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# Chennai Trade Centre

Chennai , India >> 16 -18 March, 2023





## A RETROSPECTIVE





# IESS TURNS TEN

EEPC India thanks over 3,000 exhibitors, 3,600 delegates from over 60 nations, 76,000 visitors, and 13 Indian States and Union Territories for being part of nine editions of IESS



Clockwise from above: IESS I; IESS VII; IESS V; the Humonoid at IESS VII; IESS VIII; IESS IX; inauguration of IESS VII; IESS IV; and centre, the inauguration of IESS VI



## NARRATING THE



## JOURNEY

IESS was born with an inbuilt commitment and promise to promote, assist and handhold MSMEs to showcase their engineering goods to their overseas counterparts. It has covered ten successful editions

EEPC India, for decades, has played a lead role in building the Brand India image by organising exhibitions around the globe. A signature event of its kind, International Engineering Sourcing Show (IESS) became the latest concept in marketing Brand India across the world. What started as an event with 220 exhibitors, 350 delegates 6200 visitors Canada as the partner country, Maharashtra as the partner state on the 22nd March 2012 at Bombay Exhibition Centre went on to become a journey of 9 completed editions and this was the 10th one in 2023 with more than 300 Indian Exhibitors, over 400 Delegates representing more than 60 nations with more than 700 B2B meetings and over 75 speakers addressing 12 Back to Back Knowledge sessions over the three days

**IESS's success story can be attributed to the enthusiastic participation of different states**

The States have sustained their interests

Over 9 editions and this tenth edition more than 13 States and UT had participated

, Tamil Nadu as the Host State for the 5th time, Madhya Pradesh, Jharkhand, Himachal Pradesh, Uttarakhand, Jammu & Kashmir as Focus States and UT for the second time each; Maharashtra, Karnataka, Gujarat, UP – 5 times, Haryana, West Bengal, Odisha, Bihar, Telangana and more.

The show has provided the forum to all the Exporters and manufacturers to showcase their products to International and domestic buyers under one roof simultaneously also interacting and learning from experts at the thematic sessions, The unique customised and meaningful B2B meetings have been the prime source of attraction of the State participation

What makes IESS special is that it helps those engineering SMEs who cannot participate in global sourcing events owing to scarcity of resources. IESS brings in buyers who could potentially source products from SMEs. Furthermore, this event helps local companies to establish connections with their foreign counterparts, to generate business and showcase their innovations, products and technologies. In addition, the participants, including exhibitors, get a chance to get detailed information and knowledge about specific sectors and can avail opportunities to meet and interact with the sector experts.

### Enhancing the scale and reach of the IESS Show in the coming years.

EEPC India is now a full member of French Based – UFI – The Global Association of the Exhibition Industry and the Annual Show – IESS has now received the status of ‘UFI Approved International Event’ from the VIIth edition

IESS has evolved over the years and has become the biggest constellation of Indian MSME manufacturers showcasing their engineering goods in Indian soil. The major benefit is that IESS facilitates SMEs to explore local opportunities in terms of networking, collaboration and sourcing of products and technology. Usually SMEs in one part of India is not aware of markets and opportunities in other parts of India. IESS brings in companies from across India which helps SMEs to explore options for markets, networking and technological collaborations. Our experience over the last nine editions prove that a large number of Indian companies, particularly small and medium ones have benefitted from their participation in the show.

Smart Engineering is the theme of IESS-X. Smart Tech for Smart Engineering was introduced for the first time in IESS VI in 2017, advocating the government’s digital drive. Taking a cue from AtmaNirbhar Bharat Abhiyan, and driving Vocal4local and celebrating eight years of the Make in India initiative, IESS-X displayed 149 products under five verticals to promote Brand India Engineering comprising

- Subcontracting,
- Metal and Shop-floor
- Industrial Machinery and Equipment

- Energy and Electricals
- Innovation and Technology

EEPC India have been successful to engage as many MSME from as many quarters of the country and would like to spread the reach further even to the remotest corners and our 15 Chapters in 15 Tier 2 Cities apart from 10 Offices would facilitate us to accomplish this feat so that EEPC India can handhold and enable many more to touch base with the Global Engineering Fraternity at a national event.

### IESS X

#### Products

#### Subcontracting (26)

1. Forging
2. Casting products
3. Sheet metal forming
4. Machined components
5. Systems/sub-assemblies
6. Latches, locking systems and operating elements
7. Components & parts for Industrial application
8. Semi-finished and finished components (Ferrous & Nonferrous)
9. Sheet metal components
10. Steel & Cast Iron Castings, Steel bars, rods, structures
11. Aluminium, copper and its products
12. Steel Mills equipment and supplies
13. Steel Fittings & Flanges
14. Steel Wires, Coils, Bars, Pipes and Tubes
15. Galvanized Wires, Stainless Steel Wire Mesh

16. Industrial Fastener
17. Industrial Springs, Spring Coils
18. Precision Turned Component
19. Measuring Instruments, Transducers, Meters, Data Recorder, Calibrators
20. Aerospace & Defence products/Accessories

## Composites Mouldings and Materials

1. Resin Transfer Moulding (RTM), Injection Moulding, Compression Moulding, Pultrusion
2. Engineering Plastics & Moulded Parts

## Raw Materials

1. Material for production of industrial parts in the form of sheets, coils, bars, tubes, wires
2. Enamelled Winding Wires

## Testing, Measuring and Analytical Equipment

1. Mechanical and Electrical testing Components
2. Quality control and analytical equipment

## Metal & Shop Floor (37)

1. Ferrous & Non-Ferrous
2. Metal Technology
3. Metallurgical Equipment
4. Metal Working Machines & Accessories
5. Industrial boilers and Furnace
6. Sheet Metal Fabrication Machinery & Accessories
7. Machine Tools and Accessories
8. Moulds & Dies Production Machinery & Accessories

## 9. Welding & Cutting Equipment & Accessories

10. Fasteners & Accessories
11. Hand/Power Tools & Accessories
12. Industrial Automation & Robotics
13. Industrial Electronics
14. Industrial Humidification systems and fans
15. Industrial Cooling Towers, Systems and Heat Exchangers
16. Logistics & Transport Equipment & System
17. Cleaning Equipment & Accessories
18. Industrial Packaging Equipment Machinery & System
19. Plastics & Rubber Processing Machines & Accessories
20. Electroplating and Galvanising
21. Extrusion products
22. Fabrication
23. Machined Parts and Accessories
24. Heat Treatment
25. Hydraulic Systems
26. Hydraulic Press & Hydraulic Cylinder
27. Iron, Steel and its products
28. Non-ferrous Castings
29. Precision Engineering and Turned Components
30. Pumps and Industrial Valves
31. Rolled products

## Industry Services

1. Software, Job-work, 3D Designing, industrial design, R&D

2. Safety equipment and products, maintenance equipment
3. Engineering Consultancy, Services-Consultancy and Project Management
4. Outsourcing product development
5. Civil & architectural engineering
6. Information Technology and ITES

### **Industrial Machinery & Equipment (30)**

1. Agriculture & Food Processing
2. Dairy Industry
3. Chemicals & Petrochemicals Industry
4. Construction
5. Heavy Engineering
6. Mining
7. Oil & Gas
8. Wood and Plywood
9. Pollution Control
10. Steel Rolling Mills
11. Tea & Coffee Processing
12. Textile Mills
13. Waste Management
14. Plastic Paper and Rubber
15. Packaging –all types
16. Diesel Engines
17. Hydraulic & Pneumatics Systems
18. Material Handling Equipment & Storage Systems
19. Measuring and Testing Instruments
20. Pumps and Parts
21. Valves and Parts
22. Compressors and Parts

23. Fasteners and Couplings
24. Hoists & Cranes
25. Blowers and Fans
26. Cutting Tools
27. Pipes and Tubes
28. Fittings
29. Furniture and Fixtures
30. Industrial Safety Equipment & Products

### **Energy & Electricals (28)**

1. Electric Motors
2. Conductors
3. Electrical Insulation Materials
4. Electrical Cables
5. Stampings
6. Lugs, Cable Rings
7. Control Panels
8. Generators
9. Transformers
10. Panel Boards
11. Other Electric Power Machinery
12. Switchgears
13. Electrical Transmission & Distribution Equipment
14. Industrial and Domestic Batteries
15. Winding Wires
16. Renewable Energy- Wind, Solar, Small Hydrocarbon, Biogas etc.
17. Other Renewable Energy
18. Lights and Fittings
19. Smart Home Appliances
20. Turbines and Parts



21. Metering and Testing Equipment
22. Power Plant Equipment
23. Refrigeration and Air Conditioning
24. Electrical Cables
25. Cable Glands, Cable Accessories
26. Electrical Wires, Lugs, Cable Rings
27. Electrical Power Tools
28. Engine Dynamo meters & Accessories

## **Innovation & Technology (28)**

1. Additive Manufacturing & 3D Printing
2. Advanced Composites
3. Advanced Manufacturing & Industrial Internet of Things (IIoT)
4. Advanced Materials Technology
5. Aerospace Technologies, Electronics and Systems
6. Air Pollution Control
7. Research Labs & Academic Research Institutes
8. Carbon Reduction Technologies
9. Defence & Aerospace Technologies
10. Drones Manufacturing & Industrial Applications
11. E Mobility
12. Frugal Innovations
13. Green Manufacturing/Technology
14. Healthcare and Medical Technologies
15. Hydrogen Fuel Mobility
16. Innovative Product Start ups
17. Industrial Design & Stimulation Testings

18. New Science and Technology Initiatives & Policy Research
19. Other R&D & Technologies for Engineering Manufacturing
20. Precision Mechanical Systems
21. Product Design & Development
22. Prototype Design and Simulation Testing
23. R&D Services & Facilities
24. Rapid Prototyping, Machining & Tooling
25. Robotics & Mechatronics
26. Solid and Hazardous Waste Management
27. Start-ups & Innovators
28. Smart Manufacturing



## IS BACK

India's mega engineering show IESS (International Engineering Sourcing Show), the only global display of India's capability in Hard Core Metal & Metal Based Engineering held over 16-17-18 at Chennai Trade Centre in Chennai advocated #smartengineering as the show theme. Coinciding with India's G20 Presidency, the tenth edition of EEPC India's engineering sourcing show saw over 340 Exhibitors displaying over 149 Products under 5 Verticals to over 200 prospective buyers from across the globe and around 10,000 visitors

Aimed at reducing dependence on traditional

markets, developing internal markets within India, forging partnerships and joint ventures, strengthening commercial relations and accelerating trade between India and its trading partners and providing platform for foreign organisations to showcase their strength and capabilities in a large developing market, IESS has evolved as the exposition of the repertoire of Indigenous engineering skills to the world.

Tamil Nadu as the Host State – 5th time, Madhya Pradesh, Jharkhand, Himachal Pradesh, Uttarakhand, Jammu & Kashmir as Focus States and UT for the



From left Mr Suranjan Gupta, Executive Director, EEPC India; Mr Pankaj Chadha, Sr Vice Chairman, EEPC India; Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Govt. of India; Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu; Mr Arun Kumar Garodia, Chairman, EEPC India; Thiru V. Arun Roy, Secretary, MSME Department, Government of Tamil Nadu and Mr Aakash Shah, Vice Chairman, EEPC India

second time, Flanders as the Focus Region for the 4th time ; and the Ministry of Heavy Industries, and Department of Scientific and Industrial Research (DSIR), Department of Atomic Energy, National Institute of Design, Governments of Odisha, West Bengal and UP with ODOP scheme, confirmed their support. Tata Steel is the Steel Forum Partner, Bright India group is the logistics Partner, Union Bank is the Banking Partner, Metalogic is the Conference Partner and 360 TF as Trade Finance Partner.

Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt. of Tamil Nadu was the Chief Guest. Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Government of India and Thiru V. Arun Roy, Secretary, MSME Department, Govt. of Tamil Nadu were Guests of Honours.

Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu, in his address expressed delight that MSMEs from across the world have visited Chennai for the 5th edition of IESS. MSMEs' output forms one –third of the total production in the country. The MSMEs are doing well in the automotive, leather, telecommunication, bitotechnology and nanotechnology sectors. Out of the USD 112 billion in engineering exports last year, Tamil Nadu accounted for USD 16 billion. Tamil Nadu is in second place among the states for engineering production in the country and is the third largest exporter of engineering goods. The Chief Minister allocated INR 4,617 Crore for industrial development. Tamil Nadu is setting up ten export centres to the tune of INR 100 Crores and Tamil Nadu has given INR 683 crore



*IESS X getting inaugurated by Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu (third from right); Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Govt. of India (second from right); Thiru V. Arun Roy, Secretary, MSME Department, Government of Tamil Nadu (far right) in presence of Representatives from EEPICINDIA, Mr Arun Kumar Garodia, Chairman (fourth from right), Mr Pankaj Chadha, Sr Vice Chairman (fifth from right); Mr Aakash Shah, Vice Chairman (second from left), Mr Suranjan Gupta, Executive Director (far left)*





*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu flagging off IESS-X by lighting the lamp.  
Senior dignitaries and EEPC India officials are also present on the dais.*



subsidy to 19,332 entrepreneurs. He stressed the role of MSMEs in production and exports is crucial in making Tamil Nadu a USD 1 trillion economy and the State Government will extend all necessary support for the purpose.

Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Govt. of India commented, one of the components of Smart Engineering is innovation and technology. This year, our engineering export performance was better than last year in spite of the headwinds that have been affected in the global economy. The global agencies say India is a bright spot in the global economy and have predicted good growth for India. The Micro, Medium and Small Enterprises (MSMEs) will be one of the key areas in the bilateral talks for the FTAs (Free Trade Agreements) with the UK, Canada and EU. One fourth of the country's exports, which was to the tune of USD 422 billion in FY 22, was from the engineering sector. Noting that there is a realignment happening in the global trade, he said, India has a great opportunity to cash in on. The pandemic has proved that we can stay afloat and the spirit must continue.

According to Mr Arun Kumar Garodia, Chairman, EEPC India, this show is being organized at a time when the threat of the Pandemic wanes off and Indian economy is showing great promise to emerge as a global leader. India was one of the quickest to recover from the crisis led by an unprecedented support package from the domestic government that not only helped our socio-economic activities to restore but set a roadmap towards self-reliance. We are indeed thankful to our honourable Prime Minister Mr. Narendra Modi for his exemplary decision making power and the ability to drive us out of the woods. After a short recession, the economy came back to growth path and in 2021-22. As the demand for Indian engineering products witnesses significant rise from all over the world, it is high time to invite global buyers to demonstrate our engineering brilliance.

He continued, India has achieved a milestone in its history of development by assuming the prestigious G20 presidency for one year starting from 1st Dec 2022. EEPC India, in line with the activities of the Department of Commerce, Government of India promises to take all due advantages of this opportunity to raise the world's reliance on Indian engineering during this IESS X and beyond.

## At The Inauguration The Indian Engineering Evolution was Narrated Pictorially



India's engineering industry has come a long way since the 1950s, when it was still in its nascent stages. Today, we will take a look at India's engineering exports from the 1950s to 2020s with a special focus on the defence sector.

**First:** In the early years, between fifties and sixties, India's engineering goods exports were primarily focused on basic items like



**Bicycles**



**Hand Tools**



**Electrical Pumps**

The exports were largely driven by government policies that aimed to promote import substitution and self-reliance. The total value of engineering goods exports in the 1950s was just US\$10 million.

**Second:** In the 1970s and 1980s, India's engineering goods exports grew significantly, with a focus on heavy engineering products like



**Power-Generating  
Machinery**



**Farming Equipment**



**Machine Tools**

This was due to the government's emphasis on the development of heavy industries and infrastructure projects. The total value of engineering goods exports increased to US\$1.1 billion in 1980-81.

**Third:** In the 1990s, India began to liberalize its economy, opening up to foreign investment and reducing trade barriers. This led to a shift in the focus of engineering goods exports towards more sophisticated products like .



**Automotive parts**



**Electrical Equipment**



**Steel Products**



**Pumps and Turbines**



**Medical devices**

India is a major exporter of medical devices and has emerged as one of the fastest-growing medical device markets in the world. Indian medical device companies export a wide range of products such as diagnostic imaging equipment, orthopaedic implants, surgical instruments, and cardiovascular devices to various countries around the world.

The total value of engineering goods exports reached US\$10.3 billion in 1999.

**Fourth:** In the 2000s, India's engineering goods exports continued to grow, driven by the rapid expansion of the country's technology sector. But what really took off was



**Renewable Energy Equipment**

India started exporting renewable energy equipment in the early 2000s. Initially, the exports were limited to small-scale equipment such as solar lanterns, solar water heaters, and wind turbines. However, as the renewable energy industry in India grew, so did the range and complexity of the equipment being exported.



The total value of engineering goods exports increased to US\$32.9 billion in 2009.

**Fifth:** In the 2010s and 2020s, India's engineering goods exports continued to expand, with a focus on diversifying into new markets like Africa, Latin America, and the Middle East. The exports were also focused on environmentally friendly products like renewable energy equipment and electric vehicles. The total value of engineering goods exports reached US\$107.04 billion in 2022-23.

But the real icing on the cake has been the growth of the defence industry, both government and private.

The government has played a key role in the development of India's defence sector, with the establishment of several public sector enterprises such as Hindustan Aeronautics Limited (HAL), Bharat Electronics Limited (BEL), Bharat Dynamics Limited (BDL), and Mazagon Dock Shipbuilders Limited (MDL). These companies have been involved in the design, development, and manufacture of a range of defence equipment, including aircraft, helicopters, missiles, radars, and naval ships.

In recent years, the private sector has emerged as an important player in India's defence sector, with the government introducing several policy measures to promote private sector participation. The government has allowed private sector companies to participate in defence procurement contracts and has also set up a defence manufacturing corridor in Uttar Pradesh to attract private investment.

The government has been actively promoting the export of defence equipment from India, with the aim of increasing India's share in the global defence market. The government has introduced several policy measures, such as the Strategic Partnership model, to encourage joint ventures between Indian and foreign companies for the manufacture of defence equipment in India.



**Defence Equipment (Tejas )**



**Electric Vehicles**

Some of the major export destinations for defence products have been Italy, Maldives, Sri Lanka, Russia, France, Nepal, Mauritius, Sri Lanka, Israel, Egypt, UAE, Bhutan, Ethiopia, Saudi Arabia, Philippines, Poland, Spain and Chile, etc.

**Conclusion:** India's exports of engineering goods have seen significant growth over the years. The country's engineering exports increased from USD 10 million in 1955 to USD 107.04 billion in 2023, making India one of the top exporters of engineering goods in the world. India's engineering industry has been able to adapt to changing global demands by investing in research and development and adopting new technologies. India's engineering exports are expected to continue growing in the coming years, driven by increasing global demand, the government's focus on promoting exports, and the country's rising position as a global manufacturing hub.



*Senior Officials and dignitaries during the inauguration*



*Mr. Arun Kumar Garodia, Chairman, EEPC India during his opening remarks in the inauguration*



*Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Govt. of India speaking during the ceremony*



*Mr Pankaj Chadha, Sr Vice Chairman, EEPC India speaking during the event*



*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu addressing the audience during the inauguration*



## Knowledge papers being released



*Two knowledge papers on 'India and G20' was released one was on 'India's G20 Presidency: Priorities, Challenges and the Way Forward', and the other on 'India & G20: Scope for Technology Alliances'*





*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu signing visitor's book while Senior Officials of EEPC India are present.*



*Thiru T. M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu is being attended by the Press.*



*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu (fourth from right); Mr. L. Satya Srinivas, Additional Secretary, Department of Commerce, Govt. of India (fifth from right), Thiru V. Arun Roy, Secretary, MSME Department, Government of Tamil Nadu (fifth from left) are visiting EEPC India booth. EEPC India officials Mr. Arun Kumar Garodia, Chairman (sixth from left); Mr. Pankaj Chadha, Sr. Vice Chairman (fourth from left); Mr. P.K. Shah, Past Chairman & Chairman of the Committee on Foreign Trade Policy & WTO (third from right); Mr. Raman Raghu, Regional Chairman (SR) (far left); Dr. Rajat Srivastava, Regional Director (WR) & Director (Marketing & Sales) (second from left); Mr. Rakesh Suraj, Regional Director (NR) (second from right) and Mr. Mukesh Gulab Samtani, Sr. Assistant Director (far right) are also present.*



## The dignitaries went on to a touring of the event



*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu & Thiru V. Arun Roy, Secretary, MSME Department, Govt of Tamil Nadu taking a tour of the expo being guided by Mr C H Nadiger, Regional Director (SR), EEPC India.*



*Thiru T.M. Anbarasan, Hon'ble Minister of MSME, Govt of Tamil Nadu and Ms Grace L. Panchuau, IAS, Additional Commissioner of Industries, Govt. of Tamil Nadu being guided by EEPC India Chairman, Mr Garodia (second from right) during their tour of the Expo. Mr Mukesh Samtani, Sr Assistant Director, EEPC India (on the right of The Hon'ble Minister) also present.*



*Dr Srikar K. Reddy, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India (far left) discussing with EEPC India Officials Mr. Arun Kumar Garodia, Chairman (second from left); Mr Gurvinder Singh, Director (Trade Promotions) (third from left); Mr. Nishikant Jumde, Sr. Jt. Director (H. O. Cell) (fourth from left); Mr. Anupam Shah, Past Chairman (far right) during his visit to the RBSM area at IESS. Ms Padma Ganesh, Director from Department of Commerce, Ministry of Commerce and Industry, Government of India; Mr. Pankaj Chadha, Sr. Vice Chairman and Mr. Suranjan Gupta, Executive Director both from EEPC India also joined.*



*Dr Srikar K. Reddy, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India visiting India Pavilion with senior EEPC India officials*



## TWELVE BACK TO BACK KNOWLEDGE SESSIONS

March 16, 2023

Afternoon Session 1

**Enhancing Steel & Engineering Exports from India – Make in India for the World**



Afternoon Session 2

**Automation & Industry 4.0 for MSMEs**



Afternoon Session 3

**Trade and Investment with G20 Countries – Challenges & Opportunities**



March 17, 2023  
Morning Session 1  
**Session on Digitisation of MSMEs**



Morning Session 2  
**Scope of Technology alliance with  
G20 countries for engineering sector**



Morning Session 3  
**Global Sourcing Meet by Boson Energy,  
A European MNC**



Afternoon Session 1  
**Good Design Seminar & India Design  
Mark Award 2022**



### Afternoon Session 2

#### Opportunities for technology upgradation for MSME in engineering sector



### Afternoon Session 3

#### Global Sourcing Meet by Alico, A Qatari MNC



March 18, 2023

### Morning Session 1

#### Global Sourcing Meet by India Europe AL, Germany



### Morning Session 2

#### Vendor Development Meet with Indian PSUs



### Morning Session 3

#### Global Sourcing Meet by KROMAQ, A Brazilian Company







## Highlights of IESS X

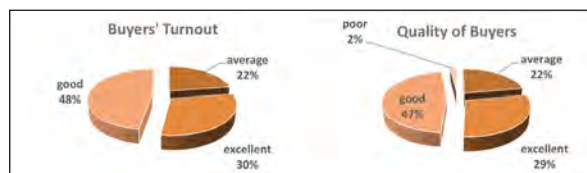
- 262 exhibitors submitted their feedback by the end of IESS X
- Publicity and advertising for the show was quite satisfactory as 60% of the respondent participants were new comers.
- A total of 8543 contacts were made by the 262 respondent exhibitors during the show with an average of around 33 contacts per respondent exhibitor. Around 70% of the contacts were new contacts.
- Only a few of the respondent exhibitors disclosed the number and amount of orders booked by them during the show. A total of 163 orders were booked by them the sum of which was US\$ 0.42 million.
- As per the information submitted, a total of 1165 enquiries were generated by the 262 exhibitors amounting to US\$ 1.3 million.
- As much as 63% of the respondents were able to appoint their distributor agents during the show.

## Key Takeaways

1. Quality of business visitors in IESS X was excellent as 85% of the respondent exhibitors categorized them as either Excellent or good or satisfactory.

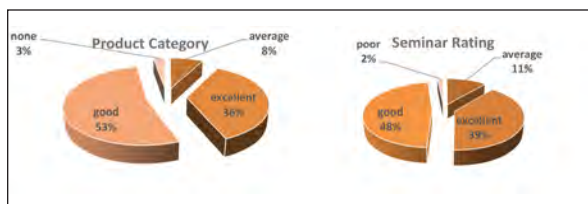


2. 77% of the participants were quite satisfied about the quality of business done during the event while only 20% of them expected better businesses.
3. Buyers' turnout during the show was quite satisfactory as 78% of the respondent exhibitors found it as either excellent or good.

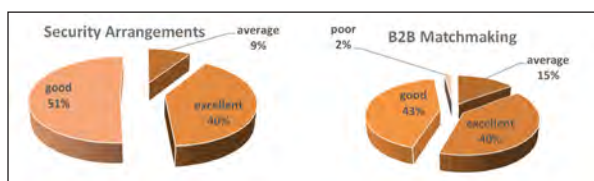




4. Quality of buyers also matched the expectation of the exhibitors as 76% of the reporting exhibitors marked the quality of buyers as either excellent or good.
5. As per the respondent exhibitors, category of the products exhibited was very much satisfactory as it was either excellent or good for 89% of the exhibitors.



6. Quality of the seminars were also quite up to the mark as per the respondent exhibitors as 87% of them found the seminars and workshops conducted during IESS X as either excellent or good.
7. Overall Security arrangement was quite good as around 91% of the reporting exhibitors categorized them as either good or excellent



8. B2B sessions turned out as quite effective and fruitful as 83% of the reporting exhibitors viewed them as either good or excellent.
9. 95% of the respondents reported that they were quite aware of the events and activities organized by EEPC India.

10. The event IESS X was overall a grand success and it was quite satisfactory for our exporters as 99% of the reporting participants expressed their intention to participate in EEPC India events going forward.



### Suggestions for further improvement by delegates

- Despite the fact that most of the participants were satisfied with the event, a few of the participants has suggested faster stall installation and logistic process.
- A few of the respondents thought that B2B meeting could have been organized in a better way.
- Some of the participants suggested better food arrangements.
- A few of the respondents opined better facility for getting procurement.
- A handful of exporters wanted more categorized product specific buyers from overseas.

## GLIMPSES OF THE EXHIBITION



## Stalls



## Exim Bank



## India Design Mark





**Jammu And Kashmir**



**Himachal Pradesh**





Karnataka



MP Industrial Development Corporation Ltd

## EEPC India booth





## PUBLICITY AND PROMOTION

### Pre – Event Publicity in India and abroad

A focussed publicity drive was carried out by EEPC INDIA all over the country and abroad in order to create awareness about the Council's. To mobilise participation, many seminars, meetings and road shows were organised all over the country. Besides this, other forums, conferences and exhibitions were also used as a channel to promote the exhibition and distribute the promotional literature on IESS X. A dedicated website was created to facilitate online registration ([www.iesshow.in](http://www.iesshow.in))

Promotional Literature for mobilisation of the Exhibition in India was done

*Flyer*

**IESS X**  
International Engineering Sourcing Show  
CHENNAI

**16-17-18 MARCH, 2023**  
CHENNAI TRADE CENTRE, CHENNAI, INDIA

**Let's go IESS X**  
Confirm Your Participation Today

**Who should Join**

- ▶ Manufacturers, Merchants, Investors
- ▶ Techpreneurs, Exporters, Start Ups, Scholars,
- ▶ Diplomats, Service Providers
- ▶ Bureaucrats and Media

**INTERNATIONAL ENGINEERING SOURCING SHOW 3**

**I.E.S.S.**

- ▶ 9 Year long Congregation
- ▶ Only Global Display of India's Capability in Hard Core Metal & Metal Based Engineering
- ▶ 6 Partner Countries/Regions
- ▶ 11 States from all over of India
- ▶ 100+ Speakers over 15 Sessions
- ▶ Bilateral Forums, Sourcing Sessions, Technology Deliberations with Experts from World Class R&D Institutes, Ministries
- ▶ 700+ B2B Meetings after E matchmaking of 500 Delegates from 60 Nations
- ▶ Display of close to 1500 Tariff lines by over 300 Exhibitors
- ▶ Technology, Thematic & Country /State Pavilions & Much more

**Focus**

- Subcontracting
- Metal & Shop Floor
- Industrial Machinery & Equipment
- Energy & Electronics
- Innovation & Technology

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QR Code

*Stander*

**IESS X**  
International Engineering Sourcing Show  
CHENNAI

**16-17-18 MARCH, 2023**  
CHENNAI TRADE CENTRE, CHENNAI, INDIA

**Let's go IESS X**  
Confirm Your Participation Today

**Who should Join**

- ▶ Manufacturers, Merchants, Investors
- ▶ Techpreneurs, Exporters, Start Ups, Scholars,
- ▶ Diplomats, Service Providers
- ▶ Bureaucrats and Media

**INTERNATIONAL ENGINEERING SOURCING SHOW 3**

**I.E.S.S.**

- ▶ 9 Year long Congregation
- ▶ Only Global Display of India's Capability in Hard Core Metal & Metal Based Engineering
- ▶ 6 Partner Countries/Regions
- ▶ 11 States from all over of India
- ▶ 100+ Speakers over 15 Sessions
- ▶ Bilateral Forums, Sourcing Sessions, Technology Deliberations with Experts from World Class R&D Institutes, Ministries
- ▶ 700+ B2B Meetings after E matchmaking of 500 Delegates from 60 Nations
- ▶ Display of close to 1500 Tariff lines by over 300 Exhibitors
- ▶ Technology, Thematic & Country /State Pavilions & Much more

**Focus**

- Subcontracting
- Metal & Shop Floor
- Industrial Machinery & Equipment
- Energy & Electronics
- Innovation & Technology

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Overseas Flyer



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International Engineering Sourcing Show

**16-17-18 MARCH, 2023**  
CHENNAI TRADE CENTRE, CHENNAI, INDIA

AN ENGINEERING EXTRAVAGANZA TO WATCH AND EXPERIENCE  
**INTERNATIONAL ENGINEERING SOURCING SHOW**  
A platform to promote India as a Smart Manufacturing Hub

**EEPC India invites participation**

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- 2 Metal & Shop Floor
- 3 Industrial Machinery & Equipment
- 4 Energy & Electricals
- 5 Innovation & Technology

**What to Expect**

- Country, State, Industry & Technology Pavilions
- Over 400 Delegates from over 60 countries
- Over 400 Indian Exhibitors
- Subcontracting Shows, Sessions on Manufacturing Start-Ups & Venture Capitals
- Smart Manufacturing Seminars & Global Sourcing Meets
- B2B Matchmaking
- CEO Forums, Bilateral Forums
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- Top the entire Engineering Value chain
- Global exposure to R&D & Innovations
- Network with 200+ International Business Delegates
- Seminars on Technology Upgradation, R&D and Innovations
- Largest participation of Export oriented Engineering MSMEs & PSUs
- Participation of Ministries, Department viz. MIT, DDO, DAE, MoE, of MSME

**Key Highlights & Takeaways**

- Prominent location
- Extensive Onsite & Offsite Branding
- Unfettered Networking Opportunities
- Wide Social Media and Digital Media Promotion
- Enhanced coverage for Tech Demonstrations & Prototype Displays

**About IESS**

9 editions	300+ Exhibitors	500+ delegates from 60 countries
6 Partner Countries	11 State pavilions	10000+ Business visitors
100+ speakers across 15 Thematic Sessions	700+ B2B Meetings	

**Contact us:**  
Pallavi Saha, +91 98999 94374, psaha@eepecindia.net

**EEPC INDIA**  
INDIAN ENGINEERING SOURCING SHOW

Tech Flyer



## Show Publicity in Chennai, Bangalore, Coimbatore

The figures below reveal the scale and intensity of the campaign of the event:

### ➤ Bus backs



### ➤ Bus Shelter



## ➤ Airport branding in Chennai and Coimbatore





## ➤ Social media campaign

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IESS is back after 3 years for the fourth time in Chennai

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16-17-18 CHENNAI TRADE CENTRE, CHENNAI, INDIA

**Let's go IESS X!**

Confirm Your Participation Today

**Who should Join**

- ▶ Manufacturers, Merchants, Investors
- ▶ Techpreneurs, Exporters, Start Ups, Scholars, Diplomats, Service Providers
- ▶ Bureaucrats and Media

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**INTERNATIONAL ENGINEERING SOURCING SHOW X**

#smartengineering

Chennai Trade Centre,  
Chennai, India

16-17-18 March 2023

Register as Visitor

Date	Time	Event
16-03-2023	10:00 - 11:00	Event inauguration
16-03-2023	11:15	Press Meet
16-03-2023	14:30 - 17:00	Global Investment Forum: Partner Country & Global Investment Opportunities
16-03-2023	14:30 - 17:00	Vendor Development Meet with Indian Firms
16-03-2023	14:30 - 17:00	Vendor Development Meet with Indian Firms
16-03-2023	14:30 - 17:00	Technology Session
16-03-2023	10:00 - 13:00	Session on Industry 4.0
16-03-2023	10:00 - 13:00	Global Sourcing Meet - Partner Country & Global Investment Opportunities
16-03-2023	10:00 - 13:00	Open Industrial Investment - Global Technology and Talent for Transformation TIL (Compliance + Foreign Partner Incentives)
16-03-2023	10:00 - 13:00	Global Sourcing Meet - Presentation by Australia
16-03-2023	14:30 - 17:30	IESS 14 closing ceremony & Award distribution

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**INTERNATIONAL ENGINEERING SOURCING SHOW**

16-18 MARCH 2023  
CHENNAI TRADE CENTRE, CHENNAI, INDIA

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### In-Show Publicity

A four page handout was prepared in English with names and product photographs of all the exhibitors and the same was given to all the visitors of IESS. The detailed profile of Indian exhibitors along with the contact information and company/ product details was distributed in a book form among all the visitors. EEPC INDIA's introductory booklet was also distributed in giving an overview of the activities of the Council.



*Exhibitors' Directory*



*Certificates*



*Jute bag*



*Non Jute bag*



*Posters*



*Luggage Tag*



*Lunch Coupon*



*Wrapping Paper*



*Mugs*







*lamp poles*





## PRESS & MEDIA

A well planned sensitization of media in India specially in SR was done through circulation of various topical releases with IESS X element in it .





## 'Technology, innovation in engineering key to remaining globally competitive'

**Our Bureau**  
Chennai

The engineering sector accounted for one-fourth of India's exports of \$422 billion last year. However, the focus in the future will be on smart engineering, according to L. Satya Srinivas, Additional Secretary, Department of Commerce.

"Unless we capture the new technology and innovate, it would not be easy to stay competitive. Technology is the key for the future. We need to innovate and lead with technology without which we would not be in the forefront," he said.

### FOCUS AREAS

To help the MSME/engineering sector, the Centre has come up with schemes and support to ensure that there



TM Anbarasan, TN Minister for MSME and L Satya Srinivas, Additional Secretary, Commerce and Industries Department, presenting a quality award to representatives of BEML at the second EEPIC India Quality awards function held in association with businessline, in Chennai. Also seen are Arun Kumar Garodia, Chairman, EEPIC India, V Arun Roy, TN MSME Secretary and Vinay Kamath, Senior Associate Editor, businessline (left to right)

is remission of taxes in terms of production incentives, he said.

Ease of living, ease of doing business and trade facilitation are the core principles of the government, he said at

the International Engineering Sourcing Show that commenced on Thursday. The three-day event, organised by the Engineering Export Promotion Council (EEPC), offers a glimpse into India's

capability in hard core metal and metal-based engineering.

Of the event's 10 ten editions so far, Tamil Nadu is hosting the event for the fifth time.

TN Anbarasan, Tamil Nadu's MSME Minister, said the State accounted for \$16 billion of the \$112 billion in engineering exports last year. Tamil Nadu is ranked second in engineering production in the country and is the third largest exporter of engineering goods.

Arun Kumar Garodia, Chairman, EEPIC, India said, "EEPIC India, for decades, has played a lead role in building Brand India by organising exhibitions around the globe."

The second EEPIC India Quality Awards, in association with businessline, were also presented in three categories - large, medium and small industries.

Business Line, Tamilnadu, 17.03.23



### IESS X takes off in Chennai for the 4th time

Chennai. The International Engineering Sourcing Show, the only global display of India's capability in Hard Core Metal & Metal Based Engineering, turned ten today as the three day event spread over 15-17-18 March advocated #Smart-Engineering as the show's theme.

The event was inaugurated by Minister for MSME, Government of Tamil Nadu, T M Anbarasan at Chennai Trade Centre, The Guests of Honour for the event were V Arun Roy, Secretary, MSME Department, Government of Tamil Nadu and L Satya Srinivas, Additional Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India.

Aimed at reducing dependence on traditional markets, developing internal markets within India, forging partnerships and joint ventures, strengthening commercial relations and accelerating trade between India and its trading

partners and providing platform for foreign organisations to showcase their strength and capabilities in a large developing market. IESS has evolved as the exposition of the repertoire of indigenous engineering skills to the world. More than 23,000 Business queries valued at USD 14.28 Million, 12 MOUs including 9 Bilateral ones and around 46,000 Business Contacts define the success of this biggest engineering extravaganza on Indian soil.

Indian and Overseas Ministers, Diplomatic Missions, World Renowned R & D Institutes, Techpreneurs, Merchants, Manufacturers, Scientists and Investors meet and network and share their ideas here.

This edition has Global Sourcing Seminars, TechSessions, C20 Sessions, over 300 Overseas hosted Buyers, a World class display of 1,500 Tariff Lines with more than 300 Exhibitors and 10,000 Trade Visitors.



பேரவையின் தலைவர் திரு. வி. அருண் ராய், தமிழ்நாடு அரசுத் துறைமுகத்துறைமுகத்தின் தலைவர் திரு. என். சந்திரன், மற்றும் பிற அضيைகள்.

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Tamizhagam Voice ,Chennai , 17.03.23

Daily Thanthi ,Chennai , 17.03.23







Thendral TV , 16.03.23; [https://youtu.be/pLAE\\_UaiLjs](https://youtu.be/pLAE_UaiLjs)



HT NEWS (Television) , 16.03.23 ; <https://youtu.be/F0GUVeHGFdU>



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