



INDIA PAVILION AT

AGRITECHNICA ASIA

22 - 24 May 2024, Bangkok, Thailand



*Participate through EPC India
and enjoy substantial savings!*

About the Exhibition

AGRITECHNICA ASIA – Asia Pacific's Leading Trade Fair for Agricultural Machinery

Global agriculture stands at a crossroads and is tasked with the enormous responsibility of feeding a growing population, even as resources dwindle and climate conditions become more unpredictable. Agriculture in Asia, home to more than half the world's population, bears an outsized portion of this challenge, yet within this challenge lies a tremendous opportunity for technology, innovations, and industry cooperation to turn the tide.

The 4th edition of AGRITECHNICA ASIA is not just an exhibition, this is a platform aimed towards bringing together the finest minds and leading stakeholders from across the global agriculture sector providing a space to discuss, innovate and co-create solutions that are not just relevant to Asia, but the World at large. The show is an arena for breakthrough innovations, a launchpad for the latest technologies and a forum for dialogue on best practices, policy, and the future of farming. The show creates an opportunity to join this crucial movement in shaping the future of agriculture, to ensure that it is not just productive, but sustainable, inclusive, and resilient.

Indian engineering producers and traders have ample scope to explore the Thai market as India exports products of this segments in a good quantity. The trend of export growth is likely to continue as demand from Thailand is showing vigorous growth due to the economic, agricultural, industrial and infrastructure development taking place in Thailand and other neighboring ASEAN countries.

Co-located Show

Horti Asia 2024

Show Summary of Agritechnica Asia 2022



9000+
Visitors



250+
Exhibitors



59
Country



98
Topical
Presentations

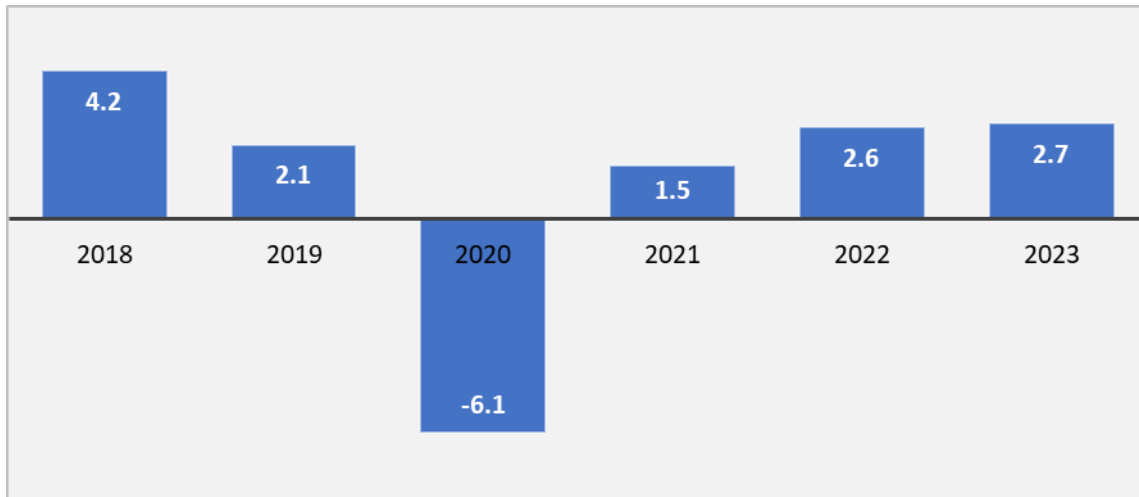


Vietnam

Economic scenario of Thailand

Thailand ranked 29th among 85 world's best countries on the 2023 edition of the U.S. News & World Report, with high rankings in open for business, showcasing its potential as a leading global destination for investment opportunities. With a strong economic growth rate, increasing global influence, and commitment to establish a "Value-based Innovation Driven Economy" by embracing cutting-edge technologies for modernizing industries and enhancing productivity. Thailand's economy has continued to move forward with remarkable progress in social and economic development, moving from a low-income to an upper middle-income country in less than a generation.

Real GDP Growth rate of Thailand (2018 to 2023)

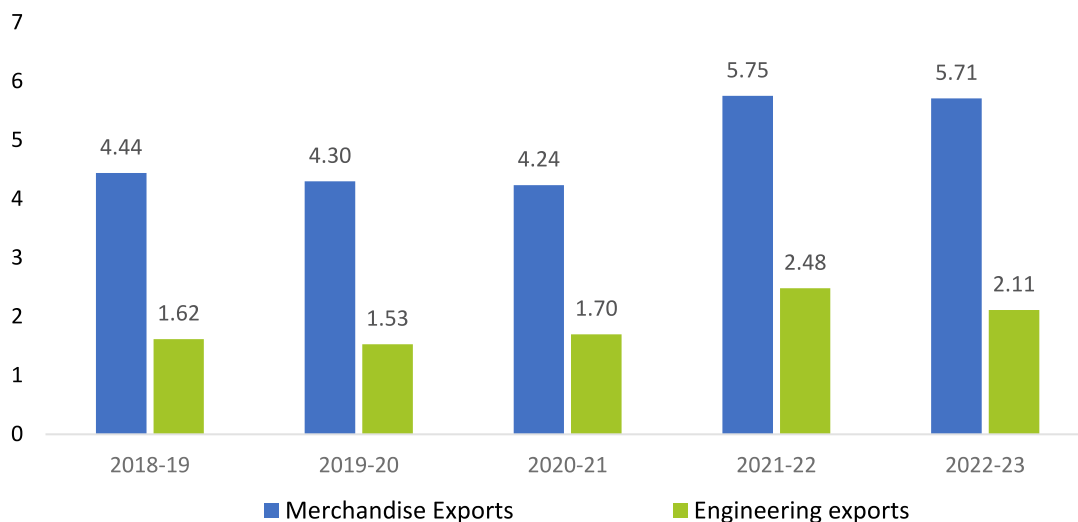


Source: IMF

India and Thailand's Bilateral Trade

Thailand is among the top 20 export destination for the Indian engineering industry and 2nd largest in the ASEAN region. It has been among India's top 25 global partners and was the 21st largest trading partner in 2022-23. Between 2018-19 and 2022-23, India's exports to Thailand increased from USD 4.44 billion to USD 5.71 billion. However, there is still significant potential for expansion.

India's total vis-à-vis engineering exports to Thailand (USD Bn.)



Source: DGCI&S

The product portfolio of Thailand's Agritechnica Asia 2024 consists of products related to agriculture machinery such as Tractors, front loaders, machinery and equipment for soil working, sowing, etc. under the engineering industry. In 2022-23, India's exports of Industrial Machinery for dairy, Agriculture stood at USD 8.51 billion which is 6.5% growth over the same period last year. India holds the place among Thailand's top 10 suppliers for agricultural machinery with a share of 2.7% in Thailand's overall import of agricultural machinery.



Opportunity for Indian Agricultural machinery in Thailand

Thailand is known worldwide for all its agricultural output for which agricultural machinery is an important input. Growing demand for these machines over the years have placed them among the major product groups in the global import basket of Thailand. In coming years, the country will become an even more substantial market for the Indian supplier, reflecting an ample scope in this product segment. In this background, it is an apt time for India to response to the demand of the agricultural machinery industry of Thailand and enhance its share in the Thai market through participation in the Agritechnica Asia 2024.



Product Profile

- Soil Preparation
- Plant Protection & Fertilizing
- Irrigation
- Harvesting
- Farm Inputs
- Fodder preparation
- Tractor

- Digitization
- Drilling & Sowing
- Transport
- Storage
- Renewable Energy
- Precision Farming

Venue:

Bangkok International Trade
& Exhibition Centre (BITEC),
Bangkok, Thailand

Date:

22 - 24 May 2024

Time:

10.00 - 17.00

Participation Charges:

Booth size: 9 sqm.

- One side open (built-up booth): INR 29,000 per Sqm.
- Two sides open (built-up booth): INR 33,500 per Sqm.
(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.

- 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:

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:

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 Guidelines](#)



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.



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 will include the following services:

- 1 Information Counter
- 2 Folding chairs
- 1 Power Socket
- FASCIA Board
- 1 Waste Bin
- 2 Spot lights
- 1 Round table

Note: The amount of Rs. 29,000/ 33,500 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 **15 May 2024** 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. 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 Thailand 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 EEPIC 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 EEPIC India and/ or does not otherwise absolve EEPIC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPIC India the contracted participation charge in full and shall not receive any refund from EEPIC 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 EEPIC 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.

JOIN US
AT
BANGKOK,
THAILAND



Contact details 

www.eepcindia.org

CIN: U51900WB1955NPL022644