-mail: [eepcsroblr@eepcindia.net](mailto:eepcsroblr@eepcindia.net)

### Mr. Opinder Singh

Deputy Director  
Plot Comm. 1  
Focal Point  
Jalandhar – 144 012  
Phone: (+91 181) 2602264  
Fax: (+91 181) 2601124  
E-mail: [eepcsrojld@eepcindia.net](mailto:eepcsrojld@eepcindia.net)