

India Pavilion at CWIEME 2023

23 – 25 May 2023, Berlin, Germany

Participate through EEPC India and enjoy substantial savings!

About the Exhibition

CWIEME Berlin is leading the global electrical revolution as the world's largest exhibition for coil winding, transformer, generator and electric motor manufacturing, and e-mobility. This is the world's largest meeting place for component, raw material and process machinery suppliers to connect with 4,000+ senior decision makers in the international coil winding, electric motor, transformer, generator and e-mobility supply chain. 76% of visitors consider CWIEME Berlin as crucial to their business, with many planning their buying cycles with the aim of making the final decision at the event. 57% place an order at the event, or immediately afterwards.

Highlights of CWIEME 2022

- 30,000 sqm exhibition area spread across 6 halls
- Exhibitors: 540 from 40 countries
- Visitors: 4022 from 70 countries
- 80% of visitors were decision makers or key influencers
- 42% visitors came from Germany, Austria, Switzerland
- 58% visitors were international

CWIEME Connect

Connect @ CWIEME is the groundbreaking new meetings programme onsite at CWIEME Berlin that connects you with engineers, procurement, R&D and production management professionals who want your product. All meetings are double-opt in (both sides want to meet each other) and are scheduled based on individual availability. In 2023, this will fast track your projects with Connect @ CWIEME by connecting exhibitors with the right suppliers at the right time, letting them use time before and at the show more efficiently and effectively. The supplier selection is based on mutual interest and availability, agreed prior to the show.



India-Germany Bilateral relations

Bilateral relations between the India and Germany have been traditionally strong. Germany is one of the most important partners for India in Europe, both bilaterally and in multilateral fora such as the UN. It is a nation witnessing rapid and continuous technological advancement and has achieved a prowess in manufacturing. India therefore considers Germany as an important partner for economic tie who can contribute in the process of Indian economic development. Germany on the other hand also sees India as a regional and an aspiring global power, and a large market which provides an alternative to China. Germany recognizes the importance of India as a democracy with shared interest in multilateralism and in maintaining a rules-based international order.

Trade in Engineering

Germany is one of India's largest trading partner in Europe. It has consistently been among India's top ten global partners and was the fifth largest trading partner in 2021-22. Merchandise trade between India and Germany was recorded at USD 24.8 billion in 2021-22. India's engineering exports to Germany for 2021-22 was US\$ 3.9 billion. India's exports of Industrial Machinery to Germany for 2021-22 stood at US\$ 889.6 million, registering a growth of 39% over 2020-21.

The product profile of CWIEME is broadly comprised of Electric Machinery and Equipment, which is at present the largest engineering product group exported to Germany. Following the broader trend of overall engineering exports, Exports of Electric Machinery and Equipment to Germany was also at its record high of USD 665 million in 2021-22 and further recorded nearly 28% growth during Apr-Nov 2022-23 over the same period last year. It is evident from the figures that the demand for India's Electric Machinery and Equipment in Germany is growing impressively after the Pandemic even on the back of a slowdown in overall engineering exports, especially to EU.

Opportunity for Indian Engineering Industry in Germany

Germany as an important partner for economic tie who can contribute in the process of Indian economic development. Germany also sees India as a regional and an aspiring global power, and a large market which provides an alternative to China. Germany is India's largest trading partner in Europe in overall merchandise trade and 7th largest source of FDI among all nations of the world.

Germany is witnessing rapid and continuous technological advancement and has achieved a prowess in manufacturing. Electrical industry is one of the four dominating industries in Germany and at the same time, this is the largest exported engineering product group to Germany by India. Therefore, ample scope exists for Indian manufacturers of electrical and related products in Germany and a growth in year-on-year exports of this product groups necessarily reflects that more opportunities are there in the coming years. The time therefore is apt to response to the demand of the electrical industry of Germany and enhancing exports of Indian electrical machinery and equipment in turn.

Product Profile

- Winding Systems & Supplies
- Motor Components & Accessories
- Transformer Components & Accessories
- Insulation & Shielding Materials
- Intermediate Semi-finished Products & Materials
- Electromechanical Components
- Electronic & Electrical Components
- Electric Powertrain Components
- Adhesives Resins & Coatings
- Other Machines & Manufacturing Systems
- Quality, Test & Measurement

Venue

Messe Berlin, South Entrance, Messedamm,
22, D-14055 , Berlin, Germany

Date

23 – 25 May 2023

Opening Timings:

Tuesday, 23 May: 09.00 – 18.00

Wednesday, 24 May: 09.00 – 18.00

Thursday, 25 May: 09.00 – 16.00

Participation Charges

- Booth size: 9 sqm.
- One side open (built-up booth): Rs. 55,000 per Sqm.
- 10% extra for two sides open booth (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.

COVID-19

Protocol & Travel Advisory



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 2023-24. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

[Re-imbusement 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 : **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

Booth display:

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

- Carpeted Floor
- Fascia Name
- One - 120 Watt spotlight fitting & bulb per 4 square meters
- One Round Table
- Two Chairs
- One lockable counter
- One Waste bin
- 1 x 3.3 KW mains connection, Including 1x1kw socket
- Stand cleaning on Final build day only

Submission of application

Interested members are requested to fill in the online Application Form latest by **14 April 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 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.

Berlin, Germany



Contact details



www.eepcindia.org

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