



EEPC India Invites Participation for

India Pavilion at

INTERNATIONAL HARDWARE FAIR - EISENWARENMESSE 2024



Cologne, Germany, 3 - 6 March 2024

Participate through EEPC India and enjoy substantial savings!

About the Exhibition

EISENWARENMESSE is the leading trade fair for the Hardware and Tool sector for over 50 years! **INTERNATIONAL HARDWARE FAIR** opens enormous opportunities to showcase Hardware Products in the international marketplace. A biennial event, the show covers various hardware-based industrial products such as International Hardware and Hardware Fair Accessories, Hand Trucks, Building Materials, DIY Equipment, Fastener Technology, Keys, Locks, Hardware, Security Installations, Metal Decorations, Security Systems, Wood Constructions, etc.

EISENWARENMESSE is considered as a traditional meeting point for communication and innovation in the hardware industry for buyers from trade and industry and commercial users.

The Show offers

- Live presentations and demonstrations through international exhibitors
- Global networking with the trade buyers and industry experts
- Exclusive testing of the developments of tomorrow at the trade fair live
- The industry's business and communication platform

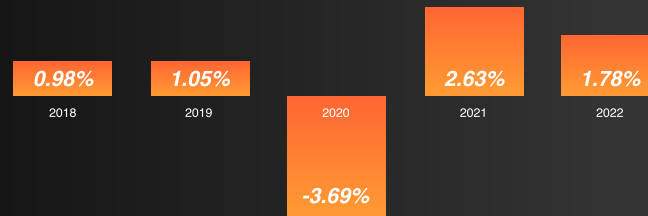
Show Summary of International Hardware Fair 2022

- 25000 visitors from 125 countries
- Over 70 per cent of trade visitors travelled from outside Germany
- 1400 exhibitors from 50 countries

Germany's economy: A snapshot

Germany is the largest economy of Europe and fifth largest in the world in terms of Purchasing Power parity (PPP). Its highly skilled labour force, continuous advancement in technology and well thought out development planning has made it one of the leading developed economies of the world. Real GDP growth however slowed down to 0.5% in 2019 and then contracted by 4.9% in 2020 due to the Pandemic effect but domestic consumption, investment, and exports have driven German GDP growth to 2.7% in 2021 but then dropped by 1.8% due to slowdown in Europe as a whole. However, uncertainty is high amidst strong energy price volatility of late. High inflation is reducing real incomes and savings thereby dampening private consumption. Export growth may recover through 2023 due to easing of supply chain bottlenecks and a record-high order backlog. The economy is projected to contract by 0.3% in 2023 and recover by 1.5% in 2024 as per OECD.

Real GDP Growth rate of Germany (2018 to 2022)

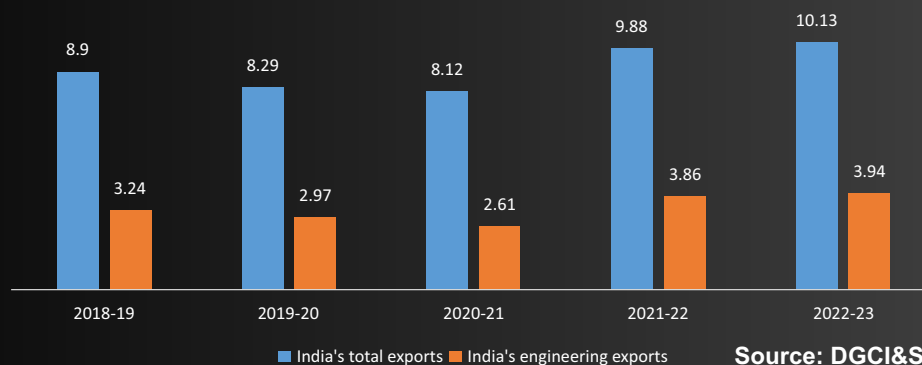


Source: IMF

India and Germany's Bilateral Trade

Germany is the third largest destination for India's engineering exports and the largest in European Union. Engineering exports to Germany was recorded at USD 3.24 billion in 2018-19 and then, after declining in the next two fiscals due to Pandemic, it reached its all-time high at USD 3.86 billion in 2021-22. Engineering exports to Germany may see new high in this fiscal as it inched up by 2.8% to USD 3.58 billion during Apr-Feb 2023 despite of a decline in shipment to the EU region as a whole. India's major engineering exports to Germany include Electric Machinery and Equipment, Iron and steel and its articles, Auto Components/Parts and Industrial Machinery among others.

India's total Vis-à-vis merchandise exports to Germany (USD Bn.)



Source: DGCI&S

Germany's Hardware industry: Prospects for India

The manufacturing industry forms the backbone of Germany with the most prominent sectors being industrial machinery, automotive and chemical industry. Capital goods account for almost half of Germany's export followed by transport vehicles and their parts. Compared to 2020, Germany has increased its industrial production by 3% in 2022. According to the latest data of 2022 (Federal Statistical Institute), the industrial sector contributed 758.2 billion euros to the German economy. The contribution of the construction sector was realized as 191.9 billion Euros. Given this background, there is significant scope for Indian manufacturing hardware exporters in the German market and this event is therefore of great relevance for the Indian industry.

Product Profile

- **Tools**
 - Manual hand-held tools
 - Power Tools (Hand held & Stationary) and Accessories
 - Machine tools
- **Industrial Supply**
 - Compressed air tools
 - High pressure cleaners
 - Welding and soldering equipment
 - Workshop fittings
 - Shop and storeroom fittings
 - Ladders and scaffolding
 - Protective Equipment, Work Safety & job security
- **Fasteners and Fittings**
 - Fastening technology
 - Fixing technology



- Building fittings
- Furniture fittings
- Small fittings
- Decorative metal wares
- **Home Improvement**
 - Sanitary ware and fittings
 - Chemical products
 - Interiors and Furnishings
 - Building materials, elements, accessories
 - Outside Structures
 - Automotive supplies & accessories
 - Two wheeler accessories
 - Smart Home
 - Kitchen and garden Equipments



Venue

Koelnmesse Fair Grounds, Köln-Deutz
(Koelnmesse GmbH, Messeplatz 1, 50679 Cologne)

Date & Timings

3-5 March 2024

Exhibitors: 8:00 a.m. - 7:00 p.m.

Visitors: 9:00 a.m. - 6:00 p.m.

6 March 2024

Exhibitors: 8:00 a.m. - 6:00 p.m.

Visitors: 9:00 a.m. - 5:00 p.m.



Participation Charges

Minimum booth size: 12 Sqm.

One side open(built-up booth) : Rs. 33,000 per sqm

10% extra for two-side open (subject to availability)

Note:

1. The above rate is subject to receiving of Government sanction for the event for organizing an India Pavilion. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.

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. 75,000 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 2022-23. 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.

Submission of Application

Interested members are requested to fill in the online Application Form latest by **31 October 2023** at the following link:

[Click for Application Form](#) 

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

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

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

• UPI ID: eeplindiaacpromotion.76041638@hdfcbank

Selection Criteria

Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

Booth Deliverables

- Fascia
- 3 chairs
- 1 round table
- 1 electric socket
- 3 lights
- 1 information counter
- 1 bar stool
- 1 waste bin
- Carpet floor



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 / adjustment shall be accepted for any reason whatsoever. Once the application form is 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.



Cologne
City in Germany

Join Us

www.eepcindia.org

CIN: U51900WB1955NPL022644

Contact Details

