

# INDIA PAVILION AT HANNOVER MESSE (AUTOMATION, MOTION & DRIVES) 2020

13 – 17 July 2020  
Hannover, Germany



Hannover city, Germany

## EEPC India invites participation

Participate through EEPC India to enjoy  
substantial savings!

### **About the exhibition**

EEPC India participates in Hannover Messe every year with a large contingent under its banner. 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 Messe (Automation, Motion & Drives).

At this largest industrial trade fair of the world, Six trade shows will be held on one single platform. In this Fair, 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.

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 2020 provides access to new products and technologies and has a huge international presence with more than 2,00,000 visitors from around the world.

*Note: The confirmation of participation in the show is subject to receipt of Government Approval.*

### **Highlights of Hannover Messe 2019**

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

## EEPC India has applied for space in the following halls at Hannover Messe 2020

- **Hall 19 & 20** - Casting, forging, machined parts and sheet metal working
- **Hall 22** - Casting, forging, machined parts and sheet metal working
- **Hall 5** - Electric Drive & Automation; Bearings
- **Hall 12** - Electrical power & Automation Technology that was created.

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### Product Profile

- Integrated Automation, Industrial IT, Power Transmission & Control
- Innovative Subcontracting Solutions, Lightweight Construction
- Integrated Energy Systems & Mobility
- Compressed Air & Vacuum Technology
- Integrated Processes & IT Solution
- Research Development & Technology Transfer

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### Indo-German economic relations

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. Bilateral relations between the two countries 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\$ 20.3 billion in 2014-15 to US\$ 24.1 billion in 2018-19, registering a growth of 18.4%. Germany is currently India's eighth largest trading partner, with total trade standing at US\$ 16.04 billion in 2019-20 (April-Dec).

### Engineering trade

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's engineering exports to Germany increased from US\$ 2.1 billion in 2014-15 to US\$ 3.2 billion in 2018-19, registering a CAGR of 11.2%. Germany ranks among the top 5 India's engineering exports destinations, with a share of 4% out of India's total global engineering exports in 2018-19.

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 2018-19 because of enormous demand in the region.

### Scope and opportunity for Indian engineering products and services

Germany is an important gateway to all of the European Union member nations and other countries of Europe. Germany, being one of the richest, technologically advanced and economically developed economy of the world, offers excellent investment opportunity for foreign investors with high returns in almost all sectors of the economy.

A new record shows that worldwide demand for robotics and automation technologies from Germany remains high. Indian industries are improving their automation capabilities bringing it at par with global standards due to the pressing need for operational excellence, improved productivity, quality and to maintain six sigma standards in the production processes. India is thus aiming to improve its infrastructure capabilities to attract more global investors and to boost its manufacturing capabilities. Several Indian industries are upgrading their existing automation technologies as they reduce production time and promote safety and efficiency in a manufacturing or a processing unit.

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### Venue

Hannover Messe Fair Grounds, Hannover, Germany

### Date

13 – 17 July 2020  
Opening Hours: 9 a.m. to 6 p.m.

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### Participation charges

Booth Size: 9 sqm

One side open (built-up booth): Rs. 22,000 per Sqm. (Subject to Government approval)

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

*Note: The above rate of Rs. 22,000 per Sqm. is subject to receiving Government sanction for the event.*

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### Re-imbusement of airfare

Upto Rs. 70,000 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 2020-21. 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 employee. 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.

## Mode of payment

Please pay online through the following Payment Gateways:

**CC Avenue**

**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

Demand draft favoring “EEPC INDIA” along with the duly filled-up Application Form

**Note:** Since the above rate of Rs. 22,000 per Sqm. is subject to Government approval, in case such approval is not received, additional amount shall be required to be paid by the participants for booking to be confirmed.

## Booth display

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

- 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

*\*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 20 May 2020 at the following link.

[https://app.eepcindia.org/ems/exhibitors/exhibitor\\_application\\_form/MTI3](https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/MTI3)

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, additional payment shall be required to be made by the participants to confirm booking.

## Cancellation of participation

In case any applicant wants to cancel his participation, it may be noted that he remains liable to pay the full amount to EEPC INDIA.

**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.

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