



EEPC INDIA: MAKING ENGINEERING SMART

EEPCINDIA
ENGINEERING THE FUTURE
AT WORK



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 EEPC INDIA CAN DO FOR YOU

- EEPC 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 43

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 41 INDEEs in 27 countries for the past 43 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.

Left, INDEE Bangladesh held in Dhaka in January 2020



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.

IESS IX was held over 4-5-6 March 2020 in Coimbatore. Malaysia was the Partner Country for the second time. Tamil Nadu, the Host State, Flanders from Belgium as Focus Region and UP as Partner State were there for the fourth time. The other focus states and UTs were Haryana, Jharkhand, Uttarakhand, West Bengal, Madhya Pradesh, Karnataka, Himachal Pradesh, Gujarat and Jammu Kashmir. Besides the Department of Commerce, Ministry of Commerce and Industry, Government of India, the Department of Heavy Industry, Ministry Of MSME and Department of Atomic Energy supported the event. The Office of the Principal Scientific Adviser to the Government of India was also associated with the show.

The inauguration of IESS IX on 4 March 2020 in Coimbatore, 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 Peru and Honduras in South America .



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

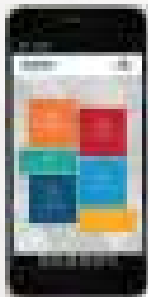


SOCIAL MEDIA

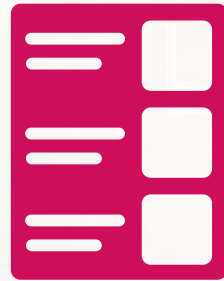
EEPC India has an active presence on Facebook, Twitter, LinkedIn, YouTube, Pinterest and g+.

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, IEISS.



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. Hardeep Singh Puri, India's Minister of State for Commerce and Industry, presenting the awards at the Golden Jubilee Edition of the National Awards. This was the first time that Quality Awards were introduced in association with OCI - Quality Council of India

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 regularly. EEPC

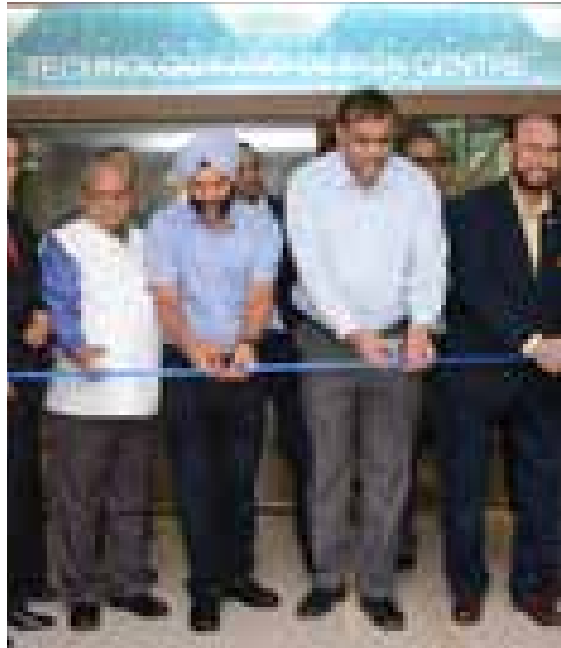
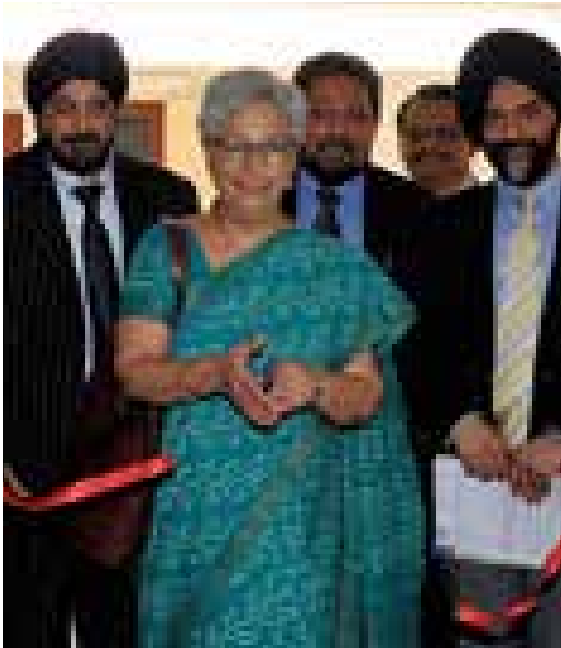


COVID-19 – Challenges for the India Economy: Trade and Foreign Policy Effects – A collaboration between EEPC India and ASEAN-India Centre (AIC) at Research and Information System for Developing Countries (RIS): Forty important commentaries by research scholars, professors, economists and practitioners on the trade and foreign policy challenges posed by Covid-19 and the way forward.

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

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.



(Left) The inauguration of the Technology Centre in Bengaluru by Ms Rita Teatota, Commerce Secretary, Department of Commerce, Government of India in June 2017. (Right) The opening of the Technology Centre in Kolkata, in August 2019 by Dr Anup Wadhawan, Union Commerce Secretary, 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.

EEPC INDIA EXPANDS

Apart from 10 offices in eight cities, EEPC India has opened 13 Chapters with eight more to be opened this year to bolster engineering exports.





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.

64 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.

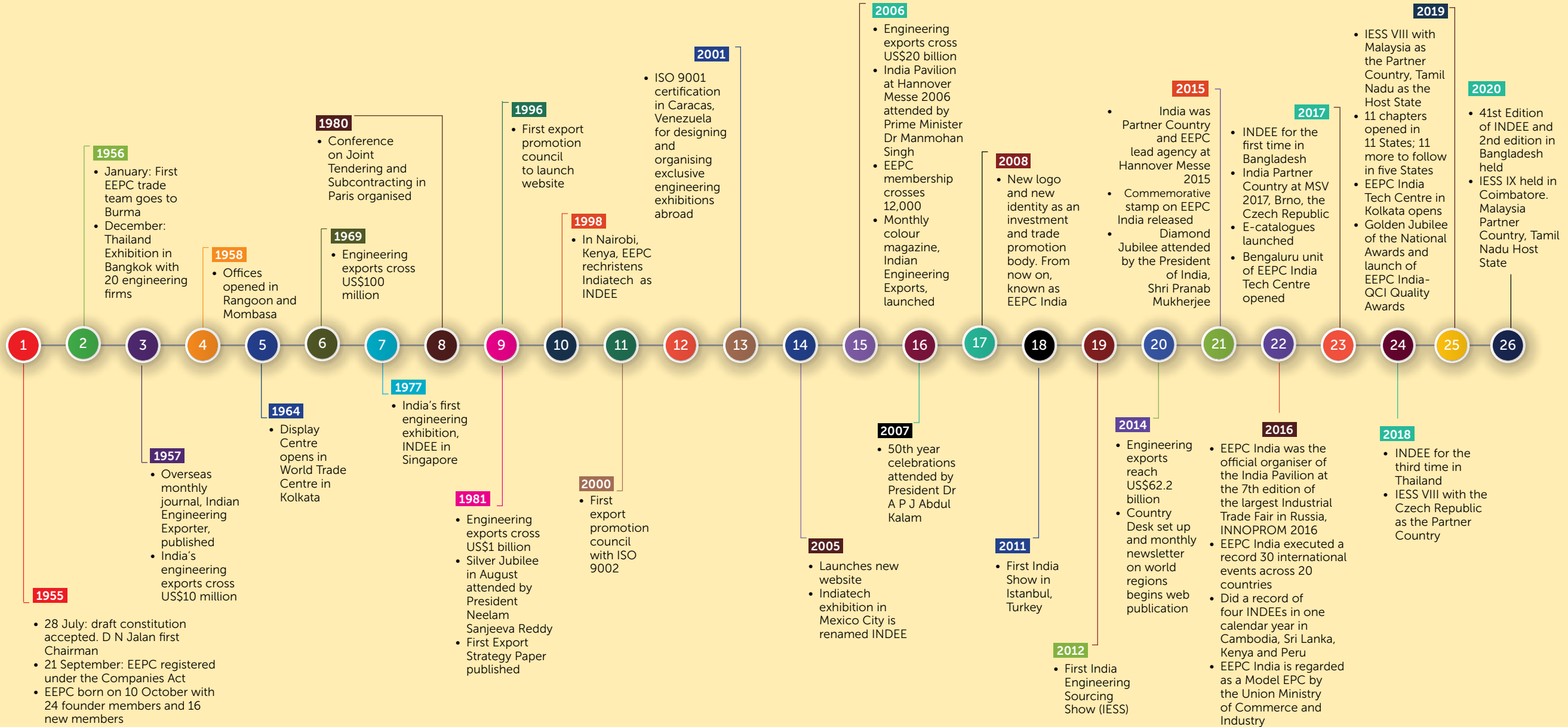
The Golden Jubilee of the Council was celebrated on 23 January 2005 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

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

EEPC 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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