

INDIA PAVILION AT MIDDLE EAST ENERGY 2024

16 – 18 April 2024, Dubai, UAE

Participate through EEPC India and enjoy substantial savings!

About the Exhibition

Middle East Energy is positioned as a global energy event with exhibitors and attendees converging from all over the world. The show, previously known as Middle East Electricity, brings together energy manufacturers and suppliers to showcase new technologies and innovative solutions covering the entire energy value chain.

Middle East Energy plays an important role, reflecting the focus of the industry and region for today and the future, as the meeting point for the global energy sector, providing the perfect blend of networking, business facilitation and knowledge sharing to meet future energy goals. Future cities and demand for energy are on the rise. Future trends will be fostered by digitalization and diversification in a time of increasing uncertainties and Climate stress.

The 48th Middle East Energy 2023 is the platform to address those future trends and connect the world in the UAE again. Now in its 48th edition of MEE 2023, exhibitors once again have the opportunity to judge market demand, gain valuable industry knowledge, develop new areas of business and strengthen existing ones.



52,014
Visitors



1000+
Exhibiting Companies



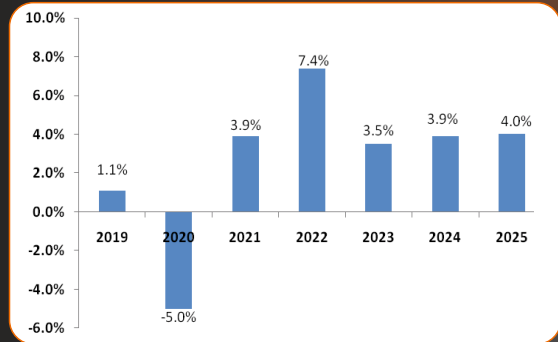
90
Exhibiting Countries



UAE's economy: A snapshot

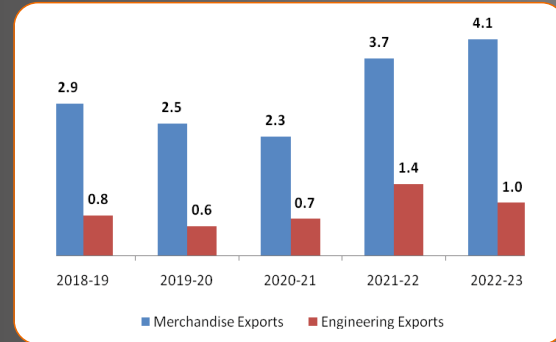
Strategic location, strong financial reserves, large sovereign wealth fund, promising investor home economies, consistent government spending, progressive policy of economic diversification, free zones and increased foreign direct investment contribute to the UAE's robust economy. A key goal of the Dubai Economic Agenda (D33) is to double the size of Dubai's economy over the next decade and to consolidate its position among the top three global cities. Dubai Economic Agenda D33 includes 100 transformational projects. Driven by robust domestic demand, particularly across tourism, real estate, construction, transportation, and manufacturing sectors, the UAE's non-oil sector is poised to achieve strong growth of 4.8 per cent in 2023 as per the World Bank.

Real GDP Growth rate of UAE (2019 to 2024)



Source: IMF

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



Source: DGCI&S

The product profile of Middle East Energy consists of Electrical machinery, equipment for T&D. In 2022-23, India's exports of Electrical machinery & Equipments stood at USD 11 billion which is almost 6% growth over the same period last year. India's exports of Electrical machinery & Equipments in 2022-23 constituted more than 10% of India's total engineering exports.

India and UAE's Bilateral Trade

UAE is an important engineering destination for India in the WANA (West Asia North Africa) region. The India-UAE CEPA has made a significant impact on India's Bilateral Trade with the UAE and particularly India's Exports to the UAE. The Bilateral Trade between India and the UAE has touched historic highs during FY 2022-23. Trade has increased from US\$ 72.9 billion (2021-22) to US\$ 84.5 billion (2022-23) registering a year-on-year increase of 16%. India's engineering exports to UAE reached US\$ 5 billion in 2022-23.

Opportunity for Indian Electrical Machinery in UAE

India's power sector is one of the most diversified in the world. India is the third-largest producer and consumer of electricity worldwide, with an installed power capacity of 411.64 GW as of January 31, 2023. In the current decade (2020-2029), the Indian electricity sector is likely to witness a major transformation with respect to demand growth, energy mix and market operations.

India supplies 3.6% of UAE's import of electrical machinery & equipments as on 2021. There is ample scope for India for increasing its share in UAE's import considerably and an FTA in place will surely help India to achieve so.

With the India –UAE CEPA implementation, electrical machinery have witnessed significant export growth of more than 12% in 2022-23 viz-a-viz 2021-22. Thus given the significant increase in bilateral trade, particularly in exports of Indian goods and services, CEPA is expected to further have a concomitant positive impact on export of the electrical machinery and equipments.

Product Profile

- Automation & Control Systems
- Cable Installation
- Switch Cables & Cable Management Systems
- Communication Equipment
- Energy Management Systems
- Energy Storage Devices
- Electrical Distribution Equipment
- Insulating Materials
- Lighting - Lamps, Luminaries, LED
- New & Renewable Energy
- Nuclear Energy
- Power Distribution Systems
- Electronics
- Electric / Power Generators
- Power Transmission
- Transformers
- Utilities & Service providers
- Solar Products



SOLAR



WIND



HYDRO



GEOTHERMAL



BIOMASS



NUCLEAR



GAS



COAL

Venue

Dubai World Trade Center,
Sheikh Zayed Road,
UAE

Date

16 – 18 April 2024

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 and/or receiving of Government sanctions, EEPC India may decide not to participate in the show.
4. No subletting or sharing of space/ booth is permitted.

Participation Charges

- **Booth size: 9 sqm**
One side open (built-up booth):
INR 53,000 per Sqm.
- 10% extra for two sides open booth
(subject to availability)

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

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

OR

- UPI ID: eeplindiaacpromotion.76041638@hdfcbank

Note: The amount of Rs. 53,000 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.

Booth display:

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

- 1 Reception Counter
- 3 chairs
- 1 Round Table
- 3 Wooden Shelves
- 1 Power Socket
- 1 Trash Bin
- 3 White spotlights
- 1 Bar stool

Submission of application

Interested members are requested to fill in the online Application Form latest by **31 January 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 UAE 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