

INDIA PAVILION AT HANNOVER MESSE 2022

30 MAY – 2 JUNE 2022, HANNOVER, GERMANY



EEPC India invites participation Participate through EEPC India to enjoy substantial savings!

About the exhibition

Hannover Messe 2022, the most sought after event for industrial technology, focuses on digitalization and sustainability. Each year there is a country in the spotlight at the world's leading technology and industry event. Portugal is the official partner country at the show. in the current edition of the fair. All key technologies and core areas of industry – from R&D, industrial automation, IT, AI, Industrie 4.0, Industrial Supply, Production Technologies and services, energy and mobility technologies to Climate Neutrality and Renewable Energy, Circular Economy, Global Supply Chains and the Future of Work – can be found in the exhibition.

EEPC India participates in Hannover Messe every year with a large contingent under its banner. EEPC India was the lead

agency for Partner Country- India at Hannover Messe 2015, Germany. Being the most significant event of the technological industry worldwide, HANNOVER MESSE 2022 provides access to new products and technologies and has a huge international presence with more than 2,00,000 visitors from around the world.

Highlights of Hannover Messe 2019

- 6,500 exhibitors from 75 countries
- 215,000 attendees from 95 nations

Note: *EEPC India's participation with the India Pavilion in the above show is subject to receiving of Government's approval for the subject event.*

Product Profile

- Automation, Motion & Drives
- Compressed-Air & Vacuum
- Digital Ecosystems

- Energy Solutions
- Engineered Parts & Solutions
- Future Hub
- Global Business & Markets
- Logistics

India - Germany Relations

Bilateral relations between the India and Germany have been traditionally strong. Germany is one of the most important partners for India in Europe, both bilaterally and in multilateral fora such as the UN. India therefore considers Germany as an important partner for economic tie who can contribute in the process of Indian economic development. Germany on the other hand also sees India as a regional and an aspiring global power, and a large market which provides an alternative to China.

Economic scenario of Germany

Germany is the largest economy of Europe and fifth largest in the world in terms of Purchasing Power parity (PPP). Its highly skilled labour force, continuous advancement in technology and well thought out development planning has made it one of the leading developed economies of the world. Real GDP growth slowed down to 0.5% in 2019 due to the Pandemic, but domestic consumption, investment, and exports are likely to drive its GDP growth.

Trade in Engineering

Germany is India's largest trading partner in Europe. It has consistently been among India's top ten global partners and was the

seventh largest trading partner in 2020-21. Merchandise trade between India and Germany was recorded at USD 21.8 billion in 2020-21. India's engineering exports to Germany for 2020-21 was US\$ 2.6 billion. India's major engineering exports to Germany include Electric Machinery and Equipment, Iron and steel and its articles, Auto Components/Parts and Industrial Machinery among others. India's exports of construction and earth moving machinery to Germany for 2020-21 stood at US\$ 37.8 million.

Opportunity for Indian Engineering Industry

Germany is witnessing rapid and continuous technological advancement and has achieved a prowess in manufacturing. As our largest trading partner in Europe and 7th largest source of FDI, Germany offers substantial opportunity for Indian businesses, especially in manufacturing. Engineering sector therefore has ample scope to tap the large market of Germany especially at a time when both India and Germany have been moving towards restoration of economic activities to the pre-COVID level or even better, leading to higher domestic demand and expansion of markets for different products. Moreover, India's share in global engineering import of Germany is slightly over 0.50%. This necessarily reflects that trade is far below the potential level and there is ample scope for Indian exporters to explore the market.

Venue

Hannover Messe Fair Grounds, Germany

Date

30 May – 02 June 2022

Monday to Thursday

Daily, 9.00 a.m. to 6.00 p.m.

Participation Charges

Booth size: Minimum 9 sqm.

One side open (built-up booth): Rs. 27,500 per Sqm. (Subject to Government approval)

- **25% extra for two sides open booth (subject to availability)**

Note: *The above rate of Rs. 27,500 per Sqm. is subject to receiving of Government sanction for the event for organizing an India Pavilion.*

Note: *In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.*

Re-imbusement of Airfare

Up to Rs. 75,000 may be reimbursed to eligible participants in terms of the MAI guidelines. However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2022-23. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

<https://www.eepcindia.org/download/Guidelines-for-Reimbursement-of-Airfare190130100603.pdf>

Note: *EEPC INDIA can only recommend for issuance of VISA to the extent that the concerned person is a participant at the subject exhibition and that the person in question has been certified by the participating organisation to be their representative. The Foreign Embassy / Consulate where the applicant submits the VISA application is expected to follow their usual procedural checks before granting the VISA in question and EEPC INDIA shall not be responsible in any manner whatsoever for non-issuance of VISA by the concerned authorities. This would mean that the prospective participant will be fully liable for the total charges payable to EEPC INDIA even if they do not obtain the VISA for any reason whatsoever.*

COVID-19 Protocol & Travel Advisory

Hannover Messe 2022 - Hygiene & Safety Concept; Click the following link:

https://www.eepcindia.org/uploaded/417-Hygiene-&-Safety-Concept_HannoverMesse.pdf

Mode of payment

- Please pay online through the following Payment Gateways:

PayU OR

- Pay through RTGS/NEFT in INR as per the following details:

Name of Bank : HDFC BANK LTD.
Branch : CENTRAL PLAZA
Address of Bank : 2/6, SARAT BOSE ROAD, KOLKATA – 700 020
Account No. : 00142090000452
Account Name : EEPC INDIA
NEFT Code : HDFC0000014

OR

- Demand draft favouring “EEPC INDIA” along with the duly filled out Application Form

Booth display

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

- Information Counter
- Two Chairs
- One Round Discussion table
- Three Spot Lights
- One Electric Socket
- Carpeted Floor
- Waste bin
- Fascia

Note: Since the above rate of Rs. 27,500 per Sqm. is subject to receiving of Government approval, in case such approval is not received, additional amount shall be required to be paid by the participants for the booking to be confirm if EEPC India still participates.

**Members will be informed of the final details of booth display in due course.*

Submission of application

Please fill in the online Application Form latest by **12 May 2022**

CLICK FOR APPLICATION FORM

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

Selection criteria

Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

Benefit to member-exporters

EEPC India is proposing to organise this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities and is in anticipation of receiving the government approval as has already been sought. In case the same is not received, additional payment shall be required to be made by the participants to confirm booking if EEPC India still participates.

Cancellation of participation

Please note that if EEPC India participates in the event and organizes an India Pavilion, then no request for cancellation and / or refund / adjustment shall be accepted for any reason whatsoever. Once the application form is accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event.

In case members are not able to travel due to travel restrictions/ advisory by Government of India or Germany then the amount paid will be adjusted toward the participation in the next edition.

Force Majeure

If a Force Majeure Event like war, act of God, natural calamities,

governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities/ organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. ‘live’) elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors/ participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India’s participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

Note: *Regarding goods taken out of India for exhibition or on consignment basis for export promotion, participants may refer to Circular No. 108/27/2019-GST dated 18.07.2019 of the Central Board of Indirect Taxes and Customs (CBIC) which is the statute in the matter.*

Contact details of EEPIC India Offices

H.O. (Cell)

Mr. Suranjan Gupta

Executive Director

'Vandhna', 4th Floor

11, Tolstoy Marg

New Delhi 110001

Phone: (+91 11) 23353353, 23711124/25

Fax: (+91 11) 23310920

E-mail: ed@eepcindia.net

eepcto@eepcindia.net

Ms. Anima Pandey

Regional Director (ER) and Director (Membership)

Vanijya Bhawan (2nd Floor)

International Trade Facilitation Centre

1/1, Wood Street

Kolkata – 700 016

Phone: (+91 33) 22890673/74

Fax: (+91 33) 22890687

E-mail: eepcrokol@eepcindia.net

Mr. C. H. Nadiger

Regional Director (SR)

Greems Dugar (3rd Floor)

149, Greems Road

Chennai – 600 006

Phone: (+91 44) 28295501, 28295502

Fax: (+91 44) 28290495

E-mail: eepcrochen@eepcindia.net

Mr. Sudhakaran C.K. Nair

Sr. Deputy Director

TF- 313/A (3rd Floor), ATMA House

Ashram Road

Ahmedabad – 380 009

Phone: (+91 79) 26588720

E-mail: eepcsroahd@eepcindia.net

Mr. V. C. Ravish

Sr. Assistant Director

Soham Mansion (1st Floor)

No. 5-4-187/3 & 4/4, M. G. Road

Secunderabad – 500 003

Phone : (+91 40) 27536704

Telefax : (+91 40) 27536705

E-mail : eepcsrohyd@eepcindia.net

Head & Registered Office

Mr. Adhip Mitra

Add. Executive Director & Secretary

'Vanijya Bhawan', 1st Floor

International Trade Facilitation Centre

1/1, Wood Street, Kolkata 700016

Phone: (+91 33) 22890651/52

Fax: (+91 33) 22890654

E-mail: eepcho@eepcindia.net

Mr. Rakesh Suraj

Regional Director (NR)

Flat No.10 P, Q, N, 10th Floor

DCM Building, 16 Barakhamba Road

New Delhi - 110 001

Phone: (+91 11) 23314171/74

Fax: (+91 11) 23317795

E-mail: eepcrodel@eepcindia.net

Dr. Rajat Srivastava

Regional Director (WR) and Director (Marketing & Sales)

B-202 & 220, Aurus Chambers

Annex "B" (2nd Floor) Behind Mahindra Tower

S.S. Amrutwar Marg, Worli Mumbai – 400 013

Phone: (+91 22) 42125555

Fax: (+91 22) 42125556

E-mail: eepcromum@eepcindia.net

Mr. J. V. Raja Gopal Rao

Joint Director

Embassy Square, 103, First Floor

No.148, Infantry Road

Bengaluru – 560 001

Phone: (+91 80) 22261396 / 22268669

Fax: (+91 80) 22266914

E-mail: eepcsroblr@eepcindia.net

SRO (Jalandhar)

Plot Comm. 1

Focal Point

Jalandhar – 144 012

Phone: (+91 181) 2602264

Fax: (+91 181) 2601124

E-mail: eepcsrojld@eepcindia.net