

SHOW DAILY



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US\$300 BILLION ENGINEERING EXPORT TARGET: WITHIN INDIA'S GRASP

"The target of achieving \$300 billion in engineering exports by 2030 is within reach, thanks to the unwavering support of the Indian government and the growing capabilities of the engineering industry, especially the MSME sector," said Mr. Vimal Anand, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry. He was speaking at the inauguration of the 12th edition of the International Engineering Sourcing Show (IESS), organized by EEPC India, being held in Chennai from November 27-29, 2024.

Highlighting the remarkable achievements of India's engineering sector, Mr. Anand noted the sector's meteoric rise. "In 1955, India's engineering exports stood at just \$10 million. Today, in 2023-24, we have crossed an extraordinary milestone of \$100 billion. This growth is a testament to the sector's capability and the nation's

determination," he said. Discussing the government's ambitious initiatives, Mr. Anand emphasized the transformative potential of PM Gati Shakti, a program poised to take India's logistics sector to unprecedented heights. Additionally, the recently announced Foreign Trade Policy targets \$2 trillion in exports by 2030, reflecting the government's confidence in India's growing global competitiveness.

He further highlighted the importance of Free Trade Agreements (FTAs) with strategic regions and the promotion of rupee-based international trade settlements, which are already yielding results with countries like Russia and the UAE. These efforts ensure India's strong presence in an increasingly interconnected global economy.



International Engineering Sourcing Show XII

27 November, 2024 | Chennai Trade Centre, Chennai

INAUGURATION



Dignitaries at the inaugural session of IESS XII. From left to right: Mr. Adhip Mitra, Executive Director & Secretary, EEPC India; Mr. T. S. Bhasin, Former Chairman, EEPC India; Mr. Anupam Shah, Former Chairman, EEPC India and Chairman, Committee on Technology Centre, EEPC India; Mr. Pankaj Chadha, Chairman, EEPC India; Dr. Atul Anand (IAS), Principal Secretary, Department of MSME, Government of Tamil Nadu; Mr. Vimal Anand (IRS), Joint Secretary, Department of Commerce, Government of India; Mr. Aakash Shah, Vice Chairman, EEPC India; Mr. Mahesh Desai, Former Chairman, EEPC India; Mr. P. K. Shah, Former Chairman, EEPC India.



Mr. Anand commended EEPC India for its role as the driving force behind the progress of the engineering sector over the past 70 years. He described IESS as India's largest sourcing event for engineering products, playing a critical role in showcasing the country's advanced engineering capabilities, promoting its brand globally, and fostering key international partnerships.

In his address as the Chief Guest, Dr. Atul Anand, IAS, Principal Secretary, MSME Department, Government of Tamil Nadu, expressed his delight at the growing influence and impact of the International Engineering Sourcing Show (IESS). He noted that the event has successfully completed 11 editions. With IESS XII, Tamil Nadu is hosting the event for the seventh time. Remarkably, Chennai has been the venue for five of these editions, underscoring the state's pivotal role in India's engineering sector.



Dr. Anand emphasized that Tamil Nadu is an ideal location for hosting the IESS due to its robust MSME base, encompassing over 600 sectors. As India works towards its ambitious target of becoming a US\$5 trillion economy by 2025, Tamil Nadu is aiming to achieve a US\$1 trillion economy size, aligning itself as a key driver of the nation's growth.

The state stands as a powerhouse in India's economic landscape, being the second-largest contributor to GDP, the third-largest exporting state, and ranking first in the number of factories and industrial workers. Furthermore, Tamil Nadu is the second-largest engineering exporter among Indian states, making it a natural choice for hosting prestigious industrial events like the IESS.

In his opening remarks, Mr. Pankaj Chadha, Chairman of EEPC India, highlighted the remarkable journey of the International Engineering Sourcing Show (IESS). He reflected on its humble beginnings on March 22, 2012, at the Bombay Exhibition Centre, where the event featured 220 exhibitors, 6,200 visitors, and partnerships with Canada as the partner country and Maharashtra as the partner state.



Over the years, IESS has grown exponentially, completing 11 successful editions. The 12th edition in 2024 boasts more than 300 Indian exhibitors, around 300 delegates from over 40 nations, approximately 2,000 B2B meetings, 10,000+ visitors, and 30 speakers participating in 12-13 knowledge sessions over the three-day event.



Mr. Aakash Shah, Vice Chairman of EEPC India, emphasized the significance of the event's theme, #SmartSustainableEngineering, aligning with the Government of India's commitment to achieving net zero carbon emissions by 2030. He also introduced the maiden EEPC India Green Awards, designed to inspire engineering companies to adopt sustainable practices and smart technologies. These awards, he said, recognize and celebrate organizations that actively promote sustainability, address climate change risks, and enhance the global competitiveness of the engineering industry through eco-friendly innovations.

In his vote of thanks, Mr. Adhip Mitra, Executive Director & Secretary of EEPC India, highlighted the comprehensive scope of IESS XII, which brings together four key industry verticals under dedicated product group heads.



Speakers of the inaugural session with some of the foreign delegates.

WINNERS OF EEPC INDIA GREEN AWARDS 2024



Platinum Award in Large Enterprise Category:
PEEKAY STEEL CASTINGS (P) LTD.



Gold Award in Large Enterprise Category:
EPIROC MINING INDIA LTD.



Silver Award in Large Enterprise Category:
YOKOGAWA INDIA LTD.



Platinum Award in Medium Enterprise Category:
PRADEEP METALS LTD.



Gold Award in Medium Enterprise Category:
SAA AB ENGINEERING PVT. LTD.



Silver Award in Medium Enterprise Category:
FLOW LINK SYSTEMS PVT. LTD.



Gold Award in Small Enterprise Category:
KOSTWEIN INDIA COMPANY PVT. LTD.



Silver Award in Small Enterprise Category:
BASANT AUTOTECH LLP

IN CONVERSATION WITH MR. RAKESH SHAH, FORMER CHAIRMAN & CHAIRMAN, TRADE PROMOTIONS COMMITTEE, EEPC INDIA

Mr Rakesh Shah, Former Chairman & Chairman, Trade Promotions Committee, EEPC India



What are the key trade promotion initiatives undertaken by EEPC India to boost the global visibility of Indian engineering goods?

EEPC India has been actively involved in various trade promotion activities to boost the global visibility of Indian engineering goods. Here are some key highlights:

The International Engineering Sourcing Show (IESS) is a flagship event organized by EEPC India. The eleventh edition of IESS was held from 4-6 March 2024 at Codissia Trade Fair Complex, Coimbatore, Tamil Nadu. The current edition, IESS 12, is happening now at Chennai Trade Centre, Chennai.

The Bharat Mobility Global Expo 2024 was a significant event held from 1-3 February 2024 at Bharat Mandapam, Pragati Maidan, New Delhi. This was the first global mobility show in India, focusing on the entire mobility value chain, including vehicles of the future, cutting-edge automotive technologies, electric vehicle batteries, and charging technologies.

EEPC India also organizes India Pavilions at various international trade fairs. Last year, we had trade fairs across 13 nations, including Germany, Brazil, Jordan, Bangladesh, United Arab Emirates, Kenya, United States, Tanzania, Sweden, Egypt, Nepal, Italy, and France. These pavilions provide a platform for Indian engineering exporters to showcase their products and services to a global audience.

In addition to trade fairs, EEPC India conducts seminars and workshops to create awareness about their products and services. These events provide opportunities for networking with potential customers and showcasing the benefits of their products and services. They also help establish trust and credibility in the industry.

How do you envision the role of trade fairs or exhibitions in boosting industry growth and export potential?

Trade fairs and exhibitions play a pivotal role in boosting industry growth and export potential, especially in the current global context marked by geopolitical conflicts, economic slowdowns in key markets, and increasing protectionist policies by trade partners. For engineering exporters, particularly MSMEs, these events provide a critical platform to overcome one of their biggest challenges: access to qualified buyer leads. By facilitating direct interactions between exporters and potential

buyers, trade fairs help bridge this gap, opening new avenues for business development and market expansion.

EEPC India also arranges for B2B events which brings together various businesses and can be very helpful in doing proper matchmaking between buyers and sellers.

EEPC India also connects with local trade associations in many cases which also is an important step to build local industry connect.

We also have many success stories/ examples where exhibitors have been able to convert the leads and get new buyers in the international markets. We have also witnessed cases where companies which started as MSMEs have been able to scale up after participating in trade fairs and exhibitions.

What kind of government support do you expect for the successful trade fairs, and how can the government contribute to enhancing the participation and global visibility of these events?

The high cost of participating in international trade fairs is a significant challenge for MSMEs, making the government's Market Access Initiative (MAI) scheme indispensable. This scheme helps MSMEs showcase their products globally, but its effectiveness can be enhanced with timely announcements. Often, late notifications about financial support leave MSMEs with insufficient time to prepare, resulting in missed opportunities. Early announcements would not only give MSMEs adequate preparation time but also allow EEPC India to inform its members, leading to greater participation. Additionally, in major exhibitions like Automechanika Frankfurt or Hannover Messe, where spaces are booked quickly, delays in MAI approvals can result in Indian exhibitors being allocated less favourable locations with limited visibility. Timely approval and advance booking of prime spaces are essential to ensure better exposure and greater success for MSME participants in these prestigious fairs.

As IESS is the flagship show of EEPC India, what are your expectations from this year's edition?

IESS is significant for the Indian engineering MSMEs because it gives them scope to exhibit their products in front of international buyers without having to travel in any of the international exhibitions. The key feature of the IESS is the Reverse Buyer Seller Meet (RBSM) – we call it reverse because normally it is sellers who take their products to the buyers but in this case EEPC India invites international buyers to visit the IESS and meet the sellers. Hence RBSM can be mentioned as the USP of IESS. A decade of IESS has been an intersection of over 3400 Indian Exhibitors, 86,000 + global visitors, orchestrating over 7,000 precise B2B engagements, fostering enduring international trade relationships, 150 + seminars and 750 + speakers, symbolising a melting pot of ideas and innovation, showcasing 150+ engineering product categories, reflecting India's manufacturing versatility. Given the immense importance and appeal of the show for the Indian engineering industry I definitely feel it will be a big success this time and will contribute towards enhancement of global competitiveness of the Indian engineering industry.

UNVEILING OPPORTUNITIES IN INBOUND AND OUTBOUND INVESTMENTS

The session on “Inbound and Outbound Investment” at the International Engineering Sourcing Show (IESS XII) provided an insightful platform to explore the dynamic investment landscape shaping India's manufacturing and export sectors. The session emphasized the significance of investments—both inward and outward—as catalysts for economic growth, technological advancement, and market expansion.

Inward investments were highlighted as a driving force behind capital infusion, technological know-how, skill development, and sectoral competitiveness. As of June 2024, India's Production-Linked Incentive (PLI) schemes have attracted investments worth 1.32 lakh crore, generating over Rs.10.9 lakh crore in manufacturing output and creating 8.5 lakh direct and indirect jobs. Conversely, outward investments were recognized as strategic tools for manufacturers to build supply chains, achieve price competitiveness, and secure improved market access globally.

The session also underscored the role of government policies at international, national, and state levels in shaping investment potential. Key initiatives such as Ease of Doing Business reforms, sector-specific programs, infrastructure development, skill-building efforts, and investor facilitation support were identified as critical enablers for sustained growth.

Mr. P.K. Shah, former Chairman of EEPC India, opened the session by emphasizing India's focus on exports and the critical role of trade settlements in Indian Rupees. He highlighted EEPC India's efforts to attract investments from various countries and companies, stating that India's burgeoning population and market size position it as a global economic powerhouse.

Mr. Radoslav Klepac, Director of External Relations, Marketing, and Communications at BVV Trade Fairs, praised the capabilities of Indian companies and extended an invitation for their investments in Brno. He assured a warm welcome for Indian enterprises and expressed optimism about fostering robust collaborations.



Mr. Aditya Tiwari, Deputy Director of Industry, highlighted the manufacturing and export potential of Madhya Pradesh, which ranks 7th in terms of MSME base. The MSME sector in the state employs 77 lakh individuals. He elaborated on policies like up to 40% subsidies for women entrepreneurs and various initiatives to boost industrial development. Mr. Anirudh from INVEST UP outlined the competitive advantages of Uttar Pradesh, emphasizing its robust electric vehicle ecosystem and agriculture-centric industrial focus. With 13 expressways, the state offers unparalleled connectivity and a strong infrastructure base for investment and development.

The session provided a comprehensive overview of the interplay between government initiatives and private investments, highlighting their collective impact on the MSME sector. It also served as a gateway to understanding investment opportunities in India and abroad, enabling participants to harness government support effectively for business growth.

Mr. Adhip Mitra, Executive Director & Secretary of EEPC India and Ms. Elena Suvorova, Head of International Projects, INNOPROM exchanging the Memorandum of Understanding signed between EEPC India and INNOPROM for promoting business and trade between India and Russia.



IN CONVERSATION WITH THE SPOKESPERSON OF INNOPROM

Q) Can you elaborate on your partnership with EEPC?

A) We highly value EEPC India as a trusted business partner and a key institution driving the export potential of India's economy, particularly in high-tech industries such as engineering and manufacturing.

Our partnership with EEPC India started in 2016 when India became a partner country at INNOPROM international industrial trade fair in Russia. EEPC India organized an impressive national pavilion spanning 3,700 square meters, showcasing 115 Indian companies, including major enterprises and SMEs. The official Indian delegation comprised 400 business leaders and government officials, including the heads of three states.

This collaboration has become successful and we continued in 2017. EEPC represented India's national pavilion at INNOPROM in Ekaterinburg, strengthening the ties between our business communities. The Russian side participated in IESS earlier. We see how the trade fair has grown and changed. Thus the partnership has proved very fruitful and continues to the present. We highly appreciate EEPC and the Ministry of Industry and Commerce of India for it.

Q) Can you comment on the business scenario in India, from your Country's Perspective?

A) Our association with India is not just for a decade; Indian bilateral relations with Russia started ever since India became a Nation. India has always been a reliable partner for Russia. 142 million Russians joining hands with one and a half billion Indians makes way for huge opportunities for a mutually beneficial cooperation.

India and Russia hold immense potential to drive MSME growth through the synergy of their business activities and the joint exploration of emerging markets. The MSME sector in both India and Russia is undergoing significant growth, largely supported by government initiatives. In Russia, one of the key platforms driving this development is INNOPROM international industrial trade fair.

INNOPROM offers highly effective engagement formats, specifically designed to meet the needs of MSMEs. Developers and manufacturers of technological solutions, materials, and components gain a unique platform to showcase their products to potential global buyers and access expert guidance on entering international markets. This has solidified INNOPROM's reputation as a premier launchpad for securing valuable clients and initiating cross-border projects.

Q) Brief us about the planned delegation for IESS XII Show and their business segments and operations.

A) The INNOPROM leadership team will join the delegation attending the IESS XII Show. As organizers of a leading international industrial exhibition, we are focused on identifying innovative ideas and exploring new formats for business event management. Our agenda includes participating in B2B meetings, engaging with IESS XII Show participants to expand awareness of INNOPROM, and formalizing a strategic partnership agreement with EEPC India.



Union Finance Minister Ms. Nirmala Sitharaman addressing a INNOPROM event.

Since its inception in 2010, INNOPROM has served as a vital hub for collaboration among scientists, manufacturers, investors, major buyers, and government institutions. Each year, the event attracts over 46,000 visitors, with more than 85% being decision-makers in procurement. In 2024, the exhibition welcomed representatives from 60 countries, including 13 delegations led by industry ministers.

We are grateful to EEPC India who was a witness to INNOPROM's growth. EEPC India has had a great influence on the development of INNOPROM as an international trade platform, not only in Russia but across the globe. 5 years ago we launched "INNOPROM Central Asia" in Tashkent and we'll be pleased to invite Indian business investments there too.

Q) What do you think about MSME companies in India and the scope for expanding their business in your country?

A) MSMEs are a driving force behind the growth of India's economy. They are highly receptive to adopting new technologies, provide over half of the country's jobs, and contribute to improving the investment climate. Small enterprises are quick to respond to customer needs, fostering competition that leads to higher quality goods and services, the establishment of fair and diverse pricing, and the expansion of international trade relations. Despite the relatively high share of large enterprises in India's economic structure, MSMEs are considered a key growth driver, accounting for 48% of the country's total exports.

The Russian business community sees significant potential in collaborating with Indian MSMEs. According to analysts, the number of tech-oriented MSMEs in India exceeded 740,000 in the 2023 financial year, out of a total of 60 million. Russian manufacturers are interested in scientific and technical exchange, as well as in sourcing high-tech products, components, materials, and consumer goods. The Russian business community is ready to deepen its cooperation with Indian counterparts, including establishing regional offices and joint ventures.

GLOBAL SOURCING OPPORTUNITIES WITH ARCELORMITTAL NIPPON STEEL INDIA

The Global Sourcing Meet with ArcelorMittal Nippon Steel India (AM/NS India) at IESS XII showcased the immense potential of the combined entity formed by two global steel giants—ArcelorMittal and Nippon Steel. This strategic synergy offers unparalleled opportunities for businesses and MSMEs across sectors, leveraging high-quality steel for infrastructure, automotive, and renewable energy projects.

AM/NS India's expertise in producing over 600 steel grades has positioned it as a key supplier for engineering industries. From roads and bridges to railways, buildings, and automobiles, the company delivers reliable, high-quality steel as a core raw material. Additionally, its contributions to the fast-growing renewable energy sector—such as steel for wind turbines and solar panels—underscore its commitment to sustainable growth.

Mr. Tejas Desai, Head of Production Consumable Procurement, highlighted AM/NS India's robust capabilities and future plans. He mentioned that the Hazira facility, currently producing 9 million tons per annum (TPA), is set to increase capacity to 14 million TPA by 2026. He also emphasized that AM/NS India offers a range of specialized steel grades, which are a major focus for the company at this stage. With a network of over 500 customers globally, AM/NS benefits from ArcelorMittal's global leadership in steel production, reinforcing its position in the market.

Mr. Desai explained the company's four main procurement verticals: bulk raw materials, maintenance, repair, and operations (MRO), capital expenditure (CapEx), and contracts and services. These areas are key to the company's supply chain strategy and growth.

To onboard MSMEs as vendors, AM/NS India follows a structured process, which includes determining vendor

development needs, identifying potential vendors, selecting vendors, and issuing trial purchase orders. The final step is to carry out quality checks and performance evaluations to ensure that suppliers meet AM/NS India's standards.

AM/NS India is also a leader in sustainability efforts within the steel industry. The company has made significant strides in integrating renewable energy into its operations, focusing on hydrogen-based steelmaking, carbon capture and utilization storage (CCUS), and circular supply chain models. These initiatives reflect AM/NS India's commitment to reducing its carbon footprint and advancing eco-friendly production practices.

MSMEs have multiple opportunities to collaborate with AM/NS India. They can partner as suppliers of raw materials, logistics providers, and equipment manufacturers, playing a critical role in the company's extensive supply chain. Additionally, joint ventures and collaborations with AM/NS India can unlock new markets, technologies, and innovations. The company's strong focus on research and development (R&D) and skill development also presents opportunities for MSMEs to collaborate on cutting-edge steel products, processes, and technologies.

The Global Sourcing Meet at IESS 2024 highlighted AM/NS India's role as a key driver of India's economic growth and industrial development. By partnering with AM/NS India, MSMEs can access vast opportunities in the steel and engineering sectors, contribute to sustainable manufacturing practices, and foster mutual growth and innovation. This session reaffirmed AM/NS India's commitment to empowering businesses and strengthening India's industrial presence on the global stage.



"AUTOMATION IS NOT SYNONYMOUS WITH SMART MANUFACTURING": EXPERT

IESS XII featured a session on "Automation and Smart Manufacturing for the MSME Sector" that focused on the transformative power of automation in improving efficiency and productivity within the Micro, Small, and Medium Enterprises (MSME) sector. The session kicked off with the welcome remarks by Mr. Mahesh Desai, former chairman of EEPIC India. In his speech, Mr. Desai emphasized that while automation plays a significant role in manufacturing, it is not synonymous with smart manufacturing. He highlighted that different levels of automation exist, each with a unique purpose, primarily aimed at cost reduction. "All automation in MSME is not a smart solution; it is just a part," he remarked.

The session proceeded with a series of insightful presentations from industry experts. Prof. Arunachalam N, from the Department of Mechanical Engineering at IIT Madras, elaborated on the evolving landscape of manufacturing. He emphasized that manufacturing is no longer a static process but is continuously changing. With Industry 4.0, manufacturing systems are becoming more flexible, and smart manufacturing contributes significantly to reducing pollution, protecting the environment, and coexisting with nature.

In his address Mr. T. Narendra Reddy, Group Head of Smart Manufacturing at CMTI, provided an overview of smart manufacturing and Industry 4.0 developments over the last four years. He stressed the importance of thinking on a larger scale to create value and outlined key technological drivers such as contemporary computing, 5G, robotics, and artificial intelligence. Mr. Reddy emphasized the need for central requirements



like productivity, quality, and innovation in successful smart manufacturing implementations.

Mr. Gopinath P.S, COO and Deputy Managing Director of Base Automation Technologies, discussed the practical aspects of adopting smart automation. He likened smart automation to a GPS navigation system, guiding businesses towards efficient operations. He stressed that digital transformation should be viewed as a strategy, not just a project. Mr. Gopinath also outlined common reasons for digital transformation failures, including the use of the wrong technology, the wrong partners, and the wrong strategy.

The seminar offered valuable insights into the ongoing transformation in manufacturing and the critical role of automation and smart solutions in the future of the MSME sector.

CROSS SECTION OF THE DELEGATES AT THE INAUGURAL AND CONCURRENT SESSIONS

