WITH TOMORROW IN MIND
How EEPC India keeps pushing forward the frontiers of India’s engineering future
INDIA ON THE MOVE

- India, a South Asian nation, is the seventh-largest country by area, the second-most populous with over 1.33 billion people, and the most populous democracy in the world.
- The foreign direct investment (FDI) inflows into India’s miscellaneous mechanical and engineering industries during April 2000 to September 2017 stood at around US$3.36 billion.
- India is now the world’s biggest two-wheeler market.
- The Indian automotive aftermarket is estimated to grow at around 10-15 per cent to reach US$16.5 billion by 2021. It has the potential to generate up to US$300 billion in annual revenue by 2026, create 65 million more jobs and contribute over 12 per cent to India’s Gross Domestic Product
- India is expected to become the second largest steel producer in the world by 2018.
- The manufacturing sector of India has the potential to reach US$1 trillion by 2025 and India is expected to rank among the top three growth economies and manufacturing destinations of the world by 2020.
India’s engineering sector is a crucial backbone of the economy, and is the largest segment of the Indian industrial sector. Exports from the engineering sector was nearly 26.4% of the country’s overall exports in December 2017. The SME sector contributes around 35% of the engineering exports. The cumulative growth of India’s engineering exports during April – December 2017-18 was 22.75%.

With the engineering sector as the largest foreign exchange earner for the country, India exported about US$56.091 billion worth of engineering goods in 2017-18 (April – December 2017). USA remained the top destination for Indian engineering goods followed by UAE and the China.

Today, 61.6% of India’s engineering products go to North East Asia, American and European markets. The major markets for Indian engineering products are the USA, EU, Middle East and West Asia, Africa and Latin American nations.
In the last six decades, EEPC India has transformed the profile of India’s engineering exports.

- In 1956-57, engineering exports accounted for a miniscule 0.5% of India’s total exports. Today, it stands at about US$56.09 billion, almost 26.4% of the country’s exports.
- From a supplier of low-value engineering goods, India has emerged as a manufacturing base for sophisticated machines and equipment. The share of capital goods in engineering export basket has risen from 12% in 1956-57 to 48% in 2016-17.
- EEPC India has equipped Indian SMEs to compete globally. After securing the confidence of global investors in the Indian capital goods sector, EEPC India is now focusing on exploring opportunities in areas like civil nuclear sector, defence, engineering process outsourcing and so on.
- Cumulative FDI in the engineering sector increased to US$3.36 billion in FY 2017-18* (upto September 2017) from US$0.89 billion in FY 2010.

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**Composition of Indian engineering exports**

<table>
<thead>
<tr>
<th>Year</th>
<th>Capital Goods</th>
<th>Consumer Durables</th>
<th>Non-ferrous Metals and its products</th>
<th>Primary Iron and Steel including Ferro-alloys</th>
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<tbody>
<tr>
<td>1956-57</td>
<td>33%</td>
<td>12%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>2016-17</td>
<td>23%</td>
<td>48%</td>
<td>10%</td>
<td>19%</td>
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**Trend of engineering exports since 2008-09 in US$ billion**

Data pertains to the Indian financial year, April to March

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</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>33.7</td>
<td>49.7</td>
<td>58.64</td>
<td>56.81</td>
<td>62.22</td>
<td>70.66</td>
<td>58.8</td>
<td>65.2</td>
<td>56.09</td>
</tr>
</tbody>
</table>

*Data pertains to the Indian financial year, April to March
ABOUT EEPC INDIA

EEPC India – formerly known as the Engineering Export Promotion Council – was set up by the Government of India in 1955 to promote the export of engineering goods. It is now a trade advisory body too and actively contributes to Government of India policies. EEPC India also has the mandate to promote foreign trade and investment in the Indian engineering sector.

Started with a few hundred engineering units, it has grown to become the largest trade promotion organization in India with over 12,000 engineering companies as its members. Members represent a wide cross-section of the Indian engineering industry – ranging from large corporate houses to SMEs. Out of the total membership, 60% are SMEs.

EEPC India has many firsts to its credit. The first Indian export promotion council to have a website, to be ISO certified, to have a mobile app, to have an in-house Technology Centre and also to e-catalogue product profiles.

(From left) Mr Ravi Sehgal, the present Chairman of EEPC India, lighting the lamp along with Mr Ravi Capoor, Joint Secretary, Government of India, Mr Jiri Koliba, Deputy Minister of Industry and Trade, Czech Republic, and Mr Ashok Kumar Dash, Chief Postmaster-General, Department of Posts (Maharashtra Circle)
EEPC India serves as a facilitator of two-way trade between Indian and foreign companies.

- Acts as a link between Indian exporters and the foreign buyer.
- Identifies suitable suppliers in India.
- Arranges visits of overseas buyers, exploratory missions, and teams to India.
- Provides suppliers’ profiles.
- Helps collaboration efforts for third country exports.
- Creates awareness among overseas buyers on India’s technical competence and supply capabilities.
- Helps to resolve trade disputes and remove operational constraints.
- Educates the foreign buyer on Indian business policies.
EEPC India organizes exclusive Indian Engineering Exhibitions, branded as INDEE, in potential markets to showcase India’s rapid progress in the engineering sector. It has organised 38 INDEEs in 26 countries for the past 41 years. The countries were Singapore, Indonesia, Thailand, Kenya, Nigeria, Sri Lanka, Egypt, Venezuela, UK, Australia, Ethiopia, Brazil, Kazakhstan, Indonesia, Mexico, South Africa, Russia, Malaysia, Colombia, Morocco, Vietnam, Myanmar, Kenya, Peru, and for the first time, in Iran and Bangladesh.

This involvement in specialized engineering exhibitions and trade fairs have proved to be extremely productive and yielded good results for the Indian exporting community and foreign buyers.
While continuing to build ‘Brand India’ overseas, it became important to create awareness about Indian entrepreneurs, particularly in the MSME sector. This gave birth to the India Engineering Sourcing Show (IESS) in 2012, an initiative of the Department of Commerce, Ministry of Commerce and Industry, Government of India. Organised by EEPC India, the three-day show held every year in India provided a big B2B platform in India to overseas delegates and industry leaders.

The success of IESS prompted EEPC India to rename the show International Engineering Sourcing Show. The seventh edition of IESS opens on 8 March 2018 in Chennai, India with the Czech Republic as the Partner Country, Flanders as the Focus Region, and Tamil Nadu as the Host State. Several business delegates from the US, Canada, Europe, Middle East, SAARC, Eurasia, ASEAN, CIS and LAC regions are expected to visit the Show.

The last edition of IESS held from 16 – 18 March 2017 in Chennai, India drew 500 delegates from 100 countries, saw 1200 B2B meetings generating 10,436 business contacts and close to 100 speakers across 13 thematic sessions.
Another very successful initiative has been EEPC India’s ‘India Pavilions’ at large trade fairs where India is the ‘Partner Country’. This has been an effective way of displaying high-quality and advanced technology, and EEPC India makes full use of these exhibitions to promote Indian engineering goods.
60 YEARS OF EEPC INDIA

EEPC India celebrated its Diamond Jubilee on 3 September 2015 at the Vigyan Bhavan, New Delhi. The celebrations were inaugurated by the President of India, Shri Pranab Mukherjee.

Speaking on the occasion, the President called upon EEPC India to focus on product quality, markets and product diversification. He commended EEPC India promoting new and emerging sectors such as Defence, Medical Devices and Renewable Energy and for its stress on Skill Development.

The President complimented EEPC India for becoming the largest organization of its kind with over 13,000 members out of whom 60% are SMEs after having started its journey with only 40 exporters when India’s engineering exports were only US$10 million. He said that engineering exports of over US$70 billion in the last fiscal was a testimony to the service EEPC India has been rendering to the nation.

Among the dignitaries present on the occasion were Mr Ravi Shankar Prasad, Minister of Communications & IT, Ms Nirmala Sitharaman, Minister of State for Commerce & Industry, Ms Rita Teaotia, Union Commerce Secretary, Mr Ravi Capoor, Joint Secretary, Ministry of Commerce, Government of India, Mr Anupam Shah, Chairman, EEPC India, Mr T S Bhasin, Sr Vice Chairman, EEPC India, and Mr Bhaskar Sarkar, Executive Director and Secretary, EEPC India, former Chairmen of EEPC India, diplomats, senior Government officials, etc.
B2B MATCHMAKING

On request, EEPC India introduces overseas buyers to the most appropriate companies in India. Business meetings are also organized in the major cities in India on request. EEPC India also sends delegations of Indian engineering companies abroad to explore global markets with the help of Indian diplomatic missions and local chambers of commerce.

EEPC India’s Buyer-Seller Meets abroad help Indian exporters to closely interact with their counterparts. Meets held in recent months were in Botswana, South Africa, Mozambique and Zambia.
EEPC India Awards are the oldest engineering awards in India and is keenly awaited by Indian engineering companies, big and small.

**EXPORT AWARDS**

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**GLOBAL APPRECIATION**

EEPC India’s efforts to promote two-way trade in the engineering sector have always been recognized and appreciated by numerous governments and business leaders globally. On several occasions, local governments have wholeheartedly supported EEPC India’s international expos and expressed their willingness to partner with India for trade and business.

The inauguration of the 59th edition of MSV 2017 in Brno, the Czech Republic on 9 October: EEPC India receives the Commemorative Award for Partner Country participation and the most impressive exposition at the Fair. Mr T S Bhasin, Chairman, EEPC India, with the certificate. The others are Mr Bohuslav Sobotka, Prime Minister of the Czech Republic (on his right); Mr. Jiri Havlicek, Minister of Industry and Trade of the Czech Republic (second from left); Mr. Petr Stepánek, Rector, Brno University of Technology (first from left) and Mr. Jaroslav Hanák, President, Confederation of Industry of the Czech Republic (second from right); Mr Jiri Kuris, Chairman of Management Board and Chief Executive Officer, Veletrhy Brno a.s (far right).
EEPC India completes 60 years in 2015. The Golden Jubilee of the Council was celebrated on 23 January 2007 in New Delhi and addressed by the then President of India, Dr A P J Abdul Kalam.

On 17th August 1981, the Council, on completion of 25 years, celebrated its Silver Jubilee at Vigyan Bhavan, New Delhi. The President of India, Mr Neelam Sanjiva Reddy inaugurated the function by releasing a commemorative brochure and a special issue of the Council’s overseas journal *Indian Engineering Exporter*. The President also distributed scrolls to former Chairmen of the Council and mementos to six officials of the Council who had completed 25 years of service with the Council.
**1955**
- January: First EEPC trade team goes to Burma
- December: Thailand Exhibition in Bangkok with 20 engineering firms

**1956**
- Offices opened in Rangoon and Mombasa

**1957**
- Overseas monthly journal, Indian Engineering Exporter, published
- India’s engineering exports cross US$10 million

**1958**
- Conference on Joint Tendering and Subcontracting in Paris organised

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**1960**
- Overseas annual journal, Indian Engineering Exporter, published
- India’s engineering exports cross US$100 million

**1961**
- Display Centre opens in World Trade Centre in Kolkata

**1962**
- India’s first engineering exhibition, INDEE in Singapore

**1963**
- First engineering exports cross US$1 billion
- Silver Jubilee in August attended by President Neelam Sanjevika Reddy
- First Export Strategy Paper published

**1964**
- First export promotion council with ISO 9002

**1965**
- July: draft constitution accepted. D N Jalan first Chairman
- 21 September: EEPC registered under the Companies Act
- EEPC born on 10 October with 24 founder members and 16 new members

**1966**
- First export promotion council to launch website

**1967**
- Engineering exports cross US$100 million

**1968**
- In Nairobi, Kenya, EEPC rechristens Indiatech as INDEE

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**2000**
- ISO 9001 certification in Caracas, Venezuela for designing and organising exclusive engineering exhibitions abroad

**2001**
- First India Show in Istanbul, Turkey

**2002**
- New logo and new identity as an investment and trade promotion body. From now on, known as EEPC India

**2003**
- Engineering exports cross US$100 million

**2004**
- New logo and new identity as an investment and trade promotion body. From now on, known as EEPC India

**2005**
- First India Engineering Sourcing Show (IESS)

**2006**
- Engineering exports cross US$20 billion
- Indian Pavilion at Hannover Messe 2006 attended by Prime Minister Mannoharan Singh
- EEPC membership crosses 12,000
- Monthly colour magazine, Indian Engineering Exports, launched

**2007**
- 50th year celebrations attended by President Dr A P J Abdul Kalam

**2008**
- Engineering exports cross US$62.2 billion
- Country Desk set up and monthly newsletter on world regions begins web publication

**2009**
- Engineering exports reach US$62.2 billion
- Country Desk set up and monthly newsletter on world regions begins web publication

**2010**
- EEPC INDIA was the official organiser of the India Pavilion at the 7th edition of the largest Industrial Trade Fair in Russia -INNOPROM 2016
- EEPC India executed a record 30 international events across 20 countries
- Did a record of four INDEEs in one calendar year in Cambodia, Sri Lanka, Kenya and Peru
- EEPC India is regarded as a Model EPC by the Union Ministry of Commerce and Industry

**2011**
- India was Partner Country and EEPC lead agency at Hannover Messe 2015
- India’s engineering exports reach US$70.6 billion
- Diamond Jubilee attended by the President of India, Shri Pranab Mukherjee, September

**2012**
- First India Engineering Sourcing Show (IESS)

**2013**
- INDEE for the first time in Bangladesh
- India Partner Country at MSV 2017, Brno, the Czech Republic
- E-catalogues launched

**2014**
- INDEE for the third time in Thailand
- Seventh IESS with Czech Republic as the Partner Country

**2015**
- INDIE on the 63rd year of its establishment
publishes its journal, *Indian Engineering Exports*, every month. An international edition of this journal is also brought out regularly. EEPC India also brings out product specific catalogues highlighting leading manufacturers of various products.

EEPC India also teams up with globally-renowned management consultancy firms to prepare and publish strategy documents for the Indian engineering sector.
Culture is the widening of the mind and of the spirit –

Pandit Jawaharlal Nehru, India’s first Prime Minister

EEPC India endeavours to broaden the horizon of business by showcasing Indian and foreign culture in all its big events. Above, Sufi dervishes swirl to music at The India Show in Istanbul, Turkey, 2011

Opposite page, clockwise from top: Kenyan dancers perform at INDEE Kenya, Nairobi, November 2016; Kathak dance at The India Show, Poznan, Poland, June 2014; and a folk singer during INDEE Bangladesh, Dhaka in November 2017
PRODUCT GROUPS WITH STRONG SUPPLIER BASE

1. Renewable Energy Equipment
2. Heavy Industries – Industrial Machinery for Paper, Cement, Chemicals and Textiles
3. Food Processing Machinery
4. Agricultural Machinery
5. Other Industrial Machinery
6. Heavy and Light Motor Vehicles
7. Auto Parts – Electrical and Others
8. Bicycles Parts and similar Products
9. Internal Combustion Engines
10. Electrical Machinery
11. Two Wheelers and Three Wheelers
12. Electrical and Home Appliances
13. Iron and Steel
14. Machine Tools
15. Hand Tools
16. Fabricated Steel Structures including Transmission Line Towers
17. Steel Pipes, Tubes and Fittings
18. Steel Wire, Wire Products and Cables
20. Sanitary Castings including Builders Hardware
21. Ferrous Industrial Castings
22. Steel Forgings – all types.
23. Aluminium and Products (other than Castings)
24. Other Non-Ferrous Metals and Manufactures thereof (other than Aluminium)
25. Design, Technical and Consultancy Services
26. Super Star/Star/Trading and Export House
27. Fasteners – all types
28. Pumps – all types.
29. Project Exports
30. Construction and Earthmoving Machinery
31. Free Trade Zone and 100% Export Oriented Units
32. Mica and other Mineral Products
33. Office Equipment and Similar Products
34. Small and Cutting Tools
35. Industrial and Scientific Instruments
36. Railway and Related Products and Equipment
37. Ferro Alloys.
38. Household and Kitchenware
39. Builders Hardware including Hinges, Door Fittings, Locks, Pad Locks, etc. of Base Metal
40. Industrial Equipment and Accessories
41. Auto Parts – Suspension, Braking and Drive Transmission
42. Pharmaceutical Machinery, Medical and Surgical Equipment
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THE WAY FORWARD

- Help the manufacturing sector reach 25% of GDP by 2022
- Create synergy by partnering with similar bodies in India and the world
- Equip SMEs to compete globally
- Provide Indian exporters a single window and new-generation services network
- Use cutting-edge technology to promote trade

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