

India Pavilion at INTERNATIONAL HARDWARE FAIR EISENWARENMESSE 2020

01 – 04 March 2020
Cologne, Germany



EEPC India invites participation

Participate through EEPC India to enjoy
substantial savings!

About the Exhibition:

EISENWARENMESSE is the leading trade fair for the Hardware and Tool sector for over 50 years! **INTERNATIONAL HARDWARE FAIR 2020** opens enormous opportunities to showcase Hardware Products in the international marketplace. It takes place every two years. The show covers various hardware-based industrial products such as *International Hardware and Hardware Fair Accessories, Hand Trucks, Building Materials, DIY Equipment, Fastener Technology, Keys, Locks, Hardware, Security Installations, Metal Decorations, Security Systems, Wood Constructions, etc*

EISENWARENMESSE is considered as a traditional meeting point for communication and innovation in the hardware industry for buyers from trade and industry and commercial users. **2,770 exhibitors from 58 countries took part in the last edition held in 2018. Around 47,000 trade visitors came to Cologne in 2018 for EISENWAREN MESSE from 143 countries.** The high level of the flow of visitors is the key indicator as it proves why EISENWARENMESSE is considered to be a must-attend event.

Riding on the success of the Show, EEPC India once again organizing an India Pavilion in the 2020 edition of EISENWERENMESSE which will provide a boost to the industrial sector with an outstanding opportunity for establishing business relationship with customers from all over the world.

Indo-German Trade

Germany is one of the most dynamic and influential economies of the world driven by strong domestic consumption. Germany is amongst India's most important partners for trade, investment and technology. They are strategic partners with excellent economic relations and common interests. In 2011-2013, we celebrated 60 years of diplomatic relations between India and Germany.

Engineering is one of the major sectors of bilateral trade between India and Germany. Germany is India's largest trading partner in Europe and one of India's top ten global trading partners at present. Currently it is also the fourth largest export destinations for Indian engineering products.

India's engineering exports to Germany in 2018-19 reached US\$ 3.24 billion. Industrial Hardware products such as Hand tools, Power tools, Fasteners, Fittings, etc, are one of the main engineering segments exported to Germany because of enormous demand in the region. Exports of Hand Tools from India to Germany stood at US\$ 22.01 million in the year 2018 while the exports of Hand Tools from India to EU region stood at US\$ 86.92 million in the year 2018.

Product Profile:

- **Tools**

- Manual hand-held tools
- Hand held & Stationary Power tools and Accessories
- Machine tools

- **Industrial Supply**

- Compressed air tools
- High pressure cleaners
- Welding and soldering equipment
- Workshop fittings
- Shop and storeroom fittings
- ladders and scaffolding
- Protective Equipment & Work Safety

- **Fasteners and Fittings**

- Fastening technology
- Fixing technology
- Building fittings
- Furniture fittings
- Small fittings
- Decorative metal wares

- **Home Improvement**

- Sanitary ware and fittings
 - Chemical products
 - Interiors and Furnishings
 - Building materials, elements, accessories
 - Outside Structures
 - Auto and two wheeler supplies, accessories
 - Smart Home
 - Kitchen and garden Equipments
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Venue:

Koelnmesse fair grounds, Köln-Deutz
(Koelnmesse GmbH , Messeplatz 1,50679
Cologne)

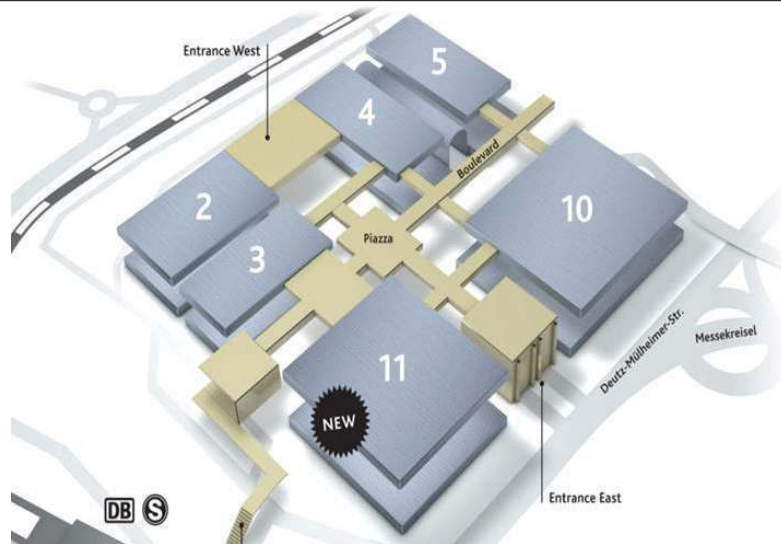
Date:

Opening times For Exhibitors:

March 1-3: 8.00 a.m. to 7.00 p.m.
March 4: 8.00 a.m. to 5.00 p.m.

For Visitors:

March 1-3: 9.00 a.m. to 6.00 p.m.
March 4: 9.00 a.m. to 5.00 p.m.



India Pavilion will largely be located in Hall 4.2 (Upper Level)

Participation Charges:

Booth Size: 12 Sqm.

One side open (built-up booth): Rs 27,000 per sqm

***10% extra for two-side open stands (subject to availability)**

Participation Charges to include the following:

1. Space with furniture
2. AUMA charges
3. Electricity charges (part of the basic package, additional requirements to be ordered and paid for by the participants separately)
4. Media package
5. Down payment for services
6. Waste Removal

Re-imbusement 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 re-imbusement. For detailed guidelines please click the following link:

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

Note: EEP 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 EEP 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 EEP 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

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

Booth display:

Participation charges for a 12 sqm. booth includes the following services:

- | | |
|---|--|
| <ul style="list-style-type: none">• Two Chairs• One Round Table• One Lockable Counter• One Electric Socket• One Waste Bin | <ul style="list-style-type: none">• Three Spot Lights• Two Peg Boards• Fascia• Carpet |
|---|--|

Submission of application:

Interested firms are requested to fill in the online Application Form latest by 30 November 2019 at the following link.

https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MTE5

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

Benefit to the 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.

Selection criteria:

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

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.

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.

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