

# INDIA PAVILION AT HANNOVER MESSE 2019

1 – 5 April 2019  
Hannover, Germany



The City Hall in Hannover, Germany

## EEPC India invites participation

Participate through EEPC India to enjoy  
substantial savings!

### **About the exhibition**

Germany is the fifth largest economy in the world and the largest in Europe in PPP terms. It is known for its technical advancement and skilled labour force. Germany is one of the most dynamic and influential economies of the world driven by strong domestic consumption.

Hannover Messe is the world's leading trade fair for industrial technology. All key technologies and core areas of industry – from research and development, industrial automation, IT, Industrial Supply, Production Technologies and services to energy and mobility technologies – can be found in Hannover. At the world's

largest industrial trade fair – six trade shows will be held on one single platform. You will find the full range of technical innovations throughout the whole value chain – from automation to supplier solutions. With such a high number of key decision makers in attendance, Hannover Messe is the ideal place for networking, new business and latest technological ideas. With such a high number of key decision makers in attendance, Hannover Messe is the ideal place for networking, new business and latest technological ideas. With the experience of more than 50 years, the event is expected to attend by more than 210,000 visitors. Approximately 6000 exhibitors will participate. Sweden will be the

Partner country at Hannover Messe 2019.

EEPC India, participates at Hannover Messe every year in a big way. It was the lead agency for partner country- India at Hannover Messe 2015 post 2006, Germany. Being the most significant event of the technological industry worldwide, HANNOVER MESSE 2019 provides access to new products and technologies and has a huge international presence with close to 2,20,000 visitors from around the world. This year, the partner country will be Sweden. EEPC India plays a major role in Hannover Messe to create increased awareness on India's rapid progress in the engineering sector. It organizes an India

Pavilion at the fair, which would provide an excellent opportunity for establishing business relationships with customers from all over the world. Many Indian companies including public sector giants are participating in the five – day fair, seeking technology collaborations, business tie-ups and showcasing India's capabilities in global trade.

**Note:** Government approval for financial support to the exhibition is still awaited. Since time is short, we have started the participation process to avoid any delay at a later stage. The confirmation of participation in the Show is subject to the receipt of the said Government approval.

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## Highlights of Hannover Messe 2018

- 5,000+ exhibitors
- 75 participating countries
- 60% foreign exhibitors
- 210,000 trade visitors
- 70,000 foreign visitors

## 2019 line-up of 6 flagship trade fairs at Hannover Messe

- **Integrated Automation, Motion & Drive**

Trade Show for Integrated Automation, Industrial IT, Power Transmission & Control (Hall 8, 9, 11, 14 – 17, 19 – 25)

- **Industrial Supply**

Trade Show for Innovative Subcontracting Solutions and

Lightweight Construction (Hall 3 – 5)

- **Energy**

Trade Show for Integrated Energy Systems and Mobility (Hall 11 – 13, 27)

- **ComVac**

Trade Show for Compressed Air & Vacuum Technology (Hall 25 – 26)

- **Digital Factory**

Trade Show for Integrated Processes and IT Solution (Hall 3 – 5)

- **Research & Technology**

Trade Show for Research Development and Technology Transfer (Hall 2)

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## India-Germany economic relations

Indo-German relationship has both regional and global perspectives. Bilateral relations between the two are based on common principles of democracy as well as common views on international trade. In 2011-2013, we celebrated 60 years of diplomatic relations between India and Germany. India's total trade with Germany increased from US\$ 15 billion in 2007-08 to US\$ 21.98 billion in 2017-18, reaching a peak in 2011-12 at US\$23 billion. Germany is currently India's eighth largest trading partner, with total trade standing at US\$ 16.02 billion in 2018-19 (April-Nov).

Engineering is one of the major sectors of bilateral trade between India and Germany. The proposed FTA between India and the European Union, which is most likely to be finalized in the

next couple of years, will boost Indo-German Trade significantly. India-Germany engineering trade was registered at US\$ 12.9 billion in 2017-18 compared to US\$ 10.6 billion in 2016-17 with a growth of 21%, comprising a share percentage of almost 59% out of total trade. Engineering exports for April-December 2018-19 is valued at US\$ 2.49 billion compared to US\$ 2.23 billion during same period last fiscal registering a growth of 8.4% and a share of 4.2% out of India's global engineering exports. Engineering products such as electrical machinery, products of iron and steel auto components and parts, other industrial machinery, iron and steel, aircraft and spacecraft, ic engines and parts, medical equipments, etc. are one of the main engineering segments exported to Germany during April-November 2018-19 because of enormous demand in the region.

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## Venue

Hannover Messe Fair Grounds, Hannover, Germany

## Date

1 – 5 April 2019

Opening hours: Daily from 9 a.m. to 6 p.m..

## Participation charges

Booth size: 9 sqm.

One side open (built-up booth): Rs. 21,000 per sqm. (Subject to Government approval)

- 20% extra for two sides open booth (subject to availability)

Note : Subject to Government approval

### Mode of payment

Full payment is to be made by:

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

#### 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

You can also make payment online through the following Payment Gateways:

1. Atom; 2. Billdesk

**Note : Since the above rate of Rs. 21000 per sqm. is subject to Government approval, in case the same is not received, additional amount shall be required to be paid for booking to be confirmed.**

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## Booth display

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

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|--|---|
| <ul style="list-style-type: none"><li>• Information counter</li><li>• Three chairs</li><li>• One round discussion table</li><li>• Three spotlights</li></ul> | <ul style="list-style-type: none"><li>• One electric socket</li><li>• Carpeted floor</li><li>• Waste bin</li><li>• Fascia</li></ul> |
|--|---|

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

## Submission of application

Interested firms are requested to fill in the online Application Form latest by 28 February 2019 at the following link.

[https://app.eepcindia.org/ems/exhibitors/exhibitor\\_application\\_form/MTAw](https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MTAw)

Please go through the “Mode of Payment” section 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, the additional payment shall be required to be paid by an applicant to confirm a booking.

## Cancellation of participation

Kindly note that no request for cancellation and / or refund / adjustment shall be accepted.

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