

Department of Commerce
EP (Engg) Section

India to be Partner Country in Hannover Messe Fair during April 2015

India has conveyed its consent to be the 'Partner Country' at the prestigious Hannover Fair in Germany being held during April 13 – 17, 2015. By accepting the invitation of German Chancellor Ms Angela Merkel for India to be the Partner Country at Hannover Messe 2015, the new Government has sent strong signals to the industry about strengthening global trade and inviting investment into India. Hon'ble Prime Minister Mr. Narendra Modi is expected to be present at the world renowned engineering and technology fair beginning April 12 conveying.

2. The Department of Commerce has mandated the EEPC India as the lead agency supported by India Brand Equity Fund (IBEF) and CII for Indian participation in the fair.

3. The Hannover Fair attracts nearly two lakh global leaders in business, technology, industrial scientists and policy makers. About 300 Indian companies including public sector giants would be participating in the five – day fair, seeking technology collaborations, business tie-ups and showcasing India's capabilities in global trade. India had been the Partner Country at the Hannover Messe in 2006.

4. With USD 21 billion bilateral trade, Germany is India's sixth largest trading partner engagement is in the areas of mechanical engineering, automobiles, chemicals, services, nuclear reactors, construction etc.

5. Garments and textile products, chemical products, leather & leather goods, iron, steel and metal goods, electronic components, electrical components, pharmaceutical products, and auto components are major items of exports from India to Germany. The key German exports to India include electrical generation equipment, auto equipment, complete fabrication plants, bearings, gear equipment, measurement and control equipment, primary chemical products, synthetic material, machine tools, aircrafts and iron and steel sheets, etc.

6. Government is seeing the participation in the fair as an opportunity to increase its global presence in commodities & services, apart from utilizing the

event for attracting investments into India as part of the 'Make in India' slogan of the Hon'ble PM.

7. Department of Commerce is in the process of getting in touch with all key Departments in the Central Government as also leaders of Indian business establishments, seeking their participation and co-operation in making the event a grand success.

Details of key contact persons:

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INDIA IS PARTNER COUNTRY OF HANNOVER MESSE 2015

13–17 APRIL 2015, HANNOVER, GERMANY

Shri Narendra Modi, Hon'ble Prime Minister of India
and
Dr Angela Merkel, Chancellor of Germany
will inaugurate the show

EEPC INDIA INVITES YOU TO PARTICIPATE AT HANNOVER MESSE 2015, THE
WORLD'S NO. 1 INDUSTRIAL TECHNOLOGY EXHIBITION

SUPPORTED BY



Why Germany?

- More than 1600 Indo-German collaborations and over 600 Indo-German joint ventures in operation
- Germany is India's largest trading partner in Europe and the second-most important partner in technological collaborations. Germany has been the eighth largest foreign direct investor in India since 2000.
- Apart from the traditional sectors, knowledge-driven sectors hold good potential for collaboration in the fields of IT, ITES, biotechnology, auto components, renewable energy, green technology, urban mobility and development and the entertainment industry.
- Special importance is given to Indo-German cooperation in the field of vocational education and training to create industry-institute linkages and provide skilled manpower to various sectors in the Indian economy.



Berlin: the capital of Germany

Why Hannover Messe 2015

Five reasons to exhibit at Hannover Messe 2015

1. Promising new contacts
2. Innovation on a global scale
3. Massive crossover potential
4. New networks
5. Maximum media exposure

Benefits to exhibitors

- Partner Country status to India means more publicity and VIP attendance
- Cost efficient advertisement through regional media sources and non-government organizations
- Meeting with decision makers which is 60% of the total expected visitors
- Building networks with representative from industry, science and Government.

HANNOVER MESSE

is the world's leading industrial technology exhibition with 10 leading international trade fairs taking place in parallel. The exhibition provides access to new products and technologies and has a huge international presence with close to 200,000 visitors from around the world

HANNOVER MESSE 2014

5000 exhibitors from over 100 countries

180,000 visitors from more than 100 countries

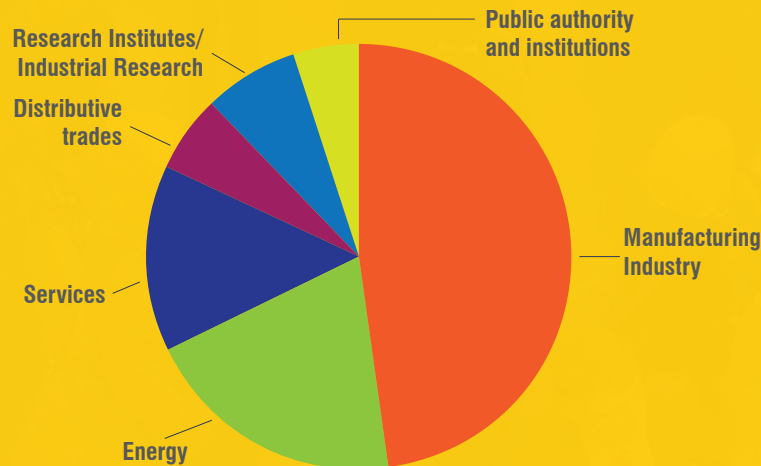
150 business delegations

4.2 million business contacts

93% trade visitors

2300 journalists from 42 countries

VISITORS AT HANNOVER MESSE 2014



Core themes of Hannover Messe 2015

Industrial Automation

- Production Automation,
- Production and Process Automation,
- Process and energy automation,
- Automation technology and IT

Digital Factory

- Virtual product development,
- Product lifecycle management
- Enterprise resource planning ERP(Production Planning),
- Manufacturing execution systems MES (production control),
- Rapid prototyping and rapid manufacturing,
- Process integration,
- Visualization
- Supply Chain Management (SCM),
- Technical sales and service,
- Virtual commissioning, offline programming and installation

Energy

- Power generation, supply and storage
- Power supply, transmission and distribution
- Power transmission and distribution

Industrial Supply

- Forging
- Sheet metal forming
- Machined components
- Systems/subassemblies
- Casting products
- Latches & Locking systems
- Operating elements
- Fastening technology
- Materials know-how
- Parts and components made of - Natural/synthetic

rubber, Metal, Plastics, Engineering ceramics

- Joining ,adhesive bonding technology
- Manufacturing technology
- Lightweight construction

Industrial GreenTec

- Eco-friendly and resource-efficient production systems & technology
- Eco-friendly water treatment systems & technology
- Eco-friendly air purification systems & technology
- Waste management and recycling
- Services & innovation

Research & Technology

- Basic research
- Services for R&D
- Marketing of technologies, research locations and institutions
- Technology and know-how transfer
- Applied research

Motion Drive & Automation

- Hydraulic pumps, motors, drive units and accumulators
- Hydraulic assemblies and systems
- Hydraulic and pneumatic cylinders and valves
- Control and regulation systems
- Sensors and monitoring devices
- Pressure fluids, filters, hoses and pipes connectors
- Seals

MobiliTec

- Electric power transmission
- Hybrid power transmission
- Control & power electronics
- Infrastructure
- Mobile battery technology

Venue and date

Deutsche Messe AG
Messegelände, 30521 Hannover
Germany
Date: 13 – 17 April 2015

Participation charges		
Type of company	Type of area	Rate per sq m (in ₹)
MSME units	One-side open booth	15,000
Non-MSME units	One-side open booth	18,000

20% extra for two sides open booths (subject to availability).
 EEPC India will decide on the area upon which the above subsidized rates would apply. EEPC India will also decide on eligibility and the allocation of space.

Payment and cancellation

1. Full payment to be made by **20 February 2015**. Space will be booked only after full payment is made.
2. 50% cancellation charges will apply if booking is cancelled on or before **5 March 2015**. No cancellation would be considered after this date. Any advance or part payment made will be adjusted

Visa

EEPC India will recommend visas to a maximum number of two

participants for each booth.

Freight service

The participants will be provided freight services at subsidized rates.

MODE OF PAYMENT

Full payment is to be made by:

- Demand draft favouring "EEPC INDIA" along with the filled out Application Form

OR

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

Name of the bank: HDFC BANK LTD

Branch: Central Plaza, 2/6, Sarat Bose Road, Kolkata 700 020

A/c no: 00142090000452

A/c name: EEPC INDIA (PROMOTIONAL)

RTGS/NEFT Code: HDFC0000014

PLEASE SEND THE FILLED OUT FORM AND THE PAYMENT LATEST BY 20 FEBRUARY 2015 TO ANY OF THE FOLLOWING EEPC INDIA OFFICES

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