India Partner Country

POLAND

OF OPPORTUNITIES

“The India Show” at ITM,
Poznań Congress Center, Poland
3 - 6 June, 2014
EEPC INDIA takes
The India Show
to Poland

The India Show, a part of Innovations, Technologies, Machines (ITM) exhibition is being organised at Poznań, Poland from 3 - 6 June, 2014. The Show will exhibit around 125 Indian companies from Engineering, IT, Mining, Energy, Infrastructure, Food Processing and a host of other fields. The Year 2014 marks a very special celebration of the 60th anniversary of diplomatic relations between Poland and India.
India has been declared the Partner Country at ITM Poland

The ITM Exhibition Profile

ITM Poland is Central and Eastern Europe’s largest fair of modern industrial technologies, and has grown from strength to strength every year. Nearly 1,000 companies from over 30 countries had participated in the last edition of ITM Poland. It was visited by 22,000 professionals from 36 countries, out of which more than 60% were investment decision-makers.

Branch range of ITM Poland 2014 includes:

- **HAPE** - Exhibition of Hydraulics, Pneumatics and Drives
- **MACH-TOOL** - Machine Tools Exhibition
- **METALFORUM** - Lounge Metallurgy, Foundry and Metal Industry
- **SURFEX** - Surface Treatment Technologies
- **WELDING**
- **RESEARCH FOR INDUSTRY**
Poland: A “green island” in a sea of red

Located in the heart of central Europe, Poland constitutes a market of over 38 million people. Known as the largest market in the former Eastern bloc of countries, Poland shares borders with both “new” EU and “old” EU.

Adoption of EU legislation has resulted in a wide range of economic reforms in Poland, and has drastically reduced government intervention in the private sector. Poland’s accumulated GDP growth was 18 percent from 2008-2012, and it is the sixth-largest economy in the EU today. No wonder, Poland has been called a “green island” in a sea of red.

The City of Poznań

Located on the Warta River in the west-central Poland, Poznań is one of the oldest cities of the country, and has a population of 550,000. One of the most important centres in the country during the tenth and eleventh centuries, Poznań is today a hub of trade, industry, sports, education, technology, tourism and culture.

In the 19th century, Poznań witnessed the growth of local heavy industry with several major factories coming into existence, including the Hipolit Cegielski steel mill and railway factory.

After Warsaw, Poznań is now the second most prosperous city in Poland, and along with nearby towns of Tarnowo Podgórne and Swarżędz, hosts Polish headquarters of various western European companies. Foreign investors, primarily German and Dutch companies, have invested heavily in food processing, furniture, automotive and transport, and logistics industries here.
Why is it worthwhile to participate at ITM Poland?

- One of the oldest fairs in Poland
- Presentation of new products and technologies
- Prestigious conferences and debates
- Special areas for demonstrations
- Transfer of technology to the industry - a possibility to search for investors as part of the Centre for Consultancy and Innovative Solutions
- Easy access from all parts of Poland - well developed air and rail networks (fair in vicinity of railway station), a direct connection with the A2 motorway.

ITM Poland in numbers

- 22,000 professionals as trade visitors
- 1,200 machines and devices (live shows)
- 1,000 exhibitors and represented companies
- Strong international participation:
  - A party to 89 Double Taxation Treaties

Advantage Poland

- The newest, most dynamic and exciting market in the EU
- Strategically located at the center of Europe, attractive gateway to the EU and CIS markets
- Extensive trade relationships with Germany, Russia, China, France, UK, Italy, Hungary, Ukraine and Spain
- Favourable debt-to-GDP ratio

Visitors’ Profile

- ITM Poland visitors are professionals interested in specific brands coming to the fair with the intention of investing - more than 60% of those are investment decision-makers.
- Attended by welding organizations, institutes, research and development units, plant managers, engineers, decision-makers, and professionals related to the welding industry. Opportunity to network with key players from the welding industry.

Benefits to Exhibitors

Meet interested parties face-to-face. Strike new deals, form new connections and make use of new opportunities. More importantly, people can benefit from knowing their competitors, and also make valuable use of their time by interacting with the best people in the industry.
India - Poland Bilateral Trade

Total bilateral trade between India and Poland was to the tune of 1.6 billion USD and has doubled in the last 5 years. The balance of trade has traditionally been in favour of India.

### Bilateral Trade in US$ millions

<table>
<thead>
<tr>
<th>Year</th>
<th>India’s total trade with Poland</th>
<th>India’s import from Poland</th>
<th>India’s export to Poland</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>1,674.10</td>
<td>863.25</td>
<td>810.85</td>
</tr>
<tr>
<td>2011-2012</td>
<td>1,411.24</td>
<td>624.25</td>
<td>787.00</td>
</tr>
<tr>
<td>2010-2011</td>
<td>1,052.25</td>
<td>386.04</td>
<td>666.22</td>
</tr>
<tr>
<td>2009-2010</td>
<td>808.42</td>
<td>387.29</td>
<td>421.13</td>
</tr>
<tr>
<td>2008-2009</td>
<td>518.45</td>
<td>266.12</td>
<td>252.33</td>
</tr>
</tbody>
</table>

**Partner Country status to India - Additional publicity and VIP presence**

- Cost-efficient advertisement through regional media sources and Non-Government Organizations (NGOs)
- Meeting with decision-makers - 60% of the total expected visitors
- Displaying the potential of your company and product portfolio
- Building networks with representatives from industry, science and the government

### Promoting ‘The India Show’ at ITM

EEPC INDIA has taken several measures to spread awareness about ‘The India Show’, which will surely generate interest among the visitors. Some of these include:

- Banners in key locations
- Advertisement in printed media
- Information about India, the partner country at ITM Poznani to feature in online and offline media
- Extensive media coverage in technical journals, major newspapers, etc.
- Information about Indian exhibitors on event website and e-letters
- Extensive pre-event publicity
- Branding on badges
- Press conferences
- Digital campaigns in India and Poland
Profile of exhibits

MACH-TOOL
- Machine tools for machining of metals
- Machines for cold working
- Machines and devices for hot working
- Rolling mill practice
- Tools
- Workshop and laboratory measuring devices
- Assembly machines and devices
- Industrial manipulators and robots
- Units and elements for drive transfer in machines
- Device and materials for rapid technologies
- Other specialist machines and devices
- Cooling and lubricant substances

METALFORUM
- Metallurgical raw materials
- Machines and devices for metallurgy and foundry engineering
- Metallurgical products and casts

HAPE
- Pumps
- Industrial fittings, elements and units
- Drives and controls for pumps and industrial fittings, elements and units
- Sealings for pumps and industrial fittings
- Automobile components
- Accessories
- Compressed air
- Electric machines and devices, and their elements
- Electric motors and current generators
- Servo-motors
- Transformers and electromagnets
- Thermoelectric units
- Casings and casts
- Insulation elements
- Other elements and components
- Conduits
- Connectors
- Steering and control
- Steerings and regulators
- Meters and measuring instruments
- Sensors and detectors
- Other measuring elements instruments and control devices
- Accessories for automatic systems and their elements
- Semiconductor elements
- Other elements of automatic systems

SURFEX
- Cleaning and preliminary treatment of metal surfaces
- Heat and thermochemical surface treatment
- Electroplating
- Lacquering, enameling, plastic and rubber coating
- Finishing surface treatment
- Other devices used in surface treatment
- Complete stands and processing lines used in surface treatment
- Computer aided systems in surface treatment
- Measuring and monitoring devices, research equipment
- Environment protection
WELDING
- Devices for submerged arc welding and weld surfacing
- Accessories for submerged arc welding
- Plasma welding, surfacing and cutting machines
- Laser cutting and welding machines
- Water jet cutting machines
- Industrial robots and automates, specialized welding stations
- Mechanization and automation means for welding technology
- Electron beam welding stations
- Devices for gas welding and cutting
- Devices for metal spraying
- Welders and welding mandrel machines

Venue
Poznań International Fair –
Miedzynarodowe Targi Poznanskie
60 – 734 Glogowska Street 14, Poznań,
Poland

Date
3 - 6 June, 2014

Participation charges
Charges for members are as under:
9 sqm (one side open) booth:
Rs. 14,000 per sqm
[10% extra for two sides open booth
(subject to availability)]
The participation charges will include cost
of air travel (economy class) and 5 nights
hotel stay for one person per exhibiting
company. Please note that due to limited
availability of hotel rooms, EEPC INDIA
may provide the accommodation
on twin sharing basis.
Due to limited availability of corner booths,
allocation will be done on first-come,
first-served basis subject to receiving
full payment.

Visa
EEPC INDIA will issue recommendation
letters in favour of the representatives
of the participating Indian companies at
“The India Show” for issuance of visas.
However, EEPC INDIA will not give any
guarantee to this effect, as this is the sole
discretion of the Embassy of Poland in India.
EEPC INDIA will recommend for issuance
of visas for a maximum number of two
participants for each 9 sqm booth.

Mode of payment
Full payment is to be made by:
- Demand draft favouring “EEPC INDIA”
along with the duly filled-in
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
Booth Display

The in-built booth of 9 sqm shall contain:

- One table
- Three chairs
- One registration counter
- Three spotlights
- One fascia
- One waste bin
- One power socket
- Booth carpet

For additional furniture and other requirements, prior intimation has to be made to EEPC INDIA along with payment.

Shipment of Exhibits

In order to facilitate shipment of exhibits, EEPC INDIA will appoint a Shipping Agent. EEPC INDIA will offer one CBM of free space for sea freight to its exhibitor companies for transfer of exhibits to Poland. The last date of shipment is 10 April, 2014.

Payment & Cancellation

- Full payment should be made along with duly filled-in Registration Form latest by 30 April, 2014.
- The payment should be made via a Demand Draft drawn in favour of “EEPC INDIA” or RTGS/NEFT Transfer as indicated above.
- Booking of space will be considered only after receiving 100% payment.
- Any cancellation after this date would result in 100% forfeiture. Acceptance of application and allocation of space will be at the sole discretion of EEPC INDIA.

Selection criteria

Final selection of the participants will be done by a Committee based on the criteria such as Accreditation to the International Standards (like ISO, QS, etc.), foreign collaboration, annual exports etc.

Benefit of the Member-Exporters

EEPC INDIA is organizing “The India Show” in Poznań, Poland under the MAI Scheme of Ministry of Commerce & Industry, Government of India. Therefore, no MDA grant would be available. The rates mentioned above are subsidized as per MAI Scheme of Government of India.
Participants Details

At “The India Show” EEPC INDIA intends to circulate the details of all the participants in a CD/other electronic format on a complimentary basis instead of printed Exhibitors’ Profiles. The electronic format will be highly interactive and will be a ready reckoner for overseas buyers.

Participants are requested to send the following information along with application form over email to bbhattacharya@eepcindia.net and eepcho@eepcindia.net

1. Company Profile (not more than 100 words)
2. Contact Details (as per the Application Form)
3. Logo (in PDF or JPEG format)
4. E-Brochure in PDF format or scanned copy of Product Catalogue (not more than 2 pages)
5. Product Pictures – TIFF/high resolution JPEG format
## APPLICATION FORM

The India Show at ITM, Poznań, Poland (3 - 6 June, 2014)

<table>
<thead>
<tr>
<th>Name of the Company</th>
<th></th>
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<tbody>
<tr>
<td>Postal Address</td>
<td></td>
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<tr>
<td>Phone (with area code)</td>
<td></td>
</tr>
<tr>
<td>Fax (with area code)</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Name &amp; Designation of the Chief Executive</td>
<td></td>
</tr>
<tr>
<td>Mobile No. of Chief Executive or Key Contact Person</td>
<td></td>
</tr>
<tr>
<td>Name &amp; Designation of the Participants</td>
<td></td>
</tr>
<tr>
<td>Mobile No.(s) of Participants</td>
<td></td>
</tr>
<tr>
<td>Space Required (in sqm)</td>
<td></td>
</tr>
<tr>
<td>PAN No. of the Company</td>
<td></td>
</tr>
<tr>
<td>TAN No. of the Company</td>
<td></td>
</tr>
<tr>
<td>Type of Units</td>
<td>□ MSME □ Non - MSME</td>
</tr>
<tr>
<td>Status</td>
<td>□ Manufacturer Exporter □ Merchant Exporter □ Others</td>
</tr>
<tr>
<td>Total Annual Export (in Million US$)</td>
<td>2010-2011 2011-2012 2012-2013</td>
</tr>
<tr>
<td>Total Export to European Countries (in Million US$)</td>
<td>2010-2011 2011-2012 2012-2013</td>
</tr>
<tr>
<td>Foreign Collaboration, if any.</td>
<td></td>
</tr>
<tr>
<td>Products Manufactured/Exported</td>
<td></td>
</tr>
<tr>
<td>Countries of Export</td>
<td></td>
</tr>
<tr>
<td>Accreditation to International Standards (like ISO, QS etc)</td>
<td></td>
</tr>
<tr>
<td>Nature of Display</td>
<td>□ Display of Samples □ Display of Posters</td>
</tr>
</tbody>
</table>

Please use separate sheet to furnish details of your company (within 80 words) for the Exhibitors' Profile. Please send us this Form duly filled-in and signed, along with full payment by Demand Draft and 2 (two) copies of passport size colour photographs of the participants.

Signature :  
Date:  
Office Seal :
Submission of application

Interested firms may please send the duly filled-in and signed Application Form, along with full payment latest by 30 April, 2014 to the respective Regional Offices or to:

B. Sarkar  
Executive Director & Secretary  
EEPC INDIA  
Vandhna, 4th Floor, 11, Tolstoy Marg  
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