

INDIA PAVILION AT MIDDLE EAST ENERGY 2023

14 – 16 March 2023, Dubai, UAE

Participate through EEPC India and enjoy substantial savings!

About the Exhibition

Middle East Energy is positioned as a global energy event with exhibitors and attendees converging from all over the world. The show, previously known as Middle East Electricity, brings together energy manufacturers and suppliers to showcase new technologies and innovative solutions covering the entire energy value chain.

Middle East Energy plays an important role, reflecting the focus of the industry and region for today and the future, as the meeting point for the global energy sector, providing the perfect blend of networking, business facilitation and knowledge sharing to meet future energy goals. Future cities and demand for energy are on the rise. Future trends will be fostered by digitalization and diversification in a time of increasing uncertainties and Climate stress.

The 48th Middle East Energy 2023 is the platform to address those future trends and connect the world in the UAE again. Now in its 48th edition of MEE 2023, exhibitors once again have the opportunity to judge market demand, gain valuable industry knowledge, develop new areas of business and strengthen existing ones.



200,000

Visitors



800

Exhibiting companies



170

Countries Represented



Bilateral Trade: India & UAE

Bilateral trade between India and the UAE is estimated to reach \$100 billion by 2030 due to robust trade growth, highlighting the strong potential for business between the two nations. The India-UAE Comprehensive Economic Partnership Agreement (CEPA) will help deepen economic ties between the two nations and potentially boost non-oil trade to the \$100 billion goal in five year. The India -UAE CEPA is also expected to further India's chance to pave the way for a more comprehensive trade agreement with the entire GCC or Gulf Cooperation Council. The CEPA with UAE therefore is expected to provide level playing field for Indian exporters in the UAE market.

Engineering trade with UAE

In engineering, UAE remains among the top three export destination for Indian engineering products with a share of around 5.5 percent in India's global engineering exports. During 2021-22, India's engineering exports to UAE reached USD 5577.9 million, registering a growth of more than 74%. Despite of UAE being one of the top three export destinations there is ample scope for India for increasing its share in UAE's import considerably and an FTA in place will surely help India to achieve so. In addition, India maintains a trade surplus with UAE in engineering trade and hence is in an advantageous position in the FTA.

Opportunity for Indian Engineering Industry

India's power sector is one of the most diversified in the world. India is the third-largest producer and second - largest consumer of electricity worldwide, with an installed power capacity of 395.07 GW, as of January 2022. The electrical machinery industry in India is poised for a turnaround with the Government of India de-licensing the industry and allowing 100 percent FDI to facilitating the entry of global majors, promoting the adoption of advanced technologies and R&D by companies, taking initiatives to increase power generation capacity, lowering tariffs and duties on power generation and transmission and distribution equipment, providing support to the industry to expand export markets , and taking steps to improve infrastructure, among other measures.

India supplies 3.0% of UAE's import of electrical machinery & equipment as on 2020. There is ample scope for India for increasing its share in UAE's import considerably and an FTA in place will surely help India to achieve so. In case of electrical machinery & equipment which is the focus product of the Middle East Energy, India's export to UAE is 340.8 million in 2021-22.

Product Profile

- Automation & Control Systems
- Cable Installation
- Switch Cables & Cable Management Systems
- Communication Equipment
- Energy Management Systems
- Energy Storage Devices
- Electrical Distribution Equipment
- Insulating Materials
- Lighting - Lamps, Luminaries, LED
- New & Renewable Energy
- Nuclear Energy
- Power Distribution Systems
- Electronics
- Electric / Power Generators
- Power Transmission
- Transformers
- Utilities & Service providers
- Solar Products



SOLAR



WIND



HYDRO



GEOHERMAL



BIOMASS



NUCLEAR



GAS



COAL



Venue

Dubai World Trade Center,
Sheikh Zayed Road,
UAE

Date

14 – 16 March, 2023

Participation Charges

- **Booth size: 9 sqm**
One side open (built-up booth):
INR 50,000 per Sqm.
- 10% extra for two sides open booth
(subject to availability)

Note: EEPC India reserves the right to reject an application for participation without assigning any reason.

COVID-19

Protocol & Travel Advisory



Re-imbusement of Airfare

Up to Rs. 75,000 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 2022-23. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

Guidelines for Reimbursement of Airfare



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 representative. 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 Gateway :

PayU OR

- Pay through RTGS/NEFT in INR as per the following details :
Name of the Bank : HDFC BANK LTD
Branch : Central Plaza
Address of Bank : 2/6, Sarat Bose Road, Kolkata 700 020
Account Number : 00142090000452
Account Name : EEPC INDIA
NEFT Code : HDFC0000014

OR

- Demand draft favouring “EEPC INDIA” along with the duly filled-up Application Form

Note: In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.

Booth display:

Participation charges for a 9 sqm. booth includes the following services:

- 1 Reception Counter
- 3 chairs
- 1 Round Table
- 3 Wooden Shelves
- 1 Power Socket
- 1 Trash Bin
- 3 White spotlights
- 1 Bar stool

Members will be informed of the final details of booth display in due course.

Submission of application

Interested members are requested to fill in the online Application Form latest by **30 September, 2022** at the following link:

[Click For Application Form](#)



Please go through the "Mode of Payment" section of this Circular 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

Please note that no request for cancellation and / or refund including of advances, if any and/ or adjustment thereof shall be accepted for any reason whatsoever. Once the application form and/ or advance / part payments are accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event. In case members are not able to travel due to travel restrictions/advisory by Government of India or UAE then the amount paid will be adjusted toward the participation in the next edition.

Force Majeure

If a Force Majeure Event like war, act of God, natural calamities, governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities/ organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. 'live') elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors/ participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India's participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

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.

[Contact details](#)



www.eepcindia.org

CIN: U51900WB1955NPL022644