indee KENYA 2023
PARTNERSHIP FOR GROWTH

EEPCINDIA
ENGINEERING THE FUTURE

INDEE KENYA

Nairobi, Kenya | 23 – 25 August 2023

Unleash new opportunities for your business in Kenya and East Africa - Special Rates - An opportunity not to be missed!

INDEE KENYA

Kenya's Economy: A Snapshot of Growth and Development

Kenya is the largest economy in East Africa, with a GDP of $109 billion in 2021, and has undergone significant economic growth in recent years. The Kenyan government has made substantial investments in infrastructure, agriculture, healthcare, housing, and manufacturing, with the goal of becoming a newly industrialized nation by 2030.

The country has a market-based economy with a few state-owned enterprises. Kenya is an emerging market and an industrialized nation, surpassing its East African neighbors in terms of economic development. Major industries in the country include agriculture, forestry, fishing, mining, manufacturing, energy, tourism and financial services.
Kenya is also rich in natural resources, including minerals such as titanium, coal, and gold. The mining sector has been expanding in recent years, with the government investing in infrastructure to support exploration and extraction. The energy sector is also a significant contributor to the economy, with hydroelectric power and geothermal energy being the primary sources of electricity.

Manufacturing is an important sector in Kenya. Kenyan Manufacturers have recently unveiled a roadmap to increase the sector's contribution to the GDP to 20% by 2030. The government has implemented policies aimed at promoting local industries, particularly in the textile, leather, and food processing sectors.

The Kenyan economy has undergone significant growth in recent years, driven by investments in infrastructure, agriculture, healthcare, housing, and manufacturing. The country's economic agenda is aligned with its long-term development plan, Kenya's Vision 2030, which aims to transform the country into a competitive and prosperous nation. Despite challenges such as inflation and corruption, Kenya's economy has demonstrated resilience and is expected to continue growing in the coming years.

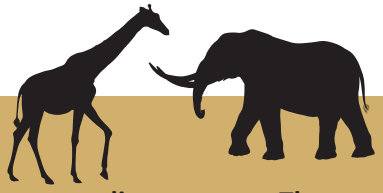
India-Kenya Partnership: A growing and multi-faceted Relationship

India and Kenya, as maritime neighbors, have developed a strong and multi-faceted partnership in recent years, characterized by high-level visits, growing trade and investment, and collaboration in international fora. The two nations have been members of organizations such as the United Nations, Non-Aligned Movement, Commonwealth of Nations, G-77 and G-15, and the Indian Ocean Rim Association for Regional Cooperation, among others.

The India-Kenya Trade Agreement, signed in 1981, has played a significant role in strengthening trade relations between the two nations. As per the agreement, both countries granted Most Favoured Nation (MFN) status to each other, and several Joint Trade Committees were established to promote trade and investment. India is now one of the largest trading partners of Kenya, and the trade volume between the two nations has been consistently increasing over the years.

In addition to trade and investment, India and Kenya have also signed a bilateral Double Taxation Avoidance Agreement (DTAA), which helps to prevent double taxation of income and reduce tax evasion. The agreement was first signed in 1989 and revised in July 2016, coming into effect on 30th August 2017.

Overall, the partnership between India and Kenya has become increasingly robust and multi-faceted over the years, with both countries collaborating closely in areas such as trade, investment, and diplomacy. The close relationship between the two nations is likely to continue to grow and evolve in the years to come.



India and Kenya's Growing Bilateral Trade Relations

India and Kenya share growing trade and commercial ties, with India being one of Kenya's largest trading partners. The bilateral trade relation between India and Kenya encompasses various sectors of the economy. As of April-February 2022-23, the current trade volume between India and Kenya is approximately USD 2.95 billion. Out of this, Indian exports to Kenya were valued at USD 2.84 billion, and imports from Kenya stood at USD 0.11 billion.

The main exports from India to Kenya include petroleum products, pharmaceuticals, steel products, machinery, yarn, vehicles, and power transmission equipment. On the other hand, Kenyan exports to India primarily comprise soda ash, vegetables, tea, leather, and metal scrap.

Over the years, the bilateral trade between the two countries has been consistently increasing. During the fiscal year 2020-21, India-Kenya bilateral trade was approximately USD 2.8 billion. In the current fiscal year (April-Feb 2022-23), the two countries have traded goods worth around USD 3 billion.

India-Kenya Bilateral Trade in Engineering Sector

India and Kenya share a significant bilateral trade relationship in the engineering sector. This trade accounts for over 34% of the total merchandise trade between the two countries.

India's engineering exports to Kenya experienced a growth of 36% during the fiscal year 2021-22. However, during April-Feb 2022-23, there was a negative growth of around 11% compared to the same period last year. In contrast, engineering imports from Kenya registered a growth of 67% in 2021-22 but experienced a negative growth of 48% during April-Feb 2022-23.

Major engineering products exported from India to Kenya include industrial machinery for dairy and agriculture, iron and steel products, two and three-wheelers, electrical machinery and equipment, auto components/parts, aluminum and its products, and other construction machinery.

On the other hand, major engineering products imported by India from Kenya include copper and its products, aluminum and its products, iron and steel products, zinc and its products, industrial machinery including boilers, electrical machinery and equipment, and others.

Opportunity for Indian Engineering products & services

Both India and Kenya have decided to deepen bilateral trade and investment partnership by encouraging greater industry to industry ties. The two nations recognized positive developments in terms of bilateral trade, investment and collaboration between the businesses in India and Kenya in various areas. India's development cooperation with African countries has evolved to include trade and investment, capacity building, technology transfer, and grants and concessional loans. At the same time, India is fostering development cooperation with African countries through initiatives such as the India-Africa Summits, becoming a member of the African Capacity Building Foundation, and launching the "Team 9" Initiative connecting India with francophone Africa.

INDEE Kenya 2023

Indian engineering enterprises have a great opportunity to explore the Kenyan market as Kenya imports a variety of engineering products such as industrial machinery for boilers and parts, automobiles and auto components, iron and steel products, electrical machinery and equipment, ship, boats and floating structures, medical devices and other instruments. As India exports products in all these segments in good quantity, there is ample scope for Indian engineering enterprises to penetrate the Kenyan market.

Kenya, being the highest trading country in the East African region, offers a huge potential market for Indian exporters. It is also the gateway to the entire East and Central African region, with the business port of Mombasa facilitating trade. Although there are various challenges in the Kenyan market, there are also many opportunities, especially in sectors such as infrastructure, environment and natural resources, building and construction, manufacturing, and agribusiness engineering services. These sectors provide potential investment opportunities for Indian engineering enterprises, especially in areas such as power generation equipment, power transmission infrastructure, and household appliances.

EEPC India, premier trade and investment promotion organisation in India representing India's engineering export community, is all set to organize the 43rd edition of its flagship event, the Indian engineering exhibition (INDEE) in Kenya. The exhibition will feature many renowned Indian engineering manufacturers showcasing their expertise and products. This event will serve as a platform for Indian engineering enterprises to connect with their Kenyan and East African counterparts, allowing them to explore business opportunities and strengthen their relationships. With ample opportunities for Indian engineering enterprises in the Kenyan market, the exhibition is expected to help Indian companies take advantage of these opportunities and expand their presence in the region.

Product Profile

- Power generation, Transmission & Distribution
- Electrical Machinery and Equipment
- Motor Vehicles
- Two / Three Wheelers
- Automobile Components, Parts & Accessories
- Agricultural Machinery & Equipment
- Pumps & Valves
- Wires & Cables
- Food Processing Machinery
- Dairy Processing Machinery
- Bakery & Confectionary Machinery
- Hand Tools & Power Tools

- Builders' Hardware
- Heating, Ventilation, Air Conditioning & Refrigeration (HVAC-R)
- Material Handling Equipment
- Waste Management System
- Water Treatment System
- Mining Equipment & Machinery
- Recycling Machinery
- Sawing & Cutting Machinery
- Welding Tools & Equipments
- Construction & Earth Moving Machinery
- Horticultural Equipments
- Articles of Iron & Steel

Venue

Kenyatta International Convention Centre, Nairobi

Date

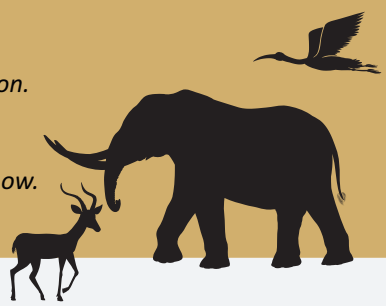
23 – 25 August 2023
10:00 Hrs – 18:00 Hrs (Daily)

Participation Charges

- **Booth size: 9 sqm**
  One side open (built-up booth):
  INR 14,000 per sqm.
- 10% extra for two sides open booth (subject to availability)
- The participation fee includes a four-night hotel stay for one representative per exhibiting organization. Please note that the rooms will be assigned on a first-come-first-served basis.

Note:

1.The rate quoted above is dependent on the receipt of government approval for organizing an India Pavilion. In case, the government does not approve, participants may be required to pay an additional amount.
2.EEPC India reserves the right to reject applications for participation – for any reason whatsoever
3.If the minimum number of participants is not reached, EEPC India may choose not to participate in the show.
4.Sharing or subletting of booth or exhibit space is strictly prohibited.



Re-imbursement of Airfare

Up to Rs. 1,25,000 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

Guidelines for Reimbursement of Airfare CLICK!

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.*

Submission of application

Interested members are requested to fill in the online Application Form latest by **26 June 2023** at the following link:

Click For Application Form

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

Selection criteria

Due to the limited availability of space, participation will be determined strictly on a first-come, first-served basis

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.

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 Kenya then the amount paid will be adjusted toward the participation in the next edition.

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
- UPI ID: eeplindiaacpromotion.76041638@hdfcbank
  OR
- Demand draft favouring "EEPC INDIA" along with the duly filled-up Application Form

Booth display:

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

- Carpet
- Spotlights (3)
- Chairs (3)
- One Discussion Table
- One Information Counter
- Waste Paper Basket
- Fascia

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