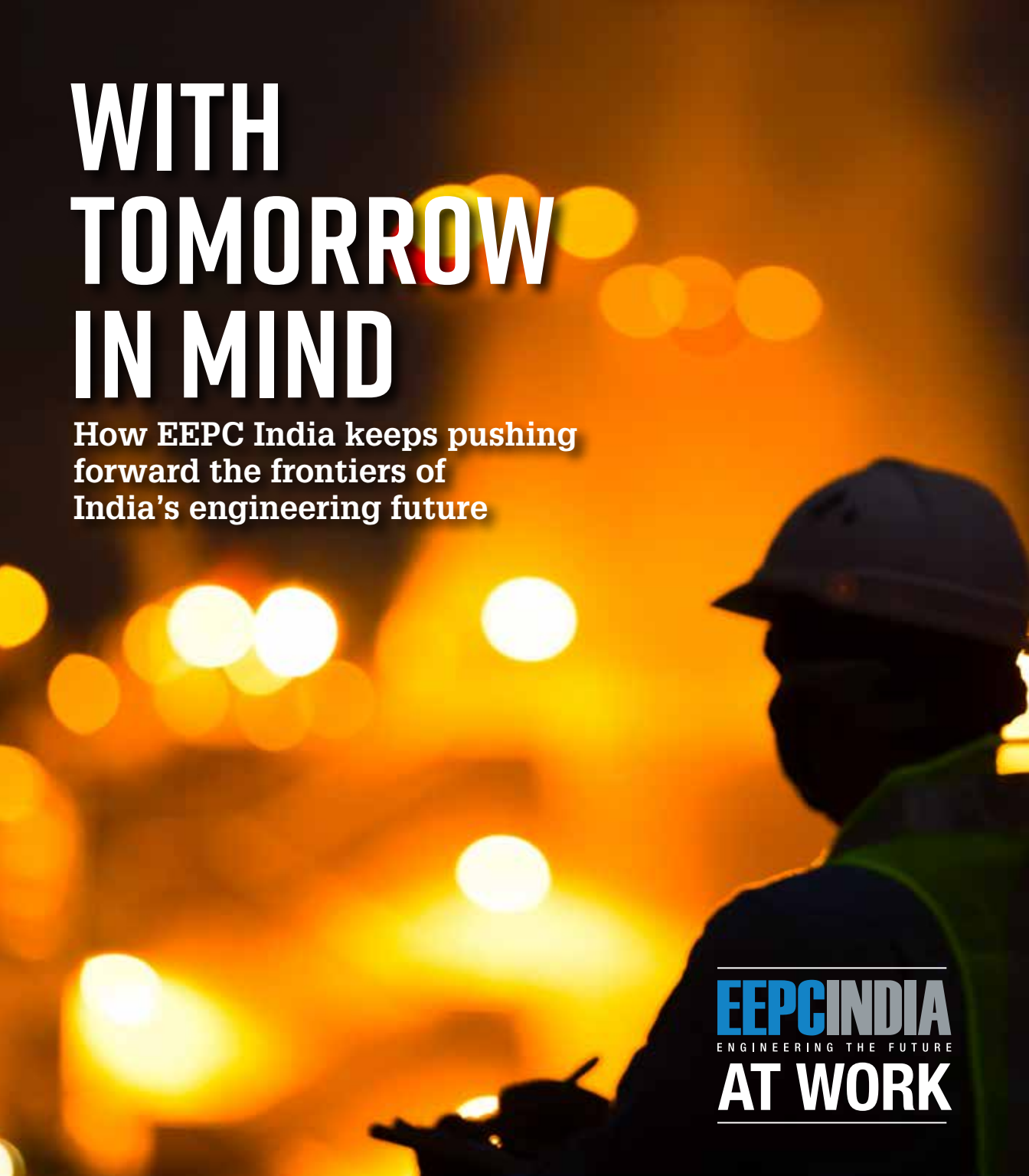


WITH TOMORROW IN MIND

How EEPC India keeps pushing
forward the frontiers of
India's engineering future



EEPCINDIA
ENGINEERING THE FUTURE
AT WORK

INDIA ON THE MOVE

- India, a South Asian nation, is the seventh-largest country by area, the second-most populous with over 1.33 billion people, and the largest democracy in the world.
- The Foreign Direct Investment (FDI) inflows into India's miscellaneous mechanical and engineering industries during April 2000 to December 2017 stood at around US\$3.39 billion.
- The Indian automotive aftermarket is estimated to grow at around 10-15 per cent to reach US\$16.5 billion by 2021. It has the potential to generate up to US\$300 billion in annual revenue by 2026, create 65 million more jobs and contribute over 12 per cent to India's Gross Domestic Product.
- India is expected to become the second largest steel producer in the world by 2018.
- The manufacturing sector of India has the potential to reach US\$1 trillion by 2025 and India is expected to rank among the top three growth economies and manufacturing destinations of the world by 2020.



km/h

10

20

0

160

180

200

220

240

260

280

300

320


340

360

380

400





INDIA'S ENGINEERING EXPORTS SHINE

India's engineering sector is a crucial backbone of the economy, and is the largest segment of the Indian industrial sector. In 2017-18 Indian engineering exports was US\$76.2 billion, the highest-ever since independence, surpassing the previous all-time-high of US\$70 billion in 2014-15 and registering a record 16.81 percent year-on-year growth.

Apart from contributing more than 25% of merchandise exports from India, engineering exporters are the foremost net foreign exchange earners of the country.

The biggest buyers of Indian engineering goods are the US, UAE, China, Germany, UK, Mexico, Nepal, Italy, Bangladesh, and Malaysia.

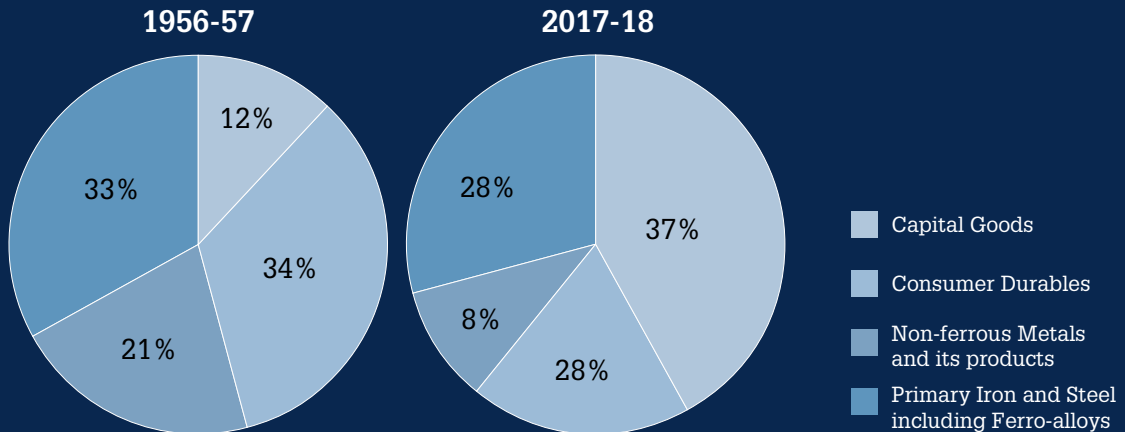
The largest share – 21 percent – of exports are to countries in the European Union, which was up 15.1 percent from the year before. Eighteen percent of the exports were to North America, up by 37 percent from the last fiscal. Exports to Northeast Asia also grew by 36 percent.

FROM US\$10 MILLION TO US\$76.2 BILLION

In the last six decades, EEPC India has transformed the profile of India's engineering exports.

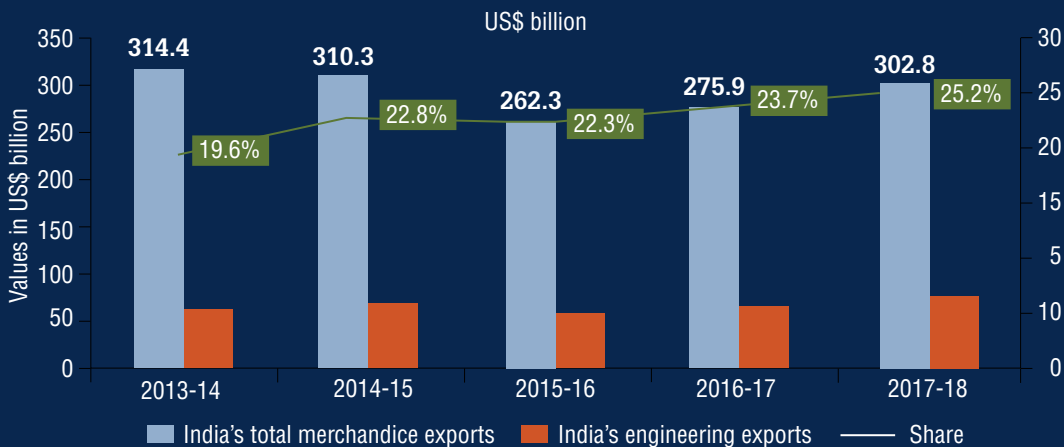
- In 1956-57, engineering exports accounted for a miniscule 0.5% of India's total exports. Today, it stands at about US\$76.2 billion, almost 25% of the country's exports.
- From a supplier of low-value engineering goods, India has emerged as a manufacturing base for sophisticated machines and equipment. The share of capital goods in engineering export basket has risen from 12% in 1956-57 to 37% in 2017-18.
- EEPC India has equipped Indian SMEs to compete globally. After securing the confidence of global investors in the Indian capital goods sector, EEPC India is now focusing on exploring opportunities in areas like civil nuclear sector, defence, engineering process outsourcing and so on.
- Cumulative FDI in the engineering sector increased to US\$3.39 billion in FY 2017-18 (upto December 2017) from US\$0.89 billion in FY 2010.

Composition of India's engineering exports



The proportion of consumer durables decreased from 34% in 1956-57 to 28% in 2017-18, while the proportion of capital goods increased considerably from 12% in 1956-57 to 37% in 2017-18.

Trend in India's overall merchandise exports and engineering exports



Source: DGCI&S



JAPAN
JETRO
Japan External Trade Organization

H. L. ZHANG
SURFACE TREATMENT TECHNOLOGY

HAAS SPRING & FORMING P. LTD

CPCOM INC.

KOTONA PRECISION WORKS

TECHNOLOGY

ABOUT EEPC INDIA

EEPC India – formerly known as the Engineering Export Promotion Council – was set up by the Government of India in 1955 to promote the export of engineering goods. It is now a trade advisory body too and actively contributes to Government of India policies. EEPC India also has the mandate to promote foreign trade and investment in the Indian engineering sector.

Started with a few hundred engineering units, it has grown to become the largest trade promotion organization in India with over 13,000 engineering companies as its members. Members represent a wide cross-section of the Indian engineering industry – ranging from large corporate houses to SMEs. Out of the total membership, 60% are SMEs.

EEPC India has many firsts to its credit. The first Indian export promotion council to have a website, be ISO certified, have a mobile app, have an in-house Technology Centre and e-catalogue product profiles.

OPENS MARKETS

SPARKS COLLABORATION

SHIFTS THINKING

EXPLORES POSSIBILITIES

SHARES KNOWLEDGE

FINDS OPPORTUNITIES

FUELS EXPORTS



WHAT EEPIC INDIA CAN DO FOR YOU

- EEPIC India serves as a facilitator of two-way trade between Indian and foreign companies
 - Acts as a link between Indian exporters and the foreign buyer
 - Identifies suitable suppliers in India
 - Arranges visits of overseas buyers, exploratory missions, and teams to India
 - Provides suppliers' profiles
 - Helps collaboration efforts for third country exports
 - Creates awareness among overseas buyers on India's technical competence and supply capabilities
 - Helps to resolve trade disputes and remove operational constraints
 - Educates the foreign buyer on Indian business policies
- 



Indee ENGINEERING PVT. LTD. EEPCINDIA

Indee ENGINEERING PVT. LTD.

EEPCINDIA

CENTRAL SERVICES & LOGISTICS

G.A. DISCOUNT

INDEE

UTURE



INDEE TURNS 41

EEPC India organizes exclusive Indian Engineering Exhibitions, branded as INDEE, in potential markets to showcase India's rapid progress in the engineering sector. It has organised 38 INDEEs in 26 countries for the past 41 years. The countries were Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, Colombia, Morocco, Vietnam, Myanmar, Kenya, Peru, and for the first time, in Iran and Bangladesh.

This involvement in specialized engineering exhibitions and trade fairs have proved to be extremely productive and yielded good results for the Indian exporting community and foreign buyers.

Left, INDEE Thailand held in Bangkok in February 2018

EEPCINDIA

less VII
International Engineering
Sourcing Show CHENNAI

EEPCINDIA



IESS: EEPC INDIA'S INTERNATIONAL SOURCING SHOW

While continuing to build 'Brand India' overseas, it became important to create awareness about Indian entrepreneurs, particularly in the MSME sector. This gave birth to the *India Engineering Sourcing Show (IESS)* in 2012, an initiative of the Department of Commerce, Ministry of Commerce and Industry, Government of India. Organised by EEPC India, the three-day show held every year in India provided a big B2B platform in India to overseas delegates and industry leaders.

The success of IESS prompted EEPC India to rename the show *International Engineering Sourcing Show*. The eighth edition of IESS opens on 14 March 2019 in Chennai, India.

IESS VII was held from 8 - 10 March 2018 in Chennai which witnessed 14 sessions, more than 95 speakers, over 500 delegates from 100 nations, more than 300 exhibitors and 10,000 business visitors. EEPC India's humanoid, Mitra and the Arjun Mark II Tank were the new attractions this year. Based on the feedback of 267 out of the over 300 exhibitors, 10,671 contacts were made with an average of around 55 contacts per participant; US\$16,200 worth of orders and US\$ 719,102 worth of enquires were generated; 84% of the respondents found the business visitors excellent and 76% rated the business deals very satisfactory.

The inauguration of IESS VII on 8 March 2018 in Chennai, India







EEPC India as lead agency at large trade fairs where India was the partner country (anti-clockwise from above): Mr T S Bhasin, Chairman, EEPC India speaking at the inauguration of the India Pavilion at MSV 2017, Brno, the Czech Republic; the former Prime Minister of India, Mr Manmohan Singh, the German Chancellor, Ms Angela Merkel and Mr Rakesh Shah, former Chairman of EEPC India at Hannover Messe 2006; Mr Anupam Shah, former Chairman of EEPC India, Mr Rajiv Kher, Union Commerce Secretary, Mr Ravi Capoor, Joint Secretary, Department of Commerce and Industry, Government of India, and Mr Bhaskar Sarkar, Executive Director and Secretary of EEPC India, at Hannover Messe 2015

TRADE FAIRS WITH INDIA AS 'PARTNER COUNTRY'

Another very successful initiative has been EEPC India's 'India Pavilions' at large trade fairs where India is the 'Partner Country'. This has been an effective way of displaying

high-quality and advanced technology, and EEPC India makes full use of these exhibitions to promote Indian engineering goods.

B2B MATCHMAKING

On request, EEPC India introduces overseas buyers to the most appropriate companies in India. Business meetings are also organized in the major cities in India on request. EEPC India also sends delegations of Indian engineering companies abroad to explore global markets with the help of Indian diplomatic missions and local chambers of commerce.

EEPC India's Buyer-Seller Meets abroad help Indian exporters to closely interact with their counterparts. Meets held in recent months were in Botswana, South Africa, Mozambique and Zambia.





The tech centre in Bengaluru was inaugurated by Ms Rita Teaotia, Commerce Secretary, Department of Commerce, Government of India on 22 June 2017. With her are Mr T S Bhasin, EEPC India Chairman, Mr Bhaskar Sarkar, EEPC India Executive Director and Secretary, Mr C H Nadiger, Regional Director (SR), EEPC India and Mr Bhupinder S Bhalla, Joint Secretary, Department of Commerce, Government of India

EEPC INDIA TECHNOLOGY CENTRES

The EEPC India Technology Centres provides the engineering industry with some of the most cutting-edge design technology and close interaction with institutional design facilities.

The centres: provide hardware and software to engineering companies, especially for the small-scale sector; hold training for design engineers on design, simulation and testing software; Support MSMEs in their technology upgradation initiatives; Create a Knowledge Interaction Grid; provide designing and testing facilities; provide training on high-end software; provide product design solutions to industry through national institutions, such as, NID, etc.; collaborate with R&D institutions for industry outreach; connect with industrial clusters in Kolkata, Chennai, Mumbai, Ahmedabad, Ludhiana, Bengaluru, Hyderabad and Delhi NCR



Mr C R Chaudhary, India's Minister of State for Commerce and Industry (centre), giving away the trophies at the 49th EEPC India National Export Awards

EXPORT AWARDS

EEPC India Awards are the oldest engineering awards in India and is keenly awaited by Indian engineering companies, big and small.



The inauguration of the 59th edition of MSV 2017 in Brno, the Czech Republic on 9 October: EEPC India receives the Commemorative Award for Partner Country participation and the most impressive exposition at the Fair. Mr T S Bhasin, Chairman, EEPC India, with the certificate. The others are Mr Bohuslav Sobotka, Prime Minister of the Czech Republic (on his right); Mr. Jiri Havlicek, Minister of Industry and Trade of the Czech Republic (second from left); Mr. Petr Stepanek, Rector, Brno University of Technology (first from left) and Mr. Jaroslav Hanak, President, Confederation of Industry of the Czech Republic (second from right); Mr Jiri Kuris, Chairman of Management Board and Chief Executive Officer, Veletrhy Brno a.s. (far right).

GLOBAL APPRECIATION

EEPC India's efforts to promote two-way trade in the engineering sector have always been recognized and appreciated by numerous governments and business leaders globally. On several occasions, local governments have wholeheartedly supported EEPC India's international expos and expressed their willingness to partner with India for trade and business.



EEPC INDIA'S PUBLICATIONS

EEPC India's Publicity Department regularly brings out publications, specially studies on various sub-sectors of the engineering industry. EEPC India's strong editorial team oversees the quality of the publications in terms of the depth of study and its usefulness in the Indian context. EEPC India



Ms Rita Teaotia, Commerce Secretary, Department of Commerce, Government of India launching the Brand India Engineering E-Catalogue, an EEPC India initiative, in the presence of industry and media representatives in December 2017. Mr B S Bhalla, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India, Mr Ravi Sehgal, Chairman EEPC India, and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India, were also present

publishes its journal, *Indian Engineering Exports*, every month. An international edition of this journal is also brought out regularly. EEPC India also brings out product specific catalogues highlighting leading manufacturers of various products.

EEPC India also teams up with globally-renowned management consultancy firms to prepare and publish strategy documents for the Indian engineering sector.

EEPC INDIA'S DIGITAL INTERFACES



SOCIAL MEDIA

EEPC India has an active presence on Facebook, Twitter, LinkedIn, YouTube, Pinterest and g+.

MOBILE APP

EEPC India maintains a cross-platform mobile app to keep its members updated about the latest happenings. It also maintains a dedicated app for its flagship event, IESS





WEBSITE

The official website of the council is responsive and compatible to most of devices such as desktops, laptops, tabs and mobiles. Information is updated regularly.



FINANCE

63 YEARS OF EEPC INDIA

EEPC India celebrated its Diamond Jubilee on 3 September 2015 at the Vigyan Bhavan, New Delhi (right). The celebrations were inaugurated by the President of India, Shri Pranab Mukherjee.

Speaking on the occasion, the President called upon EEPC India to focus on product quality, markets and product diversification. He commended EEPC India promoting new and emerging sectors such as Defence, Medical Devices and Renewable Energy and for its stress on Skill Development.

Among the dignitaries present on the occasion were Mr Ravi Shankar Prasad, Minister of Communications & IT, Ms Nirmala Sitharaman, Minister of State for Commerce & Industry, Ms Rita Teatota, Union Commerce Secretary, Mr Anupam Shah, Chairman, EEPC India, Mr T S Bhasin, Sr Vice Chairman, EEPC India, and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India, former Chairmen of EEPC India, diplomats, senior Government officials, etc.

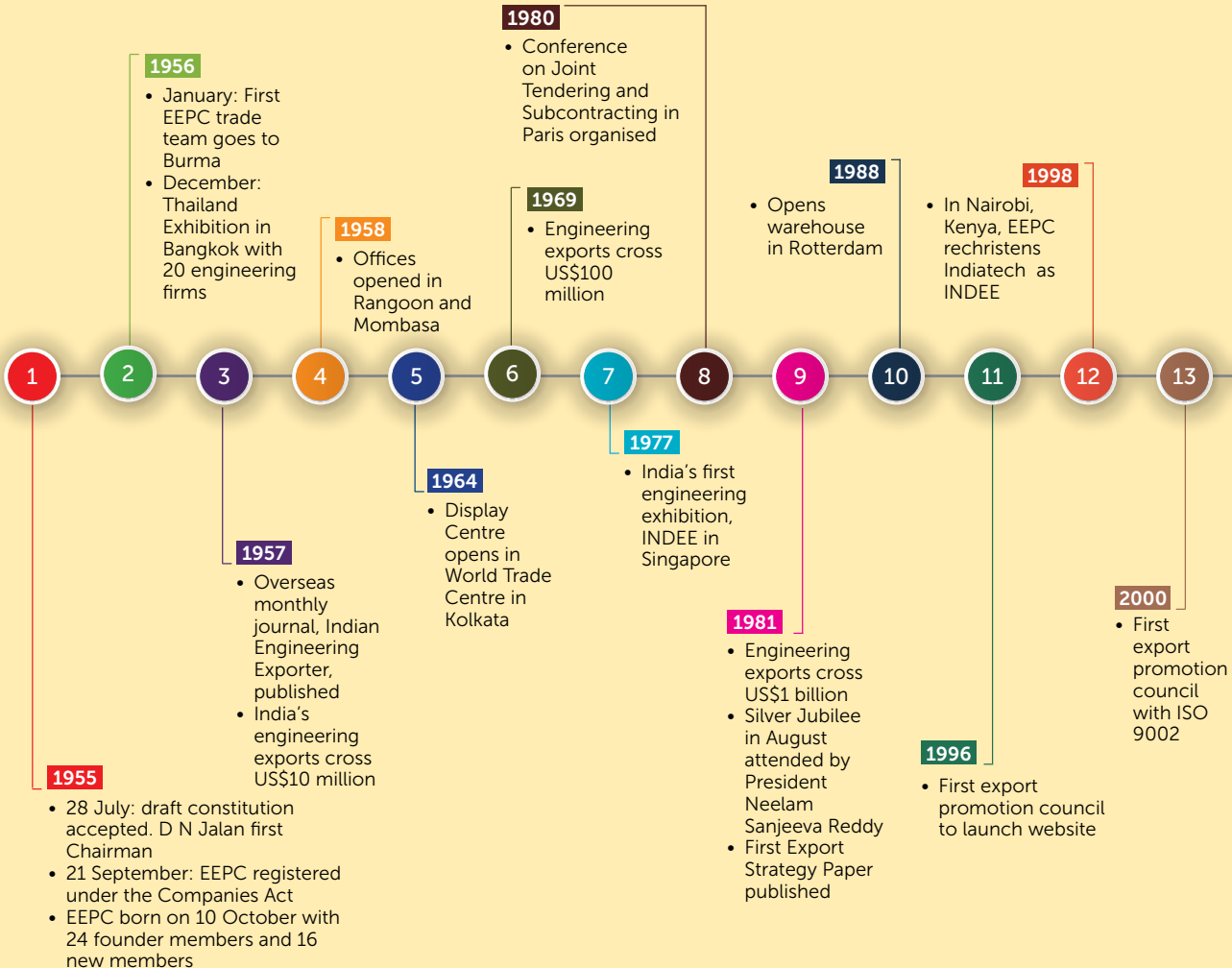
The Golden Jubilee of the Council was celebrated on 23 January 2005 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

On 17 August 1981, the Council celebrated its Silver Jubilee at Vigyan Bhavan, New Delhi. The President of India, Mr Neelam Sanjiva Reddy inaugurated the function by releasing a commemorative brochure and a special issue of the Council's overseas journal *Indian Engineering Exporter*. EEPC India completes 63 years in 2018.

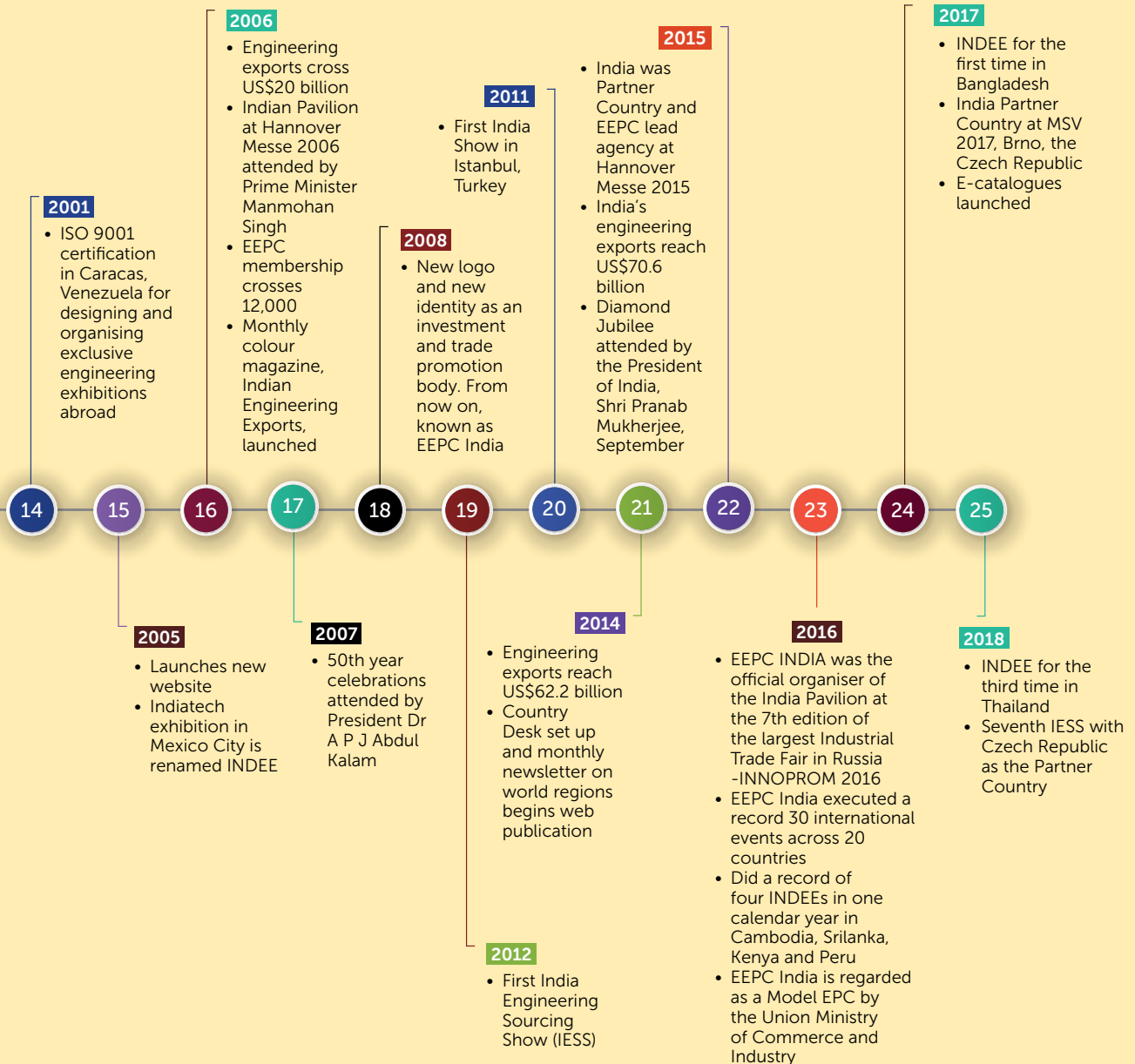


Above, India's President, Neelam Sanjiva Reddy, and Commerce and Industry Minister, Mr Pranab Mukherjee with EEPC India officials at the 25th anniversary celebrations in 1980. Right: Past Chairmen and an Executive Director of EEPC India at the Golden Jubilee celebrations in 2005 with India's President, A P J Abdul Kalam and the Commerce and Industry Minister Mr Kamal Nath





INDIA'S 63-YEAR JOURNEY



India Evening

Traditional Connect
Contemporary Confluence

February 04, 2011, Istanbul

Enchanting India



Culture is the widening of the mind and of the spirit –

Pandit Jawaharlal Nehru, India's first Prime Minister

EEPC India endeavours to broaden the horizon of business by showcasing Indian and foreign culture in all its big events. Above, Sufi dervishes swirl to music at The India Show in Istanbul, Turkey, 2011

Opposite page, clockwise from top: Kenyan dancers perform at INDEE Kenya, Nairobi, November 2016; Kathak dance at The India Show, Poznan, Poland, June 2014; and a folk singer during INDEE Bangladesh, Dhaka in November 2017



PRODUCT GROUPS WITH STRONG SUPPLIER BASE

1. Renewable Energy Equipment
2. Heavy Industries – Industrial Machinery for Paper, Cement, Chemicals and Textiles.
3. Food Processing Machinery.
4. Agricultural Machinery
5. Other Industrial Machinery
6. Heavy and Light Motor Vehicles
7. Auto Parts – Electrical and Others
8. Bicycles Parts and similar Products
9. Internal Combustion Engines
10. Electrical Machinery
11. Two Wheelers and Three Wheelers
12. Electrical and Home Appliances
13. Iron and Steel
14. Machine Tools
15. Hand Tools
16. Fabricated Steel Structures including Transmission Line Towers
17. Steel Pipes, Tubes and Fittings
18. Steel Wire, Wire Products and Cables
19. Bright Bars and Other Misc. Products
20. Sanitary Castings including Builders Hardware

21. Ferrous Industrial Castings
22. Steel Forgings – all types.
23. Aluminium and Products (other than Castings)
24. Other Non-Ferrous Metals and Manufactures thereof (other than Aluminium)
25. Design, Technical and Consultancy Services
26. Super Star/Star/Trading and Export House
27. Fasteners – all types
28. Pumps – all types.
29. Project Exports
30. Construction and Earthmoving Machinery
31. Free Trade Zone and 100% Export Oriented Units
32. Mica and other Mineral Products
33. Office Equipment and Similar Products
34. Small and Cutting Tools
35. Industrial and Scientific Instruments
36. Railway and Related Products and Equipment
37. Ferro Alloys.
38. Household and Kitchenware
39. Builders Hardware including Hinges, Door Fittings, Locks, Pad Locks, etc. of Base Metal
40. Industrial Equipment and Accessories
41. Auto Parts – Suspension, Braking and Drive Transmission
42. Pharmaceutical Machinery, Medical and Surgical Equipment

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THE WAY FORWARD

- Help the manufacturing sector reach 25% of GDP by 2022
- Create synergy by partnering with similar bodies in India and the world
- Equip SMEs to compete globally
- Provide Indian exporters a single window and new-generation services network
- Use cutting-edge technology to promote trade



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