

# SHOW DAILY



THE OFFICIAL DAILY NEWSPAPER OF IESS XII  
27-29 NOVEMBER 2024, CHENNAI TRADE CENTER, CHENNAI



DAY 1  
27 NOVEMBER 2024

## THE 12<sup>TH</sup> EDITION OF IESS, THE FLAGSHIP ANNUAL EVENT OF EEPC INDIA, UNFOLDS IN CHENNAI

### THE CHENNAI TRADE CENTRE TO WITNESS THREE VIBRANT AND EVENTFUL DAYS STARTING TODAY

With 'Smart Sustainable Engineering' as its theme, IESS XII will be conducted under the aegis of the Department of Commerce, Government of India on November 27, 28, and 29. As the world grapples with significant climate challenges, the focus on sustainable engineering is both timely and essential. Simultaneously, the future demands smart solutions and systems to thrive in an increasingly competitive landscape. By integrating these two critical domains, the theme of IESS XII aims to deliver a transformative and impactful experience.

IESS was born with an inbuilt commitment and promise to promote, assist and handhold MSMEs to showcase their engineering goods to their overseas counterparts. EEPC India, for decades, has played a lead role in building the Brand India image by organising exhibitions around the globe.

Over the past decade, IESS has served as a dynamic platform, bringing together over 3,400 Indian exhibitors and 86,000+ global visitors. It has facilitated more than 7,000 targeted B2B engagements, fostering long-lasting international trade partnerships. With 150+ seminars featuring 750+ speakers, the event has become a melting pot of ideas and innovation. Showcasing over 150 engineering product categories, IESS reflects the remarkable versatility of India's manufacturing sector.

IESS has showcased around 38 Global Sourcing Meets from 14 countries illustrating India's commitment to International Trade; Country Specific and State Specific Pavilions along-side Industrial Technology organisations crafting a vibrant exhibition tapestry. It held 23 Vendor Development Meets from 28 Indian organisations that acted as a catalyst for a public-private synergy.

#### ACHIEVEMENTS OF IESS OVER LAST 11 YEARS

- Meeting point for **3,400 Indian Exhibitors** and **86000+ Global Visitors**
- 150+ Seminars with 150+ Speakers**
- 38 Global Sourcing Meets from 14 countries**
- 150+ Engineering Product Categories**
- 7,000 Precise B2B Engagements**
- 23 Vendor Development Meets from 28 Indian Organisations**

#### OUR PARTNERS: IESS XII

IESS XII, which is the 5th repeat in Chennai and seventh time in Tamil Nadu, will take place at the Chennai Trade Centre from November 27 to 29. This is the second time IESS is being held in the same calendar year.

- Under the aegis of Department of Commerce, Ministry of Commerce and Industry, Government of India
- Host State: Tamil Nadu
- Supported by Ministry of Heavy Industries; Government of India
- Partner States - Karnataka, Madhya Pradesh and Uttarakhand
- Focus State: Odisha, Haryana, Gujarat, UP and West Bengal
- Steel Forum Partner - Tata Steel
- B2B E- Commerce Partner: L&T Sufin
- Subcontracting Partner: SUBCON 2025, Birmingham.
- International Pavilion Partners:
  - » JIMEX, Jordan
  - » Ministry of Industry and Trade, Czech Republic, MSV Brno
  - » INNOPROM, Russia
  - » Subcontracting and Partnership Exchange, Cameroon (SPX- CMR)



## EXPECTED OUTCOME OF IESS XII

The 12<sup>th</sup> edition of IESS features four key industry verticals under distinct product group categories: Subcontract India, Innovation India, Wateg India, and Industromech India. Spanning three days, the event will showcase over 100 engineering products across these categories. The event would witness the participation of close to 30 stalwarts from Leading leagues including TATA Steel, Jaguar and Land Rover (JLR), Arcelor Mittal Nippon Steel (AM/NS), IIT Madras, CMTI, - GeM, National Institute of Design (NID), E Mobility Society - Largest Industrial Fair in Russia - INNOPROM 2025; WACA - Global On-Demand Manufacturing & Supply Chain Solutions Company), besides around 10,000 Hosted Trade Visitors, and more than 300 Delegates from over 40 nations. IESS will also host Country/State Sessions, Sessions on Manufacturing Start Ups, Tech Talks, Smart Manufacturing Workshops, Global Sourcing Meets, Exporters Troubleshooting Clinic and many more.

## FEATURES OF IESS XII

### 11 PAVILIONS

Tamil Nadu  
West Bengal  
Karnataka  
Haryana  
Uttarakhand  
Madhya Pradesh  
Gujarat  
Orissa  
Uttar Pradesh  
MSME  
Technology & Innovation

10,000+ expected footfall

Around 2000 B2B meetings

100+ Engineering Products on Display

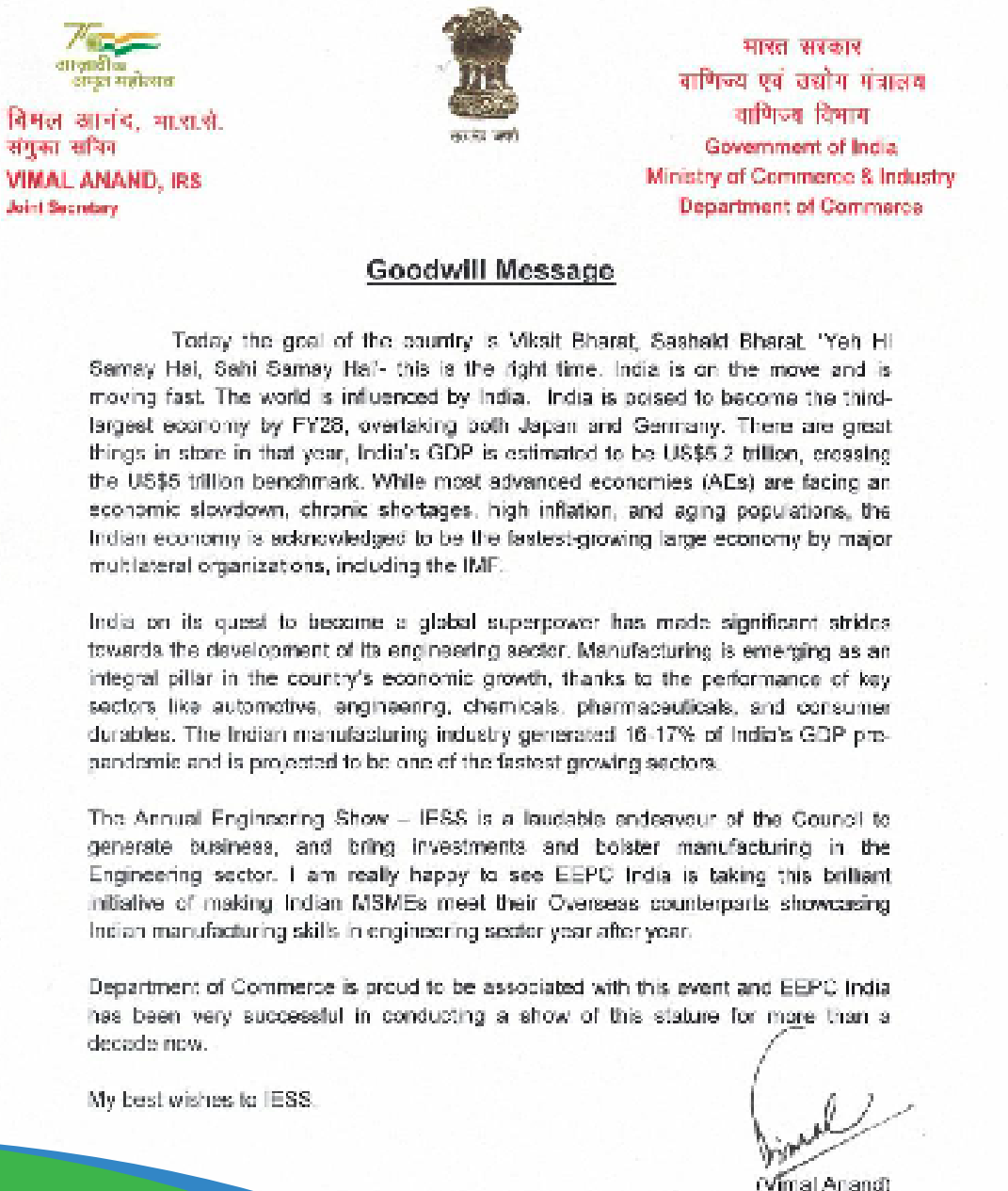
30+ experts as speakers

Around 300 Delegates from 40 nations

300 Exhibitors

## GOODWILL MESSAGE

**Mr. Vimal Anand**, IRS, Joint Secretary, Ministry of Commerce and Industry, Department of Commerce



## In conversation with Mr. Pankaj Chadha, Chairman, EEPC INDIA

**Q) This year marks the beginning of the 70<sup>th</sup> year of EEPC India. How would you describe the journey of EEPC India as the face of Indian engineering exports for the last seven decades?**

EEPC India was established in 1955 under the aegis of Ministry of Commerce and Industries, Government of India with a task to promote Brand India engineering on the global platform. This year marks the beginning of the 70<sup>th</sup> anniversary of EEPC India, an incredible milestone that fills us with immense pride and gratitude. Over nearly seven decades, EEPC India has played a key role in nurturing the growth of Indian engineering exports, addressing challenges, and working with the industry to achieve various successes. In our inaugural year, engineering exports from India stood at a modest \$10 million. Over the decades, we have seen extraordinary growth:

- By 1969, exports crossed \$100 million.
- By the Silver Jubilee in 1980, this rose to \$1 billion.
- By the Golden Jubilee in 2005, engineering exports surged to nearly \$15 billion.
- By the Diamond Jubilee in 2015, this number exceeded \$70 billion.
- In 2021-22, engineering exports from India crossed the magical USD 100 billion and ended the fiscal with an all-time high shipment of USD 112 billion
- Today, as we step into our 70th year, engineering exports stand at an impressive \$109.3 billion for 2023-24.
- In the last ten years, engineering exports from India saw its all-time high for four times despite intermittent global economic slowdowns and the unprecedented disaster in the form of COVID-led Pandemic.

This remarkable journey underscores the synergy between government support, the resilience of our exporters, and the global competitiveness of Indian engineering.

**The government of India has set a USD 300 billion export target for the engineering industry. What are your thoughts on this?**

The Government of India's target of USD 300 billion in engineering exports is undoubtedly ambitious, but it is also a testament to the growth potential of the Indian

**Opportunities such as the evolving China Plus One strategy and increasing demand for Indian engineering goods in emerging markets like WANA, Latin America, and Africa offer a strong growth outlook.**

**Mr. Pankaj Chadha**  
Chairman, EEPC INDIA



engineering industry. Recent years have demonstrated the sector's resilience, with engineering exports playing a pivotal role in India's economic recovery post-COVID-19, despite significant global and domestic challenges. Global trade has been disrupted by geopolitical tensions, rising protectionism, and regional conflicts, while Indian exporters have faced high raw material costs, particularly for iron and steel. Yet, the sector's strong performance under such conditions is a promising sign for its future.

Achieving the USD 300 billion target will not be easy, especially given the challenging global economic environment and protectionist policies by some major trade partners. However, opportunities such as the evolving China Plus One strategy and increasing demand

”

**In our inaugural year, engineering exports from India stood at a modest \$10 million. Over the decades, we have seen extraordinary growth**

for Indian engineering goods in emerging markets like WANA, Latin America, and Africa offer a strong growth outlook. Additionally, the government's ongoing negotiations for new FTAs with key export destinations and the implementation of rupee trade arrangements are steps in the right direction. These measures could open new markets, reduce trade barriers, and enhance the competitiveness of Indian engineering products globally.

With sustained performance, strategic use of emerging opportunities, and continued government support and guidance, the engineering sector has the potential to meet and even exceed this ambitious target, showcasing India's strength as a global manufacturing and export hub.



### What strategies do you believe are essential to further boost and enhance India's engineering exports in the current global trade environment?

Enhancing engineering exports from India requires a multi-faceted strategy focused on improving competitiveness, market access, and product diversification. First, Indian exporters must prioritize upgrading technology and investing in innovation to move up the value chain. This will help produce high-quality, value-added products that meet global standards. Emphasis on research and development, supported by incentives from the government, is critical to achieving this goal.

Second, greater market diversification is essential. While traditional markets like the US and EU remain important, emerging markets in Africa, WANA, Latin America, and Southeast Asia offer significant untapped potential. Strategic trade agreements and active participation in global trade fairs can help Indian exporters penetrate these markets more effectively.

Third, the high cost of raw materials and logistics continues to challenge Indian exporters. Addressing these issues through policy interventions, including reduced tariffs on raw material imports and investments in better infrastructure, such as modern ports, domestic shipping lines and supply chain networks, will enhance cost competitiveness.

Fourth, the government must ensure that Free Trade Agreements (FTAs) are designed to address the challenges faced by the engineering sector, such as higher tariffs and non-tariff barriers in certain markets. Negotiations for favourable product-specific rules of origin and enhanced market access are essential for the sector's growth.

Finally, sustainability and compliance with global environmental standards are becoming increasingly important. Exporters should adopt green manufacturing

practices to cater to environmentally conscious buyers and comply with regulations like the EU's Carbon Border Adjustment Mechanism (CBAM).

EEPC India remains committed to supporting these strategies by acting as a bridge between the industry and the government, ensuring that exporters receive the necessary guidance and assistance to thrive in the global market.

As the Chairman of EEPC India, what is your assessment of the performance of engineering exports at the close of the current fiscal year, particularly considering the global challenges and uncertainties?

As the Chairman of EEPC India, I am pleased to report that despite the global uncertainties and challenges faced throughout the year, the engineering sector has shown remarkable resilience and growth. In October 2024, engineering goods exports reached \$11.26 billion, marking an impressive 39.4% year-on-year growth compared to \$8.08 billion in October 2023. Key sectors such as iron and steel, electric machinery, industrial machinery, and automobiles have all played a pivotal role in driving this surge. Notably, iron and steel exports turned positive for the first time in fiscal 2024-25, further contributing to the overall growth.

The cumulative export performance from April to October 2024-25 also reflects a solid 8.27% growth over the same period last year. Engineering goods now account for a significant share of India's overall merchandise exports, reaching 28.72% in October 2024. With cumulative engineering exports during this period totalling USD 66.6 billion, we are on track to meet the government's target of USD 118 billion for the current fiscal. In fact, we are optimistic that the engineering export sector will not only achieve this target but may well surpass it, given the current positive trends and continued support from the government and stakeholders.

### In conversation with Mr. Aakash Shah, Vice Chairman of EEPC India

**As Vice Chairman of EEPC India, kindly tell us, what strategies are being implemented to expand the footprint of Indian engineering goods in new and emerging global markets?**

Here are some strategies to increase the export of engineering products from India:

- Pursue new free trade agreements (FTAs) with developing nations in Latin America and Africa
- Nearshoring to reduce dependency on distant markets and improve supply chain resilience. Consider signing FTA with Bangladesh to enhance trade and economic cooperation
- Increase engagement with Nepal and Sri Lanka to boost regional trade and connectivity
- Implement programs to support MSMEs in research and innovation

**Mr. Aakash Shah**  
Vice Chairman of EEPC India



- Establish a domestic shipping line to reduce logistics costs
- Enhance global branding of Indian products
- Focus on technological upgradation and adoption of Industry 4.0 technologies



**EEPC India actively represents the industry's concerns about market access barriers, such as high tariffs, non-tariff barriers, and trade restrictions, to the Department of Commerce.**

- Improve infrastructure and logistics to streamline export processes
- Provide financial incentives and export credit insurance to mitigate risks
- Strengthen compliance with international quality and safety standards
- Promote participation in international trade fairs and exhibitions

**What initiatives is EEPC India focusing on, to enhance the technological capabilities of Indian engineering exporters and make them more competitive internationally?**

India's engineering export basket is dominated by low to medium value-added products which are in the lower levels of any value chain. To gain a foothold in the global market, India needs to upgrade in terms of value chain and technology. In this regard, EEPC India assists the industry in two ways

- Creating awareness and knowledge through capacity building programmes across India
- EEPC India also has two technology centres one in Kolkata and one in Bangalore which provides training and arranges seminars for engineering MSMEs which brings together industry and technology experts. The centres also provide advisory and consultancy services and 3D scanning, printing and designing facilities to the members. Apart from these it also arranges industrial meets and visits to share industry best practices.

**How does EEPC India collaborate with the government to address challenges such as trade barriers, quality standards, and logistical issues in the engineering goods export sector?**

The sustainability of Indian engineering exports heavily depends on effective collaboration between the industry and the government. EEPC India plays a pivotal role as an interface, ensuring that exporters can effectively communicate their challenges while simultaneously assisting the government in disseminating vital information on schemes and policies. Below are keyways in which EEPC India collaborates with the government to tackle challenges such as trade barriers, quality standards, and logistical issues:

**Representation of market access challenges:** EEPC India actively represents the industry's concerns about market access barriers, such as high tariffs, non-tariff barriers, and trade restrictions, to the Department

of Commerce. These challenges are prominently raised during negotiations on new Free Trade Agreements (FTAs) to ensure that engineering goods receive favourable treatment in global markets.

**Engagement with senior government officials:** EEPC India regularly participates in meetings with the Commerce Secretary and the Commerce and Industry Minister to highlight critical issues such as access to affordable finance, rising logistics costs, infrastructure constraints and non-tariff barriers. These engagements provide a direct channel for industry concerns to reach the highest levels of decision-making.

**Addressing quality standards:** Recognizing the importance of adhering to global quality standards, EEPC India facilitates dialogue between the engineering industry and the Bureau of Indian Standards (BIS). These discussions help the industry align with international norms and enhance the competitiveness of Indian products in global markets.

**Resolution of issues with foreign buyers:** EEPC India occasionally assists exporters facing disputes or challenges with foreign buyers by leveraging its connections with Indian missions abroad. This proactive approach helps resolve issues efficiently, maintaining India's reputation as a reliable trade partner.

**Coordination with other ministries and departments:** Challenges pertaining to other ministries or government departments, such as QCO, NoC from the Ministry of Steel, Customs or GST-related matters, are referred to the appropriate authority for resolution.

**Awareness and advocacy on government schemes:** EEPC India plays a crucial role in raising awareness among exporters about new government schemes,



**To gain a foothold in the global market, India needs to upgrade in terms of value chain and technology.**

policies, and trade incentives, ensuring that the industry remains informed and can leverage these opportunities to their advantage.

**What advice would you give to small and medium enterprises (SMEs) in the engineering sector to scale their operations and succeed in the export market?**

SMEs should invest in market research to identify new and emerging markets, understand customer preferences, and tailor their products accordingly. Diversifying export destinations can reduce dependency on specific markets and mitigate risks from geopolitical or economic disruptions. Adopting digital marketing and e-commerce platforms can help SMEs reach global customers more efficiently.

SMEs often face challenges with working capital and finance for export operations. Utilizing schemes like interest equalization for exporters and accessing Export

Credit Guarantee Corporation (ECGC) services can help mitigate financial risks and improve cash flow.

SMEs should focus on adopting sustainable practices, such as using eco-friendly materials, reducing waste, and lowering carbon footprints. SMEs should actively participate in international trade fairs and exhibitions to showcase their products, network with potential buyers, and understand market trends.

With a balanced focus on quality, technology, and cost competitiveness, and the continued support of EPC India, SMEs can scale their operations and position themselves as strong players in the global engineering export market.

EPC India plays an active role in enabling their success by:

- Assisting with quality improvements through partial reimbursements for testing charges.
- Organizing capacity-building programs to enhance awareness of quality standards and market requirements.
- Facilitating technology upgradation by connecting SMEs with innovation hubs and funding opportunities.
- Advocating for SME interests with the government to ensure favourable policies and market access.

## In conversation with the spokesperson of Tata Steel

**How is the Indian steel sector, with leaders like Tata Steel, driving the growth and global competitiveness of the country's engineering products industry?**

The steel industry in India, with leaders like Tata Steel has been harnessing the power of emerging technologies to create sustainable solutions that ensure steady supply of high-quality steel supporting the engineering products industries like automotive, machinery, infrastructure, and heavy equipment manufacturing. Advancements in steel production technology have enabled the industry to offer specialized grades, such as high strength and corrosion resistant steel. These innovations enhance the performance and durability of engineering products, making them more competitive in global markets. Tata Steel and engineering firms are also adopting sustainable practices, such as green technologies and recycling, aligning with global environmental trends. This focus on sustainability enhances the appeal of Indian engineering products in environmentally conscious markets.

**What steps is Tata Steel taking to ensure the availability of high-quality steel for engineering goods manufacturers, and how does this influence India's export potential?**

A strong focus on research and development enables Tata Steel to design innovative and customized steel solutions, ensuring manufacturers have access to cutting edge materials. The company's emphasis on sustainability, through green technologies and resource efficiency, aligns with global environmental goals.

Tata Steel's Kalinga Nagar roll out advanced steel grades, including high strength and lightweight to meet the specialized needs of industries such as automotive, machinery, and construction. Tata Steel also strengthens supply chain efficiency, ensuring consistent quality and timely deliveries to engineering goods manufacturers. Additionally, it supports small and medium enterprises (by offering technical expertise, affordable pricing, and training, fostering a robust manufacturing ecosystem).

By providing high quality steel at competitive costs, Tata Steel empowers manufacturers to produce goods that meet stringent international standards. This bolsters

**Mr. Rahul Lal**  
Chief of Marketing-Branded  
Product & Retail-FP, Tata Steel



India's reputation as a reliable supplier of engineering products, driving exports in sectors like automotive components, heavy machinery, and precision tools. Tata Steel's initiatives thus play a critical role in elevating India's global competitiveness and contributing to the nation's export-led growth.

**How does the steel sector in India address challenges like sustainability, energy efficiency, and cost optimization to support the engineering goods segment?**

India's steel sector is addressing challenges like sustainability, energy efficiency, and cost optimization through a host of initiatives. Various initiatives have been taken around increasing scrap in BOF based Steel making processes for reduction of emission intensity hydrogen injection, replacement towards EAF technologies and harnessing renewable energy like Solar Wind etc. The steel sector has also been working on green technologies and implementing carbon capture and utilization technologies. One of the initiatives that Tata Steel has successfully pioneered is the usage of biochar (biomass-based charcoal) in its Jamshedpur plant. This move strongly reinforces the Company's commitment to sustainability, nudging the steelmaker closer to its Net Zero target of 2045, while impacting a host of industries that it partners with.



### What role does the Make in India initiative play in fostering collaboration between the steel and engineering sectors, and how has Tata Steel contributed to this synergy?

The Make in India initiative fosters collaboration between the steel and engineering sectors by promoting domestic manufacturing technological innovation, and infrastructure development. It emphasizes the use of locally sourced steel, reducing imports dependency and enhancing industrial self-reliance. Through incentives, policy support, and skill development, it ensures the synergy between these sectors drives India's industrial growth.

Tata Steel, a leading contributor to this collaboration, plays a vital role by supplying high-quality, value-added steel products for engineering applications such as construction, automotive, and machinery. The company invests heavily in R&D to develop advanced Coating Technology including lighter and stronger steel, enabling innovation in engineering designs.

Additionally, Tata Steel partners with engineering firms to co-develop prefabricated structures and modular solutions, accelerating project timelines and reducing costs. It supports MSMEs through various initiatives like Skilling India, partnering with India's Top technical Managerial Institutes like IITs/IIMs for knowledge sharing sessions (Tech Talk etc helping them adopt new technologies. Sustainability remains a key focus, with the company promoting eco-friendly practices, including steel recycling, aligned with the initiative's emphasis on green manufacturing.

Through its innovation driven, sustainable practices, Tata Steel exemplifies how the steel sector can empower engineering, contributing to India's industrial transformation and achieving Make in India's vision of economic self-reliance and growth.

### With global markets demanding advanced materials, how is Tata Steel, along with the broader steel industry, innovating to meet the evolving needs of engineering goods manufacturers?

India's steel sector, with companies like Tata Steel at its forefront, has been a key enabler in establishing a world class engineering and technology ecosystem in the country. Tata Steel supplies high strength Lightweight Advance Coating and ready to paint products, and focuses on sustainability certification and declaration EPD Green Pro etc This, in turn, has made significant contributions to transforming India's manufacturing prowess and expanding its global reach by continuously innovating in its facilities & processing to provide world class products services Tata Steel has also invested into high strength steel which are lighter and offers more flexibility for cutting edge design and champions a mission to lower CO2 emission without compromising on safety. Tata Steel drives collaboration with partners for performance and for the environment.

By integrating innovation, sustainability, and collaboration, Tata Steel and the steel industry enable engineering goods manufacturers to meet global standards for performance, efficiency, and eco-friendliness, driving industrial growth and competitiveness.

## IESS XII : Knowledge Sessions Day 1 - November 27, 2024

SESSION	Hall	Time
Session on Inbound & Outbound Investment	A	2 pm
Session on Automation & Smart Manufacturing for MSME Sector	B	2 pm
Global Sourcing Meet with ArcelorMittal Nippon Steel India	C	2 pm

## INITIATIVES OF UTTARAKHAND GOVERNMENT

### Sector-Specific Policies and Incentives

Our state has adopted a targeted approach to attract investments in the engineering goods sector by introducing:

- **Mega Policy:** Customized packages for large-scale engineering units, offering fiscal incentives like capital subsidies, interest reimbursement, and tax exemptions tailored to the sector.
- **MSME Policy 2023:** Focused support for SMEs in the engineering sector, with provisions for technology upgrades, financial assistance, and simplified regulatory processes.
- **Investment Promotion Scheme:** Special incentives for export-oriented units in engineering goods, including freight subsidies and support for international certifications.

### Support for SMEs in Technology Adoption

Under the MSME Policy 2023, we facilitate access to advanced manufacturing technologies through:

- **Technology Upgradation Grants:** Financial support for acquiring and adopting high-tech equipment.
- **Technology Transfer Facilitation:** Partnerships with reputed R&D institutions for innovation and modernization.
- **Cluster Development Initiatives:** Establishment of sector-specific clusters to promote shared resources, advanced testing facilities, and technology hubs for SMEs.

### Infrastructure Development for the Engineering Sector

The state is committed to developing world-class infrastructure to bolster the engineering goods industry through:

- **Private Industrial Park Policy:** Encouraging private players to develop industrial parks with state support in land acquisition, utilities, and tax benefits.
- **Integrated Industrial Estates:** Strategic development of industrial estates equipped with smart infrastructure to cater to high-tech engineering units.

These comprehensive measures underscore our commitment to fostering a globally competitive engineering goods industry while driving inclusive growth and sustainability. We are confident that our policies, supported by robust infrastructure and skill development, positioning our state as a preferred investment destination in this sector.

**Prateek Jain (IAS)**  
**Director General/Commissioner, Industries**  
**Uttarakhand Government**

## INTRODUCTION TO VISVESVARAYA TRADE PROMOTION CENTRE (VTPC), GOVERNMENT OF KARNATAKA

Visvesvaraya Trade Promotion Centre (VTPC), set up in the year 1971, is the mandated nodal agency for the promotion of international trade from the State of Karnataka, under the aegis of the Department of Industries & Commerce, Government of Karnataka.

Since its inception, the Centre has been at the forefront in handholding and facilitating budding exporters to make a mark in the field of international trade. Through a range of Programmes, Schemes, Policies, Incentives and Concessions, VTPC provides impetus to the Export Units & Special Economic Zones (SEZs). It acts as a catalyst in representing the grievances/issues in trade to the right authorities for redressal.

Among its varied functions, VTPC facilitates State level, National and International trade fairs and exhibitions for its SMEs, artisans, and other stakeholders across the State. It conducts a plethora of sensitization and incisive training and capacity building programs across the exports, international trade, innovation management and intellectual property rights landscape, among others. It also recognizes export excellence through conferring of State Export Excellence Awards.

VTPC also implements various Govt. of India and Govt. of Karnataka programmes and schemes for the promotion and facilitation of International trade.

EEPC India, representing a robust community of over 9500 members in the engineering sector, merges as a pivotal force in bolstering the Government's Make in India initiative. Playing a crucial role in supporting manufacturing, particularly in the MSME segment, EEPC India's contributions extend from providing a global platform through international trade shows to fostering technological upgradation and market intelligence.

As the premier export promotion council operating under the Ministry of Commerce and Industry, Government of India, EEPC India actively aligns with Governmental initiatives, notably 'Make in India,' promoting India as a global manufacturing hub.