A RETROSPECTIVE
Chennai Trade Centre, Chennai, India >> 14 - 16 March, 2019

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India's leading engineering show, IESS VIII (International Engineering Sourcing Show) continues to set new records with around 346 exhibitors, 400 overseas buyers and 10,000 trade visitors participating in the show held over 14-16 March, 2019 in Chennai for the third successive time!

International Engineering Sourcing Show, being organised by EEPC India with support from the Ministry of Commerce & Industry is India's largest display of engineering products and solutions. As the leading platform for this sector, IESS gives visitors a complete overview of the market in its full dimension.

'Smart Engineering' being the theme for this year, showcased India as a Global Hub for Manufacturing and Technology Hub. This is a unique platform to prepare your business transactions and close deals. Generate new business and tap international markets. The event shaped up in a grand way with Malaysia as the Partner Country for the first time, Tamil Nadu as the Host State for the third time, Uttar Pradesh as the Partner State for the Third Time, Madhya Pradesh, Uttarakhand and Jharkhand as Focus States, Flanders as the Focus Region. The Department of Scientific & Industrial Research (DSIR), Department of Heavy Industry, Department of MSME, and India Design Council also lent their support. Bihar and Karnataka also had their pavilions at the event. Apart from a 19 member team of Malaysian exhibitors, Hong Kong, South Korea, Czech Republic, Canada had their representations at the exhibition ground.
The three day show was inaugurated by Dr. Anup Wadhawan, Commerce Secretary, Government of India while a video message from Mr. Suresh Prabhu, Hon’ble Minister of Commerce and Industry, Government of India was played at the inauguration, in the presence of Mr B. S. Bhalla, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India; Mr. Dharmendra Pratap Yadav, Secretary, MSME, Government of Tamil Nadu; Datuk K. Talagavathi, Deputy Secretary General, Ministry of International Trade and Industry, Government of Malaysia; H.E. Dato’ Hidayat Abdul Hamid, High Commissioner of Malaysia and Dato’ Madani Sahari, CEO, Malaysia Automotive Robotics & IoT Institute (MARii). Mr. Ravi Sehgal, Chairman, EEPC India; H.E. Mr. Milan Hovorka, Ambassador of Czech Republic in India; Mr. Mahesh K. Desai, Sr. Vice Chairman & Officiating as Regional Chairman (SR), EEPC India; Mr. Arun Kumar Garodia, Vice Chairman, EEPC India, Mr. Rakesh Shah, Former Chairman and Chairman Publicity, Exhibition and Delegation Committee, EEPC.
India; Mr. Anupam Shah, Former Chairman; Mr. R. P. Jhalani, Former Chairman and Mr. Suranjan Gupta, Executive Director, EEPC India also joined the grand inaugural programme.

On this occasion, EEPC India – Deloitte joint study on “Export India – Unleashing India’s Engineering Exports Potential” was unveiled by Dr. Anup Wadhawan, Commerce Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India. On the basis of discussions with Ministry of Commerce, Government of India, and leadership of EEPC India, the paper has set aspirational target of Indian engineering exports as $200 billion by 2025, which is almost a threefold increase from 2017-18 exports. Releasing the paper, Commerce Secretary Dr. Anup Wadhawan said the Department of
Commerce and EEPC India would "quickly examine the road-map suggested by the strategy paper and make all possible efforts to achieve the identified potential."

Dr. Wadhawan during his address said that starting from the global financial crisis of 2008-09, India’s exporters have faced several challenges, including unilateral protectionist efforts by various countries. He, however, said conducive government policies have propelled the engineering sector to greater heights. With respect to exports, this year has been particularly good for us. We are likely to touch an all-time record and go past our earlier peak which was in 2013-14 at USD 314 billion and we hope to reach about USD 325-330 billion this year. On under utilisation of FTAs (Free Trade Agreements) he said that the data shows that Indian exporters have not made very good use of FTA, preferential benefits that India has negotiated with partner countries. India has signed different FTAs with key partners like ASEAN, South Korea, Japan, Malaysia, Chile and Singapore. The Department of Commerce is identifying other potential markets and discussing with our trade partners to expand the preferences available to all products and
services. One of the reasons for low utilisation of FTAs could be that the MFN (Most Favoured Nation) duties in some countries are low to the extent that they do not be accorded a significant benefit. Speaking on IESS VIII, he added, all the critical components of modern manufacturing are being addressed in the IESS VIII exhibition. India has the potential to supply most sophisticated engineering components to the world. IESS is creating a great platform to display India’s capability.

Speaking at the event, Mr. Dharmendra Pratap Yadav, Secretary, MSME, Government of Tamil Nadu said the State is the third largest exporter of engineering equipment blessed with natural manufacturing clusters in Chennai, Coimbatore and Tiruchi. The Tamil Nadu Government is in the process of formalising Business and Trade Promotion organisation to promote investment in the MSME sector and to forge trade ties with various countries. On Malaysia being the partner country in this edition of IESS, Yadav commented, ‘We will have a government to government interaction with Malaysia as 30 percent of Malaysian population are Tamils. Tamil Nadu Government is also working out to build an export organisation for MSMEs post which it will be working to further promote MSMEs from abroad.

EEPC India Chairman Ravi Sehgal said the broad theme of IESS VIII was Smart Engineering with four pillars: “Subcontracting”, “Industrial & Electrical Machinery”, “Future Factory” and “Innovation and Technology”. The engineering talent that was displayed in IESS VIII spanned nearly 1800 tariff lines at 8 digit and was a microcosm of India’s and global capability in hard core metal and metal based engineering. The over 300 Indian exhibitors who participated here were a healthy sample of India’s engineering sector which accounted for around 12% of India’s GDP, 30% of India’s total factories in the organized sector and 29% of total employment in the organized sector.

He also said The Department of Commerce had given EEPC India the responsibility to look at the need for technology upgradation of the engineering MSMEs, especially those in the clusters. Under the guidance of the Department of Commerce, Department of Heavy Industries, the Office of the Principal Scientific Advisor to the Prime Minister, among others, we set a Technology Centre in Bengaluru in 2017 while a second Centre will soon be inaugurated in Kolkata. Technology outreach programmes are being organized in different parts of India in order to propagate the need for technology upgradation and look at ways to bridge the technology gap in various engineering clusters.

Speaking on the EEPC India – Deloitte Strategy Paper he said that Engineering exports, which contribute 25% of India’s total export basket are projected at $80-82 billion in the current financial year ending March 31, and the $200 billion exports target can be achieved if "we get our act together" in ensuring that the basic raw material - steel - is made available at affordable prices. The strategy paper has identified areas such as product-market optimisation, eco-system development, promotion and branding, and competitive procurement of inputs for the ambitious goal.

There were separate inaugurations of The Partner Country Pavilion - Malaysia and Host State Pavilion, Tamil Nadu followed by Press Meet.
EXHIBITOR FEEDBACK

Quality of Business Visitors
- satisfied: 37%
- excellent: 21%
- good: 28%
- average: 14%

Impression about business
don done
- very satisfied: 22%
- satisfied: 49%
- could have been better: 29%

Buyers/Delegates Turnout
- good: 58%
- excellent: 20%
- average: 22%

Quality of Buyers/Delegates
- good: 59%
- excellent: 20%
- average: 21%

Product Category
- average: 8%
- excellent: 30%
- good: 62%

Seminar/Workshop
- good: 58%
- excellent: 33%
- average: 9%

Security Arrangements
- excellent: 42%
- average: 5%
- good: 53%

B2B Matchmaking
- good: 49%
- average: 15%
- excellent: 36%
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 that detail information of the event, especially regarding stalls and B2B positions should come well before the event.

- Only a few of the participants asked for participation of more overseas manufacturers especially in segments like automobiles, aerospace and machinery.

- A few of the respondents thought that B2B meeting could have been designed in a better way and quality of B2B delegates should be improved.

- Some of the participants suggested more advertising in local papers, media etc. to ensure higher participation.
SEMINARS

India Malaysia Business Forum

A preparatory meeting on the 6th Indo-Czech JWG Meeting on Heavy Engineering and Advanced Manufacturing:

Global Investment Forum

CEO FORUM - Innovation Nation: Increasing India’s Ease of Doing Business

Two Vendor Development Meet with Indian PSUs were held

Seminar on 5S for factory safety and increasing efficiency
Awareness Programme On Leveraging Trade Agreements To Boost Engineering Exports

DSIR (Department of Scientific and Industrial Research, Government of India) co-organised the Seminar on “Promoting Smart Manufacturing In Clusters”

Good Design Seminar & India Design mark awards 2019

Ayurtech Rountable - where technology serves Ayurveda industry interaction
Session On Manufacturing Start Up + Venture Capital

Session on e Marketplace
Van Branding  

UBER car branding

200 lamp poles
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THE EXHIBITION