



INDIA PAVILION AT Agritechnica 2023

12 – 18 November 2023, Hannover, Germany

*Participate through EPC India
and enjoy substantial savings!*

About the Exhibition

AGRITECHNICA - world's No. 1 & leading trade fair for agricultural machinery with all market leaders at one location. It is held at the Hanover Fairground once every two years. (AGRITECHNICA 2022 was being cancelled as a result of the coronavirus pandemic). All leading companies in the sector present their products and innovations at the world's leading trade fair for agricultural machinery. AGRITECHNICA is the showcase for the global agricultural technology industry and a forum for future questions on crop production.

AGRITECHNICA 2023 will be presenting ideas that will transform GREEN PRODUCTIVITY into reality on farms. Exhibitors from around the world show solutions and visions for modern crop production. Various manufacturers, distributors of the engineering fraternity across the globe are going to showcase their products maintaining proper build-in relationship and networking, identifying existing and new products and suppliers.

Special programme

Agrifuture concept winner: Award for innovative and pioneering agricultural machinery concepts

Innovation award agritechnica: The agricultural machinery industry's most important innovation award

Systems & components trophy: Award presented to innovative components and systems by development engineers

Highlights of AGRITECHNICA 2019

(AGRITECHNICA 2022 was cancelled due to the COVID pandemic)



446,871 Visitors from
144 Countries



2800
Exhibiting Companies



140,000
International Visitors

India-Germany : Bilateral Trade

Germany is one of India's most important partners in Europe owing to the strength of bilateral relations, as also Germany's key role in the EU. India and Germany have a 'Strategic Partnership' that have further strengthened over the years. The rapidly expanding trade and commercial linkages form an important component of the multi-faceted partnership between India and the Germany. Germany is India's largest trading partner in Europe. It has consistently been among India's top ten global partners and was the seventh-largest trading partner in FY 2020-21. The two countries have a total bilateral trade of around USD 25 billion during 2021-22 and approximately around US\$ 24 billion during April-Feb 2022-23.

Engineering Trade Data

Engineering trade accounts for around over 50% of bilateral merchandise trade between India and Germany. India's engineering exports to Germany witnessed a growth of 36% in 2021-22 and 2.8% during April-Feb 2022-23 compared to same period last year. While engineering imports registered a growth of 4.8% during 2021-22 and 8.6% during April-Feb 2022-23 compared to same period last year.

Germany is India's largest export destination engineering products during 2021-22 vis-à-vis 2020-21 and third largest during April-Feb 2022-23. India's engineering export share to Germany with respect to EU stood at 20% during April-Feb 2022-23. Major engineering products exported to Germany includes electronic machinery and equipment, industrial machinery for dairy and agriculture, products of iron and steel, auto components/parts, aluminium and products, IC engines and parts.

Given the profile agriculture machinery, India globally exports more than 26% to USA, 7.2% to Nepal, 5.5% to Bangladesh, 4.7% to Sri Lanka, 4.3% to Thailand, 3.2% to Germany and remaining 49% to other countries during 2021. While India ranks as the sixteenth destination in terms of Germany's global import of Agricultural Machinery and the top importers being China, Italy, Czech Rep, Hungary, Poland constituting more than 45% share of USA imports and India share percentage in Germany's import basket of agriculture machinery during the same period stood at 2%.



Opportunity for Indian Engineering Industry in Germany

Engineering products like Electrical Machinery and Equipment, Industrial Machinery for Boilers and parts, Automobile and auto components, Medical and Surgical instruments, Aluminium and products, Iron and Steel, etc are the major product groups in the global import basket of Germany. Therefore, Indian engineering producers and traders have ample scope to explore the Germany market as India exports products of all these segments in a good quantity. Moreover Germany is the top most destination for Indian engineering products. Agritechnica Expo 2023 will play a major role for manufacturers and distributors of the Indian agriculture machinery sector, opening doors to major growth opportunities in this industry.

Product Profile

- **TRACTORS & TRANSPORT:** Tractors, farmyards and front loaders, transport vehicles, conveying, machinery and equipment
- **SPECIAL CROPS:** Machinery and equipment for fruit, vegetables and special crops, sprinkling and irrigation
- **FOREST & LANDSCAPE:** Machinery and equipment for forestry, municipal applications, landscape management
- **SOIL & SOWING:** Machinery and equipment for soil working, sowing
- **STORAGE:** Machinery and equipment for harvest processing, conditioning and storage
- **HARVESTING:** Machinery and equipment for grain, feed and root crop harvesting
- **DIGITAL ASSISTANCE:** Robotics, electronics, agricultural software and precision farming
- **SYSTEMS & COMPONENTS:** The B2B marketplace for the international agricultural machinery supplier industry
- **PLANT PROTECTION & FERTILISING:** Machinery and equipment for plant protection, plant care, fertilizing
- **FARM INPUTS:** Seed, fertilisers, plant protection agents, fuels and lubricants
- **TRADE & SERVICE:** Machinery, equipment and services from workshop to used machine marketing

Venue:

Hannover Messe Fair Grounds,
Hannover, Germany

Date:

12 – 18 November 2023

Time:

9 am to 6 pm

Participation Charges:

Booth size: 9 sqm.

One side open (built-up booth): INR 32,000 per Sqm.

- 10% extra for two sides open booth (subject to availability).

Booth size: 6 sqm.

One side open (built-up booth): INR 35,000 per Sqm.

- 10% extra for two sides open booth (subject to availability).

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.

Re-imbursement of Airfare:

Up to **INR 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 2023-24.

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 Gateways :

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:

- One Information counter
- Two Chairs
- One waste bin
- One Electric socket
- Spot lights– 3 nos
- Carpet
- Fascia name
- Daily cleaning

Submission of Application

Interested members are requested to fill in the online Application Form latest by **22 September 2023** 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.

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 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
HANOVER,
GERMANY



Contact details 

www.eepcindia.org

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