

# INDIA PAVILION AT MCE Mostra 2024

12 – 15 March 2024, Milan, Italy

*Participate through EEPC India  
and enjoy substantial savings!*



## About the Exhibition

MCE – Mostra Convegno Expocomfort, is the unique marketplace and the global event where companies in the HVAC+R, renewable sources, energy efficiency and water sectors gather and showcase the latest technologies, solutions and systems for smart buildings in commercial, industrial and domestic residential sectors. At MCE products and services are launched on a global scale and effective business relationships are build while strengthening strategic alliances with engineers, specifiers and installers who implement solutions and systems for efficient buildings. Exhibiting at MCE means increasing the brand recognition and the perceived image of participating companies, thus supporting their future strategies.

MCE represents a new concept of comfort, which places the person at the center to offer pleasant, healthy and productive environments, with the utmost respect for the planet thanks to ever greater attention and research for responsible development.

The 43rd edition of the Show will be the first to introduce the ground-breaking concept layout devoted to Indoor Climate, which will represent technological convergence, offering a unique and exclusive overview of the solutions that the new requirements imposed by the market evolution demand.

## Visitors Sectors/Profile

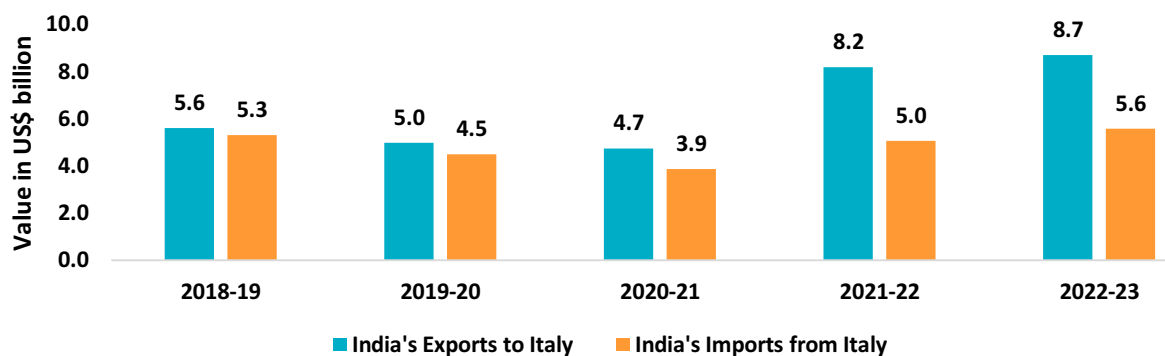
- HVAC Importers
- Plumbing
- Insulation Contractors
- Consultants
- Engineers
- Developers
- Designers
- Architects
- Installers
- Industrial, Commercial and Residential Builders across European Union

## Economic scenario of Italy

Italy is a major advanced mixed economy, ranking as the third-largest in the Eurozone and the eighth-largest in the world. A founding member of the G7, the Eurozone and the OECD, it is regarded as one of the world's most industrialised nations and a leading country in world trade and exports. It is a highly developed country; ranked the 30th Human Development Index. Italy is the 9th largest economy by nominal GDP. It's in the 58th of the Doing Business ranking, which provides objective measures of business regulations for local firms. It also performs well in life expectancy, healthcare and education. The country is well known for its creative and innovative business, large and competitive agricultural sector (with the world's largest wine production), and for its influential and high-quality automobile, machinery, food, design and fashion industry.

## India – Italy Bilateral Trade

Italy is among India's top 5 trading partners in the EU. The balance of trade has been in India's favour since the early eighties. India ranks 16th as country of origin of Italian imports, accounting for 1.5% of Italian imports during 2022. Main items of Indian exports to Italy are flat rolled products of iron and steel, unwrought aluminium, petroleum oils and minerals, Ferro-alloys, parts and accessories of tractors, semi-finished products of iron and steel, telephone sets, etc. Italy has been India's top most trading partner both in terms of merchandised goods and engineering goods as well during 2022 (Trade Map). During 2018-19, the total bilateral trade between the two countries stood at around US\$10.9 billion that increased to US\$ 14.3 billion during 2022-23 registering a growth of 32%. Detailed five year trade pattern as well as the current fiscal trade pattern between India and Italy tabulated below.



## India & Italy Engineering trade

India's engineering exports to Italy accounts for around 45-50% of the total merchandise exports to the country. India's engineering exports to Italy stood at US\$ 3.9 billion during 2022-23 compared to US\$ 4.2 billion during 2021-22. While engineering imports registered a growth of 9% during 2022-23 moving up from US\$ 3 billion in 2021-22 to US\$ 3.3 billion during 2022-23. Italy ranks 4th as India's top engineering destination during 2022-23. Major engineering products exported to Italy includes Iron and Steel, Aluminium products, Products of iron and steel, auto components/parts, electrical machinery and equipment, industrial machinery for dairy, aluminium and products, etc. Major products imported from Italy includes machines and machinery appliances, parts of motor vehicles, transmission shifts, gears and balls, parts of machinery, ferrous waste and scrap, etc.

Given the profile of domestic & industrial systems, heating, air conditioning, refrigeration, equipment tools, plumbing technology, heating pumps. India globally exports, 20% to USA, 8.1% to UAE, 5.2%, 2.1% to Italy and others during 2021. While India ranks as the 14th largest supplying market to Italy for the given profile and the top importers being China, Germany, Netherlands, France, Poland, USA, Czech Rep, Belgium, etc.

## Opportunity for Indian Engineering Industry

Engineering products like Industrial Machinery and parts, Electrical Machinery and Equipment and parts, Automobile and auto components, Pharmaceutical and optical machinery and instruments, Ferrous and Non Ferrous Metal Products, are the major product groups in the global import basket of Italy. Therefore, Indian engineering producers and traders have ample scope to explore the Italian market as India exports products of all these segments in a good quantity. Moreover Italy is among the top five engineering export destination for Indian engineering products.



## Product Profile

### PLUMBING TECHNOLOGY

Pipe Fittings  
Plumbing Accessories  
Water Filtration System  
Water Heaters, Taps  
Bathroom Accessories, Sanitary Accessories

### MEASURING INSTRUMENTS REGULATION & CONTROL

Dust Monitoring, Gas Detectors  
Heat exchangers, Pump Controller  
Flow Meter, Fluid Meters  
Fire Alarm Control Panels  
Humidity Gauges  
Transformers, Others (Measuring)

### HEAT PUMPS, SOLAR HEATING, GEOTHERMAL, COGENERATION, WIND, INSULATION, PRODUCTS FOR BIO-SUSTAINABLE BUILDING

Centrifugal Pumps, Circulation Pumps  
Condensate Dumping Pumps, Dragging pumps  
Gear wheel Pumps, Proportioning Pumps  
Submersible Pumps, Volumetric Pumps  
Balancing, Modulating Valves, Ball Valves  
Butterfly Valves, Cast Iron Valves  
Check Valves, Control Valves, Electromagnetic Valves  
Heat Discharge Valves, Pressure Independent Control Valves  
Safety Valves, Stop Valves  
Thermostatic Valves for Radiators  
Biomass Boilers, Biogas Cogeneration Unit  
Biomass Combustion Systems  
Wind Farm Equipment, Wind Generators  
Combined Solar Thermal E Gas Systems  
Photovoltaic Modules, Photovoltaic Systems  
Insulation Materials And Systems for Fire Protection  
Insulation Materials for Technical Heat and Cold Insulation  
Insulation Products for Heating Technology  
Insulation Technology for AC Ventilation

### HEATING IMPLEMENTS , VENTILATION, AIR-CONDITIONING, REFRIGERATION & HVAC COMPONENTS

Air & Water Cooled Condensers, Air filters  
HVAC Components, Pressurization Units  
Thermal Accessories, Air Handling Units  
Compressor, Cooling Towers  
Finned Tubes, Dehumidifiers, Diffusers  
Evaporators, Fan Coil Units  
Fans, Humidifiers, Gauges  
Lubricants, Refrigeration  
Thermostats (HVAC-R), Air Conditioners  
Ventilating Accessories, Water Cooler  
Floor-Heating Systems, Wall Heating  
Others (HVAC-R)

### HOME & BUILDING AUTOMATION, SMART METERING, ELECTRIC RENEWABLE ENERGY & ELECTRIC MOBILITY

Architectural, Cladding  
Furniture fittings  
Decorative metal wares  
Door System, Paints & Coatings  
Others (Architectural)  
Automatic Control Systems  
Energy Management Systems, Monitoring & Detection Systems  
Sensors, Building Management Systems (BMS)  
Central Control Units, Controllers  
Energy Monitoring & Management Systems (EMS)  
Environmental Comfort, Heat Controls, Room Automation  
Systems Technologies & Components For Building Automation

## Venue

Fiera Milano, Rho (MI), Milan, Italy

## Date & Time

12 – 15 March 2024 | 9 am – 6:30 pm

## Participation Charges

**Booth size: 9sqm.**

- **One side open: INR 20,000 per Sqm.**
- **10% extra for two sides open booth (subject to availability)**

Note:

1. EEPC India reserves the right to reject an application for participation without assigning any reason.
2. In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.
3. No subletting or sharing of space/ booth is permitted.

- No applicant can avail subsidised rate if in same event, the applicant (exhibitor) has already participated three times.
- No applicant can avail subsidised rate if the applicant (exhibitor) has already participated in three MAI aided events in the current financial year.

## Re-imbusement of Airfare

### Guidelines

Up to Rs. 90,000 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 2023-24.

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 representative. 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.

## Re-imbusement of Freight

MSME participants may also be reimbursed 50% of the freight charges for carrying exhibits to this exhibition, subject, however, to a limit of Rs. 50,000 (Rs. Fifty Thousand only). The eligibility criteria would be similar to those applicable for airfare re-imbusement. However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2023-24.

## Mode of payment

Please pay online through the following Payment Gateway :

- HDFC/PayU

OR

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

**Name of the Bank : HDFC BANK LTD**

**Branch : Central Plaza**

**Address of Bank : 2/6, Sarat Bose Road, Kolkata 700 020**

**Account Number : 00142090000452**

**Account Name : EEPC INDIA**

**NEFT Code : HDFC0000014**

OR

- UPI ID: eeplindiaacpromotion.76041638@hdfcbank

OR

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

## Booth display

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

- One Information Counter
- Two Chairs & one Reception Chair
- One Discussion table
- Three Spotlights
- One Electric Socket
- One Wastebin
- Carpeted Floor
- Fascia

## Submission of Application

Interested members are requested to fill in the online Application Form latest by 29 December 2023 at the following link:

[Click For Application Form](#)



Please go through the "Mode of Payment" section of this Circular 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 the 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.

## Cancellation of participation

Please note that no request for cancellation and/ or refund including of advances, if any and/ or adjustment thereof shall be accepted for any reason whatsoever. Once the application form and/ or advance/ part payments are accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event. In case members are not able to travel due to travel restrictions/advisory by Government of India or Italy then the amount paid will be adjusted toward the participation in the next edition.

## Force Majeure

If a Force Majeure Event like war, act of God, natural calamities, governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities/ organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. 'live') elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors / participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors/ participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India's participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

*Note: Regarding goods taken out of India for exhibition on or 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.*



[www.eepcindia.org](http://www.eepcindia.org)

CIN: U51900WB1955NPL022644

Contact details

