

## INDIA PAVILION AT AUTOMECHANIKA FRANKFURT 2024

10 – 14 September, 2024, Frankfurt, Germany

*Participate through EEPC India  
and enjoy substantial savings!*

### About the Exhibition

**Automechanika Frankfurt** is the leading trade fair to get connected with the future of the automotive service industry. An international meeting place for the industry, dealership trade and maintenance and repair segment, it provides a major platform for business and technological knowledge transfer. Automechanika covers the entire value chain of the automotive aftermarket. This makes it the platform for innovation and networking with the whole world.



### Highlights of Automechanika Frankfurt



**78000**  
Visitors



**2800+**  
Exhibiting  
companies

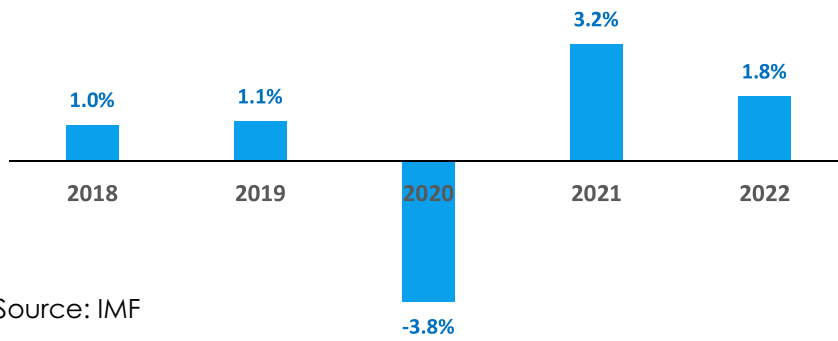


**70**  
Exhibiting  
countries

### Economic Scenario of Germany

Germany is not only one of the leading and highly developed social market economies of the world, it leads the multilateral efforts to promote a stable global economy and encourage the use of renewable resources and environmental friendly production. It is the largest economy of Europe and fifth largest of 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 back log. The economy is projected to contract by 0.5% in 2023 and recover by 0.9% in 2024 as per IMF.

## Real GDP Growth rate of Germany (2018 to 2022)

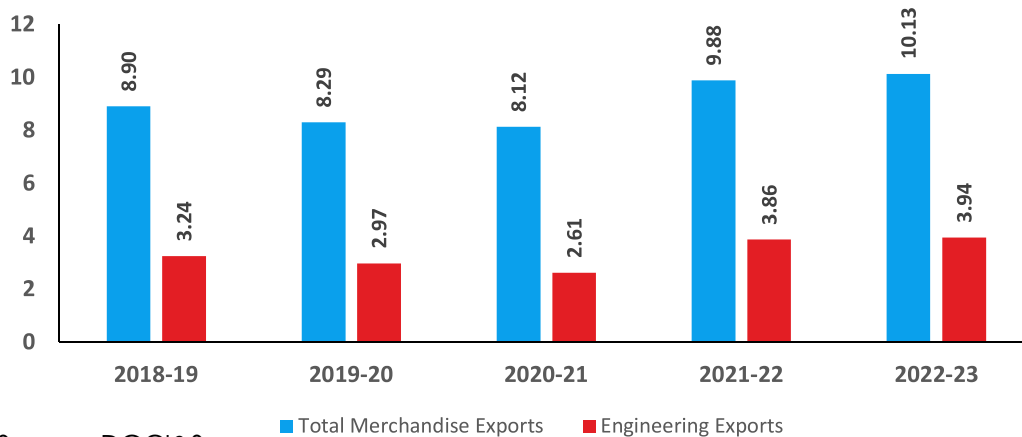


Source: IMF

## Bilateral Trade between India and Germany

Germany is the third largest destination for India's engineering exports and the largest in European Union. Engineering exports to Germany reached its all-time high at USD 3.86 billion in 2021-22 and then again to USD 3.94 billion in 2022-23 registering a substantial 48% growth in 2021-22 and 2.1% growth in 2022-23 over the previous fiscals. During the ongoing fiscal 2023-24, engineering exports to Germany continued to be optimistic with USD 2.43 billion of exports during Apr-Oct 2023-24 as against USD 2.22 billion during the same period last fiscal, registering 9.6% growth. It is quite impressive as well as encouraging that when engineering exports to EU has declined in 2022-23 and 2023-24, engineering exports to Germany has been rising continuously. 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 Merchandise and Engineering exports to Germany (USD Bn.)



Source: DGCI&S

## Focus Product

Automobile is the focus sector and automobile and auto components are the focus products of this event. India's exports of automobiles to Germany recorded nearly 2.5% CAGR between 2018-19 and 2022-23 to reach USD 402 million in 2022-23. Auto components and parts comprises around 90% of India's total automobile exports to Germany. Moreover, the current fiscal saw comprehensive surge in exports of automobiles to Germany till the month of Oct 2023 on a year-on-year basis. Exports of total automobiles jumped by 44.25% to reach USD 320.6 million during Apr-Oct 2023-24 from USD 222.3 million during the same period last fiscal, which is really encouraging for the EEPC India member exporters participating in this event.

## Opportunity for Indian businesses in Automobile Market of Germany

Germany as a leading industry rich nation and automobile industry is considered the heart of the country's economy. Of all the industrial sectors, it is by far the strongest in terms of turnover, research, and exports, generating prosperity, growth, and employment in numerous other sectors as well. Germany is one of the forerunners in automobile manufacturing and German cars are trusted across the world for updated technology, high quality engineering and brand value. Most of the large scale global auto players like Mercedes-Benz, BMW, Volkswagen AG, Stellantis (Opel) etc. are from Germany. The automobile industry in Germany generated over 506 billion euros in total sales in 2022, as per reports. It is also one of the largest exporters of automobile in the world and therefore, needs supply of auto parts as important inputs. Here lies the opportunity for Indian exporters as a supplier of auto parts to leading German brands and such events are real good platforms for expanding businesses by Indian auto component makers.

## Product Profile

- Parts & Systems
- Electronics & Connectivity
- Accessories & Customizing
- Diagnostics & Repair
- Dealer & Workshop Management

- Car Wash & Care
- Alternate Drive Systems & Fuels
- Tires & Wheels
- Body & Paint
- Mobility as a service & Autonomous Driving

## Venue

Messe Frankfurt Fair Grounds,  
Frankfurt, Germany

## Date

10 – 14 September, 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, 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.

## Participation Charges

Booth size: 9 sqm

- One side open (built-up booth):  
INR 36,000 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.

## 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 includes the following services:**

- Information Counter
- Two Chairs
- One Discussion table
- Three Spot Lights
- Electric Socket
- Carpeted Floor
- Fascia

*Note: The amount of Rs. 36,000 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 **19 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

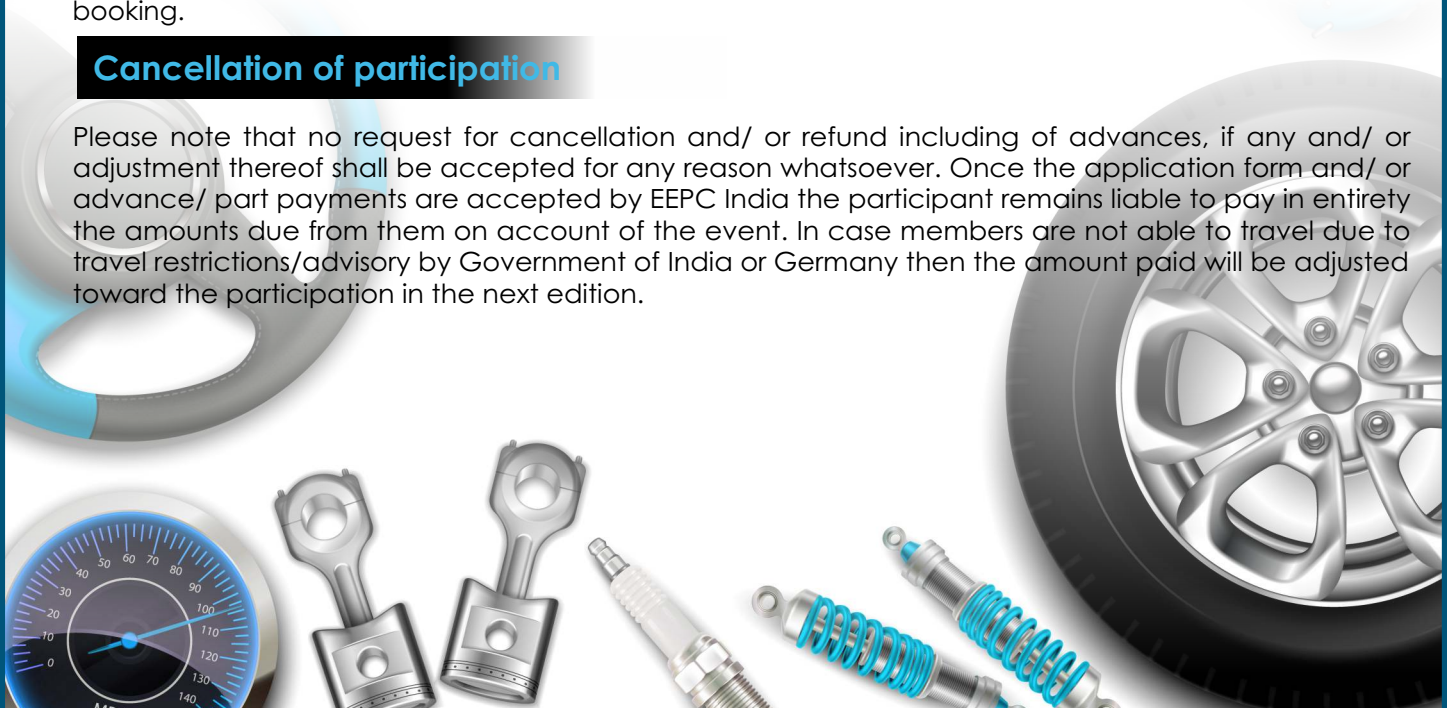
Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

## 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 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 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.



Contact details 

[www.eepcindia.org](http://www.eepcindia.org)

CIN: U51900WB1955NPL022644