



# EEPC INDIA: OPENING NEW FRONTIERS

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**EEPCINDIA**  
ENGINEERING THE FUTURE  
**AT WORK**

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# 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 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 40 INDEEs in 27 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, Bangladesh and Philippines.

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.

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Left, INDEE Philippines held in Manila in August 2018





# IESS – EEPIC 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 EEPIC India, the three-day show held every year in India provided a big B2B platform in India to overseas delegates and industry leaders.

IESS VIII was held from 14-16 March 2019 in Chennai. 'Smart Engineering' being the theme for this year, showcased India as a global hub for manufacturing and technology. Malaysia was the Partner Country for the first time with Tamil Nadu as the Host State for the third time. Apart from a 19-member team of Malaysian exhibitors, Hong Kong, South Korea, Czech Republic, Canada had their representations at the exhibition. It set a new record with around 346 exhibitors, 400 overseas buyers and 10,000 trade visitors! Based on the feedback of 290 respondents out of over 346 Exhibitors, 14,042 new contacts were made out of which 1544 were old and 8986 were new contacts. US\$1.02 million worth of orders were booked during the show and 593 enquiries were generated amounting to US\$ 4.85 million.

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The inauguration of IESS VIII on 14 March 2019 in Chennai, India



# 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 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 DIGITAL INTERFACES



## SOCIAL MEDIA

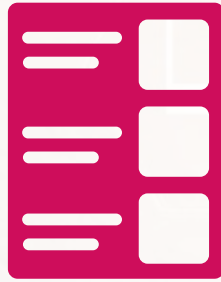
EEPC India has an active presence on Facebook, Twitter, LinkedIn, YouTube, Pinterest and g+.

## 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.



## E-CATALOGUES



The E-Catalogue is an exclusive directory of Indian engineering brands that have adopted the latest globally-accepted manufacturing standards and practices. EEPC India has e-catalogues on Pumps and Valves, Medical Devices, Electrical Machineries, Equipment and Components, and Textile Machinery and Accessories.

## 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.



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.





# 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 publishes its journal, *Indian Engineering Exports*, every month. An international edition of this journal is also brought out



Dr Anup Wadhawan, Union Commerce Secy, releasing an EEPC India-Deloitte joint Strategy Paper, 'Export India – Unleashing India's Engineering Exports Potential' on 14 March 2019. On the dais, Mr Rakesh Shah, former Chairman and Chairman Publicity, Exhibition and Delegation Committee, EEPC India; Dato' Madani Sahari, CEO, MARIi; Dato' Hidayat Abdul Hamid, Malaysian High Commissioner in India; Datuk K Talagavathi, Dy Secy Gen, Malaysian Ministry of International Trade & Industry; Mr Ravi Sehgal, Chairman, EEPC India; Dr Anup Wadhawan; Mr BS Bhalla, Jt Secy, Dept of Commerce, Govt of India; Mr Dharmendra Pratap Yadav, Secy, MSME, Govt of Tamil Nadu; Mr Mahesh K Desai, Sr Vice Chairman & Officiating Regional Chairman (SR); Mr Arun Kumar Garodia, Vice Chairman; and Mr Suranjan Gupta, Executive Director, EEPC India

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.





The tech centre in Bengaluru was inaugurated by Ms Rita Teautia, 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

## IN THE OFFING

### ▪ Skill Development Centre

A Skill Development Centre is being created on the ground floor of EEPC India's Kolkata office so that training required for advanced manufacturing can be given to MSME members.

### ▪ Webinar (Web-Based Transmission System)

The Technology Centre Kolkata is equipped with the Cisco Spark Board, which is a team collaboration device that combines wireless presentation, digital white boarding, and video conferencing in a single device. The WebEx Board is ideal for creative environments where co-creation with local and remote participants is the primary focus. Through the Cisco WebEx Teams app, team members, both in the conference room and remotely, can meet, message, call, and white board from anywhere through their WebEx Teams app on their device of choice thereby enlarging the coverage to the national level.

### ▪ Industry Connect Wing

This wing will be on the second floor of EEPC India's Kolkata office building which already has a conference room. The conference room has been given a face-lift and includes a library and cabinets.

Arrangements are being made to access the huge knowledge resources of CSIR labs by way of hiring books from their library. An MoU to this effect has already been signed. The library has computers to retrieve and study the e-versions of the publications..

### ▪ Technology & Design Wing

This wing will be on the fifth floor of EEPC India's Kolkata office. The unit has been developed in line with a Multi Speciality Clinic where experts from various engineering fields would be available for discussion in person or through webinars.

### ▪ Wi-Fi enabled network system

A state-of-the-art wi-fi facilities has been installed in the building to connect the Skill Development Centre, Industry Connect Centre and the Technology Centre.



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, Chairman of EEPC India at Hannover Messe 2006; Mr Anupam Shah, 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.



# 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.

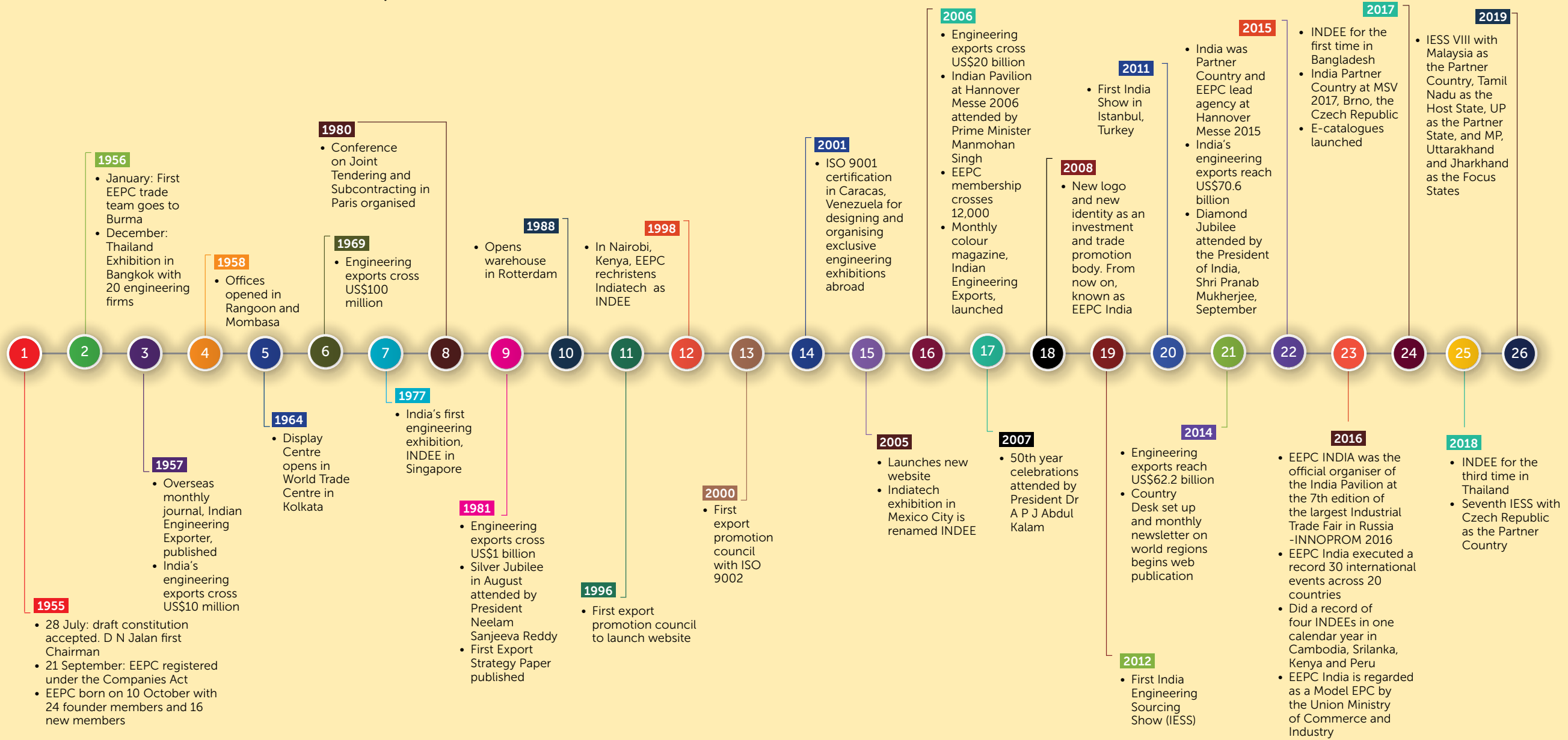
The Golden Jubilee of the Council was celebrated on 23 January 2005 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

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, Dr A P J Abdul Kalam and the Commerce and Industry Minister Mr Kamal Nath**







# 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

# EPEC INDIA'S OFFICES

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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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