India Pavilion at Hannover Messe 2023
17 – 21 April 2023, Hannover, Germany

Participate through EEPC India and enjoy substantial savings!

About the Exhibition
HANNOVER MESSE is the most important international platform and hot spot for industrial transformation - with excellent innovations and unusual products. Hannover Fair is the world’s leading show for industrial technology that highlights innovation and groundbreaking solutions in all the core sectors. It is a unique opportunity to stimulate growth and identify new customers in previously untapped markets. HANNOVER MESSE brings the core industrial sectors together at one location – from drive engineering, automation, energy, R&D and industrial IT to subcontracting. This is the place where exhibitors cross the boundaries of technology and industry. Exhibitors gain customers through innovation. Hannover Messe reveals the latest trends. Industrie 4.0, energy efficiency, smart grids; all key technologies and core areas of industry can be found in Hannover.
Professional visitors to the trade show see HANNOVER MESSE as the most important window to the future of industry. With its annual key topics, HANNOVER MESSE hits the nerve of the times. One third of all professional visitors come from outside Germany – and more than half of these come from outside the EU. Two-thirds of attendees are involved in making investment decisions in their companies. 22 percent of those surveyed come to Hannover with concrete investment plans – and this tendency is rising.

Highlights of Hannover Messe 2022
This was a comeback event of Hannover Messe after the pandemic. In the face of disrupted supply chains, rising energy prices, inflation and climate change, this was an important event enabling face-to-face meetings.

- 14,700+ Digital only Attendees
- 150+ Start Ups
- 2500+ Exhibitors
- 66,400+ On-site Attendees
- 8,000+ Products & Solutions
Economic scenario of Germany

Germany is the largest economy of Europe and fifth largest in the world in terms of Purchasing Power Parity (PPP). Its highly skilled labour force, continuous advancement in technology and well thought out development planning has made it one of the leading developed economies of the world. Economic reforms during 1998-2005 led to strong economic growth and falling unemployment. Germany was one of the least affected nations during the sovereign debt crisis in Europe and managed it well through slower spending and higher tax revenue to see a budget surplus of 0.7% in 2017. Real GDP growth however slowed down to 0.5% in 2019 and then contracted by 4.9% in 2020 due to the Pandemic effect but domestic consumption, investment, and exports have driven German GDP growth to 2.7% in 2021. The economy is projected to grow by 4.1% in 2022 as per OECD.

India-Germany relations

Bilateral relations between the India and Germany have been traditionally strong. Germany is one of the most important partners for India in Europe, both bilaterally and in multilateral fora such as the UN. It is a nation witnessing rapid and continuous technological advancement and has achieved a prowess in manufacturing. India therefore considers Germany as an important partner for economic tie who can contribute in the process of Indian economic development. Germany on the other hand also sees India as a regional and an aspiring global power, and a large market which provides an alternative to China. Germany recognizes the importance of India as a democracy with shared interest in multilateralism and in maintaining a rules-based international order.

Trade in Engineering

Germany is one of India's largest trading partner in Europe. It has consistently been among India's top ten global partners and was the fifth largest trading partner in 2021-22. Merchandise trade between India and Germany was recorded at USD 24.8 billion in 2021-22. India's engineering exports to Germany for 2021-22 was US$ 3.9 billion. India's exports of Industrial Machinery to Germany for 2021-22 stood at US$ 889.6 million, registering a growth of 39% over 2020-21.

Opportunity for Indian Engineering Industry

Germany is a nation witnessing rapid and continuous technological advancement and has achieved a prowess in manufacturing. As our largest trading partner in Europe and 7th largest source of FDI, Germany offers substantial opportunity for Indian businesses, especially in manufacturing. Engineering sector therefore has ample scope to tap the large market of Germany especially at a time when both India and Germany have been moving towards restoration of economic activities to the pre-COVID level or even better, leading to higher domestic demand and expansion of markets for different products. Moreover, India's share in global engineering import of Germany is slightly over 0.50%. This necessarily reflects that trade is far below the potential level and ample scope is left for Indian exporters to explore the market of Germany.

Product Profile

- Automation, Motion & Drives
- Compressed-Air & Vacuum
- Digital Ecosystems
- Energy Solutions
- Engineered Parts & Solutions
- Future Hub
- Global Business & Markets
- Logistics

Hall Plan

Hall 2 : Future Hub  
Hall 3 : Engineered Parts & Solution  
Hall 5-9/ Hall 11-12: Automation, Motion & Drives  
Hall 11 - 13: Energy Solutions  
Hall 14 - 17: Digital Ecosystems  
Hall 4: Compressed Air & Vacuum

Venue

Hannover Messe Fair Grounds, Germany

Date

17 – 21 April 2023
Participation Charges

Booth size: 9 sqm

One side open (built-up booth): Rs. 30,000 per Sqm.
25% extra for two sides open booth (subject to availability)

Note:
1. The above rate is subject to receiving of Government sanction for the event for organizing an India Pavilion.
2. EEPC India reserves the right to reject an application for participation without assigning any reason.
3. In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.
4. No subletting or sharing of space/booth is permitted.

Re-imbursement 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 2023-24. The T&C must be abided by for eligibility towards such re-imbursement. For detailed guidelines please click the following link:

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: The amount of Rs. 30,000 per Sqm. would be treated as deposit against participation charges till receipt of Government decision in this regard. On getting Government approval for EEPC India’s proposal, the said sum will be adjusted against participation charges. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.*

**Selection criteria**
Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

**Booth display**
Participation charges for a 9 sqm. booth includes the following services:
- Information Counter
- Two Chairs
- One Round Discussion table
- Three Spot Lights
- One Electric Socket
- Carpeted Floor
- Waste bin
- Fascia

**Submission of application**
Interested members are requested to fill in the online Application Form latest by 30 January, 2023 at the following link

[Click For Application Form](#)

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

**Benefit to the member-exporters**
EEPC India is proposing to organise 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 and is in anticipation of receiving the government approval. In case the same is not received, additional payment shall be required to be made by the participants to confirm booking.

**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 Germany 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.