

# India Pavilion at **EXPOMAFE 2023**

9 – 13 May 2023, Sao Paulo, Brazil



**Participate through EPC India and enjoy substantial savings!**



## About the Exhibition

EXPOMAFE, the International Fair of Machine Tools and Industrial Automation, consolidated as one of the largest events in Latin America. There will be more than 900 National and International exhibiting brands at the fair. EXPOMAFE will be spread across 64,000m<sup>2</sup> of exhibition space. It is the right opportunity for participants to generate business, prospect new customers, showcase products and new launches to highly qualified visitors with a purchase decision. The third edition of the event will be held at São Paulo Expo Exhibition & Convention Center will bring together more than 55,000 visiting buyers from small, medium and large industries.

## Highlights of EXPOMAFE 2019

The 2nd edition of EXPOMAFE 2019, the largest fair of machine tools and industrial automation in Latin America attracted approx. 55,000 visitors. Most of the Buyers were from 10 Latin American countries; Argentina, Paraguay, Uruguay, Peru, Mexico, Ecuador, Colombia, Panama, Chile and Bolivia. More than 750 brands were on display at the fair.

## Economic scenario of Brazil

The COVID-19 pandemic has caused severe human suffering and triggered a deep recession in Brazil. Economic policies reacted in a timely and decisive manner to the crisis, supporting millions of Brazilians. Improving fiscal outcomes remains one of Brazil's principal challenges given a high debt burden, to which the pandemic has added significantly. Brazil remains systemically important for the world's economy and natural assets, including the Amazon (60 percent of which lies within Brazil), and contributes to global public goods. It serves as an innovation lab for policy with relevant lessons for other countries.

## India – Brazil Bilateral Trade

India-Brazil bilateral trade reached US \$ 12.2 billion in 2021-22. Among the LAC nations, Brazil is India's largest trade partner for the year 2021-22. Exports from India have increased over the years. Our balance of trade which was negative has now turned in favour of India over the last 3 years. However both the countries need to work towards establishing sustainable trade by diversifying the export basket.

## Trade in Engineering

India's engineering exports to Brazil for 2021-22 stood at US\$ 1.8 billion. India's major engineering exports to Brazil include Auto Components/ Parts, Industrial Machinery for dairy, Iron and Steel , Auto tyres and tubes, Aluminium and products made of Aluminium, Products of Iron & Steel, Electric Machinery and Equipments, IC engines & parts, Medical and Scientific instruments and etc. India's exports of Machine tools, Hand tools & Cutting tools and other Industrial Machinery Equipment to Brazil in 2021 -22 stood at US\$ 534.7 million, which is more than 56% growth compared to export during 2020-21 and which constitutes almost 30% of India's total engineering exports to Brazil for the same.

## Opportunity for Indian Engineering Industry

The Indian Engineering sector has witnessed a remarkable growth over the last few years driven by increased investments in infrastructure and industrial production. The engineering sector, being closely associated with the manufacturing and infrastructure sectors, is of strategic importance to India's economy. As per World Bank's latest Doing Business Report, 2020 India has ascended 17 notches, ranking at 63rd position globally. The Indian engineering sector is of strategic importance to the economy owing to its intense integration with other industry segments.

India and Brazil are on their way to realize the target of USD15 billion in bilateral trade which was announced in 2020. India and Brazil are partners on global platforms such as BRICS, BASIC, G-20, G-4, IBSA, ISA, apart from larger multilateral organizations like the UN, WTO, UNESCO, and WIPO. For Indian manufacturers and exporters that plan to export machines to LAC and Brazil participating in exhibitions like the upcoming EXPOMAFE is very vital to showcase company's products. It is these platforms which provide effective exposure of company's product.



## Product Profile

- ▶ Hydraulic & Pneumatic equipment, Valves, Pumps & Compressors
- ▶ Materials Handling & Warehousing Equipment
- ▶ Manual Cutting Tools
- ▶ Industrial Automation, Robotics & Integration of manufacturing cells
- ▶ Diverse Metalworking Machinery, Equipment
- ▶ Machines tools
- ▶ Welding & Cutting
- ▶ Additive Manufacturing/ 3D printing & Prototyping
- ▶ Accessories: Devices and components
- ▶ Quality Control: integrated to manufacturing & measurement

## Venue

São Paulo Expo Exhibition & Convention Center, Brazil

## Date

9 – 13 May 2023

## Participation Charges

Booth size: 9 sqm.

One side open (built-up booth): Rs. 22,000 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

COVID-19



Protocol & Travel Advisory

## Re-imbusement of Airfare

Up to Rs. 1,25,000 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:

[Guidelines for Reimbursement of Airfare](#)



### Note:

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:

- One Storage
- Three Chairs
- One Round table
- Three LED Spot Lights
- One Electric Socket
- Carpeted Floor
- Trash can
- Fascia Name

## Submission of application

Interested members are requested to fill in the online Application Form latest by 31 March 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 Brazil 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](http://www.eepcindia.org)

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