

India Pavilion at The Inspired Home Show 2020

14 – 17 March 2020

MCCORMICK PLACE, CHICAGO, USA



EEPC India invites participation

Participate through EEPC India to enjoy
substantial savings!

About the Exhibition:

With around 2200 exhibitors Inspired Home Show is one of the largest expos focusing on home products, design innovation and smart technologies that would aid the growth of houseware products. The Inspired Home Show connects not only buyer to seller, but also product to lifestyle and the industry to the consumer mindset.

Every March, more than 52,000 home and housewares professionals from more than 130 countries converge upon Chicago to discover new products and trends, meet face-to-face with executives from top retail and manufacturer brands, and gain the insights, leads and exposure to jump-start a successful year.

KEY HIGHLIGHTS OF 2019 SHOW

- 2,200 exhibitors from more than 50 countries
 - Key retailers buyers from 130 countries
 - 60,000 total attendees
 - 800,000 net sq ft of exhibit space
 - Thousands of new products for every room in the home
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INDIA & USA - Bilateral trade and product specific trend

Economic and commercial relations are the mainstay of the bilateral relationship. USA is our top most trading partner in World and India is the ninth largest trading partner for USA globally (Source: Trade Map). As per latest statistics, bilateral trade during April-February 2018-19 stood at US\$ 79.8 billion as against US\$ 74.5 billion during April-Feb 2017-18.

US has maintained its top rank as India's top most export destination for engineering goods also in 2017-18 and also continuing its top rank during the eleven months of current fiscal April-February 2018-19. Infact trade has transformed U.S.– India relations. Currently India's total engineering exports with US during April-February 2018-19 recorded at US\$ 10.76 billion registering a cumulative growth of 16.88% compared to same period last fiscal. At present, it accounts for over 76% of India's total engineering export to North America (and 14.5% of India's global engineering exports).

Engineering products like Electrical machinery and Equipment, Products of Iron and Steel, Auto Components/Parts, Motor Vehicles/Cars, Other Industrial Machinery, Aluminium and products, are the top products traded in USA. Today the two countries are working to fix bad trade deals and negotiating new ones.

Scope for Indian Engineering Products in USA

India and the US have set a target of taking the total bilateral trade to USD 500 billion. In order to achieve the above target enhancing exports of Indian engineering goods is the need of the hour. This will permit a qualitative transformation in U.S.-India cooperation in every domain including space, defense, and other sensitive high-technology fields. In engineering sector, Indian products like heavy and light motor vehicle, heavy industrial machinery, fabricated steel structures, pharmaceutical machinery, auto parts, fasteners have registered

more than 25% export growth to US during April-Feb 2018-19 vis-à-vis April-Feb 2017-18. Over the years, India has been one of the major importers for USA. Now, due to the ongoing trade tension between US and China and US imposition of tariffs on Chinese imports, it has carved out way for India to enhance its trade possibilities to trade with USA. A major issue that has engaged us and other segments of the exporting community relates to the decision of the US Government to withdraw the entire GSP Scheme for India and Turkey.

PRODUCT PROFILE:

Dine + Décor - Personality for the home and profitability for the brand

- Cook + Bakeware
- Kitchen Essentials
- Kitchen Accents
- Tabletop
- Home Décor

Wired + Well - Products that electrify the home, the self and the brand

- Household + Kitchen Electrics
 - Smart Home
 - Health + Personal Care
 - Home Environment
 - Energy Conservation
 - Floor + Carpet Care
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Clean + Contain - A place for everything and everything in its place

- Cleaning + Hardware
- Bath + Shower Accessories
- Home Storage + Organization
- Pet Supplies
- Clothing Care
- Outdoor Living

Discover | design - Unique products that define a home – and a brand

- High-design across all product categories
- International Sourcing

Branded and unbranded products from around the world

- International Sourcing
 - Global Design Points
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Venue:

MCCORMICK PLACE, CHICAGO, USA

Date:

The Inspired Home Show 2020
14 - 17 March 2020 (4 days)

Participation Charge:

- One side open (built-up booth): Rs. 2,45,000 per booth.
- Rs. 30,000 extra for two sides open booth (subject to availability).
Booth size: 100 Sq. Ft.

Re-imbusement of Airfare:

Upto Rs. 1,00,000 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: EEPcindia 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 EEPcindia 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 EEPcindia 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 : EEPcindia
NEFT Code : HDFC0000014

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

Booth display:

Participation charges includes the following services:

- Three Cushioned Chairs
 - Three Wall Shelves
 - One Round Table
 - Track light with five angular adjustable Spot Lights
 - One Waste basket
 - Carpet
 - One Counter (lockable)
 - Fascia
 - Power Socket Single Phase with Multiplug
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Submission of application:

Interested firms are requested to fill in the online Application Form latest by *30 January 2020* at the following link.

https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MT11

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 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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