

INDIAN ENGINEERING PAVILION IN ETHIOPIA 2020 COINCIDING WITH ITME AFRICA 2020

14-16 FEBRUARY 2020, ADDIS ABABA, ETHIOPIA



Addis Ababa, Ethiopia

Participate through EETPC India to enjoy
substantial savings!

About the exhibition

The **Indian Engineering Pavilion in Ethiopia 2020** coinciding with ITME Africa 2020 is being organized by the **India ITME Society, Ethiopian Chamber of Commerce and Sectoral Associations (ECCSA) and EETPC India**. The event will bring multiple growth opportunities for the Engineering & Textile Industry, Manufacturing, Agriculture, Water Management, Pharmaceuticals, Airlines, Hotels, Transport, Tourism, Financial

institutions, etc., and will contribute to the development of the region in many ways. The foundation for this growth mainly rests on the strong economic indicators, attractive growth potential and the fact that the African continent is now the No.1 destination for business prospects.

The **Indian Engineering Pavilion in Ethiopia 2020** (14-16 February) in Addis Ababa promises to become the focal point and catalyst for economic growth, employment generation and

technology up-gradation in Ethiopia and other countries in the African continent.

Participating countries

India, Ethiopia, USA, Mexico, Portugal, Switzerland, Germany, Italy, Turkey, Ghana, Kenya, Tanzania, South Africa, China, Taiwan, Sri Lanka, Japan, Korea, Bangladesh, Uzbekistan, Egypt and many more.

Benefits of participation

- **Dedicated B2B meetings and investment seminars to be organized by the International Trade Centre (ITC), a multilateral agency that has a joint mandate with WTO and the UN through the United Nations Conference on Trade and Development**
- Business visitors/buyers from predominantly Eastern African countries are already confirmed for B2B meetings with the support of ITC.
- Access to new markets and new business opportunities
- Scope for joint ventures and investments
- International exposure and networking
- End-to-end solutions for Engineering, Textiles & Technology
- Tax incentives and Government support for doing business with Africa
- The event is being promoted worldwide through social media, email campaign, print advertisements, international and domestic road shows.

Why Ethiopia

- Ethiopia has become a preferred destination for foreign direct investment and is an emerging hub for manufacturing in Africa.
- Political stability and committed government - Ranked 34th/138 economies for impartial public decision making – Global Competitiveness Report - 2016
- Conducive Economic factors – with an average 11% GDP growth, Ethiopia is one of the fastest growing economies having stable and conducive Macroeconomic Environment
- Well developed infrastructure – Newly built Addis-Djibouti electric powered railway, Ethiopian Airlines flying to 97 International, 36 cargo and 20 domestic destinations, Grand Ethiopian Renaissance Dam (Largest Hydro-Electric Dam in Africa under Construction expected to generate additional 6000 MW electricity), expand telecommunication services and two operational and 7 upcoming and 4 privately developed Industrial parks.
- Favourable market factors:
 - ▶ 54 million active labor force, available at competitive wages
 - ▶ Duty-free, quota free access to the USA and EU markets through AGOA and EBA
 - ▶ Duty-free, quota-free access to Japan, Canada, China, Turkey, Australia and New Zealand covering substantially all export goods from Ethiopia. Preferential market access to

India.

- ▶ Member of COMESA with Preferential market access to a regional market of 400 million people.
- ▶ Strategic location with proximity to the Middle East, Europe, USA and Asia.

India-Ethiopia bilateral relations

India and Ethiopia have long-standing economic and commercial relations, which are centuries old and can be traced back over 2000 years of recorded history. During the Axumite Kingdom, Indian traders had links with the ancient port of Adulis in the eastern part of Ethiopia and traded silk and spices for gold and ivory. In recent years, with the opening up of the Ethiopian economy, business ties between the two countries have grown significantly, especially in the areas of trade, investment, agriculture and infrastructure projects. The economic dimension of the bilateral relationship has now become its most important.

Bilateral trade: Bilateral trade in 2015 stood at US\$1.2 billion, of which India's exports to Ethiopia were over US\$1.153 billion and imports were US\$55.1 million. Iron & Steel Products are India's major export items to Ethiopia, accounting for 17.2% of India's total exports to Ethiopia. It was followed by rice (12.7%), pharmaceuticals (10.6%), transport equipment (5.6%), machineries (5.5%), sugar (5.2%), paper products (4.5%), plastics (3.3%), rubber (3.2%), textile and clothings (3.0%), etc. Major imports by India from Ethiopia were: pulses, precious and semi precious stones, vegetables & seeds leather and spices.

India is the second most important source of imports for Ethiopia, contributing 7.4% of all of Ethiopia's imports next to China.

Marketing/Investment opportunities in Ethiopia: The areas with most promising potential for investments in the country are agriculture, food-processing, leather and leather products, textiles and garments, horticulture, sugar and related industries, chemicals industry, pharmaceutical industry, cement industry, **metal & engineering industry**, tourism, construction, mining & oil and hydropower.

Leading non-agricultural sectors and investment include: renewable energy, information technology and communications (ICT), construction, tourism and aviation. Sub-sectors such as mobile banking services and outsourcing services, website software and technologies, software development for eGovernment services, and ICT training services are going to be among the major investment opportunities in the country. The ambitious road construction and expansion projects in the country also offers opportunities either to directly involve in the construction work or export of construction machinery, chemicals, and building materials as well as consultancy and supervision services.

Product Profiles

Engineering

- Iron and Steel
- Articles of Iron and Steel
- Castings & Forgings including Auto Components
- Spare Parts, Components & Accessories of all category machines
- Pumps & Valves
- Electrical Equipment & Tools
- Machinery, nuclear reactor, boilers etc
- Vehicles other than Railway, Tramway
- Aircraft, spacecraft and parts thereof
- Aluminium and articles thereof
- Sugar Machinery, Food Process Machinery
- Equipment for recycling, waste reduction, pollution prevention and accessories
- Other Utility Machinery & Equipments
- Workshop Equipments

Textile Technology

- Machinery of Spinning Preparatory, Spinning Machinery, Winding, Texturising, Twisting
- Machinery for Web Formation, Bonding and Finishing Of Non-wovens and Felting, Machinery Related to Technical Textiles

- Weaving Preparatory Machinery, Weaving, Tufting Machinery and Auxiliary Machinery
- Knitting and Hosiery Machinery and Auxiliary Machinery
- Embroidery Machinery, Braiding Machinery and Auxiliary Machinery
- Washing, Bleaching, Dyeing, Drying, Finishing Machinery, and Related Auxiliary Machinery
- Printing & Digital Printing Machinery, And Related Auxiliary Machinery
- Garment Making Machinery and Related Auxiliary Machinery
- Making-Up Industry Machinery and Related Auxiliary Machinery

Other Services

- Industrial Zones
- Laboratory Testing and Measuring Equipment
- Logistic Transportation, Material Handling, Storage and Packing Equipment
- Management and Finance Related Services
- Software for Design, Data Monitoring and Processing (CAD / CAM / CIM) and Integrated Production
- ERP Package & Web Base Solution Textile Industry

Date & Time

14-16 February 2020, 9 a.m. – 5 p.m.

Venue

Millennium Hall, Addis Ababa, Ethiopia

Participation charges

Booth size: 9 sqm.

One side open (built-up booth): Rs. 14,000 per sqm

- 10% extra for two sides open booth (subject to availability).

The participation charge includes 3 nights of hotel stay for one person per exhibiting organisation (to be allotted on first-come-first-served basis)

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 receiving 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 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.

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 for a 9 sqm booth includes the following services

- One Display Table
- Two Chairs
- Two Lights
- One Electric Socket (220 Volts)
- One Dustbin
- Carpet
- Fascia
- Listing in the Official Exhibitors' Catalogue

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.

Note: Regarding goods taken out of India for exhibition or on consignment basis for export promotion, participants may refer to Circular No. 108/27/2019-GST dated 18.07.2019 of the Central Board of Indirect Taxes and Customs (CBIC) which is the statute in the matter.

Submission of application

Interested firms are requested to fill in the online Application Form latest by 31 December 2019 at the following link.

https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MTA2

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

Cancellation of participation

In case any applicant wants to cancel his participation, it may be noted that he remains liable to pay the full amount to EEPC India.

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