

# India Pavilion at **INDUSMACH AFRICA 2024**

23 – 25 October 2024 | Dar es Salaam, Tanzania.

**Participate through EIPC India and enjoy substantial savings!**

## About the Exhibition

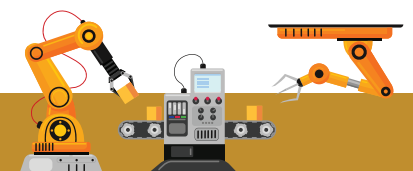
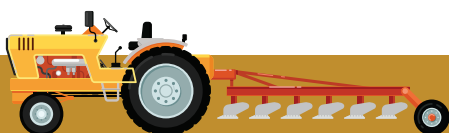
INDUSMACH AFRICA - International Trade Exhibition on Industrial Products, Equipment & Machinery is the largest trade event for the tools, hardware and manufacturing sector held annually in Tanzania. The exhibition attracts visitors from all over East & Central Africa, thus giving exhibitors an excellent opportunity to explore several countries at one time. The event has an exciting line-up of both local and international companies and is an ideal platform for product launches, finding new buyers & distributors, promoting brand names & image, updating existing customers and updating oneself with the latest trends in the industry.

The 24 Edition of INDUSMACH AFRICA @Tanzania is expected to be even bigger and better not only in terms of exhibitors but also visitors from other African countries. With as much as 105+ exhibitors spread out over a 5,000 Sqm. of exhibition space, the 24th INDUSMACH 2024 offers a nearly 60% increase in size from last year. More than 105+ exhibitors will be comfortably accommodated at the venue with a special showcase of the open display of machinery.

Over the past few years, Tanzania has emerged as a major regional trade centre. According to the World Bank, Tanzania's imports of goods and services amounted to \$10.9 billion, of which \$2.5 billion (23%) were imports of capital goods that are used to produce other goods or services, such as machinery, equipment, vehicles, etc. The manufacturing sector in Tanzania is one of the key pillars of the country's economic development, contributing about 8% of the gross domestic product (GDP) and employing about 700,000 people. The manufacturing sector in Tanzania is mainly composed of food processing (24%), textiles and clothing (10%), chemicals (8.5%), and others, including beverages, leather and leather products, paper and paper products, publishing and printing, and plastics.

## Concurrent Event

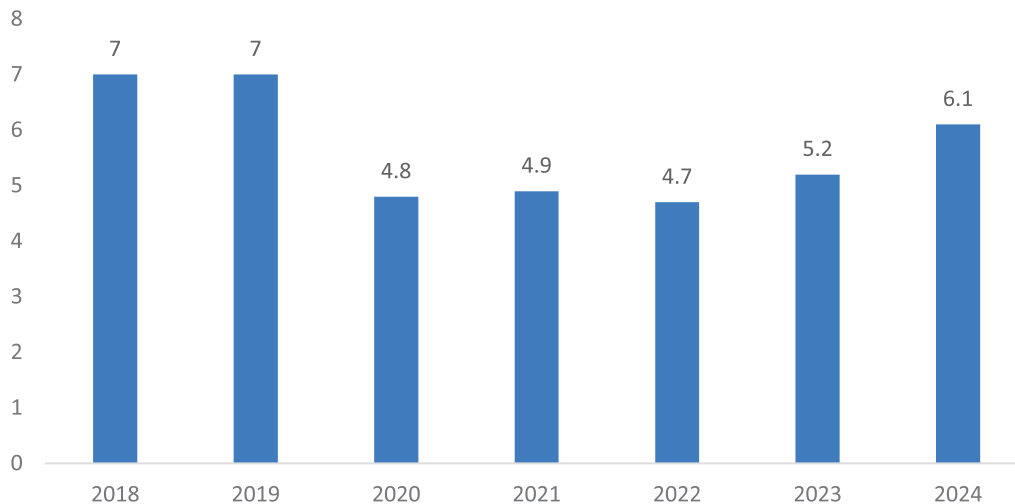
TOOLS & HARDWARE AFRICA 2024 - Tanzania's mega industrial exhibition on Tools, Hardware, Materials & Machinery and related services. Only at TOOLS & HARDWARE visitors can experience complete value chains and swap information with experts from a complete spectrum of industrial sectors.



## Economic scenario of Tanzania

Tanzania is one of the fastest growing economies of Sub-Saharan Africa. It has also enjoyed a quite strong post-pandemic recovery. As per the African Development Bank Group, Tanzania's GDP is projected to rise to more than 6% in 2024. This growth is driven by public and private investment, business policy reforms and sustained recovery in tourism and stability in value chains. Better agricultural performance is also expected to bring down food inflation. Substantial importance has been given to development of infrastructure.

### Real GDP Growth rate of Tanzania (2018 to 2024)

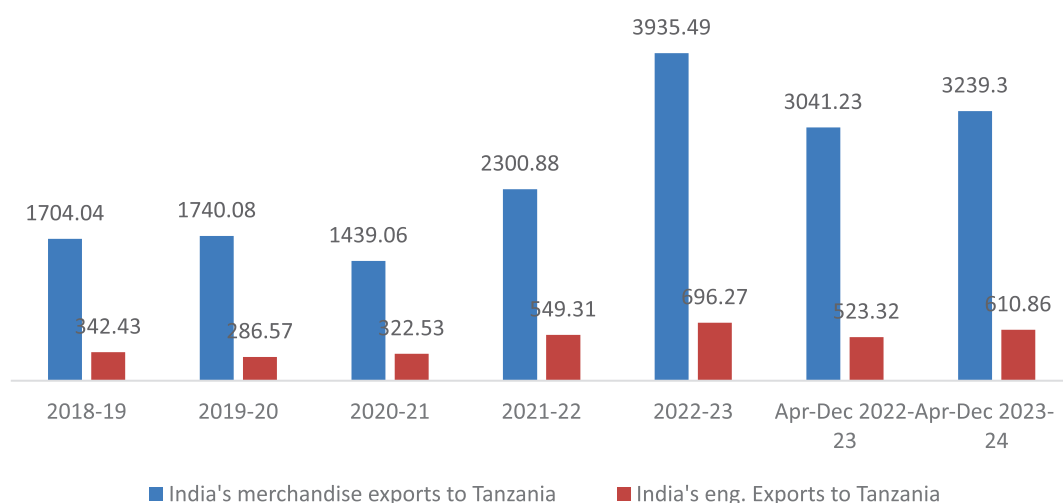


Source: IMF

## Bilateral Trade between India and Tanzania

India and Tanzania have a strong diplomatic and commercial relationship. India is among the top 5 suppliers to Tanzania in goods. Within engineering, India is the second largest supplier to Tanzania following China with a share of 10% in Tanzania's engineering import basket. Major products exported from India to Tanzania include automobiles and auto-parts, electrical machinery, industrial machineries, etc.

### India's Merchandised and Engineering exports to Tanzania (USD Mn.)



Source: DGCIIS

INDUSMACH Tanzania mainly focuses on industrial equipment and machineries and it is largest such event in Tanzania attracting buyers from all over East and Central Africa. India has significant potential in this sector. In April-December 2023-24, India's industrial machinery exports to Tanzania increased to USD 180 million incurring a rise of around 7%.

# Opportunity for industrial machinery in Tanzania

The manufacturing sector in Tanzania is an important contributor to the country's economic journey. As per data from the government, it registered an annual growth rate of 8.3% and its contribution to GDP remained at 8.1%. It also employs significant number of people and is an important foreign exchange earner. Food processing, textiles, chemical and plastic manufacturing are some of the major manufacturing sectors in the country. Hence there is a huge requirement of capital goods pertaining to these sectors as Tanzania has import dependency in capital goods. The recent development agenda of the country has brought industrial development at the forefront of the country's economic policies. Therefore, it is expected that the demand for machineries will remain steady in Tanzania for the coming years. In this background, INDUSMACH offers Indian exporters in the industrial machinery sector a podium to exhibit their expertise and take advantage of Tanzania's growth story.

## Product Profile

- Industrial Automation
- Tools & Hardware
- Industrial Products
- Industrial Electronics
- Safety & Security Machinery
- Pumps, Motors and Generators
- Agricultural Machinery
- Industrial Clothing
- Compressors

## Venue

Diamond Jubilee Expo Centre,  
Dar-es-Salaam, Tanzania

## Date & Time

23 – 25 October, 2024  
10:00 Hrs – 18:00 Hrs (Daily)



## Participation Charges

Booth Size: 9 Sqm

- Participation Charges @ INR 13,500 per sqm of Built-Up Booth
- Other Charges @ INR 3,500 per sqm of Built-Up Booth
- Corner Charges: INR 1,700 per Sqm
- The participation fee includes a four-night hotel stay for one representative per exhibiting organization. Please note that the rooms will be assigned on a first-come-first-served basis.

*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

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:

[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 :  
**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:

- 3 chairs
- 1 table
- 1 Registration Counter
- 2 spotlights
- 1 Electrical socket
- 1 Waste Basket
- Carpet
- Fascia
- Listing on Website & e-catalogue



## Submission of Application

Interested members are requested to fill in the online Application Form latest by **30 September 2024** at the following link:

[Click For Application Form](#)



Please go through the “**Mode of Payment**” section 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

The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities.

## Cancellation of participation

Please note that no request for cancellation and/ or refund including 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 Tanzania 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](http://www.eepcindia.org)

CIN: U51900WB1955NPL022644