



A Retrospective



Codissia Trade Fair Complex, Coimbatore, India | 4-5-6, March, 2024





Codissia Trade Fair Complex, Coimbatore, India
4-5-6, March, 2024



A Retrospective





A decade long Journey of Innovation and Collaboration

1  A decade of IESS as an intersection for over 3,400 Indian exhibitors and 86,000+ global visitors

2  Orchestrating over 7,000 precise B2B engagements, fostering enduring international trade relationships

3  150+ seminars and 750+ speakers, symbolizing a melting pot of ideas and innovation.

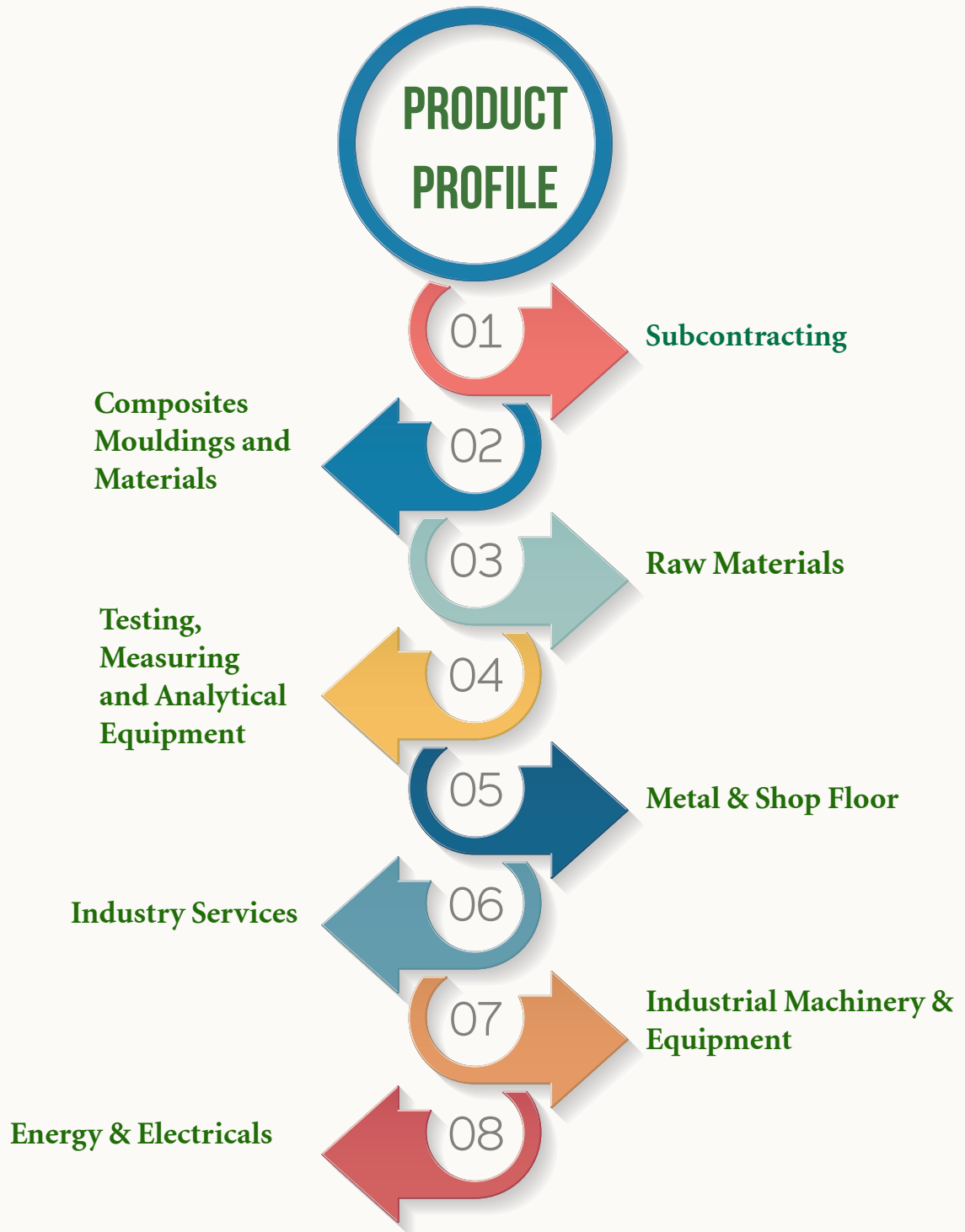
4  Showcasing 150+ engineering product categories, reflecting India's manufacturing versatility

5  Unique pavilions by countries and states, showcasing the fusion of culture and technology.

6  35 global sourcing meets from 14 countries, illustrating India's commitment to international trade

7  Country-specific and state-specific pavilions, alongside industrial technology organizations, crafting a vibrant exhibition tapestry

8  20 vendor development meets by 26 Indian organizations, catalyzing public-private synergy



1 Subcontracting

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

2 Composites Mouldings and Materials

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

3 Raw Materials

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

4 Testing, Measuring and Analytical Equipment

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

5 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



6 Metal & Shop Floor

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

7 Industrial Machinery & Equipment

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

8 Energy & Electricals

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



IESS XI INAUGURATION AND SEMINARS



Annual event – International Engineering Sourcing Show – the global display of India’s capability of Metal Based Engineering turned eleven on March 4, 2024 . The show was held till March 6th at Codissia Fair Complex, Coimbatore.

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 look at India for Sustainable Sourcing, IESS has evolved as the exposition of indigenous engineering skills to the world.

This year, EEPC India had chosen #Smart Sustainable Engineering as the theme, reflecting the current convergence of two critical trends in the manufacturing industry of Smart Manufacturing and Sustainable Manufacturing. Starting from the Inauguration and the other branding Collaterals all had the manifestation of the theme.

The second IESS in Coimbatore and sixth in Tamil Nadu as the Host State, with the support from Department of Commerce, Ministry of Commerce and Industry; Ministry of Heavy Industries; Department of Defence Production, Ministry of

Defence; Government of India; Jharkhand - 4th time now, West Bengal, Himachal Pradesh and Jammu and Kashmir - each 3rd time; Karnataka - 2nd time and Maharashtra & Andhra Pradesh - both for the First Time as the Focus State/UT; Flanders as the Focus Region for the 6th time; Odisha and Telangana joining with Local Exhibitors led by the respective State Governments; Tata Steel as the Steel Forum Partner; L & T Sufin as the B2B E-Commerce Partner, The event - SUBCON 2024 as Subcontracting Partner, SD Promo Media Pvt Ltd as Networking Sponsor and C.R.I Pumps as Registration Partner, IESS XI was full house.

What we saw in IESS 2024



The 11th edition of the International Engineering Sourcing Show (IESS) held in March 2024 brings some notable changes and evolutions compared to previous editions:



Focus on "Smart Sustainable Manufacturing": This year's theme emphasizes the convergence of cutting-edge technologies and environmentally conscious practices within the manufacturing industry. This reflects the growing global focus on sustainability and the need for innovation to achieve it.



This year's IESS-XI aimed to attract a wider range of overseas buyers and trade buyers compared to previous editions. This validated the event's growing significance as a global platform for engineering sourcing. This edition includes exclusive vendor development programs with leading National and International business entities. Besides focus on niche and emerging opportunity sectors like Defence manufacturing and technology supply chain, Industry Automation and Emobility sector. The overall event is planned to focus on Future-Ready opportunities and emerging trends and technologies that address future challenges and opportunities in the manufacturing sector.



Dignitaries present on the dais (from left to right) Mr. Rakesh Shah, Past Chairman & Chairman, Committee for Trade Promotions, EEPC India; Mr. Aakash Shah, Vice Chairman, EEPC India; Ms. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai; Mr. Arun Kumar Garodia, Chairman, EEPC India; Mr. Vipul Bansal, IAS, Joint Secretary, Department of Commerce, Government of India; Mr. Pankaj Chadha, Sr. Vice Chairman, EEPC India and Mr. Suranjan Gupta, Executive Director, EEPC India.



National Anthem played at the inauguration of the show



Smt. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai lighting the lamp at the inauguration of IESS XI. Shri Vipul Bansal, IAS, Joint Secretary, Department of Commerce, Government of India and Sr Officials from EEPIC India, Shri Arun Kumar Garodia, Chairman; Shri Pankaj Chadha, Sr. Vice Chairman; Shri Aakash Shah, Vice Chairman and Shri Rakesh Shah, Past Chairman & Chairman, Committee for Trade Promotions are present.



Watering of plants symbolising the theme of IESS XI and the institution of Green Awards: Dr S Chandrasekar, Convenor, Coimbatore Chapter, EEPC India; Mr Pascal Walrave, AMEA FDI team, Flanders Investment & Trade, Flanders, Belgium; Mr Rakesh Shah, Past Chairman and Chairman of the Trade Promotion Committee, EEPC India; Mr Aakash Shah, Vice Chairman, EEPC India; Ms Archana Patnaik, Secretary, Department of MSME, Government of Tamil Nadu; Mr Arun Kumar. Garodia, Chairman, EEPC India; Mr Vipul Bansal, Joint Secretary, Department of Commerce, Government of India; Mr Pankaj Chadha, Sr Vice Chairman, EEPC India; Mr Suranjan Gupta, Executive Director, EEPC India; Mr Mahesh Desai, Immediate Past Chairman, EEPC India; and Mr Raman Raghu, Regional Chairman (SR), EEPC India





Smt. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu is being felicitated with a silver plaque by EEPC India Chairman, Shri Arun Kumar Garodia.



Shri Vipul Bansal, IAS, Joint Secretary, Department of Commerce, Government of India is being felicitated with a silver plaque by EEPC India Vice Chairman, Shri Pankaj Chadha.

GREEN AWARDS

EEPC India launched a new award scheme on Green Awards to acknowledge the entrepreneurs who have demonstrated an exceptional commitment to environmental stewardship through their operations, thus embracing sustainable manufacturing.



THE THEME – #SMARTSUSTAINABLEENGINEERING



IESS XI was a three day event over 4-5-6 March at CODISSIA, in Coimbatore advocating #SmartSustainable Engineering as the show theme. #SmartSustainableEngineering as the theme, reflected the current convergence of two critical trends in the manufacturing industry of Smart Manufacturing and Sustainable Manufacturing. Starting from the Inauguration and the other branding Collaterals all had the manifestation of the theme While Smart manufacturing has been trending for over a decade now, the Sustainable manufacturing is a recent focus among engineering fraternity. It aims to minimize the environmental impact of manufacturing throughout the product lifecycle, from resource extraction and production to product use and disposal.

This theme is immensely significant, and as it was conceived by recognizing that smart and sustainable manufacturing are not mutually exclusive, but rather complementary. Infact Aatmanirbhar Bharat vision is based on principle of long term sustainable economic development of the economy, therefore its important that, manufacturers have to find innovative ways

to become more sustainable. Or we can say, innovations needs to be adopted responsibly.

In today's world, manufacturing is dominated by two world "Smart" and "Sustainable". Smart manufacturing points out to the application of Industry 4.0 processes such as additive manufacturing, simulation, augmented reality, etc. These processes bring much advantage to the MSMEs – better and quicker production process and reduced transaction cost. Apart from smart, the manufacturing process also needs to be sustainable. Some of the key aspects of sustainable manufacturing include



Quality
assured
and Zero
defect
products



Minimising
the
environmental
impact of the
manufacturing
process or
"Zero Effect"



Innovation
in product
design by
using more
recycled
products and
scraps

In an era marked by unprecedented environmental challenges and an ever-growing demand for resources, the need for smart and sustainable engineering has never been more pressing. This white paper represents a vital step forward in exploring how engineering can be a powerful force for good, shaping a future where progress and environmental responsibility go hand in hand.

Today, the companies across the globe are uniting in their commitment to a more sustainable future. This movement transcends mere regulatory compliance; it represents a fundamental pivot towards sustainability, securing competitive advantage, and meeting the changing expectations of the market. With this view the theme of the XIth edition of International Engineering Sourcing

Show in Coimbatore is being organized as Smart Sustainable Engineering.

This white paper delves into the exciting possibilities that lie at the intersection of smart manufacturing and sustainable engineering.

Climate science suggests that limiting global warming to 1.5°C or 2°C above pre-industrial levels, as per the Paris Agreement, requires reaching net zero emissions between 2050 and 2070. This is crucial to avoid catastrophic climate change impacts. Climate change is a global challenge, and achieving net-zero requires international cooperation and shared responsibility. Every country and individual has a role to play in this vital endeavour.

What are Net Zero Emissions Target: Why is it necessary to Balancing the Carbon Equation?

A Net Zero emissions target aims to achieve a state where the human-caused greenhouse gas emissions released into the atmosphere are balanced by removing an equivalent amount from it. This means reducing our emissions as close to zero as possible and then utilizing natural or technological solutions to remove any remaining emissions.

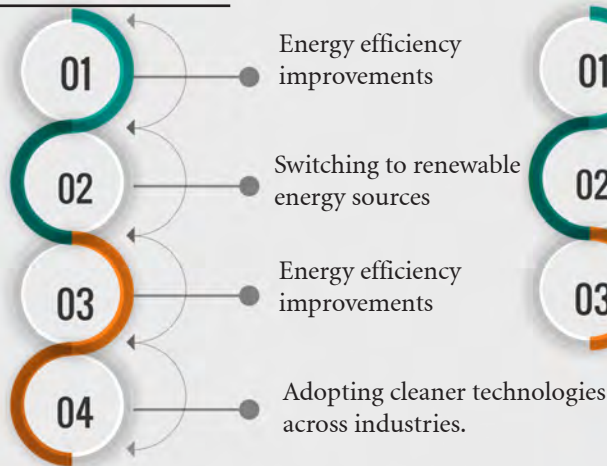


How is it to be achieved? – Key elements to consider

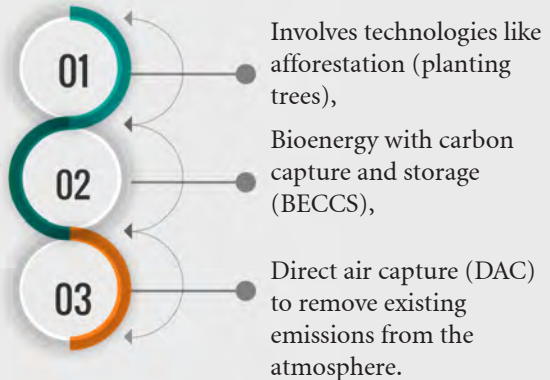
The Emissions refers to the release of GHGs like carbon dioxide, methane, and nitrous oxide, primarily caused by human activities such as burning fossil fuels, deforestation, and industrial processes. Reducing emissions is crucial and needs to occur across all sectors of society, including energy production, transportation, agriculture, and industry. While emission reduction is the primary focus, some emissions are difficult to eliminate entirely. This is where removal comes in.



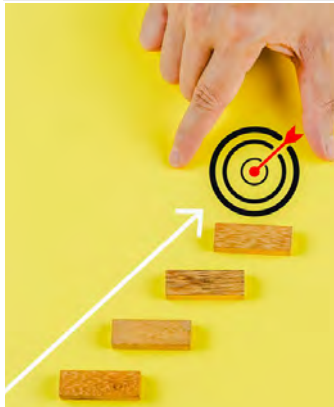
Emission reduction



Carbon removal



Balance: The ultimate goal



- This is to achieve a state where the amount of GHGs we remove equals the amount we emit, resulting in a net-zero balance. This doesn't guarantee zero impact on the climate system, but it helps stabilize greenhouse gas concentrations and prevent further warming.
- Net Zero is not just about individual actions; it requires collective efforts from individuals, businesses, governments, and international organizations.
- The pathway needs to be just and equitable, ensuring a smooth transition for all communities while addressing potential social and economic impacts.
- Many countries, cities, and companies have set Net Zero targets, but achieving them requires significant acceleration in emission reduction and carbon removal efforts.

Released a Publication

EEPC India released a Publication titled - “A Sustainable Future with Smart Engineering”. EEPC India is supporting the Government of India drive of Net Zero Emissions and IESS – the annual event has been chosen to launch the drive with the event theme being #SmartSustainableEngineering and by releasing this Publication on the theme and by organising special discussions/ talks EEPC India, intends to take this further and spread the awareness



Release of EEPC India publication on A Sustainable Future with Smart Engineering. Dignitaries present on the dais (from left to right)- Shri Rakesh Shah, Past Chairman & Chairman, Committee for Trade Promotions, EEPC India; Shri Aakash Shah, Vice Chairman; EEPC India; Smt. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai; Shri Arun Kumar Garodia, Chairman, EEPC India; Shri Vipul Bansal, IAS, Joint Secretary, Department of Commerce, Government of India; Shri Pankaj Chadha, Sr. Vice Chairman, EEPC India and Shri Suranjan Gupta, Executive Director, EEPC India.

THE EVENT WAS MARKED BY POWER PACKED 13 KNOWLEDGE SESSIONS

I -Global Sourcing Meet with Ather Energy Pvt. Ltd.



(Left to right) Ms Pallavi Saha, Jt. Director, EEPC India; Mr Shashi Kiran Lewis, Dy regional Chairman, EEPC India (SR); Mr Harendra Saksena, Chief Procurement Officer, Ather Energy Private Limited; Mr Aakash Shah, Vice Chairman, EEPC India; and Mr Vibhanshu Chaturvedi, Project Coordinator, EEPC India.



II -Session on Inbound & Outbound Investment



Welcome remarks by Mr. Mahesh Desai, Immediate Past Chairman, EEPC India



III -Global Sourcing Meet with Jaguar Land Rover (Iconic British Premium car manufacturer)



Team JLR making strides with pride



IV -Session on E mobility



Welcome remarks by Dr. S. Chandrasekar, Convener Coimbatore Chapter, EEPC India & Vice President & Trustee, Society for Smart E-Mobility (SSEM) & Corporate Director, Roots Group of Companies (on the podium). On the Dais (left to right)- Dr Rajat Srivastava, Regional Director (WR) & Director (Marketing & Sales); Dr. J Mohana Sundari, Dy. Convener Coimbatore Chapter, EEPC India; Mr. Ananda Arul Prakasam, Technical Manager, Automotive Hexagon; Dr. K Mohansundaram, Executive Committee Member, Society for Smart E-Mobility (SSEM) & HoD, Department of EEE, KPR Institute of Engineering & Technology; Mr. Prasanthkumar Palani, Chief Technical Consultant, Haritha Mobility Solutions; Dr. C S Nandakumar, Sr. Expert-Vehicle Electrification, Bosch Global Software Technologies; and Mrs. T P Sivasankari, Executive Committee Member, SSEM & Founder, AR4 Tech Pvt. Ltd.

V-Opportunities for engineering MSMEs in defence manufacturing & technology supply chain With support from the Ministry of Defence, GoI



*Speakers and panelists of the session on
'Opportunities for Engineering MSMEs in Defence
Manufacturing'.*

VI- Interactive Session with Open Network for Digital Commerce (ONDC)



*Exciting times ahead with Innovation and transformation
promising to be a game changer as assured
by the speakers who enthralled the audience with their
presentations on the future of e-commerce technology.*

VII- Awareness programme on 'Steel key to building a sustainable MSME supply chain' (With TATA Steel as the Steel Forum Partner)



Mr Binod Kumar Sarda, Deputy Regional Chairman (Eastern Region), EEPC India (on the podium). On the dais (left to right)- Ms Anima Pandey, Regional Director (ER) & Director (Membership), EEPC India; Mr Asutosh Panigrahi, Chief, TSIC & Agile Transformation, Tata Steel Industrial Consulting; Mr Praveen Shrivastava, Chief of Marketing and Sales, Branded Products & Retail – Tata Steel; Mr Pankaj Chadha, Sr Vice Chairman, EEPC India; Mr Saurabh Kundu, Chief Corporate Sustainability, Tata Steel Corporate Sustainability; and Ms. Adity Ganguly, Head Product Sustainability, Tata Steel Corporate Sustainability.

VIII- Good Design Seminar & 12th Edition of India Design Mark Awards with National Institute of Design and India Design Council.



Mr. Arun Kumar Garodia, Chairman, EEPC India gave away the awards in the presence of Prof Praveen Nahar, Director National Institute of Design, and Member Secretary, India Design Council.



IX- Interactive Session with Saxon State, Federal Republic of Germany



An interactive session with German delegates on Academia and Industry with the participants.



X - Automation & Smart Manufacturing for MSMEs With support from the Ministry of Heavy Industries, GoI



On the dais (Left to right)- Dr. J Mohana Sundari, Dy. Convener Coimbatore Chapter, EEPICINDIA; Dr. M. Sundaram, Associate Professor, Department of EEE, PSG College of Technology; Dr. Gopi Krishna, Scientist D & Group Head Precision Machines & Aggregates, Central Manufacturing Technology Institute (CMTI) and Mr. Abhishek Pandey, Sr. Manager- Digital Industry, Siemens Limited.

XI - Vendor Development Meet with Bharat Dynamics Limited (BDL), Bharat Earth Movers Limited (BEML and L&T-SuFin)



XII-Global Sourcing Meet with CLAAS (German Agri Machinery Group)



XIII -Utilization of Steel Slag in Road Construction- Waste to Wealth Concept with Dr. Satish Pandey, Principal Scientist, CSIR-CRRI, New Delhi



*Welcome remarks by Mr. Arun Kumar Garodia,
Chairman, EEPICINDIA*



On the dais (left to right)- Mr Dhruba Jyoti Basu, Director, EEPICINDIA; Dr Satish Pandey, Principal Scientist, CSIR-CRRI, New Delhi; Mr Arun Kumar Garodia, Chairman, EEPICINDIA and Dr Manoranjan Parida, Director, CSIR-CRRI, New Delhi.

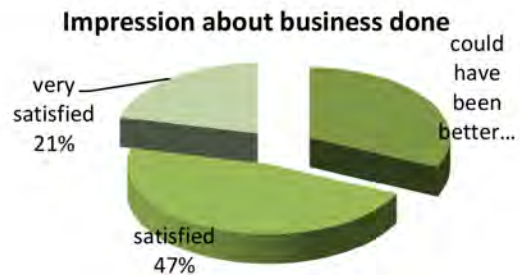
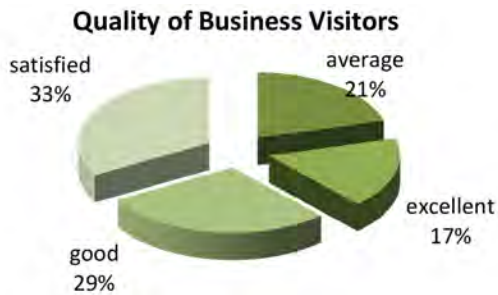
FEEDBACK ANALYSIS



92 1 . It 87 % rated the seminars and workshops at IESS IX were excellent or good, 86% found the information dissemination of the event was excellent or good, 83% found B2B sessions was excellent or good. The analysis reveals 10,203 averaging 45 contacts per exhibitor, 6120060.14 million and USD 0.51 million worth of spot orders were booked.

- 292 participants submitted their feedback form by the last day of the event.
- Publicity and advertising for the show was quite satisfactory as 61% of the exhibitors were new comers.
- 225 respondent exhibitors mentioned the number of contacts made by them during the show that totaled to 10,203 contacts with an average of around 45 contacts per exhibitor. However, all of the 283 respondents did not categorize their contacts as new or old. As per the information provided by the participants, nearly 61% of the contacts were new and 15% were old while the rest 25% of the contacts were not categorized by the respondents.
- Only a few of the participants mentioned about their instant orders booked and the amount of total order booked by them was US\$ 0.51 million.

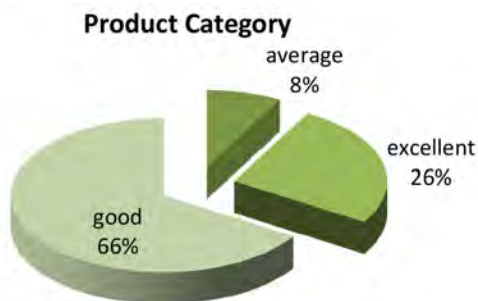
- Again, a handful of the participants mentioned about the business enquiries generated by them during the show and only a few of them disclosed the amount of enquiries generated. According to the feedbacks, these participants generated 2006 enquiries during the show that was likely to generate future business and the enquiries generated by the exhibitors amounted to US\$ 0.14 million.
 - Over 36% of the respondents were able to identify/appoint their agent/distributor during the show while around 64% answered in negative.
1. Quality of business visitors in IESS IX was excellent as 76% of the respondent exhibitors categorized them as either Excellent or good or satisfactory.



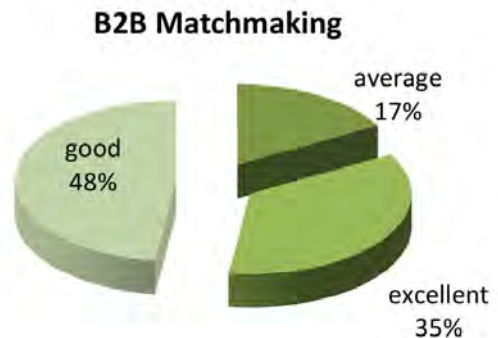
2. 68% of the participants were quite satisfied about the quality of business done during the event while only 32% of them expected better businesses.
3. Buyers/delegates turnout during the show was quite satisfactory as 72% of the respondent exhibitors found it as either excellent or good.



4. Quality of buyers also matched the expectation of the exhibitors as 73% 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 92% of the exhibitors.
6. Quality of the seminars and workshops were also quite satisfactory as per the respondent exhibitors as 87% of them found the seminars and workshops conducted during IESS IX as either excellent or good.



7. Overall Security arrangement was quite good as around 95% 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. Information dissemination for the event was quite up to the mark as 86% of the exhibitors found them as either good or excellent.
10. 87% of the respondents reported that they were quite aware of the events and activities organized by EEPC India.
11. 95% of the reporting participants expressed their intention to participate in EEPC India events going forward. This essentially implies the success of IESS IX.

Suggestions for further improvement by delegates

01

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.

02

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.

03

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

04

Due to the impending threat of global corona virus outbreak, proportion of overseas delegates, foreign visitors and buyers lacked attendance in the event, yet it was an opportunity on behalf of the participants for such a successful event.

B2B MEETING





GLIMPSES OF THE EXHIBITION







EEPC India Theme Pavilion



Andhra Pradesh Pavilion



Himachal Pavilion



Jharkhand Pavilion



Karnataka Pavilion



Odisha Pavilion



Maharashtra Pavilion



Tamil Nadu Pavilion



Telangana Pavilion



West Bengal Pavilion

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 XI. A dedicated website was created to facilitate online registration (www.iessshow.in).

Promotional Literature for mobilisation of the Exhibition in India was done



IESS XI Coimbatore
International Engineering Sourcing Show

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Codissia Trade Fair Complex
Coimbatore, India
www.iessshow.in

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THE BIGGEST AND THE SMARTEST INDIAN ENGINEERING SOURCING SHOW

KEY FEATURES

- World Class Exhibition
- 300+ Exhibitors with 149+ products
- 400+ Delegates from over 40 countries
- 700+ B2B Meets
- CEO Forums
- Country / State Sessions
- Sessions on Manufacturing Start Ups
- Technology Talks
- Smart Manufacturing Shows / Workshops
- Global Sourcing Seminars
- Country / State Pavilions
- Exporters Troubleshooting Clinic
- Vendor Development Meets

Please Scan to Know more

THE BEST OF INDIAN ENGINEERING UNDER 5 BROAD VERTICALS

- SUBCONTRACTING
- METAL & SHOP FLOOR
- ENERGY & ELECTRICALS
- INNOVATION & TECHNOLOGY
- INDUSTRIAL MACHINERY & EQUIPMENT

Ministry of Commerce & Industry
Ministry of Heavy Industries
Department of Science & Technology
Government of India

Focus State
Indian Engineering

Organiser
EEPC INDIA
ENGINEERING THE FUTURE

Smart Sustainable Engineering

Standee



Under the aegis of
Ministry of Commerce & Industry
Government of India

Organiser
EEPC INDIA
ENGINEERING THE FUTURE

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4 5 6 MARCH, 2024
International Engineering Sourcing Show XI

IESS XI Coimbatore
International Engineering Sourcing Show

Codissia Trade Fair Complex, Coimbatore, India

The Biggest and the Smartest Indian Engineering Sourcing Show

KEY FEATURES

- World Class Exhibition
- CEO Forums
- Country / State Sessions
- Sessions on Manufacturing Start Ups
- Technology Talks
- Smart Manufacturing Shows / Workshops
- Global Sourcing Seminars
- Country / State Pavilions
- Exporters Troubleshooting Clinic
- Vendor Development Meets

THE BEST OF INDIAN ENGINEERING UNDER 5 BROAD VERTICALS

- SUBCONTRACTING
- METAL & SHOP FLOOR
- ENERGY & ELECTRICALS
- INNOVATION & TECHNOLOGY
- INDUSTRIAL MACHINERY & EQUIPMENT

Smart Engineering

Please Scan to Know more

**JOIN THE 'XI'th edition
Hurry Up!**

Ministry of Commerce & Industry
Ministry of Heavy Industries
Department of Science & Technology
Government of India

Focus State
Indian Engineering

Organiser
EEPC INDIA
ENGINEERING THE FUTURE

Smart Sustainable Engineering

Standee

An exclusive 166 design for Social Media Promotion was done , few of those



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COIMBATORE

International Engineering Sourcing Show XI
4-5-6 March 2024
Codissia Trade Fair Complex
Coimbatore, India

Your Opportunity to Shine on the Global Engineering Stage

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Where Indian MSMEs Meet Global Opportunities!

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Learn and Exhibit the art of Manufacturing in a Green Way

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COIMBATORE

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March, 2024
Codissia Trade Fair Complex,
Coimbatore, India

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Organized by
EEP CINDIA
EMPOWERING THE PEOPLE



An Annual congregation of leading leagues in Machinery in India and abroad

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Show Publicity in Chennai, Bangalore, Coimbatore

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

➤ Bus backs



➤ Airport Branding



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



Badge



Lanyard

Cube Posters



PRESS & MEDIA

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

Print Media

Exporters urged to study FTAs

The Hindu Bureau
COIMBATORE

Exporters should study the free trade agreement (FTA) draft documents that the government is working on so that they can leverage the opportunities that will come from the agreements, said Vipul Bansal, joint secretary, Department of Commerce, in Coimbatore on Monday.

Speaking at the inaugural of a three-day International Engineering Sourcing Show, organized by the EEPIC India, he said that in the last one year, the Union government signed two free trade agreements and is working on four more. It shares the drafts of the agreements with the export promotion councils. All the exporters should go through these documents to know the details and leverage on the opportunities that will emerge from these agreements.

Events such as the Engineering Sourcing Show should scale up to become global platforms, where a participant from any coun-



Vipul Bansal (second right), joint secretary, Department of Commerce, presenting the EEPIC India Quality Awards at the International Engineering Sourcing Show organised in Coimbatore on Monday. S. SHAKHAWAT

try can showcase products, he said.

According to Archana Patnaik, secretary of the Department of MSMEs, Government of Tamil Nadu, the State has 35% share in the production of automobile and auto components in the country. This shows the vibrancy of the entrepreneurship in the State in this sector. The State government has constituted a task force to promote the electric vehicle sector and supports organisations such as the Coimbatore District Small Industries Association (CODISSIA) with its export promotion fund. It has also supported

70 MSMEs set up stalls at the Engineering Sourcing Show through Fame TN, she said.

Arun Kumar Garodia, chairman of EEPIC India, said the sourcing show has 300 exhibitors showcasing products in five major categories, 150 new products, and 400 buyers from different countries. The theme of the event was smart sustainable engineering.

The EEPIC India Quality Awards were distributed and EEPIC India Green Awards were launched. A publication on sustainable future and smart engineering was released at the event.

EEPC sourcing show begins in Coimbatore

EXPRESS NEWS SERVICE @Coimbatore

THE International Engineering Sourcing Show (IESS) XI of The Engineering Export Promotion Council (EEPC) of India began in the city on Monday. The event will take place till March 6. This year's theme is 'SmartSustainableEngineering'. Arun Kumar Garodia, Chairman, EEPIC India inaugurated the show in the presence of Vipul Bansal, Joint Secretary, Department of Commerce, Government of India, RD Nazem, Principal Secretary, Government of Himachal Pradesh, Archana Patnaik, Secretary, Department of MSME, Government of Tamil Nadu, Chennai, and Pankaj Chadha, Senior VC, EEPIC India.

THE HINDU , 05.03.24

German delegation visits Coimbatore to strengthen ties

The Hindu Bureau
COIMBATORE

A 32-member business delegation from Saxony in Germany is in Coimbatore to strengthen ties with industries here.

The delegation headed by Martin Dulig, Saxon State Minister for Economic Affairs, Labour, and Transport, Germany, will take part in the deliberations organised as part of the International Engineering Sourcing Show on Tuesday. It attended the German Indian Round Table, Coimbatore, and Saxony chapters on Monday.

Michaela Kuchler, Consul General of Germany in Chennai, said at the Round Table meeting that bilateral trade between Germany and India was 30 billion Euros and Indian exports were increasing. Compared to the presence of German companies in China, there is scope for more presence in India. The year

2024 looks promising for Indo-German relations with several events planned by the two countries, she said.

District Collector Kranti Kumar Pati said the people-to-people connect between Germany and Coimbatore nurtures future bonds between Coimbatore and Saxony. Tamil Nadu has dedicated bodies to handhold industries that want to invest in the State, and Coimbatore offers single window clearances for investments. It also has a huge pool of skilled workforce because of the presence of a large number of colleges, he said.

According to Oliver Kohn, Managing Director of VDMA, business co-operation between Germany and India has strengthened especially during the last three years. The potential for better business ties between Saxony and India is high, he said.

THE HINDU , 05.03.24

Global display of India's capacity at Coimbatore



NT Bureau
Chennai, Mar 05

The 11th edition of International Engineering Sourcing Show (IESS), the only global display of India's capacity in Hard Core Metal and Metal Based Engineering began in Coimbatore with the theme SmartSustainable engineering reflecting the current convergence of new critical trends in the manufacturing industry of Smart Manufacturing and Sustainable Manufacturing.

Organised by EEPIC, the show is an offshoot of the India Trade Fair Complex drawing participants from all over the globe as IESS has evolved as the exposition of indigenous engineering skills to the world.

The show aims to reduce dependency 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.

A white paper on "A Sustainable Future with Smart Engineering" was also released by EEPIC India, which is supporting the Government of India's Atmanirbhar Bharat vision.

The visitors and participants comprise a diverse crowd including manufacturers, exporters, importers, buyers, technology providers, and government representatives from the engineering world.

This event will take place till March 6. Mr Arun Kumar Garodia, Chairman, EEPIC India inaugurated the show in the presence of Mr Vipul Bansal, IAS, Joint Secretary, Department of Commerce, Government of India, Mr. R.D. Nazem, IAS, Principal Secretary, Government of Himachal Pradesh, Mr. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai, Mr. Pankaj Chadha, Sr. Vice Chairman, EEPIC India.

THE HINDU , 05.03.24

NEWS TODAY, 06.03.24



உள்நாட்டு பொறியியல் திறன்களை உலகறியச் செய்யும்
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