



INDIA Pavilion at **Eurobike 2024**

Frankfurt, Germany | 3-7 July 2024



Participate through EEPC India and enjoy substantial savings!

About the Exhibition

Eurobike is an international bicycle trade fair held annually since 1991. It is the central platform for intensive exchange and networking between the players from industry, trade, and the media. The booming and rapidly changing bicycle and future mobility industries find a common platform at EUROBIKE. The event sets new standards and identifies leading themes in the areas of sports, leisure, health, and mobility, as it constantly evolves and brings the global cycling community together to meet face-to-face. In addition to the exhibition of bicycle innovations and trends, EUROBIKE offers visitors a large number of conferences, workshops and networking formats. Thus EUROBIKE offers an incomparable platform for the exchange of specialist knowledge, best practices and industry-relevant knowledge and actively creates spaces for encounters and the establishment of new contacts.

Why Attend?

The show will provide Indian manufacturers and exporters much-needed exposure to the potentially highly disruptive sector in Indian manufacturing in near future and enable them to upscale their manufacturing and export capabilities in this niche and emerging engineering sector.

Eurobike 2023 Highlights :

 1,900 Exhibitors	 30,000+ bicycle and mobility Enthusiasts	 34,750+ Trade Visitors	 122+ Nations
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India-Germany Bilateral Trade

Germany is one of India's most important partners in Europe owing to the strength of bilateral relations, as also Germany's key role in the EU. India and Germany have a 'Strategic Partnership' that have further strengthened over the years. The rapidly expanding trade and commercial linkages form an important component of the multi-faceted partnership between India and the Germany. Germany is India's largest trading partner in Europe. It has consistently been among India's top ten global partners and was the seventh-largest trading partner in FY 2020-21. The two countries have a total bilateral trade of around USD 25 billion during 2021-22 and approximately around US\$ 24 billion during April-Feb 2022-23.

Engineering Trade Data

Engineering trade accounts for around over 50% of bilateral merchandise trade between India and Germany. India's engineering exports to Germany witnessed a growth of 36% in 2021-22 and 2.8% during April-Feb 2022-23 compared to same period last year. While engineering imports registered a growth of 4.8% during 2021-22 and 8.6% during April-Feb 2022-23 compared to same period last year. Germany is India's fifth largest export destination engineering products during 2021-22 vis-à-vis 2020-21 and third largest during April-Feb 2022-23. India's engineering export share to Germany with respect to EU stood at 20% during April-Feb 2022-23. Major engineering products exported to Germany includes electronic machinery and equipment, industrial machinery for dairy and agriculture, products of iron and steel, auto components /parts, aluminium and products, IC engines and parts.

Opportunity for Indian Engineering Industry

Bicycles are a popular way to get around in both urban and rural areas in Germany, with young children learning to ride firmly entrenched in the national culture. In fact, cycling was on the list of actions taken by Germans to ensure sustainability through personal behavior. Germany imported more than US\$ 29 billion worth of bicycle and parts in 2021, where the share of India was only 1.1%. India has a huge potential in meeting Germany's demand for bicycle and two and three wheelers. Many European countries have temporarily halted the import and export of products from China due to the spread of coronavirus. So this is the appropriate time to enter the German market and penetrate further for Indian bicycle manufacturers.

Product Profile

- Mobility solutions- urban users, industry users
- Retail Trade- Bicycles, E-Bikes
- Parts, Components & Accessories
- Innovative digital products
- Latest innovations and technologies

Venue

Messe Frankfurt Fair Grounds,
Frankfurt, Germany

Date

3 - 7 July 2024

Participation Charges

Booth size: 9 sqm.

One side open (built-up booth): INR 26,000 per Sqm.

10% extra for two sides open booth (subject to availability).

Note:

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

Re-imbusement of Airfare

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 2024-25. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

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 2024-25.

[Guidelines for Reimbursement of Airfare](#)



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.

Mode of Payment

- Please pay online through the following Payment Gateway :
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 Display Table
- Two Chairs
- Two Lights
- One electrical Power Plug (5 Amp) Point
- One Dustbin
- Carpet in booth floor space
- Fascia Name

Note: The amount of Rs. 26,000 per Sqm. would be treated as deposit against participation charges till receipt of Government decision in this regard. On getting Government approval for EEPC India's proposal, the said sum will be adjusted against participation charges. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.

Submission of Application

Interested members are requested to fill in the online Application Form latest by **29 April 2024** at the following link:

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.



[Click For Application Form](#)



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. In case the same is not received, additional payment shall be required to be made by the participants to confirm booking.

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 Germany 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 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.

Contact Details



www.eepcindia.org

CIN: U51900WB1955NPL022644