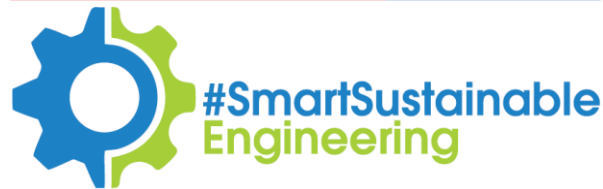


EEPCINDIA

ENGINEERING THE FUTURE

Organizes



4 – 6 March, 2024
Codissia Trade Fair Complex, Coimbatore

Proposal for TRADE FINANCE PARTNER

Proposal Submitted to:



Proposal Submitted by
EEPC India

'Vanijya Bhawan', 1st Floor, International Trade Facilitation Centre
1/1, Wood Street, Kolkata 700016

OVERVIEW OF International Engineering Sourcing Show (IESS)

International Engineering Sourcing Show (IESS) was born with an inbuilt commitment and promise to promote, assist and handhold MSMEs to showcase their engineering goods to their overseas counterparts. It has covered ten successful editions EEPC India, for decades, has played a lead role in building the Brand India image by organizing exhibitions around the globe. A signature event of its kind, International Engineering Sourcing Show (IESS) became the latest concept in marketing Brand India across the world. The show started as an event with 220 exhibitors, 350 delegates 6200 visitors Canada as the partner country, Maharashtra as the partner state on the 22nd March 2012 at Bombay Exhibition Centre went on to become a journey of 10 completed editions and the upcoming one at Coimbatore will be the 11th Edition in 2024 with more than 300 Indian Exhibitors, over 400 Buyers and 1000 Trade Visitors representing more than 60 nations with more than 700 B2B meetings and over 75 speakers addressing 12 Back to Back Knowledge sessions over the three days.

IESS's success story can be attributed to the enthusiastic participation of different states The States have sustained their interests. Over 10 edition more than 13 States and UT had participated , Tamil Nadu as the Host State for the 5th time, Madhya Pradesh, Jharkhand, Himachal Pradesh, Uttarakhand, Jammu & Kashmir as Focus States and UT for the second time each; Maharashtra, Karnataka, Gujarat, UP – 5 times, Haryana, West Bengal, Odisha, Bihar, Telangana and more.

The show has provided the forum to all the Exporters and manufacturers to showcase their products to International and domestic buyers under one roof simultaneously also interacting and learning from experts at the thematic sessions, unique customised and meaningful B2B meetings have been the prime source of attraction of the State participation. IESS becomes special for the Engineering SMEs who cannot participate in global sourcing events owing to scarcity of resources, brings in buyers who could potentially source products from SMEs. Furthermore, this event helps local companies to establish connections with their foreign counterparts to generate business and showcase their innovations, products and technology transfer. Additionally the participants, including exhibitors, get a chance to get detailed information and knowledge about specific sectors and can avail opportunities to meet and interact with the sector experts.

Enhancing the scale and reach of the IESS Show in the coming years.

EEPC India is now a full member of French Based – UFI – The Global Association of the Exhibition Industry and the Annual Show – IESS has now received the status of ‘UFI Approved International Event’ from the VIIth edition IESS has evolved over the years and has become the biggest constellation of Indian MSME manufacturers showcasing their engineering goods in Indian soil. The major benefit is that IESS facilitates SMEs to explore local opportunities in terms of networking, collaboration and sourcing of products and technology. Usually SMEs in one part of India is not aware of markets and opportunities in other parts of India. IESS brings in companies from across India which helps SMEs to explore options for markets, networking and technological collaborations. The experience over the previous editions proves that a large number of Indian companies, particularly small and medium ones have benefitted from their participation in the show.

OPPORTUNITY TRADE FINANCING INSTITUTIONS

Global trade was the key driving factor behind the economic recovery in 2021. The global trade value grew to USD 28.5 trillion in 2021, which was 13% higher than the pre-pandemic levels in 2019. This growth can largely be attributed to increasing commodity prices, reducing mobility restrictions and increasing consumer demand, induced by the stimulus provided by several advanced economies.

India has witnessed steady growth in exports over the last few years, albeit inconsistently; however, exports have performed well since April 2021. In FY22, India contributed 5% of global trade with US\$756.7 billion imports and US\$669.7 billion exports. Exports have been considered to be an important pillar in India's ambitions of becoming a US\$5 trillion economy by FY27 and exceed US\$2 trillion by 2030. In addition to exports, the government also aims to grow domestic trade by capitalising on its demand-driven economy. With that vision, the government has undertaken multiple initiatives to foster both international and domestic trading activities by negotiating Foreign

Trade Agreements (FTA) with multiple trading partners, promoting exports by reducing trade barriers through regulatory and tax reforms, and building manufacturing and logistical infrastructure.

Trade finance plays a key role in trade facilitation, while driving inclusive growth continues to be an area of focus. The trade finance market continues to respond to global demand dynamics originating from trade flows. After a dip in the overall market during the pandemic, it has recovered but is expected to face continued headwinds on account of global trade dynamics outlined in the earlier section. Trade finance instruments play a critical role in cross-border and domestic trade facilitation in mitigating counterparty risks and streamlining working capital requirements.

EEPC India looks forward towards the continued support and valued participation of **360tf** during the **IESS XI at Coimbatore, 4 – 6 March, 2024**, and we are sure that you will be able to reap the benefit of directly reaching to the targeted industry stakeholders and decision makers during the exhibition like the previous edition.

ABOUT EEPC India

EEPC India, premier trade and investment promotion organisation in India representing India's engineering export community, is all set to organize one the flagship event, International Engineering Sourcing Show **IESS XI** at Codissia Trade Fair Complex, Coimbatore from 4 – 6 March, 2024. The exhibition will feature many renowned Indian engineering manufacturers including a large number of Indian MSME's showcasing their expertise and products. This event will serve as a platform for Indian engineering enterprises to connect with their domestic and international counterparts, allowing them to explore business opportunities and strengthen their business relationships of the sector, the exhibition is expected to help Indian companies take advantage of these opportunities and expand their presence globally.

Glimpses of IESS



BENEFITS OF ASSOCIATION

Deliverables from EEPC India

PRE-EVENT

- Logo visibility in promotion collaterals as Trade Finance Partner
- Acknowledgement as a Trade Finance Partner in the IESS website specially created for making persons engaged in trade both domestic and International with a link to your website.
- Communication to all the exhibitors acknowledging you as a Trade Finance Partner and sharing companies corporate brochure (E- version)

DURING THE EVENT

- **Complimentary Kiosk in a prominent area within the venue of the exhibition IESS XI Coimbatore for promotion of services among the participants and trade visitors.**
- Company logo will be prominently featured on the main stage backdrop in the inauguration programme. The inauguration programme is attended by all the exhibitors and visiting trade delegations from the field of engineering, eminent bureaucrats and ministry officials.
- Company logo will be featured on partner appreciation signage at prominent places of the event
- 02 no. of Speaker Slots on relevant topics related to Trade Finance / Fintech or any slot of your choice
- Opportunity to network with the participating companies at the Networking sessions - Five free passes may be given.
- Company's promotional catalogues would be inserted in the Registration kit during the Visitor registration

POST SHOW

- Sharing the list of Indian Exhibitors' & Participants visiting the Show
- Logo inclusion in post-event 'Thank You' email message to attendees, eminent guests and invitees during the show
- Acknowledgment in the press releases to be circulated through local and international media outlets

Deliverables from Trade Finance Partner

- ✚ **Partnership Amount in INR 4,00,000/- (Indian Rupees Four Lakhs only) (Plus Applicable Taxes if any).**
- ✚ **Three Thousand (3000) Eco friendly Jute Bags (For the purpose of distribution of Company Product Literature from the Registration Desk. Jute Bags to be supplied by 360tf. Branding design to be shared by EEPC India).**

THANK YOU