

**POST SHOW REPORT**



# IESS 2017

16-18 March, 2017

Chennai Trade Centre, Chennai, India

**SMART TECH FOR  
SMART ENGINEERING**

ORGANISER



HOST STATE



Government of  
Tamil Nadu

FOCUS REGION

FLANDERS  
INVESTMENT &  
TRADE



MSME SOLUTION PARTNER



ASSOCIATE SPONSOR



KNOWLEDGE PARTNER







## FOREWORD

IESS—the largest Indian Engineering sourcing show which turned VI in 2017, was seen in its new avatar—International Engineering Sourcing Show. The theme for 2017 was—‘Smart Tech for Smart Engineering’ VIth edition saw 13 sessions, 100 speakers, 500 delegates from 100 nations, two MOUs, 10436 Business Contacts, from 181 exhibitors with order value of USD 684,610 from 26 of them, 20652 Business Enquiries totalling USD 8.5 Million. Russia was our FITTING partner country and this reciprocity after our participation as Official Organiser in INNOPROM 2016, would definitely deepen our historic Trade Ties to a different height!

Apart from Union Ministry of Commerce and Industry, the show was also supported by Union Ministry of Micro Small and Medium Enterprises, Department of Heavy Industry, Department of Scientific and Industrial Research. We had Flanders as the Focus Region and SIDBI as MSME Solutions Partner; ISB as the knowledge Partner and National Internet Exchange of India (NIXI) as the associate sponsor.

This was our maiden entry in Chennai. Our special note of thanks to the Government of Tamil Nadu for kindly conceding to our request to be the Host State at the event! This year delegations from USA, Canada, Europe, Africa, Latin American and the Caribbean countries, the Middle East, ASEAN, SAARC and CIS countries interacted and exchanged and saw the technological prowess of their Indian counterparts at the event. This edition of IESS had exclusive Technology and Innovation Pavilions with representations from BARC, IIT Mumbai, IIT Madras, FCRI (Fluid Control Research Institute), ARCI (International Advanced Research Centre for Powder Metallurgy and New Materials), CMTI (Central Manufacturing Technology Institute), MSME Tools Room. The one day ISB session was very invigorating.

I look forward to fruitful outcomes of two MOUs that we signed — one with BVV Fairs, organizers of MSV Brno where India is the Partner Country this year and EEPC India is the lead agency for managing India Pavilion. The other MOU with JSC Moscow Region Development Corporation has been signed to promote trade and investment and development of business relations between members of EEPC India and MRDC in the field of engineering business and investment.

Thank you to all our Speakers and Congratulations to the winners of Best Pavilion awards — MSME Technology Pavilion among Indian Public Sector; Russia in the Overseas category, Tamil Nadu in the States category, Greaves Cotton in the Large Enterprise category and Atlas Machines among the Small Enterprises.

As we sail through the success of this edition, we also plan for the next one!

I invite you all to the VIIth edition in March 2018!

(Tarvinder Singh Bhasin)

Chairman, EEPC India





शमीमा सिद्दिकी  
**SHAMIMA SIDDIQUI**

भारत के राष्ट्रपति की उप प्रेस सचिव  
Deputy Press Secretary  
to the President of India



राष्ट्रपति सचिवालय,  
राष्ट्रपति भवन,  
नई दिल्ली-110004.  
PRESIDENT'S SECRETARIAT,  
RASHTRAPATI BHAVAN,  
NEW DELHI - 110004.



### MESSAGE

The President of India, Shri Pranab Mukherjee, is happy to know that the 6<sup>th</sup> edition of IESS VI – International Engineering Sourcing Show on the theme “Smart Tech for Smart Engineering” is being held during March 16-18, 2017.

The President extends his warm greetings and felicitations to the organisers and participants and sends his best wishes for the success of the event.

Deputy Press Secretary to the President

New Delhi  
March 5, 2017





**Minister-President of the Government of Flanders, Flemish Minister for Foreign Policy and Immovable Heritage**

I am very delighted and pleased to note that Engineering Export Promotion Council of India (sponsored by the Ministry of Commerce and Industry Govt of India) is organizing IESS VI its flagship sourcing show organised in India for the engineering sector, particularly for MSMEs. I understand that India is emerging as one of the most-favoured global destination for sourcing engineering goods and services.

We are glad to be associated with the EEPC's IESS VI 2017 show as Flanders the Focus Region. Flanders is strategically located in the heart of Europe as destination for Engineering exporters from India. I am happy to note that EEPC's Engineering exporters cluster is evolving in Flanders as their smart logistics hub for European market with several EEPC members have already chosen to set up operations based out of Flanders. The Region of Flanders encapsulates a powerful combination of a vibrant ecosystem, highly skilled and talented workforce, cutting edge technical expertise, innovation and creativity and huge scalability. With outstanding social infrastructure and multicultural society, Flanders is the preferred destination to do business and to live in. With India ranking high among the Engineering exports and EEPC India playing a pivotal role in Indian Engineering exports, we are pleased to associate with EEPC in showcasing the strengths of Flanders as a Smart Logistics Hub in Europe for EEPC members.

Our dedicated team from Flanders Investment and Trade is always at your service to support your members foray into Europe from Flanders.

We are looking forward to deepen our business association with India and wish the EEPC IESS VI 2017 all the success.

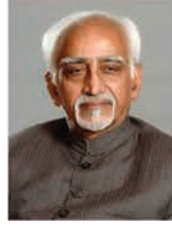




अंशुमान गौड़  
ANSHUMAN GAUR



भारत के उप-राष्ट्रपति के विशेष कार्य अधिकारी  
OFFICER ON SPECIAL DUTY  
TO THE VICE-PRESIDENT OF INDIA  
नई दिल्ली/NEW DELHI - 110011  
TEL. : 23016422 / 23016344 FAX : 23012645



**MESSAGE**

The Hon'ble Vice President of India is happy to learn that IIEPC India is organizing the VI<sup>th</sup> edition of IIESS on the theme 'Smart Tech for Smart Engineering' from March 16 – 18, 2017 in Chennai.

The Vice President extends his greetings and congratulation to the organizers and the participants and wishes the event all success.

**(Anshuman Gaur)**

New Delhi  
08<sup>th</sup> March, 2017.



निर्मला सीतारमण  
NIRMALA SITHARAMAN



वाणिज्य एवं उद्योग राज्य मंत्री (स्वतंत्र प्रभार)  
भारत  
MINISTER OF STATE (Independent Charge)  
COMMERCE & INDUSTRY  
INDIA



### MESSAGE

It gives me immense pleasure to know that EEPC India is organizing its sixth edition of "International Engineering Sourcing Show" (IESS) in Chennai on March 16-18, 2017.

Participation of Russian Federation as the Partner Country at this flagship event of Department of Commerce in the engineering sector would provide a thrust to the bilateral trade between the two countries. Presence of many multinational companies would facilitate MSMEs to explore opportunities in technology, manufacturing and export of engineering products. The event's theme 'Smart Tech for Smart Engineering' is apt in view of our efforts to move up the value chain in our engineering sector. Hope that all the participants would make optimum use of the opportunities that the event provides.

My best wishes to the organisers and participants.

(Nirmala Sitharaman)



डॉ. हर्ष वर्धन  
DR. HARSH VARDHAN



मंत्री  
विज्ञान और प्रौद्योगिकी एवं पृथ्वी विज्ञान  
भारत सरकार  
नई दिल्ली - 110001  
MINISTER  
SCIENCE & TECHNOLOGY AND EARTH SCIENCES  
GOVERNMENT OF INDIA  
NEW DELHI - 110001

### MESSAGE

I am happy to know that the Engineering Export Promotion Council India is organizing first time the largest sourcing show for the engineering in Chennai on 16-18 March, 2017.

The theme for the 2017 is 'Smart Tech for Smart Engineering'. 104 Satellites in One Go by ISRO, Mangalayan and many more to come. India is now scripting history in Space Engineering. As the third among the most attractive investment destinations for technology transactions in the world, with largest technical manpower, modern India has had a strong focus on science and technology. With a USD1.59 trillion (calculated at base price) economy in FY16 and per capita income of over USD1,182.88 in 2015-2016, India presents a unique opportunity for companies to tap the huge consumer base demanding technologically advanced products. New initiatives like Science, Technology, Innovation and Creation of Knowledge (STICK) have further enhanced and expedited the advance of Indian Technology.

I extend my best wishes to participants, members of managing committee and organizers of this event, a grand success and also for successful publication of the EEPC Publications which will be released on this great occasion, and for all its future endeavors.

  
(Dr. Harsh Vardhan)





कलराज मिश्र  
KALRAJ MISHRA



सूक्ष्म, लघु और मध्यम उद्यम मंत्री  
भारत सरकार  
नई दिल्ली - 110011

Minister  
of  
Micro, Small & Medium Enterprises  
Government of India  
New Delhi-110011

### MESSAGE

I congratulate EEPC India for their persistent effort to showcase Indian Engineering across the world. IESS is the largest Indian show in Engineering.

This event helps the local companies to establish connections with their foreign counterparts, to generate business and showcase their innovations, products and technologies. In addition, it provides detailed information and knowledge about scientific sectors and can avail opportunities to meet and interact with the sector experts. It also facilitates SMEs to explore local opportunities in terms of networking, collaboration and sourcing of products and technology.

I extend my best wishes to EEPC India.

  
(KALRAJ MISHRA)



Fort St. George  
Chennai-600 009.

Industries Minister

MESSAGE

I am pleased to learn that the International Engineering Sourcing show, IESS VI, is being conducted by EEPC at Chennai for the first time.


This show is the largest and unique in India which showcases the MSMEs to the world. The overwhelming response of over 84 speakers, 500 delegates from 100 nations <sup>speakers</sup> speak of the popularity the show has gained over a small span of only 5 years.

This is the maiden IESS in Chennai and Government of Tamil Nadu as the Host State is very glad to be associated with this event. We appreciate the theme of this year - Smart Tech for Smart Engineering. Global manufacturing is gearing up for the next level of transformation accelerated by greater digitalization and exponentially growing technologies such as internet of things, 3D printing, nano-technology, etc. These technologies are fast and disruptive and are changing the way the industry works today.

I am confident IESS VI would make us more Tech Ready.

The international engineering sourcing show will emerge as the most favourable global destination for sourcing of engineering goods & services from India. The show will be the meeting point not only for buyers and sellers but also for exploring and dissemination of available technology in India and the global world.

I wish the IESS VI a great success.

  
Hon'ble Industries Minister  
Government of Tamil Nadu





Fort St. George  
Chennai-600 009.  
28.02.2014

*Rural Industries Minister*

*MESSAGE*

*I am pleased to learn that the Sixth edition of the Hag ship exposition of Indian Engineering, IESS VI, organised by EEPC during 16<sup>th</sup> - 18<sup>th</sup> March 2017 at the Chennai Trade Centre, is being held at the favoured destination in the engineering sector.*

*The event will facilitate SMEs to explore opportunities in terms of markets, networking, Collaboration and Sourcing of Products & technology. The forum of delegates, industry leaders, B2B meets, global sourcing meets, and bilateral business forums will provide the MSMEs to generate business opportunities.*

*I am sure that the event will contribute to better ideas towards making the SMES in Tamil Nadu a force to reckon with.*

*Wishing IESS VI every success.*

  
Hon'ble Rural Industries Minister



Rita Teatota, IAS



वाणिज्य सचिव  
भारत सरकार  
नई दिल्ली-110 011  
COMMERCE SECRETARY  
GOVERNMENT OF INDIA  
NEW DELHI-110 011



### MESSAGE

I am happy to know that EEPC India is organising its sixth edition of 'International Engineering Sourcing Show (IESS) in Chennai on 16-18 March 2017.

I compliment EEPC India for successfully organising such a gigantic exposition of Indian engineering for the past 5 editions due to which IESS has become one of the biggest brands in Indian engineering. I am given to understand that more than 100 nations are participating in this annual event.

Technology calibrates the progress of any nation in all areas. Indian engineering and manufacturing need to move up the value chain by making a gradual shift towards R&D, innovation, development of new products and services, and expansion of facilities for achieving engineering exports of US\$ 126 billion by 2019 and also alleviating vulnerability of engineering exports to market downturns. In this context, EEPC India has rightly chosen the theme 'Smart Tech for Smart Engineering' to create forum of deliberations and interactions on learning and sharing Engineering Technology at IESS VI. I am hopeful that this event will culminate in deeper technological tie-ups among the participants.

I wish the participants success in their endeavours.

  
(Rita Teatota)

New Delhi,  
7<sup>th</sup> March 2017





गिरीश शंकर, आईएएस  
सचिव  
**GIRISH SHANKAR, IAS**  
**SECRETARY**



भारत सरकार  
भारी उद्योग एवं लोक उद्यम मंत्रालय  
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Dated : 9<sup>th</sup> March, 2017

MESSAGE

IESS, as it enters into its 6<sup>th</sup> anniversary, mirrors the evolution of Indian Engineering over the last few years. India has made significant strides towards development of its engineering sectors, which is moving towards Industry 4.0, Smart Engineering. Government is aiming to raise the share of India's manufacturing sector from 17% of GDP to 25% by 2025. Engineering Exports enjoys a lion's share of over 23.9% of the total Indian Merchandise Exports. It is heartening to note that EEPC is striving to improve engineering exports further through such event.

Technology is the key for the value chain in a manufacturing industry. DHI under the aegis of the Government is supporting the industry. It has come up with policy initiatives in Capital Goods Sector for technology upgradation and acquisitions. DHI is supporting EEPC efforts in IESS 2017 for technology upgradation as well as exports.

India is working to rebuild strong economic relations with Russia in this phase of economic era. This IESS, Russia is the partner country. IESS has created a platform in IESS 2017 for transfer of technologies from Russia, which should help both the countries to promote bilateral economic ties. This platform, I am sure will discover many trade opportunities.

I wish the event and all participants a grand success.

  
(Girish Shankar)







**From the Desk of Former Chairman &  
Chairman — Publicity, Exhibition and Delegation  
EEPC India**

Technology is the DNA of the successful Engineering Industry whose performance mirrors the Industrial progress of a nation. 75 % of Indian companies are grappling with manufacturing stage 1.0 and 2.0 (commonly known as system of production and distribution) and annually 25% of the companies are either planning or executing manufacturing at stages 3.0, while world is talking of Industry 4.0! Indian Engineering and Manufacturing need to move up the value chain by making a gradual shift to R & D, Innovation, Development of New Products and Services, Expansion of facilities for achieving the Engineering Product export target of USD 126 billion by 2019 and also alleviate vulnerability of Engineering Exports to market downturns. IESS V marked the beginning of 'Technology Upgradation' as one of the prime areas of discussion and EEPC India subsequently have been organising Technology Meets since last December in identified clusters. The VIth edition of India's Largest Engineering Show—I ESS VI came in a different global avatar of International Engineering Show. We advocated—'Smart Technology for Smart Engineering' as theme for this year.

India is emerging as an innovation partner to mature markets. India's supply base is currently involved in supporting leading innovations across multiple industries including automotive (hybrid technology), aerospace (avionics and structures), telecom (next generation routers), and medical devices (low cost medical devices). Going forward, India's Engineering Research & Development providers have the potential to capture a 40% share of global offshore revenues in 11 key verticals by 2020, due to several unique advantages: India has become one of the most preferred location for engineering offshoring. Companies across sectors (such as IT, consumer electronics, personal devices, medical electronics, telecom and automobiles) are now offshoring complete product responsibility. By 2020, USD42 billion worth of work related to R&D of product engineering is expected to be outsourced to India, growing by a CAGR of 22.7 per cent from 2003. Shows like IESS which meant to showcase Indian Engineering Brilliance would woo more investments which would reduce our dependence on Imports making it all IN INDIA.

The VIth edition has been the most successful IESS so far.

VIth edition is now getting ready to embrace the world in 2018.

A handwritten signature in black ink, appearing to read 'Rakesh Shah'.

(Rakesh Shah)

Former Chairman and Chairman— Publicity, Exhibition and Delegation,EEPC India





### ED's Words

IESS is considered to be the largest sourcing show organised within India for the engineering sector, particularly for MSMEs. It recently emerged as the most-favoured global destination for sourcing engineering goods and services from India. As exchange of knowledge and technology development is at the core of efficient production and exports, IESS lays greater emphasis on these two areas. The show has turned out to be a meeting point not only for buyers and sellers but also for exploring and dissemination of available technology in India and outside. A signature event of its kind, IESS is the latest concept in marketing "Brand India" across the world. After 5 successful stints in Mumbai, we took IESS to South India in Chennai this March 2017 with the theme ' Smart Technology for Smart Engineering'.

Intervention, Innovation and Upgradation can paint a new picture of Indian Engineering Industry. Engineering contributes 25% of India's exports, but accounts for only 1.5% of Global Engineering Exports. India needs to focus on achieving leadership in sub-segments of engineering categories which will improve India's share in Global Trade from 1.5% to 12 %. India majorly exports medium skill and technology intensive (46 percent) products, while it depends on imports for high skill technology intensive items. Advanced manufacturing technology, Automation and 3-D printing were all sought for during the Technology Sessions at the previous IESS edition in 2015 where our objective was to create awareness among the industry on the best practices in the field of manufacturing. EEPC India has successfully organised series of Technology Meets across the countries under the aegis of Department of Commerce to emphasise the need for Smart Technology for Smart Engineering as a prelude to the 4th Industrial Revolution.

IESS VI with its 'Biometric Inauguration', Exclusive Technology Meets, Technology Pavilion made a 'smart match' of the Buyers and Sellers upholding Indian Engineering Brilliance. We thank all our Patrons in making this event happen.

Let's get ready for IESS VII!

A handwritten signature in black ink, appearing to read 'Bhaskar Sarkar'.

(Bhaskar Sarkar)  
Executive Director & Secretary  
EEPC India





# EEPC INDIA

ENGINEERING THE FUTURE

EEPC India as mirrored the evolution of engineering exports over a span of 61 years when India grew from a meagre \$10 million engineering export nation in 1955 to \$65.2 billion in 2016- 17. EEPC India the premier trade and investment promotion organisation in India. It is sponsored by the Ministry of Commerce & Industry, Government of India and caters to the Indian engineering sector. As an advisory body it actively contributes in the policies of Government of India and acts as an interface between the engineering industry and the Government. Set up in 1955, EEPC India now has a membership base of over 13,000 out of whom 60 percent are SMEs. EEPC India organises a large number of promotional activities such as Buyer-Seller Meets (BSM) – both in India and abroad, overseas trade fairs/exhibitions, and India pavilion/information booths in selected overseas exhibitions to demonstrate the capabilities of Indian engineering industry and to provide the overseas buyers with true value as propagated by Brand India. India

Engineering Exhibition (INDEE) is EEPC India's own brand and is one of the largest expositions of engineering in the world. To encourage building global partnerships with India, EEPC India organizes International Engineering Sourcing Show (IESS), the largest display of engineering products and services every year. This is recognized as the only sourcing event in India – showcasing the latest technologies and a preferred meeting place for global buyers & sellers. This show is also important to encourage foreign investments in line with the newly initiated “Make in India”. Extending its regular agenda, EEPC India publishes several reports/studies to make the members aware about the international trends and opportunities in order to enhance their global footprints.

Keeping ‘Engineering the Future’ as the motto, EEPC India serves as the reference point for the Indian engineering industry and the international business community in its efforts towards establishing India as a major engineering hub in the future.





## C o n t e n t s

IESSVI in Chennai – an Introduction	33
IESS Makes a Smart Match as It Turns Six	40
Russia as the Partner Country	44
India – Russia Relations	48
13 Thematic Seminars ...	50
India and Russia evening	60
Memoranda of Understanding	62
Analyses of Exhibitors' and B2B Meetings Feedback	63
Publicity and Promotion	66
Press & Media	80
Glimpses of the Exhibition	84
A Big Pat ...	90
EEPC India Offices	92





# IESS VI IN CHENNAI AN INTRODUCTION

## Birth of IESS

EEPC India, for decades, has played a lead role in building the Brand India image by organising exhibitions around the globe. A signature event of its kind, India Engineering Sourcing Show (IESS) became the latest concept in marketing Brand India across the world. IESS, with its unique concept also aimed at reducing dependence on traditional markets, develop internal markets within India, forge partnerships and joint ventures, strengthen commercial relations and accelerate trade between India and its trading partners and provide platform for foreign companies to showcase their strength and capabilities in large developing market.

Organised by the Ministry of Commerce and Industry, Government of India, with EEPC India as the lead agency, the first IESS in 2012 proved to be an appropriate opportunity for EEPC India member companies to explore global business alliances and network with leading industry doyens of the world. The exposition in Mumbai created a platform for exporters of engineering products and services to build business contacts with leading importers, buyers, dealers, distributors and wholesalers of engineering products from North America, Europe, Africa, Latin America, ASEAN, Australia, New Zealand and the CIS Countries. Another major objective was to highlight India as the Technology Hub for the manufacturing industry and for outsourcing wide range of high quality engineering items at very competitive rates.

## A Quick Rewind

**IESS I**, with Canada as the Partner Country, was organised successfully over 22-24 March 2012 in Mumbai. It showcased the strength and capabilities of the Indian engineering sector before a global audience. The Show



was attended by Deputy Ministers from the Czech Republic and Mozambique, senior officials from the Ministry of Commerce, Government of India and High Commissions/Embassies of Canada, Czech Republic, and African countries, among others. Around 260 companies participated in the Show and there were footfall of around 7000.

**IESS II** was organised in Mumbai over 14-16 March 2013 at the Bombay Exhibition Centre, with the Czech Republic as Partner Country. IESS 2013 showcased the strength and capabilities of the Indian engineering sector before a global audience. The exhibition saw the presence among others of Mr Anand Sharma, Union Minister of Commerce, Industry and Textiles; Mr Martin Kuba, Minister of Trade and Industry, Government of Czech Republic; Mr Milan Hovorka, Deputy Minister of Trade from the Czech Republic, senior government officials, High Commissioners, Ambassadors and other members of the diplomatic community.



**IESS III** with COMESA as the Partner Region, was held over 22-24 January 2014 in the backdrop of the overwhelming success of the first two shows. While showcasing the strength and capabilities of the Indian engineering sector before a global audience, IESS 2014 provided the B2B platform in India for foreign delegates and industry buyers. It showcased various products and solutions from around 300 Indian and international exhibitors while foreign delegates from 63 countries visited the event. Nearly 8000 trade buyers from India were present at the show to discuss their business requirements. These included CEOs, decision makers, diplomats, trade and government delegations, international media and engineering professional along with technical experts from Public Sector Undertakings. The show was attended by Dr E M S Natchiappan, Union Minister of State for Commerce and Industry; Mr James Shinuabulo-Mutende, Minister of Trade and Industry, Government of Uganda and Mr Ravi Capoor, Joint Secretary, Ministry of Commerce, Government of India; among a host of other dignitaries.



**IESS IV** was a mega event, held over 16-18 December 2014 at the sprawling Bombay Exhibition and Convention Centre in Goregaon East, Mumbai. IESS IV was inaugurated jointly by Mr Rajeev Kher, Commerce Secretary, Government of India, and Mr Tomasz Łukaszuk, Ambassador of Poland to India. Poland was the Partner Country at IESS IV and an India-Poland Partnership Forum was organised during the exhibition. The other forums were the UAE Business Forum and the Eurasia Business Forum. IESS 2014 had expanded its ambit to include Industrial Supply in association with Hannover Milano Fairs India Pvt. Ltd. (HMF), the Indian subsidiary of the largest and oldest engineering trade fair organizer, Deutsche Messe AG, Germany. Gujarat was the Partner State and there were several other partners who supported the endeavour.



EEPC India's new logo, designed to commemorate its 60th year, was released by the Union Commerce Secretary. The major attraction of IESS IV was the magnificent array of India's technological and engineering prowess, with stalls and pavilions displaying working models of hi-tech machinery and accessories. The star of the show was the drone, an unmanned aerial vehicle built by a team of IIT Bombay graduates, that is deployed by the defence and police forces in the country.

**IESS V**, held over 24-26 November 2015 at the Mumbai Exhibition and Convention Centre, reaffirmed the Council as a favoured destination in the engineering sector. The figures – 450 delegates from 55 countries, in Asia, Africa, Europe, North America and Latin America, 10,000 professional visitors, 97 speakers and 18 sessions made it a paradise of engineering extravaganza! The focus was on six very important sectors, keeping in mind the stress on exports – Industrial Supply and Subcontracting, Metal and Shop Floor, Industrial and Electrical Machinery, Automotive Components, Innovation and Technology and Investments and Engineering Project Exports.

Mr Jiri Koliba, Deputy Minister of Industry and Trade, Czech Republic, inaugurated the event. Mr Ravi Capoor, Joint Secretary, Ministry of Commerce and Industry, Government of India, Mr Ashok Kumar Dash, Chief Postmaster-General, Department of Posts, Maharashtra Circle, and EEPC India stalwarts were among the dignitaries present on the occasion. Mr Capoor said, 'As the government's Make in India initiative has caught the imagination of global investors, major conglomerates such as the manufacturers

of iPhone and iPad are expected to set up their facilities in the country. Giants including KUBOTA from Japan, IPRO Solutions from the UK, Great Waters from UAE, are all converging in Mumbai at this event of EEPC India to sew up new tie-ups with Indian firms.'

### Commemorative Stamp

The highlight of the inauguration of IESS 2015 was the release of an EEPC 60 Years' Commemorative Stamp by Mr Ashok Kumar Dash, Chief Postmaster-General, Department of Posts, Maharashtra Circle, which lifted this prestigious Council to a different league of honours!



## The VIth Edition was held over 16th to 18th March 2017 in Chennai

### Why Chennai?

The Manchester of India in Textiles, Birthplaces of Mozart of India for Music and the Harbinger of Green Revolution in India–Tamil Nadu is a 'Sparkling State' – an example worth emulating! With a population of 72 million, of which 80 per cent are literate, Tamil Nadu is the appropriate host for the event being an innovation - based economy with a strong performance in manufacturing and services.

### Come to Tamil Nadu and Invest here!

Tamil Nadu ranks second as the most economically competitive Indian states in 2016, based on selective criteria—macroeconomic stability, financial, business and manpower conditions, quality of life, infrastructure development and government factor. It is one of the three most preferred states for business investments and the state ranked second behind Maharashtra in GDP. Gross state domestic product (GSDP) of Tamil Nadu grew at a

compound annual growth rate (CAGR) of 12.31 per cent between 2004-05 and 2015-16, reaching US\$ 175.33 billion in 2015-16. Per capita GSDP of the state was US\$ 2,430.5 (at current prices) in 2015-16.

Tamil Nadu has a diversified manufacturing sector and features among the leaders in several industries like automobiles and auto components, engineering, pharmaceuticals, garments, textile products, leather products, chemicals, plastics, etc. It ranks first among the states in terms of number of factories and industrial workers.

Due to its achievements as an auto production hub, Chennai has been dubbed as the 'Detroit of India'. Tirupur and Coimbatore are the major textile centres in Tamil Nadu. Tirupur is known as the 'Knitting City', while Coimbatore is called the 'Manchester of South India'. Close proximity with East Asian countries is also enabling Chennai to become an international finance hub.



In line with Vision 2023, it aims to step up infrastructure investment from 4-5 per cent of GSDP currently to 10 per cent by 2015 and about 11.5 per cent by 2019. The Tamil Nadu government is also holding discussions with various industry bodies to frame a start-up policy.

According to the DIPP, cumulative FDI inflows in Tamil Nadu during April 2000 to March 2016 stood at US\$ 21.54 billion. During the financial year 2015-16, the state ranked third in terms of actual FDI inflow in the country.

Chennai is a key financial centre in south India, with strong presence of major Indian financial institutions and foreign banks. The World Bank has its back office in Chennai.

It has a thriving tourism sector, and ranks third in India in terms of number of domestic tourist arrivals and second in foreign tourist arrivals.

The state's exports totalled US\$ 27.9 billion in 2014-15, grew at a CAGR of 4.7% between 2007-08 and 2014-15. The state targets attracting investments to the tune of US\$ 248.84 billion between 2012-2023.

The state government announced the implementation of 62 MoUs worth US\$ 9.40 billion, out of 98 MoUs, which were signed during Global Investors Meet (GIM) in 2015.

Known as the Land of Temples, Tamil Nadu has nearly 33,000 ancient temples – many at least 600-800 years old – spread across the state.







*Tamil Nadu Pavilion at IESS VI*



*Tamil Nadu Pavilion RTO L : Mr. Pankaj Chadha, Vice Chairman, EEPC India; Mr. Mangat Ram Sharma, Principal Secretary (MSME), Government of Tamil Nadu; Mr. M.C. Sampath, Minister of Industries, Govt. of Tamil Nadu – third from right and Mr P Benjamin, Minister of Rural Industries and MSME, Government of Tamil Nadu;*

### Smart Tech and Smart State

Twelve cities of Tamil Nadu are projected to be developed as a smart cities. In 2015, along with the smart cities in the state, 33 cities are chosen for the development of infrastructure under Atal Mission for Rejuvenation and Urban Transformation (Amrut).

For 2015-16, Chennai and Coimbatore have been chosen under the programme of smart cities by Government of India. Further, the state government has allocated US\$ 61.10 million for the smart cities programme and US\$ 76.38 million for AMRUT, as per the interim budget 2016-17.

### Engineering Excellence

A robust engineering industry exists in the state involving products ranging from automobiles, bicycles, castings and

forgings, textile machines, electrical and non-electrical machinery, pumps and transportation equipment, engineering ancillary industries etc. Tamil Nadu has a strong engineering base concentrated in Chennai, Coimbatore and Salem. During 2014-15, the state ranked second in the production of general purpose and special purpose machinery. Tamil Nadu accounted for 18% and 11% share in India's total output of general purpose and special purpose machinery, respectively. The state has a network of nearly 3,000 engineering units, employing over 250,000 skilled workforce, making high-quality inputs including castings & forgings, and a wide variety of ancillary products.

Exports of engineering products from Tamil Nadu have increased from US\$ 4.7 billion in 2009-10 to US\$ 5.3 billion in 2014-15. Coimbatore is a major production hub of textile machinery in India. Some of the textile machinery manufactured in the state include knitting and spinning machines, textile testing equipment and wrapping machines. Coimbatore accounted for 21% share in India's manufacture of castings. Coimbatore also accounted for 60% share in the overall production of agricultural and domestic pumps in the country.

The Government of Tamil Nadu announced plans to invest US\$ 607 million over next two years for the development of heavy engineering sector of the state. The government is planning to make the investments in Kancheepuram and Chennai regions. Out of the proposed investment, a majority is contributed by boilers and turbine industry followed by general purpose machinery and tractors. These sectors cumulatively accounted for 98% share in overall investment.

In Budget 2016-17, state government has given approval for setting up an aerospace park in about 250 acres in SIPCOT Industrial Park. The park will provide services in the domain of aerospace engineering, production and maintenance of aerospace components, repair and overhauling facilities for avionics, etc.

Some of the key players

- Amalgamations Group
- Bharat Heavy Electricals Ltd (BHEL)
- TVS Group
- Greaves Cotton Ltd
- Murugappa Group
- Saint Gobain
- Sanmar
- Caterpillar

### Tamil Nadu—Detroit of India

Tamil Nadu ranks first among all states in terms of the number of factories and industrial workers. India and China have agreed to develop Chennai-Chongqing as sister cities.

Over the decades, Tamil Nadu has seen major investments in the automotive industry, particularly in cars, railway coaches, tractors, motorcycles, automobile spare parts and accessories, tyres and heavy vehicles. The automotive industry plays a crucial role in driving the state's economy. The government has decided to put it down under "public utility" section.

Chennai is dubbed as the 'Detroit of India' for its large-scale auto production infrastructure. In 2014-15, the state had an automobile manufacturing capacity of 3.55 million units. Moreover, the Government of Tamil Nadu is planning to increase the automobile manufacturing capacity to 5.8 million units by 2020. During FY14 Tamil Nadu had 21.20% share in overall automobile exports from India. The state accounted for a 15.80% share in domestic production and 14.90% share in domestic sales of the automobile sector in the country.

Tamil Nadu has 28% share each in the Indian automotive and auto components industries, 19% in the trucks segment, and 18% each in the passenger cars and two-wheelers segments. Chennai is fast emerging as a major export hub of cars for the Southeast Asian and South African markets. Chennai has the capacity to produce 1.35 million cars and 0.39 million commercial vehicles annually. Tamil Nadu's strong performance in the auto industry is because of the presence of skilled manpower with strong engineering capabilities. In April 2015, Hitachi Automotive established a facility for the production and sales of auto parts in the state of Tamil Nadu. The company invested US\$ 51.9 million for this project and the facility will be responsible for both domestic sales as well as exports.

Some of the key players

- Ford Motor Company
- Hyundai Motor India Ltd (HMIL)
- Mitsubishi Motors Corporation
- Ashok Leyland

Tamil Nadu houses 80 automobile component manufacturers with a cumulative turnover of about US\$ 1.5 billion as of 2014-15. Tamil Nadu is one of the largest tyre manufacturers in India and the state accounted for 40% share in the country's tyre production in 2014-15. In November 2014, the state government announced plans to boost the production capacity of vehicles in the state to 5 million by 2020. This vision is expected to generate five lakh employment opportunity and make Chennai, the capital city, one of the world's top five auto clusters. The policy envisages setting up of an exclusive auto city, India's first, to cater to the needs of both domestic and global auto manufacturers in component designing, prototyping and manufacturing. In partnership with India's CK Birla Group, a French-based automotive company PSA plans to invest US\$ 104.12 million for setting up a 100,000 units per annum car plant in Chennai.



### FLANDERS THE FOCUS REGION

Flanders is the Dutch-speaking northern portion of Belgium, although there are several overlapping definitions, including ones related to culture, language, politics and history. It is one of the communities, regions and language areas of Belgium. The demonym associated with Flanders is Fleming, while the corresponding adjective is Flemish. The official capital of Flanders is Brussels, although Brussels



itself has an independent regional government, and the government of Flanders only oversees some cultural aspects of Brussels life.

In historical contexts, Flanders originally refers to the County of Flanders (Flandria), which around AD 1000 stretched from the Strait of Dover to the Scheldtestuary. The core of historical Flanders is situated within modern-day Flanders and corresponds to the provinces West Flanders and East Flanders, but it sometimes stretched into what is now France and the Netherlands. Nevertheless, during the 19th and 20th centuries it became increasingly commonplace in English and some other languages to use the term 'Flanders' to refer to the entire Dutch-speaking part of Belgium, stretching all the way to the River Maas, as well as cultural movements such as Flemish art. In accordance with late 20th century Belgian state reforms the area was made into two political entities: the Flemish Community and the Flemish Region. These entities were merged, although geographically the Flemish Community, which has a broader cultural mandate, covers Brussels, whereas the Flemish Region does not.

Flanders has figured prominently in European history. During the late Middle Ages, cities such as Ghent, Bruges, Antwerp and Brussels made it one of the richest and most urbanised parts of Europe, weaving the wool of neighbouring lands into cloth for both domestic use and export. As a consequence, a very sophisticated culture developed, with impressive achievements in the arts and architecture, rivalling those of northern Italy. Belgium was one of the centres of the 19th century industrial revolution but Flanders was at first overtaken by French-speaking Wallonia. In the second half of the 20th century, however, Flanders' economy modernised rapidly, and today Flanders is significantly more wealthy than its southern counterpart.

Geographically, Flanders is generally flat, and has a small section of coast on the North Sea. Much of Flanders is



agriculturally fertile and densely populated, with a population density of almost 500 people per sq km. It touches France to the west near the coast, and borders the Netherlands to the north and east, and Wallonia to the south. The Brussels Capital Region is an enclave within the Flemish Region. Flanders has exclaves of its own: Voeren in the east is between Wallonia and the Netherlands and Baarle-Hertog in the north consists of 22 exclaves surrounded by the Netherlands.



## IESS MAKES A SMART MATCH AS IT TURNS SIX



*Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Govt. of India; lighting the inaugural lamp.*

IESS Turned Six on the 16th March, 2017 making a 'Smart Match'! There were many firsts to this show — First time outside Mumbai, First time in Chennai, First time Technology and Industry 4.0 as the theme, First time 10,000 visitors, First time Russia as the Partner Country and First time Biometric Inauguration with two Industry Ministers of two Powerful Allies—Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Government of India—opening a colourful innings of three days – 16-18 March, 2017 at Chennai Trade Centre, Chennai.

VIth edition saw 13 sessions, 100 speakers, 500 delegates from 100 nations, two MOUs, 10436 Business Contacts,

from 181 exhibitors with order value of USD 684,610 from 26 of them, 20652 Business Enquiries totalling USD 8.5 Million.

Other dignitaries at the inauguration included Mr Mangat Ram Sharma, Principal Secretary MSME, Government of Tamil Nadu, Dr Yaroslav Tarasyuk, Trade Commissioner of Russian Federation in India, Mr Girish Shankar, Secretary, Department of Heavy Industry, Government of India, Mr BS Bhalla, Joint Secretary, Union Ministry of Commerce and Industry; and the EEPC India Chairman, Mr TS Bhasin, Vice-Chairman, Mr Pankaj Chadha, Former Chairman and PED Chairman, Mr Rakesh Shah, and Executive Director and Secretary, Mr B Sarkar.



*The Smart Match !!- IESS VI is inaugurated*

In his Welcome Address, Mr TS Bhasin, Chairman, EEPC India, said: 'Russia is our fitting Partner Country and this reciprocity after our participation as Official Organiser in INNOPROM 2016, would definitely deepen our historic trade ties to a different height.' Underlining India's long-standing partnership with Russia in engineering, he said, '... the Soviet Union, of which Russia was the largest member, had contributed immensely to the large Indian public sector units which steered the economic and industrial directions of our country, immediately after Independence.'

India-Russia bilateral trade stood at \$6.17 billion in 2015-16, Mr Bhasin said, adding, 'Several measures, including an agreement on a free trade zone between the Eurasian Economic Union (EAEU) and India will help increase the bilateral trade with Russia to \$30 billion by 2025.'

On the change of venue of the IESS from Mumbai to Chennai, the EEPC India Chairman said, 'We wanted to bring the global engineering sourcing companies to the southern part of India which has emerged as a strong manufacturing base for the world supply chain. We stick to our view that



*L to R : Mr Bhaskar Sarkar, Executive Director & Secretary, EEPC India; Dr.Yaroslav Tarasyuk, Trade Commissioner of Russian Federation in India; Mr. B.S. Bhalla, Joint Secretary, Ministry of Commerce & Industry, Govt. of India; Mr. Girish Shankar, Secretary, Department of Heavy Industry, Govt. of India; Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Govt. of India; Mr T S Bhasin, Chairman, EEPC India; Mr.Mangat Ram Sharma, Principal Secretary (MSME), Government of Tamil Nadu; Mr.PankajChadha, Vice Chairman, EEPC India; Mr Rakesh Shah, Former Chairman and Publicity, Exhibition and Delegation, Chairman, EEPC India.*



Indian engineering exports are likely to see continuance of the uptrend on the back of revival of demand for metals and other basic material.’

Mr. Yaroslav Tarasyuk, Trade Commissioner of Russian Federation in India spoke about Mr. Narendra Modi vision of a new India which not only takes but also contributes opportunities for growth which is a key driver for establishing relations with countries like Russia. He emphasized the 70 years of Russia’s trade relations with India which started in 1947, the first agreement was signed in December 1953 and within 10 years there was a 400% increase in business between the two countries. He said this exhibition is an excellent opportunity for Russia to enhance trade and explore opportunities with India.

In her Inaugural Address, the Minister of State for Commerce and Industry, Ms. Nirmala Sitharaman, highlighted the futuristic goals set by both countries of achieving \$30 billion by

2025, and said ‘[It] is possible and can only lead to greater win-win situations both for Russia and India.’ Ms. Sitharaman spoke of the Russian railways’ involvement in increasing the train speeds in the Secunderabad to Nagpur route, for which India had signed an MoU with Russia.

Mr. Girish Shankar, Secretary, Department of Heavy Industries, elaborated on the Government of India’s policy initiatives to attract investment of \$4.7 trillion over the next five years. In recent years, India’s heavy engineering sector had received a major thrust for investment through the Make in India, defence procurement policy, railway modernisation, investment in infrastructure, liberalisation of FDI policy, ease of doing business and smart cities’

initiatives, he said. ‘These policies offer several substantial opportunities for international partnerships, offering sale of equipment, joint venture productions, supply of technology and manufacturing in India.’



*Chairman, EEPC India; presenting a Filigree Memento to Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation.*

## VIP Tour



*Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Govt. of India at the Pavilion of Ministry of External Affairs*



*Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Govt. of India being welcomed at the Tamil Nadu Pavilion.*



At SIDBI Pavilion

At Russian Pavilion





# RUSSIA AS THE PARTNER COUNTRY

Russia is the first country to have agreed to take the initiative under the “Make in India” umbrella in two key strategic sectors — nuclear and defence. This year in 2017- IESS -the largest Indian Engineering sourcing show which turned VI in 2017, in a new avatar—International Engineering Sourcing Show—for the first time in Chennai, scheduled for 16-18 March, 2017 with Russia as the Partner Country.



India and Russia have always shared a very stable diplomatic and political relationship from the time of the erstwhile USSR. However, the trade between the two countries has not reached its potential. During the fiscal year of 2014-15, India's total trade with Russia stood at US\$6.3 billion out of which India's export to Russia was US\$2.09 billion and import from Russia was to the tune of US\$4.24 billion. The overall trade balance remained positive towards Russia.

During the same year engineering exports to Russia remained at US\$0.7 billion accounting for almost 33% of the total export to Russia. Engineering exports between India and Russia grew at 18% between 2013-14 and 2014-15. Though India's share in Russia's total engineering import is still not substantial, there is tremendous scope to tap the existing potential.

Among the CIS nations, India has a strong economic relation with Russia and these two nations are now considering an India-Eurasian Economic Union Free Trade Agreement. Bilateral ties between Russia and India is a unique world phenomenon. Right from the dawn of India's freedom our relations were on a steady uprise gradually evolving into what we now call special and privileged strategic partnership. A record 16 agreements/ Memorandum of Understandings (MoUs) were signed by the two countries in December 2015 underscore the mutual urge of both the nations to have a comprehensive bilateral cooperation. India-Russia ties have acquired a qualitatively new character with enhanced levels of cooperation in almost all areas of the bilateral relationship including political, security, trade and economy, defense, science and technology and culture. The joint Russian-Indian statement "Through Relations of Trust to New Cooperation Horizons" set new ambitious goals for our mutual cooperation.

The need of the hour is to involve Russian businesses into India's import replacement programme "Make in India". This as an additional opportunity for joint ventures, technology transfer and production of high-value-added goods. Strengthening of multifaceted cooperation between Russian regions and Indian states is viewed as a priority. Partnerships between Moscow and New Delhi, St.Petersburg and Mumbai, Kazan and Hyderabad, Astrakhan and Gujarat, Samara and Karnataka, just to name a few, constitute a solid basis for expanding economic cooperation.

Geographic distances are no longer a barrier when both partners are driven by mutual interest – the 7,200 km-long North-South International Transport Corridor will connect South and Central Asia, the Persian Gulf and Eastern Europe and help to increase the bilateral volume of trade. The importance of the corridor goes beyond the framework of goods movement as it has huge geo-strategic significance in the context of comprehensive regional connectivity assuring energy and economic security to entire Central Asia.

A big step forward has been made to facilitate B2B contacts via a more friendly visa regime. During the recent summit both the nations signed the protocol on simplifying travel requirements for certain categories of citizens of our two countries. Businessmen can now visit Russia and India on direct invitations from their partners.

Make in India is a major new national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure in the country. India and Russia are working together on a "general agreement" on collaboration in science and technology, which will enable the countries to exchange ideas on technology, scientists and students. It's a general agreement (between Russia and India) related to collaboration in science and technology. It is focused upon several technologies related to energy, green technologies, supercomputing in big data, etc. The two countries have entered into an agreement to set up the Russian-Indian Association of Universities.

The Russian Science Foundation (RSF) and the Indian Ministry of Science and Technology have announced that they would jointly sponsor an international team competition in the field of scientific research.





Participation of India Russia in IESS VI as Partner Country will definitely serve as a milestone in the bilateral relations between the two nations.

Regarding Industry 4.0 - the new industrial revolution – Russian enterprises are on top of the game. India can be part of this process. Industry 4.0, the merger of the real and the virtual world, provides further scope for Russian-Indian



*Breakfast Meeting between Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Government of India.*

collaboration: Russia's world-class manufacturing and India's famous IT engineering expertise make a fabulous match. Industry 4.0 offers great potential for a win-win partnership.

At IESS VI, Russia put its best foot forward with a large Russian Pavilion of 750 sqm, powered by the Ministry of Industry and Trade of the Russian Federation and the leading companies that have long-standing contacts with industrial companies in India, as well as by small- and medium-sized businesses showcasing innovative products and development. The official Russian delegation, headed by Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation, included the Deputy Governor and Heads of Ministries of the Sverdlovsk Region, Deputy Chairman of the Moscow Region Government, Head of the Investment Promotion Agency, Deputy Minister of Industry and Trade of the Republic of Tatarstan, Minister of Industry of the Krasnoyarsk Region, and heads of regional investment promotion agencies, industry associations and development corporations.

Industrial companies were present at the joint booths of the Russian regions – Moscow, Sverdlovsk, Tambov and Kaluga – and Krasnoyarsk Krai and the Republics of Tatarstan and Sakha (Yakutia). They were joined by the Association of Furniture and Woodworking Enterprises of Russia.



*India-Russia Business Forum: New activities in Trade & Economic Cooperation  
Moderator: Mr. Alok Kumar, Group Chairman – Akis Tech Ltd; Present were - Mr. Denis Manturov, Minister of Industry and Trade of the Russian Federation; Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmala Sitharaman, Minister of State for Commerce and Industry, Government of India; —also were present Vice-Governor of Sverdlovsk Region; CEO, Moscow Region Development Corporation, Deputy Chairman of the Moscow Region Government, Minister of Investment and Innovation of the Moscow Region, Minister of Industry, Energy & Trade of the Krasnoyarsk Region, Vice Chairman, SUN Group, Vice President, Indo-Russian Chambers of Commerce & Recipient of Honor of "ORDER OF FRIENDSHIP" (By Russia), Trade Commissioner of Russian Federation in India were present.*

The Russian Pavilion saw an international debut of young engineers and inventors – participants of the International Festival of youth research and technical creativity ‘Otvinta!’ The festival aims to develop engineering talents of the new generation and is supported by the Russian Ministry of Industry and Trade, and the Russian Engineering Union.

Individual expositions were presented by Rosatom State Atomic Energy Corporation; PJSC Power Machines; DOK Ltd, Scientific and Production Company; PLM Ural Group; Aerob Ltd; MIPAKT – Millennium Holding JSC; Nordvind JSC; Poliplast Ltd; Sintezator – NN Ltd; Precision Farming Systems Ltd; HimPromProekt Ltd; Victar Ltd.

Honoured with Partner country status, Russia had prepared an extensive cultural programme for IESS delegates and visitors. The programme included performances by Russian

musical and dance troupes, and culinary shows with national cuisine tasting.

On March 16 all visitors were able to enjoy the spectacular Russian Night; the Russian groups also performed at the award ceremony as well as in the Entertainment Area of the Russian Pavilion throughout 16-17 March. During the day, the Russian Pavilion screened national movies with English subtitles on a big screen in a special Cinema Zone.

Furthermore, exhibition participants were welcomed to learn more about Russia as a travel destination at the Visit Russia booth, where they received colourful information materials about various interesting sites of the biggest country of the world, watched promotional videos, and were given souvenirs to take home.

### Russian Troupe Performing at Russian Night





# INDIA – RUSSIA RELATIONS

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## India – Russia Relations

Among the CIS(Commonwealth of Independent States) nations, India has a strong economic relation with Russia. Bilateral relation between India and the CIS region remained cordial since the inception of the region in 1991 after disintegration of erstwhile USSR. This region is strategically very important for India. However, considering the current trend, it becomes evident that trade relations have not improved that much except with Russia and Ukraine. Total trade with CIS countries has increased by about 45% in the last five years but 81% of this share has gone to Russia and Ukraine. Bilateral trade between India and CIS was valued around USD 12 Billion during the year 2014, which do not at all reflect the inherent potential for trade and investments between them. Engineering exports to CIS declined by nearly 45% during the first half of fiscal 2015-16. Overseas shipment of engineering products to CIS region declined to US\$ 260.89 million during the first six months of 2015-16 from US\$ 473.97 million during the same period last year.

Other than Japan, Russia is the only nation to have a mechanism for annual ministerial-level defense reviews with India. Considering India's growing need for energy security, it is essential that India aligns with Russia for its energy needs, which has abundance of oil and natural gas reserves and can share resources and technology for civil nuclear energy to meet India's energy demands. On the other hand, Russian economy has been crippled because of US-EU sanctions post the Ukraine crisis, falling price of oil, which is Russia's major source of income, and the impact of fast depreciating Russian currency, leading to outward capital flight. That is what driving Russia towards exploring new markets for its energy and trade relationships in Asia.

It is a historic fact that diplomatic relations between our countries were established a few months before India became officially independent. Since then, nothing clouded Soviet-Indian and then Russian-Indian friendship.

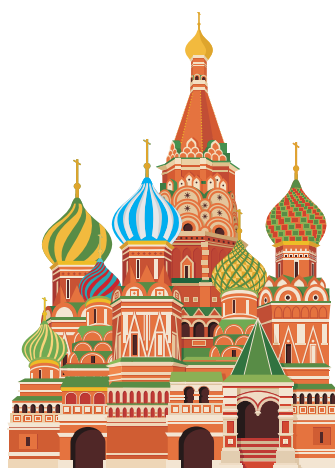


The Declaration on Strategic Partnership of 2000 paved the way to a brand new quality of our interaction imparting a truly global dimension to the partnership of two leading world powers in the XXI century.

Relations with Russia are a key pillar of India's foreign policy, and Russia has been a longstanding time-tested partner of India. Since the signing of "Declaration on the India-Russia Strategic Partnership" in October 2000 (during the visit of Russian President H.E. Mr. Vladimir Putin to India), India-Russia ties have acquired a qualitatively new character with enhanced levels of cooperation in almost all areas of the bilateral relationship including political, security, trade and economy, defense, science and technology and culture. Under the Strategic Partnership, several institutionalized dialogue mechanisms operate at both political and official levels to ensure regular interaction and follow up on cooperation activities. During the visit of the Russian President to India in December 2010, the Strategic Partnership was elevated to the level of a "Special and Privileged Strategic Partnership." During the visit of

President V.Putin to India in December 2014 the leaders emphasized that the time has come for a significant upgrade of bilateral cooperation to elevate the friendship between the countries to a new level. The Summit resulted in a historical joint statement "Druzhba-Dosti: a Vision for Strengthening the Indian-Russian Partnership over the Next Decade" – a roadmap that we will follow for the next decade.

The year of 2015 saw an unprecedented intensity of high level visits and contacts. In May President Pranab Mukherjee came to Moscow to participate in the 70th Anniversary of the Great Victory in the Patriotic War. Last July Prime Minister N.Modi visited Russia to take part in the BRICS and SCO summits. The end of the year was crowned by the traditional and very fruitful summit in Moscow, which brought about strategically important agreements in the fields of nuclear energy, oil and gas, and defence. The joint Russian-Indian statement "Through Relations of Trust to New Cooperation Horizons" set new ambitious goals for our mutual cooperation.



## 13 THEMATIC SEMINARS WITH CLOSE TO 100 SPEAKERS RULED THE ROOST



*Global Investment Forum with speakers from Japan External Trade Organization (JETRO); Government of Flanders (Belgium); Tatarstan Investment Development Agency (Russia); Czech Republic; Bavaria (Germany) and Government of Jharkhand.*

The Global Sourcing Meets' key stakeholders – Yanmar, Kubota, Siemens and Schwing Stetter – made their shows truly engaging. Vendor Development sessions by the Indian Railways, Industrial Design Forum and Orientation Programme by the National Institute of Design, ZED Certification session by Quality Council of India and Accreditation session by NABC were very well attended and appreciated by delegates and visitors.

### **Elaboration of few of the sessions**

#### **Session on Global Investment Forum**

The forum focused on the opportunities available for investors on a global scale as well as on those present domestically such as in Jharkhand.

The Welcome address for the Global Investment Forum at

IESS VI, was given by Mr. R P Jhalani, Former Chairman, EEPC India. He spoke about the rise of Globalization and the success of Make in India. He emphasised the contribution of the energy sector and Ministry of Micro, Small and Medium Enterprises, which will positively contribute towards meeting the estimated GDP growth of 7% by the end of the financial year. He explained the role of EEPC in bridging the communication gap between the Government and the Industry. He explained the abundant overseas opportunities available to Indian investors.

Mr. Veera Babu Veerla, Business Development Officer, Japan External Trade Organization (JETRO) spoke about the untapped potential of Japan after re-emergence of its economy. He explained the large presence of Japanese companies such as Suzuki, Honda, etc., which are well



established in the Indian market. He elaborated about JETRO which was established in 1958 as a Government related organization that promotes mutually beneficial trade and investment. He spoke about India's low contribution to Japan's FDI at just 74 million USD when compared to Japan's contribution of 14.1 billion USD, with Indian investments focused on U.S, U.K and Singapore. He said that the Japanese economy is re-emerging after two decades, with easy visa requirement and decrease in corporate tax making it easier for global investors. He spoke about the aggressive investment in R&D made by the Japanese who have 22 Nobel Prize winners. He explained the establishment of IBSC, business support centres, these incubators provide free office space for up to 50 days, expert advice and free consultancy.

Mr. Sunil Kumar Burnwal, Jharkhand Industry Secretary, spoke about the Industrialization in the Jharkhand. He promoted Jharkhand Tourism, its rich mineral resources, fine infrastructure, quality education and skilled man power. He spoke about 'Momentum Jharkhand' with focus on sectors such as Energy, tourism, healthcare, etc. He added that Jharkhand is an ideal place to invest because it has 40% of India's Mineral wealth, ranked 1st in Labour reforms & Inspection related compliance in India, ranked 5th as Ideal FDI investment hub in India, ranked 7th in Ease

of doing business in India and has the second fastest growth rate in Eastern India at 10.5% GSDP.

Mr. Jayant Nadigar, Trade & Investment Commissioner of Flanders Belgium, Government of Flanders, Flanders Investment & Trade, Bangalore explained the role of Flanders to promote trade and attract investment. Flanders has 69 offices worldwide and 3 in India. He said that the location of Belgium at the heart of Europe makes it a prime location and a decision making center. Mr. Filippe De Potter, Deputy Director Inward Investment, Government of Flanders, Flanders Investment & Trade, Brussels, spoke about the 'Golden banana', referring to the investment zone in and around Belgium, controlling 80% of buying power in Europe. He explained the cheaper warehouse solutions available in Belgium when compared to other European nations. Ms. Babette Desfossez, Customs Attaché, Embassy of the Kingdom of Belgium, New Delhi spoke about the focus of Belgium on being the logistic hub. She explained the aim of providing consultancy with best, cheap and fast solution.

Mr. Malik Safiullin, Deputy Head of Investment Promotion Department, Tatarstan Investment Development Agency spoke about the potential of Republic of Tatarstan, which is present within 1,000 km radius of 50% of Russian Federation. He explained the focus sectors of Tatarstan as petro-chemical, energy cluster, agriculture, engineering and many more. He stated that it is 1st in National Ranking of Investment Climate for two years in a row.

Mr. S. Chandrashekar, MD, Rusal India spoke about the opportunities related to Aluminium in Russia. He emphasised the use of Hydro power and the incentives provided by the government such as low taxes. He explained that supply of primary Aluminium and competitive cost of resource will be advantageous for investors.

Mr. Ivan Kamenik, Head of Trade Mission Bengaluru, Czech Trade. He spoke about Czech Republic's popular crystal products and also automobile brand, Skoda. Czech Republic's GDP in 2016 was 195 billion USD with exports of the same year at 161 billion USD. He said that the Indian partners are provided free consultancy. The Czech hub in Bengaluru invited 34 Czech companies of which 4 have signed to stay so far.



Mr. John Kottayil, Executive Director, State of Bavaria India office, Invest in Bavaria – The business promotion agency of the state of Bavaria spoke about the 84 companies doing business in Bavaria, Germany. He said that Germany is the No.1 investment location in Europe. He explained the procedure followed, starting from getting market and branch

information to site search, site visit & location identification and finally providing contact to partners and networks. He spoke about a few of the 400 existing Bavarian- India joint ventures. He assured ventures with ready business plans and an identified customer base can easily invest and succeed there.

### Global Sourcing Meets





**Vendor Development Seminar with Indian PSUs— Southern Railway, BEML (Bharat Earth Movers Limited) and Bharat Dynamics Limited all made presentations**



**Indo-Russia Scope of Industrial Manufacturing Cooperation** was organized on the second day of the exhibition by EEPC India in collaboration with Department of Heavy Industries to discuss the prospects and plans for cooperation in the field of heavy engineering, automotive, electrical engineering and power engineering besides other. The session was chaired by Mr. Girish Shankar, Secretary, Department of Heavy Industry from Indian side and Mr. Sergey Kotov, Consul-General of the Russian Federation in Chennai from Russian side.



*Speakers included: Mr. Girish Shankar, Secretary, Department of Heavy Industry, Government of India, Mr. Sergey Kotov, Consul General of the Russian Federation in Chennai Moderated by: Ms. Irina Vyshinskaya, Executive Director of the Representative Office of OJSC "Power Machines" in the Republic of India*

The round-table talk on the scope of manufacturing cooperation showed how India and Russia shared 70 decades of blossoming relationship and it has grown from a youthful one to one that is more thoughtful and mature in nature. Russia being an important partner in heavy industries, IESS is a golden opportunity for both the countries to network with the respective counterparts and increase the businesses to leaps and bounds. Both the countries need to move beyond space, defence, nuclear

towards joint design and manufacturing of technological products specifically in the fields of communication and IT.

Opening address from both sides established similar sentiments. Mr Sergey Kotov, Consul-General of the Russian Federation in Chennai, encouraged the Indian counterparts to find proper partners in Russia by the end of the show. The speaker emphasised on the involvement of Russian regions which are very new to India as well as South India bringing new collaborative opportunities for both the parties.

Heavy industrial engineering has been an important contributor for the growth of business ties. Both India and Russia need to strive for inclusiveness, especially with regards to private trade, investment and manufacturing. The common goal of achieving trade value of 30 billion USD by 2025 can only be achieved if we strive for the 15 billion USD of mutual investments. Initiatives like business CEO round-tables and similar conferences for the manufacturers are bound to bring positive results. Several large companies are committed to set up manufacturing points and many are cooperating with the "Make in India" initiative.

India is varied in its manufacturing and technological strengths. India has recently launched 104 satellites in one go. India regularly imports 30 billion USD worth of engineering and 45 billion USD worth of engineering goods. Indian demography has become consumer oriented, which is a key factor. With very low import duties, the platform is transforming very fast, liberalising swift business. This is an exciting time to be in India for business.

Innovation and automation of the production process was one of the key points of the discussion. The use of computer aided engineering in production cycle is a practice of the best modern companies. Using computer simulation, the failure rate of any product can be reduced. Examples of SpaceX and Cummins are very relevant to this application of computer aided engineering as it has helped these companies to cut down on development time by almost half. Using this process at the conceptual design is very important, as risks and failures can be negated as early as possible. Car manufacturers recalling cars is because of similar discrepancies. Computer aided engineering can be applied not only to design but also to the manufacturing process. These factors elevate to a huge level with regards to heavy industries. Thus computer aided engineering could

really be revolutionary in cutting down cost, time and failure rates.

Celebrating 70 years of trade ties between India and Russia, 2017 has been officially declared to be a year long celebration of the same. As new goals are set, this partnership at the sixth IESS is a precursor. This is an opportunity to interact and engage with each other.

Entire gamut of the relationship should move towards a positive side and it increases from strength to strength. This pace suggests that this is achievable.

North–South Transport Corridor is supposed to increase trade convenience, decreasing time and resources involved in transport. Analysts proposed a cut down of transportation from 41 days to 19 days.

In a sweeping presentation, Mr. Eugeny Avtushenko, Director of the Investment Department of JSC “Special Economic Zones”, laid out the red carpet to India to cooperate in the form of special economic zones. He presented how both the private sector and the state is involved in the development of the special economic zones. The fact that investors do not have to pay taxes and no import duties are levied in the SEZs, could be a lucrative offer for the Indian collaborators and investors.

Significant attention was given to the fields of research and academia by the academicians present in the panel. Transformational research was stressed upon, that is, research which is industrially and socially relevant. This means it is efficient to cater to the needs and create profits while also solving societal problems and not harming the environment. Some examples of projects involving societal impact are clean water, affordable housing, uninterrupted power, etc.

Researchers need to work with the industry and should mutually learn and contribute. Russian industry and academia is welcomed with open arms to come and engage and collaborate. India is also providing an entrepreneurial ecosystem and incubator programs which gives rise to this. Requests were made to the Russian delegates to collaborate in these areas. The Russian counterparts also made generous collaborative offers as a reply to this.

Several practical issues plaguing the swift bilateral relations were talked openly. Inconveniences affecting the ease of doing collaborative business were also mentioned in the

conclusion. Customs facilitation issue was put forward. Removal of the 10% custom duties levied was also suggested. Trade transactions communications need to be done in English. Revision of the documentation was also suggested, which was supposedly, cumbersome and stringent. It was proposed that priority be given to recurring business relations from India. Difficulties in getting a visa was also brought to notice of the Russian delegation. This has been a problem especially for the service engineers who have to wait for long durations. This hampers the functionality of the manufacturing line and affects production adversely.

**Session on International Equivalence of Accreditations and its Benefits to Industry was organized in collaboration with NABCB to spread the awareness and the need for Indian manufacturing standards to match a globally acceptable accreditation standard.**

EEPC in association with NABCB presented a session on ‘International Equivalence of Accreditation and its Benefits to Industry’ which focused on the need for Indian manufacturing standards to match a globally acceptable accreditation standard. The “Brand India Engineering Campaign” launched by the Ministry of Commerce and Industry is to enhance the global image of the Indian Engineering sector. The emphasis on International equivalence of Accreditation standards is essential to build reputation.

The Inaugural session commenced with the welcome address by Mr. Arun Garodia, Regional Chairman (ER), EEPC India who gave an introduction about the increased



*Session on International Equivalence of Accreditation & its Benefits to Industry. L to R Mr. Pradeep Aggarwal, Deputy Regional Chairman (NR), EEPC India; Ms. Shobha Hegde, Lead Assessor, NABCB; Mr. Shyamsunder Bang, Chairman, NABCB; Mr. Arun Kumar Garodia, Regional Chairman (ER), EEPC India and Mr. Anil Jauhri, CEO, NABCB were on the dais*

unilateral and multilateral agreements resulting in increased regulations. He said that to build the reputation of 'Make in India' products it is essential for industries to be aware of accreditation certifications.

The keynote address was given by Mr. Anil Jauhri, CEO National Accreditation Board of Certification Bodies (NABCB) who gave an introduction about the need for conformity assessment in order to match up with International standards as a primary benchmark and eventually exceed these standards. He said that in order to progress, differential standards cannot exist in every industry but every sector should strive towards international standards. He went on to say that International standards are the most accepted practice not necessarily the best practice.

Mr. Shyamsunder Bang, Chairman, NABCB and Executive Director, Jubilant Life Sciences said, when WTO was formed and India got in, it led to bringing down of import duty. He added that it also led to companies shutting down as well as several companies succeeding when they ventured out into the global market. He spoke about the initial hesitation Indian industries faced when competing with the quality of foreign products and NABCB's role in monitoring and regulating credible certifications.

For the Technical session, Mr. Anil Jauhri said, as per WTO regime, quality cannot be regulated unless there is a negative safety parameter involved. He emphasized the difference between compulsory regulations present especially in Food and Drugs industry and voluntary standards which are market driven. He explained that Regulation focus was on factors associated with health and safety while Standards focus was on enhancement of quality. He explained that the government by itself cannot regulate all products; an act is required to do so.

Ms. Shobha Hegde, Lead Assessor, NABCB explained a system is required to gain international acceptance by conformity assessment after which trade will be facilitated. She elaborated on the need for accreditation to achieve such international acceptability. She also spoke about the various divisions of the Quality Council of India (QCI) responsible for establishment of Accreditation frameworks and created awareness on the issue of fraudulent certificates. She explained that ISO 9001 certificate has become sort of a prerequisite for newly formed manufacturing and service industries.

Mr. Pradeep Aggarwal, Dy. Regional Chairman (NR), EEPC India concluded the session by reiterating accreditation being an essential factor along with quality and pricing of products.

**Session on ZED Certification scheme – Road map to Global Competitiveness was organized in collaboration with MSME and Quality Council of India to discuss the uniqueness of ZED Maturity Assessment Model and its benefits to the industry.**

“Zero Defect Zero Effect (ZED)” is a policy initiative of the Prime Minister of India, Shri Narendra Modi with the intent to have production mechanisms wherein products have no defects and the process through which product is made has zero adverse environmental and ecological effects. It aims to prevent products developed from India from being rejected by the global markets.

A brief introduction by Mr. Pankaj Chadha, Vice Chairman, EEPC India, made it quite clear, that quality transition is important to strengthen trade relations. Quality is needed not only in production mechanism but also the production process. This means achieving quality without causing harm to the environment. This is fundamental to the MSME sector as it contributes to 55% percent of India's Engineering export.

After a short documentary film, all aspects of the ZED scheme were talked upon through detailed presentations as Mr. A. K. Jain, Principal Advisor at Quality Council of India (QCI) and Mr. Anil Jauhri, CEO, NABCB went into the specifics. The uniqueness of ZED as an improvement tool rather than a certification program was stressed upon. The importance of demonstrating manners that are internationally compliant was also brought forward specifically with regards to global standards being mistaken for best practices.

“Smart Tech for Smart Engineering” was the theme for IESS VI and ZED scheme is as smart as it can get for any certification and evaluation tool. Manufacturing product with zero defect and zero effect on the environment is a dream come true for a sustainable development model. India somehow missed all three previous industrial revolutions and now it is at the cusp of the fourth revolution. China caught hold of the manufacturing industry while India was still focussed on the services. But we soon understood that manufacturing can't be neglected. There



are no benefits of the demographic dividend if we can't put them to good use. MSMEs can be an active catalyst in India's role in this revolution. Incubation schemes are here, design schemes are here, IPR intervention schemes, technology upgradation scheme, lean manufacturing scheme, etc., are going to take this in the right direction. This is different than other interventions where the government gets actively involved. Now MSME is directly involved with the government to implement this while government is only providing the finances and hand holding if and when required. We are in the midst of a massive drive to educate enterprises about the ZED drive.

MSMEs should be benefitted from ZED. Much like the other initiatives undertaken by the government, ZED is also an Indian idea. Quality of product and the environment have been always talked separately but this is for the first time that these aspects are being brought together. ZED can help MSMEs grow from a struggler level to a world class level with the help of handholding. QCI being a national accreditation body, ZED is fully compatible with QCIs guidelines. ZED model is a maturity assessment model developed by a comprehensive discussion among the industry experts like CII, FICCI, ASSOCHAM, etc.

Main objective of the ZED model is to support Make in India initiative. ZED disciplines include all the other accreditations. Out of the 50 parameters, 20 are mandatory to be fulfilled. There are 36 enablers which are there to assess and help MSMEs to improve on the overall quality of manufacturing. The five level maturity model takes a snapshot of where an enterprise stands and shows it the next step to be achieved. This is for the first time that a rating criterion is launched as previously only certification was available and there



*On the dais speakers include, Mr. A. K. Jain, Principal Advisor at Quality Council of India (QCI) Mr. Anil Jauhri, CEO, NABCB, Mr. P. K. Aggarwal, Vice President, M/s Tractors & Farm Equipment Limited (TAFE) & National President NIQR and Mr Piyush Srivastava, Additional Development Commissioner, MSME and Mr. Pankaj Chadha, Vice Chairman, EPC India.*

was no concrete procedure to assess the quality and the ecological effect of any industry. ZED is an improvement tool, meant for the MSMEs to improve their standards to that of excellence.

ZED model is specific to the type of industry. MSMEs are free to choose their own consultants. The process is completely digitised. There's no manual intervention and everything is web based. Transparency and integrity has also been taken care of. The fees are fixed online and technology like geolocation is implemented for accountability.

The other aspect of ZED model is the availability of e-learning modules which are free online, which can be used for understanding and evaluating practices. Even large industries could get helped with the initiatives affecting their production techniques for a better quality and environment. Though they will not get the subsidies for the implementation.



Ministry of Micro, Small and Medium Enterprises is integral to the growth of the Indian economy. Yet, the sector faces challenges like poor financing and development. Small Industries Development Bank of India (SIDBI) has been a consistent provider of credit flow to the sector and aims at making MSME's aggressive competitors in the global market.

In the welcome address for the session, Mr. R P Jhalani, former Chairman, EPC India stated that Small and Medium Enterprises (SMEs) contribute about 45% of industrial output and 40% of exports, making it a crucial sector for the Indian economy.

Mr. Ramesh Dharmaji, Chief General Manager, SIDBI spoke about the problems faced by MSMEs such as resource, skill, technology, design, marketing and raw materials. He explained the steps taken by SIDBI to address these issues using the credit and credit plus system. He explained SIDBI's role in helping MSMEs to get loans at 9%-10% rate of interest from the existing rates of 12%-13%. He spoke

about the Stand up India scheme set up for loans, with over 2 lakh branches in the country. He explained about the delays in receivables from Government, Private and Public sectors to MSMEs, to tackle this problem, a Mexican technology was introduced to ensure prompt payments at effective rate of interest. He explained that it is easy to acquire loans below 1 lakh and above 10 lakhs, suggesting difficulty for MSMEs to take loans due to their large transaction costs. He suggested that MSMEs can save 13%-18% energy by using their resources efficiently.

Mr. Sivarajan Kalyanaraman, Partner, Tax and Regulatory Services, Price Waterhouse & Co. LLP spoke on the implications of GST and the way forward. He explained that GST will result in an end to payments of multiple taxes for the supply of goods. He elucidated the change from origin based tax system to consumption based tax system for sale of products outside their respective state, if this leads to any loss of revenue, government has promised compensation, this will be effective for five years introduction. He also said that inter state transport will be taxed after GST. He explained that taxes will be levied in the brackets of 5%, 12%, 18% and 28% based on alignment of current taxes to GST. He explained that payment of advances will also be taxed under the GST.

Mr. K. R. Santhosh, Manager, SIDBI claimed there is a potential to save around 10-25% by making industries energy efficient. He said that a majority of the MSMEs are victims to loss of energy, by energy leaks which is mostly ignored. He explained the major barrier for implementation is the lack of expertise in banks to provide loans for energy efficiency practices. He elucidated that 59% of Greenhouse gas emissions in India is from the Industry and Energy sector. He explained the major reasons to invest in energy efficiency practices are the increasing price of energy, decreasing resources and climate change. He explained about the 4 E programme, end to end energy efficiency programme, with banks generally providing just loans, this programme will also provide technical support. He said that loans from 10 lakhs to 1.5 crores will be sanctioned with interest rates between 7.9% and 9.7%, based on the ratings. He added that the return period for the loans vary from 3 to 5 years. He emphasised the advantage of energy audits under SIDBI which is provided at a subsidised rate of Rs. 34,500 along with concessional loans.

**Industrial Design Forum and Design Orientation Programme—The forum was organized in**

**collaboration with MSME and National Institute of Design. It aims to spread the design awareness at the cluster level for MSMEs units.**

Additional Secretary & Development Commissioner, MSME, Mr. S.N. Tripathi's presence during the Industrial Design Forum & Design Orientation Programme of Design Clinic scheme by National Institute of Design and his outlook on design that plays a major role in making a product functionally relevant for a world class user experience were encouraging; Mr. Piyush Srivastava, Additional Development Commissioner, MSME perspective on importance of Design in industry and benefits of ZED scheme for MSME during Industrial Design Forum & Design Orientation Programme and ZED certification session respectively were well appreciated.



*Speakers included: Mr. Arun Kumar Garodia, Regional Chairman (ER) -Mr. Pradyumna Vyas, Director, National Institute of design; Mr. S.N. Tripathi, Additional Secretary & Development Commissioner, MSME; Mr. Vladimir Pirojkov, CEO, Kinetica Design and Innovation, Russia; Mr. Alain Lonay, General Manager, Renault Design India (Mumbai) INDIA; Mr. Jitendra Rajput, Head, MSME Design Clinic Scheme, NID; Mr. Satish Gokhale, Design Specialist, Owner, Design Directions Pvt. Ltd; Mr. Bhavin R. Dabhi, Head, Machine Design, Universal Design Innovation Lab LLP; Mr. Ramesh Manickam CEO – Centroid Design Pvt. Ltd. Chennai; Mr. Hridaysh Deshpande, Director, Center for Automotive Research and Studies (Origin France); Mr. Piyush Srivastava, Additional Development Commissioner, MSME and Mr. P. R. Venkatachalam, Working Committee Member, EEPIC India.*



The Industrial Design Forum explored in detail the areas and sectors of opportunities for Industrial Designing in India, as well as the latest trends and opportunities in advanced global markets. Also, the forum elucidated various schemes such as Design Clinic Scheme which is an initiative of MSMEs and National Institute of Design (NID) to provide design solutions. It is essential to spread design awareness at the cluster level for MSMEs of a State.

The welcome remarks and introduction to the session was given by Mr. Arun Garodia, Regional Chairman (ER), EEPC India about India's Industrial transformation phase and explained that good design will help create more consumer demand. "Good industrial design results in innovative, useful and ergonomic products", he said added that a lack of innovative designing is a problem to be addressed in India.

In his Special Address, Mr. Pradyumna Vyas, Director, National Institute of Design addressed the poor value addition due to lack of proper industrial design in India. He explained the transformation of Japan, Korea and Taiwan into strong global competitors by focusing on innovation in design. "Design is an investment, not cost", he said, emphasizing the potential long term gains of effective design. He said that the production of second grade products will not help India to boost its economy. He spoke about how value addition can be done through industrial design. Referring to a study, he said that if you can invest 5% in design, it can leverage up to 70% in the future.

Mr. Piyush Srivastava, Additional Development Commissioner, MSME elucidated the three factors essential for a good design; desirability, economic viability and technical feasibility. He said he realized the importance of design in industry because of Indian car designer, Mr. Dilip Chhabria. He said that it is important for MSMEs to embrace better design in order to improve and upscale. He emphasized that design should lead to energy efficiency, socially sustainable and environmentally sustainable product.

Mr. S. N. Tripathi, Additional Secretary & Development Commissioner, MSME emphasized on the need of every sector to focus on Design and Quality, especially on fine details which helped technology giants to establish themselves in the global market. He explained that design plays a major role in making a product functionally relevant when focusing on user experience without compromising on quality.

Mr. Vladimir Pirojkov, CEO Kinetic Design and Innovation, Russia claimed that Russia is in a similar position to India when it comes to design. He spoke on the need to think progressively by explaining advanced concepts introduced in popular movies such as Avatar and Big Hero 6, which can be engineered in reality by innovating with least complications.

Mr. Alain Lonay, General Manager, Renault Design India (Mumbai), India explained the concept of form follows function and to think of design as a function. He explained why it is important for a company to stay true to itself and what it does, to explain this, he gave the example of McDonald's and its attempts to venture into completely different products which failed but when they listened to their consumer base and brought about appropriate changes to their existing products, they reaped the benefits.

Mr. Jitendra Rajput, Head MSME Design Clinic Scheme conveyed the aim, challenges and approach for Design Clinic Scheme to help MSMEs create benchmark products by creating design awareness, providing financial support and supplying design resources. He said that design was considered to be an elite form of value addition thus it was not readily embraced by small scale industries.

Mr. Satish Gokhle, Design Specialist, Owner, Design Directions Pvt. Ltd. explained several application of design thinking to redesign devices to be more effective by eradicating typical design perspective. He said it is really important to analyse the needs of the user. He explained that design is not art because industrial design results in mass production. He said that the size of a company does not matter and that the goal should be to make an interesting product, more interesting.

Mr. Bhavin R. Dabhi, Head, Machine Design, Universal Design Innovation Lab LLP elaborated upon several innovations in machine designs for the improvement of productivity. He specified that two projects he worked on was a part of the Design Clinic Scheme that have been successful.

Mr. Ramesh Manickam, CEO, Centroid Design Pvt. Ltd, Chennai spoke about ideal design being aesthetic converted into value and why it is essential for design to keep changing with change in needs of the consumer. He explained the design procedure followed, which includes, understanding user problems, defining the problems,

ideation, prototyping, iterating and finally releasing the final product to the market.

Mr. Hridaysh Deshpande, Director, Center for Automotive Research and Studies (Origin France) said that, it is essential to not only survive, but thrive. He explained the provision of India Design Mark (IMARK) granted by Indian Design Council to recognize good design through a systemized process.

**One Day Technology Meet was also organized to create awareness among Indian MSMEs on Technology upgradation.**



*Mr. B. S. Bhalla, Joint Secretary, Ministry of Commerce & Industry, Govt. of India; Mr Anupam Shah, Immediate Past Chairman, EEPC India; Dr R Chidambaram, Principal Scientific Advisor to the Govt. of India; Mr Sanjeev Kawshwar; Dr. Vimal Kumar Varun, Scientist 'F', Department of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India spoke on the occasion among others.*



*Mr Anupam Shah, Immediate Past Chairman, EEPC India presenting a memento to Dr. R Chidambaram, Principal Scientific Advisor to the Govt. of India at the session.*

**A whole-day session on Executive Knowledge Series by ISB was very enlightening and invigorating!**



*Indian School of Business — EEPC India Executive Knowledge Series*



## INDIA AND RUSSIA EVENING

While exhibitors, delegates and visitors were kept busy with business affairs during the day, the evenings were given over to relaxation with cultural events – the Russian Night on day one and a combined display of Russian and Indian cultural renditions on the second day.



*Mr B Sarkar, Executive Director and Secretary, EEPC India presenting a memento to the Russian Performers ( left pic) and Indian Performers ( right pic)*





Networking Dinner

## MEMORANDA OF UNDERSTANDING

EEPC India and JSC Moscow Region Development Corporation signed a Memorandum of Understanding, to promote trade and investment and development of business relations between members of EEPC India and MRDC in the field of engineering business and investment.

If 2015 was Hannover and 2016 INNOPROM, 2017 will be the year of MSV Brno, where India will be the Partner Country at the 59th edition of the MSV Engineering Trade Fair in Brno, Czech Republic. EEPC India has been privileged to be the Lead Agency to organise the India Pavilion at these mega events. At IESS VI, EEPC India signed an MoU with BVV Fairs, the MSV Brno organisers, to manage the India Pavilion where more than 100 Indian companies are expected to participate.



*MOU signing between EEPC India and JSC "Moscow Region Development Corporation". Mr Bhaskar Sarkar, Executive Director & Secretary, EEPC India (on the right) and Mr Timur Andreev, CEO, Moscow Region Development Corporation (on the left) Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirmla Sitharaman, Minister of State for Commerce and Industry, Government of India are witnesses to this.*



*Post MOU signing between EEPC India and BVV fairs which organizes MSV Engineering Trade Fair in Brno to manage the India Pavilion at the 59th edition of MSV Engineering Trade Fair in Brno in 2017. Mr Bhaskar Sarkar, Executive Director & Secretary, EEPC India (on the left) and Mr Radoslav Klepac, Director International Relations, MSV Brno (on the right) are seen exchanging the MOUs.*

*(R TO L) H.E. Mr. Milan Hovorka, Ambassador, Embassy of Czech Republic; Mr. Girish Shankar, Secretary, Department of Heavy Industry, Govt. of India; Mr. B. S. Bhalla, Joint Secretary, Ministry of Commerce & Industry, Govt. of India; and Mr. T S Bhasin, Chairman, EEPC India; from are the witnesses standing behind.*



# ANALYSES OF EXHIBITORS' AND B2B MEETINGS FEEDBACK

As the curtains came down on the sixth International Engineering Sourcing Show, EEPC India could justifiably feel proud of the almost year-long hard work that went into hosting India's largest engineering sourcing exhibition. An analysis of the feedback received till now from the exhibitors as well as from the B2B meetings revealed Exhibitors'

246 exhibitor's feedback forms received.

- Exhibitor mobilization activities seemed to be more diverse covering more Industry clusters which resulted in 56% of the participants in IESS VI being new comers.

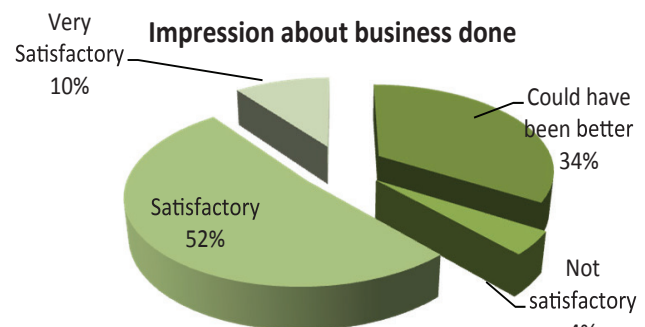
- 181 of the participants responded about the contacts made by them during the show which totaled upto 10436 with an average of around 58 contacts per participant. Since nearly 83% of the contacts were new, promise of good business is forthcoming.

- Since engineering shows are not about off the shelf sales, only 26 of the participants mentioned about their instant orders booked and the amount of total order booked by them was US\$ 684,610.

- With the few respondents mentioning about the number of enquiries, the enquiries generated by the reporting respondents had been 20652 in number. When most of the enquiries didn't have any value mentioned, the enquires having value totaled to USD 8.5 million.

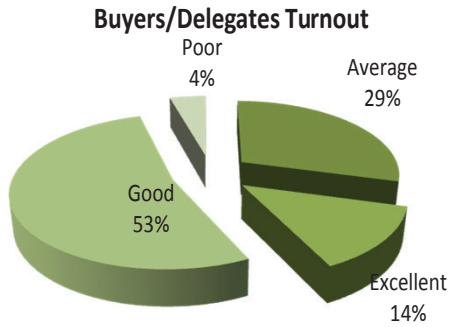
## Key Takeaways

1. Quality of business visitors in IESS VI was satisfactory and only 1% marked it as poor.
2. Majority of the participants were satisfied about the quality of business done and only 4% was not satisfied.

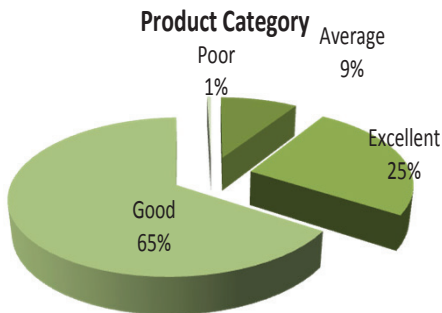




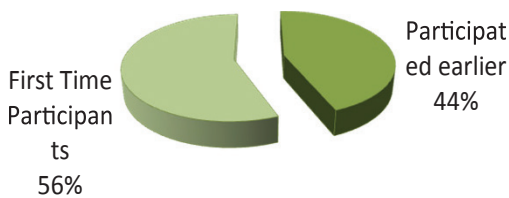
3. Buyers/delegates turnout during the show was quite up to the mark as 96% of the reporting respondents found it as either excellent or good or at least average.



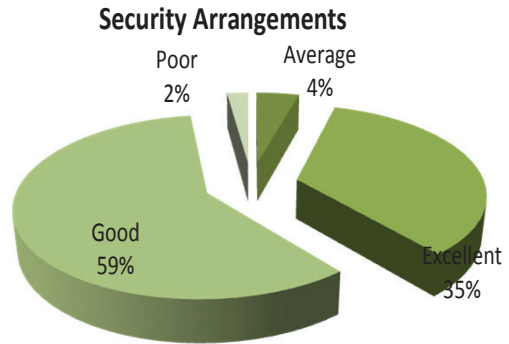
4. Quality of buyers also matched the expectation of the participants and only 6% marked it as poor.
5. Category of the products exhibited was very much satisfactory. Only 1% of the respondents opined it as poor.



**First Time Participation**

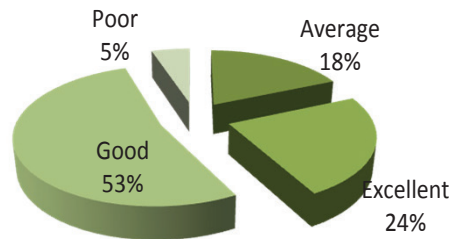


6. Quality of the seminars and workshops was quite satisfactory as per the respondent participants. Only 1% of them opined them as poor.
7. Security arrangements was quite good as only 2% categorize them as poor.



8. B2B sessions were very much effective as 95% of the respondent participants found the B2B sessions fruitful while only 5% marked it as poor.
9. With regard to the quality of exhibition, 90% viewed it as excellent or good and expressed their intention to participate in EEPC India events going forward.
10. In terms of the quality of business contact and enquiries, 87% said that they were of high quality and were satisfied.
11. More than 80% of the respondents found to be quite aware of events and activities organized by EEPC India.

**B2B Matchmaking**



### Suggestions for further improvement by delegates

- A few of the participants has faced problem regarding the location of their stalls.
- Some of the participants thought there was scope to improve overall publicity of the event.
- Some of the respondents urged for higher participation of MNCs rather than focusing on small traders.
- Some of the participants thought there should have been more local buyers.

### Overseas Buyers' Feedback of B2B

Buyer-Seller Meetings were organised on 16th and 17th of March 2017 and were spread over three sessions.

Over 1200 One to One meetings were conducted over these two days. Comprehensive Buyer Feedback has been analysed and key observations are showcased as follows:

1. Most buyers were aware of their meeting slots and attended the 2.30 hrs sessions diligently.
2. Some of them even used the B2B hall for their subsequent meetings
3. An early application process can ensure that delegate applications can reach 600 +with 450 +final attendance.
4. Prominent location of B2B area makes a big difference in successful conduct of these meetings.

### Suggestions for 2018

1. We should start Buyer Registration Process from approx. 15th May 2017 onwards to ensure greater response.
2. IESS 2018 website should have a "Sourcing Request Area" where an interested overseas company can post their immediate sourcing interest. The request can then be circulated amongst IESS exhibitors. Large number of visible sourcing requests would make the website interactive and EEPC India members will derive greater value from the show.
3. Most Buyers are already in town by afternoon the day before. We could consider organising networking evening in their resident hotels for exhibitors to meet them in a relaxed environment the evening before. IESS exhibitors could be asked to pay for this dinner to defray partial costs.
4. For Buyers & Sellers who have fixed meetings on the portal, B2B Hall should be used for their scheduled meetings on First Half of Day 1.
5. B2B meetings will also be organized on Day 3, for those delegates/exhibitors who missed out their meetings on Day 1 or Day 2

### B2B



## PUBLICITY AND PROMOTION

### Pre-Event Publicity in India

A focussed publicity drive was carried out by EEPC INDIA all over the country in order to create awareness about the Council's. To mobilise participation, many seminars and road shows were organised all over the country. Besides this, other forums, conferences and exhibitions were also used as a channel to promote the exhibition and distribute the promotional literature on IESS VI. A dedicated website was created to facilitate online registration ([www.iesshow.in](http://www.iesshow.in)).

### Regional Roadhows



*Eastern Region*



*Southern Region*



*Northern Region*



*Western Region*



Promotional Literature for mobilisation of the Exhibition in India was done.

Advertisements in Print Media

Standee



- BARC, IIT Bombay, IIT Madras, FCRI, ARCI, CMTI, MSME Technology Centre and many more
- Live demonstration, Scale Models, and Projects
- Explore and upgrade technology through transfer, funding, acquisition and collaboration

Flyer



Show Publicity in Chennai

Extensive promotional activities were undertaken so to draw the Chennai business community to the Show. 7000 leaflets were distributed in prominent locations in Chennai.

EEPC INDIA carried out an extensive publicity drive by releasing advertisements in the leading newspapers in prior to the exhibition, branding the exhibition area and publishing pre and in-show material with prominent EEPC INDIA branding.

Advertisements in Print Media

Extensive advertising campaign was undertaken in the local print media prior to the exhibition.

Advertisements about the exhibition were published in the following 24 newspapers all over India since September till the 17th March 2017



MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
September	19/9/2016	Monday	Chennai	Southern	The Economic Times	1
September	19/9/2016	Monday	Mumbai	Western	The Indian Express	1
September	19/9/2016	Monday	Hyderabad	Southern	The Economic Times	1
September	20/9/2016	Tuesday	Kolkata	Eastern	The Financial Express	1
September	20/9/2016	Tuesday	Delhi	Northern	The Asian Age	1
September	20/9/2016	Tuesday	Coimbatore	Southern	Deccan Chronicle	1
September	20/9/2016	Tuesday	Chennai	Southern	The Financial Express	1
September	20/9/2016	Tuesday	Bengaluru	Southern	The Hindu	1
						8
September	26/9/2016	Monday	Mumbai	Western	The Business Standard	1
September	26/9/2016	Monday	Chennai	Southern	The New Indian Express	1
September	26/9/2016	Monday	Bengaluru	Southern	The Hindu	1
September	27/9/2016	Tuesday	Chennai	Southern	The Hindu Business Line	1
September	27/9/2016	Tuesday	Kolkata	Eastern	The Business Standard	1
September	27/9/2016	Tuesday	Pune	Western	The Economic Times	1
September	27/9/2016	Tuesday	Delhi	Northern	Indian Express	1
						7
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
October	3/10/2016	Monday	Chennai	Southern	The Economic Times	1
October	3/10/2016	Monday	Mumbai	Western	Mint	1
October	3/10/2016	Monday	Hyderabad	Southern	The Economic Times	1
October	3/10/2016	Monday	Bengaluru	Southern	Kannada Prabha	1
October	4/10/2016	Tuesday	Delhi	Northern	The Economic Times	1
October	4/10/2016	Tuesday	Coimbatore	Southern	Thanthi	1
October	4/10/2016	Tuesday	Chennai	Southern	Dinamalar	1
October	4/10/2016	Tuesday	Mumbai	Western	Midday	1
						8
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
October	17/10/2016	Monday	Chennai	Southern	Dinamalar	1
October	17/10/2016	Monday	Hyderabad	Southern	The Economic Times	1
October	17/10/2016	Monday	Bengaluru	Southern	Thanthi	1
October	18/10/2016	Tuesday	Coimbatore	Southern	Dinamani	1
October	18/10/2016	Tuesday	Chennai	Southern	The Economic Times	1
October	19/10/2017	Wednesday	Chennai	Southern	Janashakti	1
						6
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
October	24/10/2016	Monday	Chennai	Southern	Dinamalar	1
October	24/10/2016	Monday	Hyderabad	Southern	Hyderabad Headlines	1
October	24/10/2016	Monday	Bengaluru	Southern	Deccan Chronicle	1
October	25/10/2016	Tuesday	Coimbatore	Southern	Deccan Chronicle	1
October	25/10/2016	Tuesday	Chennai	Southern	The Economic Times	1
						5
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
November	1/11/2016	Tuesday	Chennai	Southern	Dinamalar	1
November	2/11/2016	Wednesday	Chennai	Southern	The Economic Times	1
						2
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
November	7/11/2016	Monday	Chennai	Southern	The Economic Times	1
November	7/11/2016	Monday	Mumbai	Western	Mint	1
November	7/11/2016	Monday	Hyderabad	Southern	The Economic Times	1
November	7/11/2016	Monday	Bengaluru	Southern	Kannada Prabha	1
November	8/11/2016	Tuesday	Delhi	Northern	The Financial Express	1

November	8/11/2016	Tuesday	Coimbatore	Southern	Deccan Chronicle	1
November	8/11/2016	Tuesday	Chennai	Southern	Dinamalar	1
November	8/11/2016	Tuesday	Bhubaneswar	Eastern	The Pioneer	1

8

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
November	14/11/2016	Monday	Chennai	Southern	The Economic Times	1
November	15/11/2016	Tuesday	Mumbai	Western	The Business Standard	1
November	15/11/2016	Tuesday	Chennai	Southern	Dinamani	1
November	15/11/2016	Tuesday	Bengaluru	Southern	Thanthi	1
November	15/11/2016	Tuesday	Delhi	Northern	Business Standard	1
November	16/11/2016	Wednesday	Chennai	Southern	The Hindu Business Line	1
November	16/11/2016	Wednesday	Kolkata	Eastern	The Economic Times	1
November	16/11/2016	Wednesday	Pune	Western	The Economic Times	1

8

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
November	23/11/2016	Wednesday	Mumbai	Western	Mint	1
November	23/11/2016	Wednesday	Chennai	Southern	Dinamani	1
November	24/11/2016	Tuesday	Kolkata	Eastern	The Business Standard	1
November	24/11/2016	Tuesday	Chennai	Southern	The South India Times	1

4

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
November	28/11/2016	Monday	Mumbai	Western	The Business Standard	1
November	28/11/2016	Monday	Chennai	Southern	Dinamalar	1
November	28/11/2016	Monday	Rajkot	Western	Gujarat Samachar	1
November	29/11/2016	Tuesday	Chennai	Southern	The Hindu Business Line	1
November	29/11/2016	Tuesday	Kolkata	Eastern	The Business Standard	1
November	29/11/2016	Tuesday	Ludhiana	Northern	Dainik Bhaskar	1
November	30/11/2016	Wednesday	Coimbatore	Southern	Deccan Chronicle	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
December	5/12/2016	Monday	Chennai	Southern	Dinamani	1
December	5/12/2016	Monday	Kolkata	Eastern	The Business Standard	1
December	5/12/2016	Monday	Mumbai	Western	The Business Standard	1
December	6/12/2016	Tuesday	Delhi	Northern	The Pioneer	1
December	6/12/2016	Tuesday	Delhi	Northern	The Asian Age	1
December	6/12/2016	Tuesday	Delhi	Northern	The Hindu Business Line	1
December	6/12/2016	Tuesday	Delhi	Northern	The Financial Express	1
December	6/12/2016	Tuesday	Chennai	Southern	Dinamani	1

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
December	12/12/2016	Monday	Mumbai	Western	The Business Standard	1
December	12/12/2016	Monday	Chennai	Southern	Dinamalar	1
December	12/12/2016	Monday	Coimbatore	Southern	Deccan Chronicle	1
December	13/12/2016	Tuesday	Chennai	Southern	The Hindu Business Line	1
December	13/12/2016	Tuesday	Ludhiana	Northern	Dainik Bhaskar	1
December	13/12/2016	Tuesday	Hyderabad	Southern	The Financial Express	1

6

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
January	4/1/2017	Wednesday	Chennai	Southern	The Hindu Business Line	1
January	4/1/2017	Wednesday	Mumbai	Western	The Business Standard	1
January	5/1/2017	Thursday	Chennai	Southern	Dinamani	1

3

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
January	9/1/2017	Monday	Mumbai	Western	Mint	1
January	9/1/2017	Monday	Chennai	Southern	Dinamani	1
January	9/1/2017	Monday	Kolkata	Eastern	The Business Standard	1
January	9/1/2017	Monday	Bengaluru	Southern	Thanthi	1
January	10/1/2017	Tuesday	Chennai	Southern	The South India Times	1
January	10/1/2017	Tuesday	Coimbatore	Southern	Deccan Chronicle	1
January	10/1/2017	Tuesday	Delhi	Northern	The Asian Age	1
						7
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
January	16/1/2017	Monday	Mumbai	Western	The Business Standard	1
January	16/1/2017	Monday	Chennai	Southern	Dinamalar	1
January	16/1/2017	Monday	Coimbatore	Southern	Dinamani	1
January	17/1/2017	Tuesday	Chennai	Southern	The Hindu Business Line	1
January	17/1/2017	Tuesday	Ludhiana	Northern	Dainik Bhaskar	1
January	17/1/2017	Tuesday	Hyderabad	Southern	The Financial Express	1
						6
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
January	23/01/2017	Monday	Chennai	Southern	Dinamalar	1
January	23/01/2017	Monday	Mumbai	Western	The Hindu Business Line	1
January	23/01/2017	Monday	Hyderabad	Southern	Deccan Today	1
January	23/01/2017	Monday	Bengaluru	Southern	Thanthi	1
January	24/01/2017	Tuesday	Coimbatore	Southern	Dinamani	1
January	24/01/2017	Tuesday	Chennai	Southern	The Hindu Business Line	1
January	25/01/2017	Wednesday	Chennai	Southern	Janashakti	1
						7
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
January	30/01/2017	Monday	Mumbai	Western	Mint	1
January	30/01/2017	Monday	Chennai	Southern	Dinamalar	1
January	31/01/2017	Tuesday	Coimbatore	Southern	The Hindu	1
January	31/01/2017	Tuesday	Chennai	Southern	The South India Times	1
January	31/01/2017	Tuesday	Chennai	Southern	Dinamani	1
						5
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
February	6/2/2017	Monday	Chennai	Southern	Dinamalar	1
February	6/2/2017	Monday	Coimbatore	Southern	The Hindu	1
February	7/2/2017	Tuesday	Chennai	Southern	The South India Times	1
February	7/2/2017	Tuesday	Bengaluru	Southern	Thanthi	1
February	8/2/2017	Wednesday	Chennai	Southern	Dinamani	1
February	8/2/2017	Wednesday	Madurai	Southern	The Hindu	1
						6
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
February	13/2/2017	Monday	Chennai	Southern	Dinamani	1
February	13/2/2017	Monday	Visakapatnam	Southern	The Hindu	1
February	14/2/2017	Tuesday	Chennai	Southern	The Hindu Business Line	1
February	14/2/2017	Tuesday	Bengaluru	Southern	Thanthi	1
February	15/2/2017	Wednesday	Chennai	Southern	Dinamalar	1
February	15/2/2017	Wednesday	Coimbatore	Southern	Deccan Chronicle	1
						6
MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
February	20/2/2017	Monday	Mumbai	Western	Mint	1
February	20/2/2017	Monday	Chennai	Southern	Dinamani	1
February	21/2/2017	Monday	Bengaluru	Southern	Thanthi	1

February	21/2/2017	Tuesday	Chennai	Southern	The South India Times	1
February	21/2/2017	Tuesday	Coimbatore	Southern	Deccan Chronicle	1
February	21/2/2017	Tuesday	Delhi	Northern	The Hindu Business Line	1
February	23/2/2017	Wednesday	Chennai	Southern	Dinamalar	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
February	27/2/2017	Monday	Chennai	Southern	Dinamalar	1
February	27/2/2017	Monday	Coimbatore	Southern	The Hindu	1
February	28/2/2017	Tuesday	Chennai	Southern	The South India Times	1
February	28/2/2017	Tuesday	Bengaluru	Southern	Thanthi	1
March	1/3/2017	Wednesday	Chennai	Southern	Dinamani	1
March	1/3/2017	Wednesday	Madurai	Southern	The Hindu	1
March	2/3/2017	Thursday	Chennai	Southern	The Financial Express	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	6/3/2017	Monday	Chennai	Southern	Dinamalar	1
March	7/3/2017	Tuesday	Coimbatore	Southern	Dinamalar	1
March	7/3/2017	Tuesday	Chennai	Southern	Thanthi	1
March	8/3/2017	Wednesday	Chennai	Southern	Deccan Chronicle	1
March	8/3/2017	Wednesday	Chennai	Southern	Dinakaran	1
March	9/3/2017	Thursday	Madurai	Southern	Dinamani	1
March	10/3/2017	Friday	Tiruchipally	Southern	The Hindu	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	13/3/2017	Monday	Chennai	Southern	Dinamalar	1
March	13/3/2017	Monday	Chennai	Southern	Deccan Chronicle	1
March	13/3/2017	Monday	Chennai	Southern	Thanthi	1
March	13/3/2017	Monday	Chennai	Southern	Dinakaran	1
March	13/3/2017	Monday	Chennai	Southern	Dinamani	1
March	13/3/2017	Monday	Chennai	Southern	The Hindu	1
March	13/3/2017	Monday	Coimbatore	Southern	Dinamani	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	14/3/2017	Tuesday	Chennai	Southern	Dinamalar	1
March	14/3/2017	Tuesday	Chennai	Southern	Deccan Chronicle	1
March	14/3/2017	Tuesday	Chennai	Southern	Thanthi	1
March	14/3/2017	Tuesday	Chennai	Southern	Dinakaran	1
March	14/3/2017	Tuesday	Chennai	Southern	Dinamani	1
March	14/3/2017	Tuesday	Chennai	Southern	The Hindu	1
March	14/3/2017	Tuesday	Coimbatore	Southern	Dinamalar	1

7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	15/3/2017	Wednesday	Chennai	Southern	Dinamalar	1
March	15/3/2017	Wednesday	Chennai	Southern	Deccan Chronicle	1
March	15/3/2017	Wednesday	Chennai	Southern	Thanthi	1
March	15/3/2017	Wednesday	Chennai	Southern	Dinakaran	1
March	15/3/2017	Wednesday	Chennai	Southern	The Hindu	1
March	15/3/2017	Wednesday	Coimbatore	Southern	Dinakaran	1

6

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	16/3/2017	Thursday	Chennai	Southern	Dinamalar	1
March	16/3/2017	Thursday	Chennai	Southern	Deccan Chronicle	1
March	16/3/2017	Thursday	Chennai	Southern	Thanthi	1



March	16/3/2017	Thursday	Chennai	Southern	Dinakaran	1
March	16/3/2017	Thursday	Chennai	Southern	Dinamani	1
March	16/3/2017	Thursday	Chennai	Southern	The Hindu	1
March	16/3/2017	Thursday	Coimbatore	Southern	Thanthi	1
						7

MONTH	DATE	DAY	CITY	REGION	NEWSPAPER	INSERTION
March	17/3/2017	Friday	Chennai	Southern	Dinamalar	1
March	17/3/2017	Friday	Chennai	Southern	Deccan Chronicle	1
March	17/3/2017	Friday	Chennai	Southern	Thanthi	1
March	17/3/2017	Friday	Chennai	Southern	Dinakaran	1
March	17/3/2017	Friday	Chennai	Southern	Dinamani	1
March	17/3/2017	Friday	Chennai	Southern	The Hindu	1
March	17/3/2017	Friday	Coimbatore	Southern	The Hindu	1
						7

**Podium**



**External Publicity**

**Hoarding**





Outdoor Cube Branding at the Entrance





### Pole Branding



### Chennai Airport Branding



### Van Branding



Billboards were displayed at strategic locations in the Chennai city to attract visitors. Besides this, standees were placed in leading hotels and other Trade Associations.

EEPC INDIA carried out an extensive publicity drive through Electronic Media which helped mobilising participation and also spreading the word 'IESS'

### In-Show Publicity

A Compendium was prepared in English with names and product photographs of all the exhibitors and the same was given to all the visitors of IESS. The detailed profile of Indian exhibitors along with the contact information and company/product details was distributed in a book form among all the visitors. EEPC INDIA's introductory booklet was also distributed in giving an overview of the activities of the Council.

Cover of the Exhibitors' Directory



ie2 – Special Edition on IESS



Certificates



Writing Pad Cover



Jute Bag (both sides)



Business Cards



Lapel Pin





**Theme Pavilion Posters**



**EEPC India mirrors the evolution of Indian engineering exports**


- EEPC India has mirrored the evolution of India's engineering exports over a span of 60 years when India grew from a mere \$10 million engineering export nation in 1955 to \$58.8 billion in 2016
- EEPC India is the premier trade and investment promotion organisation in India. It is sponsored by the Ministry of Commerce & Industry, Government of India and caters to the Indian engineering sector

Indian engineering 



**EEPC India lends a helping hand**

- As an advisory body to various departments of the Government; institutions relating to Policy Procedures, Incentives, Problems/Constraints, etc. related to engineering exports.
- Liaisons with JDGFT, Customs, Central Excise, ECGC, EXIM Bank, RBI, EP Zones, Chambers of Commerce, Air Cargo Complex, State Government, etc.
- Assists the Indian Government in various trade negotiations and providing industry inputs
- Circulates tenders and enquiries
- Prepares market survey reports, territorial newsletters

Indian engineering 

**T V Advert**



**International Engineering Sourcing Show**  
16 - 17 - 18 March 2017, 10 a.m. - 6 p.m., Chennai Trade Centre, Chennai

ENTRY FREE

**Badge**



**A B Kandinsky**  
Managing Director  
XYZ Company

**Rules**

- No entry to the exhibition without the badge. Please carry it with you at all time.
- This badge is not transferable,
- IESS VI accepts no liability for personal injuries sustained or loss/damage to property belonging to a visitor.
- IESS VI reserves the right to admission to any pre-registered visitor.
- IESS VI reserves the right to temporarily or permanently suspend entry to the exhibition if the organiser feels it necessary for reasons of security.
- For your safety, please co-operate with our security personnel.
- If in difficulty or in case of any dispute, please contact the IESS VI booth or the organisers.
- Please destroy this badge if you do not plan to visit the exhibition again.

**EEPCINDIA**  
ENGINEERING THE FUTURE



**EEPCINDIA**  
ENGINEERING THE FUTURE

**Making Indian engineering smart**

- India is now scripting history in Science, Technology and Innovation, being home to the fastest growing group of scientists and engineers in the world. The recent feat of 104 satellites in one go by ISRO has added a new chapter to India's achievement!
- India is likely to get into the list of the top 25 nations in the Global Innovation Index in the next 10 years. India has emerged as the most preferred destination for innovation in Asia and the third biggest, globally.
- India has become one of the most preferred locations for engineering outsourcing.
- By 2020, US\$42 billion worth of work related to R&D of product engineering is expected to be outsourced to India, growing by a CAGR of 22.7 per cent from 2013.

Indian engineering 

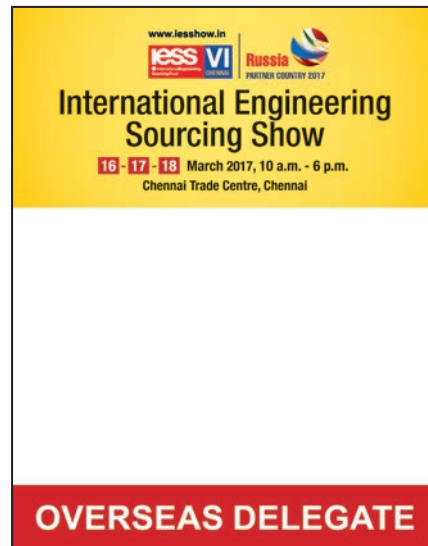


**EEPCINDIA**  
ENGINEERING THE FUTURE

**India to be the Partner Country and EEPC India the lead agency at the 59th MSV Engineering Trade Fair**

9-13 October 2017  
Brno, the Czech Republic

Indian engineering 



**International Engineering Sourcing Show**  
16 - 17 - 18 March 2017, 10 a.m. - 6 p.m.  
Chennai Trade Centre, Chennai

**OVERSEAS DELEGATE**



**EEPC India makes a big impact at INNOPROM 2016**

The 7th edition of INNOPROM 2016 – the largest Russian industrial trade show held 11-14 July 2016, Yekaterinburg, Russia saw India in the spotlight as the partner country and EEPC India as the official organizer of the India Pavilion.

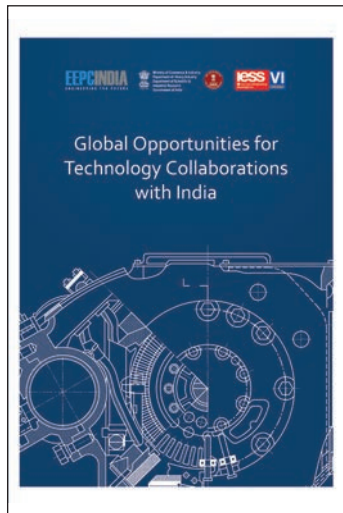
The Indian delegation of 117 members was headed by Ms Nirmala Sitharaman, Minister of State for Ministry of Commerce and Industry of the Republic of India and three Chief Ministers - Andhra Pradesh Chief Minister, Mr N Chandrababu Naidu, Rajasthan Chief Minister, Ms Vasundhara Raje and Maharashtra Chief Minister, Mr Devendra Fadnis

Indian engineering 

**Pen Drive**



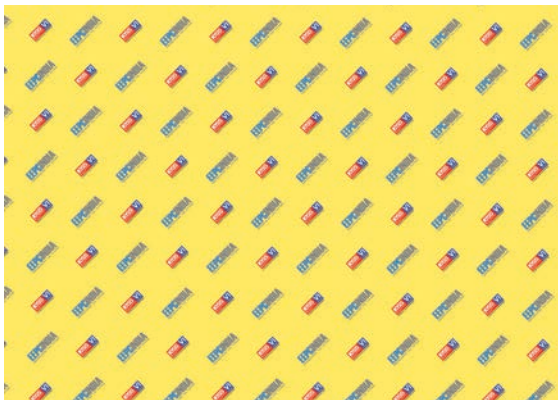
### Concept Book on Technology Meet



### T- Shirts



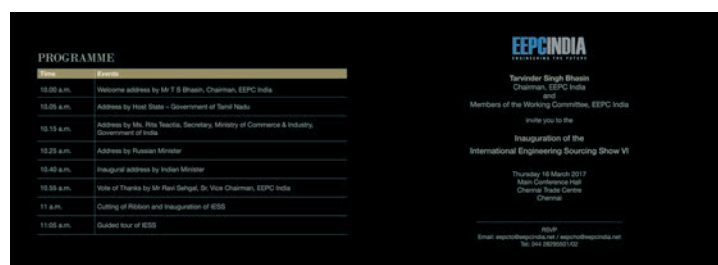
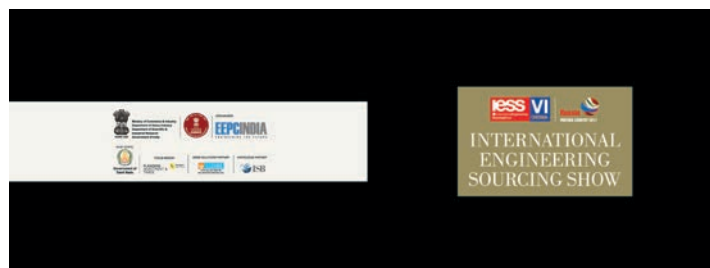
### Wrapping Paper



### Mugs



### Invitation Card



**Lunch Coupon**



**Lunch Invite**



**Luggage Tag**



**3 day Programme Booklet**



**Dinner Invite**



**Best Pavilion Plaque**





www.iesshow.in



**NEWS**

THE OFFICIAL DAILY NEWSPAPER OF IESS VI  
16 MARCH 2017, CHENNAI TRADE CENTRE, CHENNAI



DAY 1



Biometric Inauguration

**Global Sourcing**

## India Eyes Global Space for Engineering Exports

**IESS VI opens its doors today at the Chennai Trade Centre. The event is organised under the aegis of the Ministry of Commerce & Industry, Government of India, with Engineering Export Promotion Council (EEPC) India as the lead agency, and aims to bring to the forefront India's calibre in the export sector.**

India's engineering exports are likely to reach \$62 billion in the fiscal 2016-17, on the back of revival of demand in the US and for select products like iron. In order to support this growth, EEPC India has brought about several new initiatives at the International Engineering Sourcing Show (IESS) VI—starting with rechristening the show's name to the 'International Engineering Sourcing Show' from 'India Engineering Sourcing Show' to give it a globalised look.

The 6<sup>th</sup> edition of IESS, the leading sourcing show in India, has the theme—"Smart Tech for Smart

Engineering". It will act as a platform for India to showcase its technological and engineering prowess to top international firms, with an exceptional number of significant business deals that will culminate during the show that will run from March 16-18, 2017.

Furthermore, the council has organised exclusive Technology and Innovation Pavilions with representations from BARC, IIT Mumbai, IIT Madras, FCRI (Fluid Control Research Institute), ARCI (International Advanced Research Centre for Powder Metallurgy and New Materials), CMTI (Central

**Глобальный сорсинг**

## «Глобальное пространство для инженерно-технического экспорта глазами Индии»

**6-я Международная выставка инженерно-технических ресурсов (IESS VI) сегодня открывает свои двери в Торгово-выставочном центре г. Ченнай. Мероприятие организовано под эгидой Министерства торговли и промышленности от правительства Индии, а также Совета по развитию инженерно-технического экспорта (ЕЕРС) Индии в качестве ведущей организации, и ставит своей целью вывести индийский калибр на передний план экспортного сектора.**

Инженерно-технологический экспорт Индии, спроса из США и благодаря некоторым позициям, таким как ам.долл. в 2016-2017 финансовом году — в связи с оживлением железом. Ради поддержки этого

Continued on page 2



## PRESS & MEDIA

### PRESS MEET

#### Pre-Event

The curtain raising Press Meet was held on the 8th March in Chennai



(L to R) : Mr Bhaskar Sarkar, Executive Director & Secretary, EEPC India; Mr Mangat Ram Sharma, Principal Secretary (MSME), Government of Tamil Nadu; Mr T. S. Bhasin, Chairman, Mr. Sergey Kotov, Consul General, Consulate of Russian Federation in Chennai and Mr Mahesh K Desai, Regional Chairman (SR), EEPC India



Mr Bhaskar Sarkar, Executive Director & Secretary, EEPC India responding to Press and Mr Mangat Ram Sharma, Principal Secretary (MSME), Government of Tamil Nadu next to him

## During Event Joint Press Meet was held on March 16th



*Mr Denis Manturov, Minister of Industry and Trade of the Russian Federation and Ms Nirjala Sitharaman, Minister of State for Commerce and Industry, Government of India  
MEET THE PRESS JOINTLY*

Welcome address at the Press Conference was delivered by Mr. T S Bhasin, Chairman, EEPIC India who gave a brief report on IESS VI. He said that 400 international delegates from 45 countries were attending the show, which organized global sourcing meeting, seminars, conferences and B2B meetings, making it the first of its kind in India for MSMEs. He compared the engineering exports during April 2016 - January 2017 at 587 million USD to 460 million USD for the same period last year, showing nearly 28% growth. He concluded by saying, "We are sure IESS VI will be able to reinvigorate our trade and investment relation with Russia and all other countries present here".

Ms. Nirjala Sitharaman, Minister of State for Commerce & Industry, Government of India thanked the Government of Tamil Nadu for accepting to be the host state for IESS VI. She thanked Mr. Denis Manturov and welcomed the 120 delegates from various parts of Russia. She spoke about her discussion with Mr. Denis Manturov on the enormous potential to enhance bilateral trade which is presently at 6.62 billion USD. She said that the International North South Transport Corridor (INSTC) that would cut the time and cost for transportation was a priority as also was the proposed FTA between India and the Eurasian Economic Union. She also invited Russia to be the partner country in India International Jewellery Show 2017 and Advantage Healthcare India. She spoke about the need to bridge

the gap between leading R&D labs and the industry. She said that for development of cutting edge export oriented technologies, important industrial clusters have been identified following interaction with stakeholders. Technology gaps could then be filled by research labs and academic institutions. "Indian engineering exports are likely to reach 60 billion USD this fiscal year of 2016-2017", she said, adding that this was contributed by the revivals of demand in the USA and demand for select products like Iron. She said for the April-January of the current fiscal, engineering exports have reached 50.87 billion USD, exceeding that of the entire financial year 2015-2016 which was 49 billion USD. She said the estimate for exports for February 2017 are 24.5 billion USD as compared to 20.8 billion USD in February 2016, registering a positive growth of 17.5%.

Mr. Denis Manturov, Minister of Industry and Trade of the Russian Federation said that Russia is actively pushing for the FTA between India and the Eurasian Economic Union. He spoke of the potential collaboration with Mahindra & Mahindra to work on manufacturing components and interiors for MC21 aircrafts. Ms. Sitharaman spoke of the Russia railways involvement in increasing the train speeds in the Secunderabad to Nagpur route, for which India had signed a MoU with Russia.









# GLIMPSES OF THE EXHIBITION



Grand Entrance



Visitors Queuing up



Registration

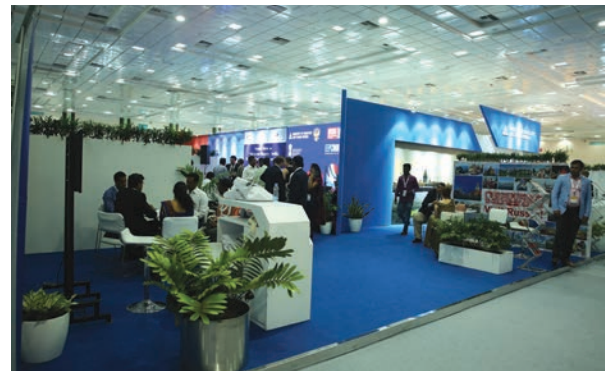


## The Pavilions

### EEPC INDIA



### Russia the Partner Country





SIDBI



Power



MEA



Technology Pavilion



MSME



BARC





**IIT Bombay**



**DHI**



**IIT Madras**



**ARAI-Pune**



**Automation Industry Association**



**CMTI**



**Dr. R Chidambaram**

*Principal Scientific Advisor, to the Government of India at Tech Pavilion*



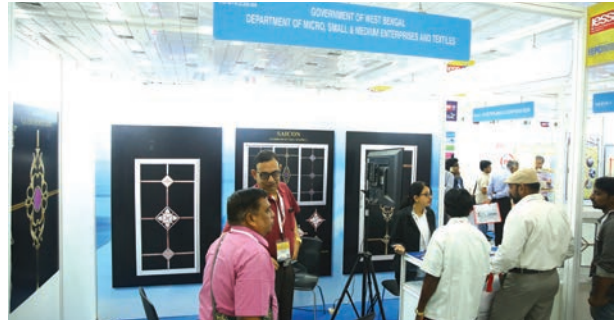


**States**

**Jharkhand**



**West Bengal**



**Tamil Nadu**



**Bihar**



**Stalls**

**NHAI**



**Czech Republic and Jetro**



**ISRO**



**Bharat Dynamics Limited**





**Atlas India**



**Aerial View**



**Cluster**



**A Salute to All Participating Nations**





## A BIG PAT ON THE IESS TEAM

*Magnetize Investment CC would like to extend our sincere gratitude, for the opportunity which was granted to us to attend the International Engineering Sourcing Show at Chennai. It was successful and fruitful, as I am in communication and ready to do business with at least four companies in motor spare-parts, farm implements tillage tools and wear parts, railway trucks and fasteners, and lubricants and oils. This is one of the niche products needed in our country and in the SADC region. And I will refer some of the business which I won't pursue to my fellow countrymen. Not only was it all serious and down to business in the B2B meetings, we also had an opportunity to relax and network more during the gala dinner and enjoyed various delicious traditional cuisines. A job well done to the IESS Team! Naomi Natangwe Kefas, Managing Director, Magnetize Investment Group.*

*Thank you and all your team very much for the excellent support and the hard work that you put in to help make the Russian participation such a success. The outcome of the Chennai Show was great and historical for us. Many of our delegates remember IESS with fond memories. We take this opportunity to thank your team for making this happen: for the ability to resolve all complex issues, for the strong*

*coordination, and for the high-level qualification. It was a pleasure to meet and work with you. I hope that we have a chance to meet again at a time when we are all not so busy! Natalia Evnevich, Director, Concord Business Service.*

*This is to express the highest gratitude from the entire Uzbekistan buyers' delegation consisting of 32 members and myself for the warm welcome extended by you and your entire team. I also wish to underline the organisational and other support received from the day of extension of invitation till the last day of the event. I am sure this event was a huge success both in scale of event organising and, most importantly, in growing export potential of India. Thank you very much! Akbar Kadirov, Managing Director, AKELA GROUP, Tashkent, Uzbekistan(IMTMA).*

*I trust all is well with you. Just a small note to let you know that I attended the IESS VI Exhibition (16-18 March 2017) and I returned back home safely. I would like to register my sincere appreciation to you and your colleagues for the job well done prior to the Expo, during the Expo, and up until my departure back home. Everything went very well. I met interested companies during the B2B meetings and we have already started discussing business ventures with them. Thank you so much for your hospitality! Sarah Iyaloo*



*Greaves Cotton for Large Enterprise*



*Russia among Overseas*

**Negumbo, Red Roses Investments CC, Windhoek, Namibia.**

*We thank you for giving us the opportunity to participate in IESS VI. It was indeed a great experience and exposure. We had got a good response and almost closed a deal with an Indian Port. Another Indian MNC has asked to meet in their office for further talks. Also we have agreed in principle to look for potential business with a Brazilian*

*business consultant, who has asked us to send a proposal. We look forward for more such opportunities in your future events. Kaushik Sabui, Director (Marketing, Operations & Engineering) Pagoda*

**EEPC India bids Adieu**

**with... felicitations to the star pavilion makers**



*Atlas Machines under Small Enterprise*



*MSME Technology Pavilion among Indian Public Sectors*



*Tamil Nadu among the States*



**and a commitment to see us in 2018.**

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Industry 4.0 is the current trend of automation and data exchange in manufacturing technologies. It includes cyber-physical systems, the Internet of things and cloud computing. Industry 4.0 creates what has been called a "Smart Factory".

Futuristic Engineer in yellow hardhat holding tablet.

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