No.5 (27)/2016-ITF

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, Gol, in the Indian Engineering Exhibition (INDEE), Iran, 01-03 February 2017 being organized by EEPC India

Sir/ Madam,

The Office of DC (MSME), M/o MSME is participating in the said fair being organized by the EEPC India for a wide range of products.

2. The exhibits to be covered in the exhibition are given at annexure I (Section A).

3. The objectives of O/o DC (MSME)’s participation in this fair are to strengthen bilateral trade and to promote the exports of Indian products with the country hosting the fair. The participating MSEs will get the opportunity to acquaint themselves with new technologies available, negotiate with prospective buyers, generate business enquiries, obtain confirmed export orders, etc.

4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having EM II or through Udyog Aadhar Memorandum (UAM) are only eligible. The eligible MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. All categories of units will be provided 100% of economy class air fare subject to maximum Rs.1.25 lakhs or actual air fare paid, whichever is less (for one representative from each participating enterprise). Space would be provided by EEPC India on the basis of first come first served & availability of space at Fair/ Exhibition site.

5. The unit may apply at the concerned MSME-DI. It is advised that the MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the fair as mentioned in the subject above. The offer of participation to the unit would be available on the basis of first come first served. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf.

6. The salient points/ terms & conditions as regards participation in the subject fair are given at annexure I (Section B).

7. MSME-DIs will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest by 20.01.2017.

8. After approval of DC(MSME), this office will issue a permission letter. On the basis of permission letter, MSEs will submit space rent charges for space booked by them directly to EEPC India.

9. The EEPC India will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, the issuance of visa to the unit is the sole discretion of the concerned Embassy.

10. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.

11. “Micro & Small entrepreneurs” are permitted for availing the benefit under revised MATU scheme guidelines for participation in the International Trade fair only once in a financial year irrespective of the number of units they own. “However, it may please be noted that one representative cannot represent more than one MSE in a financial year”.

12. You are requested to assist, motivate and select the manufacturing MSEs as per display product profile as per scheme guidelines.
13. After the participation, the unit can claim the admissible subsidy for space rent and air fare by submitting the claim in prescribed format available with scheme guidelines at the link [http://dcmsme.gov.in/MATU_30616.pdf](http://dcmsme.gov.in/MATU_30616.pdf) at concerned MSME-DI within a period of two months from the closing day of the fair failing which it may be presumed that the unit is not interested in the reimbursement.

14. However, the actual participation in the aforesaid fair to be funded by O/o DC (MSME) is subject to the final approval of the competent authority.

Yours faithfully,

(A.K. Tamaria)
Deputy Director

Copy to: EEPC India, New Delhi
<table>
<thead>
<tr>
<th>Products on Display</th>
<th>Auto Parts/components for passenger and commercial vehicles including: Passenger and commercial, Automotive components of all types, Ball or Roller Bearings, Gears &amp; Gearings, Ball screw, Gear Boxes Speed Changers etc., Castings and forgings.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Domestic appliances including: Cooking or heating Apparatus, Electric Domestic Appliances, Water treatment with RO, Non-Electric Domestic Appliances, Air Heaters and Air Distributors and parts.</td>
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<td></td>
<td>Electric motors, generators and transformers including: Generators, Motors, Transformers, Switch Gears, Panel boards, Transmission Stations, Transmission Towers, Accumulators, Parts of Electrical Machinery.</td>
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<td>Electricity distribution and control apparatus, and parts thereof.</td>
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<td></td>
<td>Engines and turbines and parts thereof: Steam Turbines &amp; other Vapour Turbines, Piston Engines, Hydraulic Turbines, Turbo Jets, Reaction Engines, Gears, Parts etc.</td>
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<td></td>
<td>Hand and machine tools, parts and accessories thereof.</td>
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<td>Instruments and appliances for measuring, checking, testing etc.</td>
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<td>Insulated wire and cable.</td>
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<td>Kitchenware of metal.</td>
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<td>Lifting and handling equipment and parts thereof.</td>
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<td>Food processing machinery and parts thereof: Machines &amp; equipment for basic food processing, Machines &amp; equipment for Tobacco processing, Machines &amp; equipment for beverages (tea, coffee, tobacco etc), Dairy equipment, Bakery and Confectionery equipments.</td>
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<td>Machinery for metallurgy and parts thereof.</td>
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<td>Sugar mill machinery &amp; equipment.</td>
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<td>Poultry farm equipment and supplies.</td>
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<td>Machinery for mining, quarrying and construction, including: Elevators, Conveyors, Bulldozers, Angle dozers, shovels, excavators, tamping machines and road rollers, Machinery for sorting, screening, separating, washing, crushing etc.</td>
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<tr>
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<td>Medical and surgical equipment and orthopaedic appliances.</td>
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<td>Pharmaceutical machinery and parts.</td>
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<td>Metal fasteners, springs and miscellaneous articles made from metal wire.</td>
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<tr>
<td></td>
<td>Motorcycles; parts and accessories thereof.</td>
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<tr>
<td></td>
<td>Pumps, compressors, hydraulic and pneumatic power engines, and valves, including: Hydraulic Power Engines and Motors, Linear Acting (Cylinders), Pneumatic Power Engines and Motors, Pumps of all types.</td>
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<td>Rolled, drawn and folded products of iron and steel: Flat Rolled Products, Bars &amp; Rods, Angles, Shapes &amp; Sections, Wire of Iron &amp; Stainless Steel.</td>
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<tr>
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<td>Oil &amp; Gas Related Products: Drilling Pipe, Water Generators and Injectors, Gas Generators and Injectors, Oil &amp; Gas Separators, Waste Water Separators, Oil Storage Tank, Gas &amp; Oil Transmission Pipeline, Pump &amp; Compressor Station, Gas Storage Tank, Heat Exchangers, Cooling Towers, Gas Plant.</td>
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</tbody>
</table>
|                     | Packaging machines and equipments: Machines for packaging of loose products, Filling & sealing machines, Biscuit/bread packaging machines, Forming and sealing machines, Wrapping and blister packaging machines, Counting and labelling machines, Checking, inspecting and coding machines, Plastic packaging machines, Packaging materials, Machinery and printing, labelling, coating etc.
<table>
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<tr>
<th>S.No</th>
<th>Important facts related to the fair</th>
<th>Details</th>
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<tbody>
<tr>
<td>a.</td>
<td>Name of the Trade Fair</td>
<td>Indian Engineering Exhibition (INDEE), Iran, 01-03 February 2017</td>
</tr>
<tr>
<td>b.</td>
<td>Name of the Indian Trade Body for the fair</td>
<td>EEPC INDIA&lt;br&gt;Vandhna Building (7th Floor)&lt;br&gt;11, Tolstoy Marg&lt;br&gt;New Delhi – 110 001</td>
</tr>
<tr>
<td>c.</td>
<td>Coordinating Officer &amp; Contact Details</td>
<td>Ms. Ruchika Gupta&lt;br&gt;Sr. Executive Officer&lt;br&gt;EEPC INDIA&lt;br&gt;Vandhna Building (7th Floor)&lt;br&gt;11, Tolstoy Marg&lt;br&gt;New Delhi – 110 001&lt;br&gt;Tel: 23314171 &amp; 23314174&lt;br&gt;E-mail : <a href="mailto:rgupta@eepcindia.net">rgupta@eepcindia.net</a></td>
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<td>d.</td>
<td>Minimum booth/ stall size provided by EEPC India (MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less)</td>
<td>The cost of booking 06 sq. mtrs. one side open booth/ stall is Rs. 144000. The cost of booking 06 sq. mtrs. two side open booth/ stall is Rs. 158400.</td>
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<td>e.</td>
<td>Mode of payment related details</td>
<td>(i) Cheque favouring “EEPC INDIA”.&lt;br&gt; (ii) The details of the bank for RTGS/ NEFT are as under:-&lt;br&gt; Name of Bank: HDFC BANK LTD.&lt;br&gt; Branch : CENTRAL PLAZA&lt;br&gt; Address of Bank : 2/6, SARAT BOSE ROAD, KOLKATA – 700 020&lt;br&gt; Account No. : 00142090000452&lt;br&gt; Account Name : EEPC INDIA– (PROMOTIONAL)&lt;br&gt; NEFT Code : HDFC0000014</td>
</tr>
<tr>
<td>f.</td>
<td>To whom cheque be submitted</td>
<td>Ms. Ruchika Gupta&lt;br&gt;Sr. Executive Officer&lt;br&gt;EEPC INDIA&lt;br&gt;Vandhna Building (7th Floor)&lt;br&gt;11, Tolstoy Marg&lt;br&gt;New Delhi – 110 001</td>
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<td>g.</td>
<td>Closing date for the submission of application by MSEs</td>
<td>16.01.2017</td>
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<td>h.</td>
<td>Other terms and conditions for the participation in the trade fair</td>
<td>Participation charges to include the following (for 6 sqm stand):&lt;br&gt;1. Built-up stand of 6 sqm, including: Standard decoration and fascia, Two chairs, One standard Information Counter, Two spotlights, One 15 Amp S/P Power Socket, Floor carpet, Wastepaper basket, Entry in exhibitor catalogue&lt;br&gt;2. Four nights of hotel stay for one person per exhibiting company (to be allotted on first-come first served basis);&lt;br&gt;3. Daily transfer from hotel to exhibition venue and back;&lt;br&gt;4. Group transfer from international airport to the hotel for exhibitors arriving as groups</td>
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