

# India Pavilion at MIDDLE EAST ENERGY 2020

03 - 05 March 2020

Dubai, UAE



EEPC India invites participation  
Participate through EEPC India to enjoy  
substantial savings!

## About the Exhibition:

**Middle East Energy (Formerly known as Middle East Electricity)** is positioned as a global energy event with exhibitors and attendees converging from all over the world. The show remains a priority for energy manufacturers and suppliers looking to showcase new technologies and innovative solutions covering the entire energy value chain. Middle East Electricity offers its exhibitors access to thousands of potential customers from across the Middle East, Africa and the rest of the world. As the region's leading gathering of power industry professionals, companies can expect to find new customers, strengthen relationships with existing clients and develop or expand their business in MEA.

According to the MENA Power Industry Outlook, the Middle East alone will require **USD 55 billion** for an additional **43 GW** of generating capacity and USD 34 billion for transmission, with much of the funding for development coming from both public and private sector budgets.

## Show Summary of Middle East Electricity 2019

- 1357 Exhibitors
- 17 Country Pavilions
- 48,816 Visitors from more than 128 Countries

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## Economic Scenario

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Dubai is the second-largest of the seven emirates that comprise the UAE in terms of economic size, and the main driver of economic diversity in the country. Its tourism, logistics, manufacturing and services sectors provide opportunities for growth beyond oil and gas, the industry upon which many economies in the region are dependent. Economic development programmes for the emirate have been designed to leverage its strategic location between Europe and Asia.

Dubai's economy is expected to expand at a faster pace this year outgrowing in levels achieved in 2018, despite headwinds from a global economic slowdown, as the emirate continues to implement policy initiatives and investment measures under its 50-year Charter. Dubai government is currently engaged in developing new growth drivers to be fully prepared for future changes in the global and regional economic landscapes, including where matters concern the Fourth Industrial Revolution. Dubai has also introduced major policy initiatives, reducing the cost of doing business, boosting SME liquidity and supporting the tourism and the real estate sectors, which have resulted in a 41 per cent year-on-year rise in foreign direct investment in 2018 to Dh38.5bn.

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### Power Sector Scenario in the GCC

The GCC power sector will require about US\$ 50 billion of investment in new power generating capacity. The GCC alone will add 76.8 gigawatts (GW) of capacity for power generation between 2016 and 2020 (pan-Arab energy investment bank Apicorp estimates). According to the International Renewable Energy Agency (IRENA), GCC electricity consumption is expected to reach 856 terawatt-hours by 2020, requiring 100 GW of additional power over the next 10 years to meet the demand. Strong economic and demographic growth, driven in part by the GCC economies' highly energy-intensive industrialization programmes, has led to a dramatic surge in power consumption. As the demand increases, the GCC countries are also experiencing significant requirements for power sector infrastructure development. The GCC countries have collaborated in developing a joint Gulf power grid, to develop the region's electricity network and also help unify the six countries.

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### Engineering trade with India & UAE

India's engineering export to UAE accounted for US\$ 4.3 billion for the FY 2018-19 an increase of almost 3% from FY 2017-18, in which exports to the country stood at US\$ 4.1 billion. The major exports to the UAE include Iron and Steel, Products of Iron & Steel, Electric Machinery etc.

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### Scope for Indian Engineering products & services

Middle East Electricity continues to energize the industry by uniting the global energy community. The world's leading energy event brings together leading manufacturers, global experts, governments, procurement, project managers and contractors to drive cost-effectiveness and efficiency and move projects forward.

The Indian electrical equipment industry comprises of two broad segments – generation equipment (boilers, turbines, generators) and transmission & distribution (T&D) and allied equipment like transformers, cables, transmission lines, switch gears, capacitors, energy meters, instrument transformers, surge arrestors, stamping and lamination, insulators, insulating material, industrial electronics, indicating instruments, winding wires, etc.

India's power sector is one of the most diversified in the world. India ranks third, just behind US and China, among 40 countries with renewable energy focus, on back of strong focus by the government on promoting renewable energy and implementation of projects in a time bound manner.

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## Why Exhibit?

As the region's leading gathering of power industry professionals, companies would find new customers, strengthen relationships with existing clients and develop or expand their business in the region.

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## Product Profile:

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| <ul style="list-style-type: none"><li>● Automation &amp; Control Systems</li><li>● Cable Installation</li><li>● Switch Cables &amp; Cable Management Systems</li><li>● Communication Equipment</li><li>● Energy Management Systems</li><li>● Energy Storage Devices</li><li>● Electrical Distribution Equipment</li><li>● Insulating Materials</li></ul> | <ul style="list-style-type: none"><li>● Lighting - Lamps, Luminaries, LED</li><li>● New &amp; Renewable Energy</li><li>● Nuclear Energy</li><li>● Power Distribution Systems</li><li>● Electronics</li><li>● Electric / Power Generators</li><li>● Power Transmission</li><li>● Transformers</li><li>● Utilities &amp; Service providers</li><li>● Solar Products</li></ul> |
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## Venue:

## Date:

Dubai World Trade Center, Sheikh Zayed Road,  
Dubai, United Arab Emirates

Date: 03 – 05 March, 2020

Time: 10.00 AM – 06.00 PM

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## Participation Charges:

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**Booth Size:** 9 Sqm.

One side open (built-up booth): Rs 50,000 per sqm

**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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## 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>

## 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 9 sqm. booth includes the following services:**

- Information Counter
- Two Chairs
- One Discussion Table
- One Electric Socket
- Carpet Flooring
- Fascia
- Three Spot Lights

## Submission of application:

Interested firms are requested to fill in the online Application Form latest by *20 December 2019* at the following link.

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

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

## Selection criteria:

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

## 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.

## 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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