



SHOWDAILY

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11TH EDITION OF IESS BEGINS WITH GREAT EXPECTATIONS; FOCUSES ON "SMART SUSTAINABLE ENGINEERING"

The 11th Edition of IESS organized by EEPC India that showcases around 300 Indian exhibitors, around 300 overseas buyers and 10,000 visitors was inaugurated on March 4, 2024 at CODISSIA Complex in Coimbatore by Tmt. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai and Mr. Vipul Bansal, Joint Secretary, Department of Commerce, Government of India.

“Over the years, EEPC India’s IESS has grown in scale and size. It should now become a marquee event of its kind in the future as it serves as a platform not just for networking, not just as a buyer-seller meet, but also for showcasing the latest innovations in engineering. I am glad to know that many leaders and representatives of the automobile industry are present here. Tamil Nadu accounts for approximately 35% of India’s automobile and component production, which is 1/3rd of the entire nation’s

automobile output. This is a testimony to the industrious spirit and ingenuity of the people of the State,” said Tmt. Archana Patnaik in her special address.

“We are further implementing schemes and trying to handhold and lead the MSMEs toward streamlining their operations, and production costs and reducing the environmental damages,” she added. A new corporate film on EEPC India was also launched by Tmt. Archana Patnaik. engineering event in the global arena in the days to come!



Tmt. Archana Patnaik, IAS, Secretary, Department of MSME, Govt. of TN.



The opening of IESS XIth Edition was formalized by watering of plants (Left to right): Dr. S. Chandrasekar, Convener, 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; Tmt. Archana Patnaik, IAS, Secretary, Department of MSME, Government of Tamil Nadu, Chennai; 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 (Southern Region), EEPC India.

"The Department of Commerce and Industry has been working continuously to upgrade most of our interactions with the global supply chain through events like IESS. EEPC India should now work on having events of a global scale meant not only for Indian suppliers but also to showcase our Indian suppliers competing against the best internationally. This is something that we all aspire to and this is a target that has been talked about by the Commerce Minister" said Mr. Vipul Bansal, Joint Secretary, Department of Commerce, Government of India as a part of his inaugural welcome speech.



"India's exports have shown an upward trend in 2021-22. We had \$450 billion of merchandise exports with Engineering goods consistently touching 25% this year too despite the worldwide external factors. The Government of India has set a target of \$1 trillion worth of merchandise exports and \$1 trillion of service exports by the year 2030 which is approximately 12% CAGR per year for manufacturing goods," he said.

"India aims to be a developed nation, with a \$30 trillion economy by 2047, its per capita income growth by nearly nine times, reaching \$18,000 to \$20,000, and an average annual real GDP growth rate of 7.6% over the next 25 years. The industrial sector aims to increase its share of GDP from 26% to 35% and India being the fifth largest economy in the world will be the third largest by 2027. To achieve these targets, EEPC India has been relentlessly working for the engineering sector. This 11th Edition of IESS will showcase around 300 Indian exhibitors, around 300 overseas buyers and 10,000 visitors. There would also be around 150 new products on the show," said Mr. Arun Kumar Garodia, Chairman, EEPC India in his welcome address at the XIth Edition.

"The theme of this year's Edition is "Smart Sustainable Engineering". Smart Sustainable Engineering is the need of the hour to develop a competitive and sustainable India and forge the way ahead for the Indian engineering industry. This marks our 6th IESS in Tamil Nadu and the second in Coimbatore. We are thankful to the Government of Tamil Nadu for their continued support," he said.



Mr. Aakash Shah, Vice Chairman, EEPC India spoke on the launch of the EEPC India Green Awards and the goals to achieve. He said, "This initiative represents a commitment to sustainable development and the recognition of those who are making a noteworthy contribution to this cause. In an era where environmental considerations are increasingly becoming integral to business strategies, the introduction of the EEPC India Green Awards seeks to highlight the importance of integrating sustainable practices within the engineering export industry".



Launching the Award Logo, he further said "As we reveal the new logo for the EEPC India Green Awards, we are not merely representing a visual identity, but signaling the beginning of a dedicated movement towards environmental responsibility within our sector. This emblem is a symbol of our collective aspiration for a more sustainable, eco-friendly, and green approach to engineering exports. It reflects our commitment to not only recognize excellence in green initiatives but also to inspire a broader adoption of such practices in our community."

The vote of thanks was delivered by Mr. Pankaj Chadha, Sr. Vice Chairman, EEPC India.



The dignitaries on the dais released EEPC India's publication - "A Sustainable Future with Smart Engineering" in its efforts towards decarbonization.



Cross sections of the audience at the commencement of IESS XI that brings together the industry leaders, innovative entrepreneurial minds, transformative technologies, and thought leaders in the engineering landscape.

MESSAGE FROM THE PAST CHAIRMAN AND CHAIRMAN OF THE COMMITTEE ON TRADE PROMOTIONS, EPC INDIA

Vanakkam Koval!

EEPC India Annual event – International Engineering Sourcing Show – will turn eleven on March 4th here at Codissia Trade Fair Complex where it will be held over three days March 4-6.

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 showcase their strength and capabilities in a large developing market, IESS has evolved as the exposition of indigenous engineering skills to the world.

Power packed 13 Knowledge Sessions with speakers representing Team from Saxon State -Germany led by the State Minister; DODP (Department of Defence Production), TIDCO, TATA Steel, Siemens, Jaguar and Land Rover (JLR), National Institute of Design (NID), ONDC, German Agri Machinery Giant-CLAAS, Automation Association - AIA, Indian E Scooter Company – Ather, CMTI – Bangalore CSIR-CRRI; E Mobility Society - SSEM; Display of 149 Engineering merchandise from around 300 Exhibitors, around 10,000 Hosted Trade Visitors and around 300 Overseas Buyers from over 40 nations participating at 700 One on Ones – B2B Meetings make this event an Engineering extravaganza to watch and experience

The visitors and participants comprise a diverse crowd including manufacturers, exporters, importers, buyers, technology providers, and government representatives from the engineering world-League of Global Sourcing Meets; Vendor Development Meets, A Palette of Intricately designed Pavilions- Country, State, Industry and Technology; and a Deep State Level Association define the success of -IESS

Introducing #SmartSustainableEngineering as the New Theme , IESS XI – **the second IESS in Coimbatore and sixth in Tamil Nadu as the Host State**, with the support from **Department of**



Rakesh Shah

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, is expecting a full house with Country/State Sessions, Sessions on Manufacturing Start Ups, Tech Talks, Smart Manufacturing Workshops, Exporters Troubleshooting Clinic and much more.

The city of Coimbatore has emerged as the major engineering industrial hub of the country. Known as the textile capital or the Manchester of South, Coimbatore has also built its reputation as the Pump City, contributing significantly to the production of Motors and Pumps in the country. The region known for its traditional entrepreneurship, innovation and Engineering skills has been driving the economic growth of the region. Tamil Nadu's favourable industrial policy, top rank in Engineering Exports as well as Electronics Exports, enhanced trade and investments in different locations, particularly in Coimbatore for manufacturing.

Looking forward to more Business in Coimbatore over the next few days. Enjoy the event and your stay here.

3RD EDITION OF EPC QUALITY AWARDS 15 AWARD WINNERS OVER FOUR CATEGORIES



Platinum Award
BRAHMOS AEROSPACE PVT. LTD.
Govt./PSU/Central Joint Ventures Category



Gold Award
Bharat Earth Movers Ltd. (BEML)
Govt./PSU/Central Joint Ventures Category



Silver Award
BHARAT HEAVY ELECTRICALS LIMITED
Govt./PSU/Central Joint Ventures Category



Platinum Award
LUMINOUS POWER TECHNOLOGIES PVT. LTD.
Large Enterprise Category



Gold Award
RAMKRISHNA FORGINGS LTD.
Large Enterprise Category



Silver Award
SHRIRAM PISTONS & RINGS LTD.
Large Enterprise Category



Certificate of Appreciation
SUPER AUTO FORGE PRIVATE LIMITED
Large Enterprise Category



Platinum Award
JLC ELECTROMET PVT LTD
Medium Category



Gold Award
DISTINCT PRODUCTIVITY SOLUTIONS
Medium Category



Silver Award
CONNECTWELL INDUSTRIES PVT LTD
Medium Category



Certificate of Appreciation
ZAHORANSKY MOULDS AND MACHINES P. LTD.
Medium Category



Platinum Award
KOSTWEIN INDIA COMPANY PRIVATE LIMITED
Small and Micro Category



Gold Award
M S TRANSFORMERS INDIA PVT LTD
Small and Micro Category



Silver Award
POWERCAM ELECTRICALS PVT LTD
Small and Micro Category



Certificate of Appreciation
HAAT INCINERATORS INDIA PVT. LTD.
Small and Micro Category

EEPC INDIA LAUNCH GREEN AWARDS

EEPC India takes a thoughtful initiative by launching the Green Awards this year. The Green Awards is aimed at recognizing and promoting the environmental efforts of Indian engineering exporters and designed to acknowledge the enterprises and individuals who have demonstrated an exceptional commitment to environmental stewardship through their operations, products or services.

TATA STEEL – FORGING TOMORROW

TATA Steel, one of the world's most geographically diversified steel producers and an institution built and nurtured on values & ethics is rightly playing the role of Steel Forum Partner and displaying its spectrum of world-class Hot Rolled, Cold Rolled and Coated brands that cater to the differentiated needs of the MSME segment at International Engineering Sourcing Show (IESS). Their range of digital solutions to empower customers and enable them to harness opportunities are also on display. Excerpts from the interview with Mr. Pravin Kumar Wilson Purty, Chief of Marketing, BPR - FP, Tata Steel



Pravin Kumar Wilson Purty

EEPC India's role as a catalyst for creating a global footprint for engineering exports

The EEPC has been the face of engineering exports for upwards of five decades and more importantly, it is supporting the MSME space that is critical for overall engineering exports.

Its proactive role in building bridges between members and policy-makers and in the dissemination of relevant information has been of great support. Its exhibitions and buyer-seller meets are particularly helpful as are its effective representations with the government for policy-level interventions, especially to improve India's export competitiveness.

Growth of MSME for the engineering sector

It is well established that the MSME potential is enormous in India. Even today, despite the hurdles they face in terms of access to technology, finance and access to the right skill set at reasonable cost, Indian MSMEs can independently complete the supply value chain.

There are admirable pockets of excellence within this ecosystem that are being expanded with the required infrastructural and knowledge support to make them competitive over a broader canvas and make them

competitive at the global level. The potential of leveraging their lower manufacturing costs along with tech and marketing support and integrating them into the global value chain is enormous. There has been a boost for MSMEs in the budget courtesy the presumptive taxation limit for them being raised to Rs3 crores. Other supporting pillars such as this along with technology and digitisation support should help MSMEs stand on their own.

Tata Steel's association with IESS-X

It is always good to be on the same platform with your buyers and your peers, Indian and international. Such exhibitions provide another perspective on the innovations happening in the business space and IESS is a genuinely global engineering sourcing platform.

The showcasing of India's public sector manufacturers is particularly interesting, not only in terms of the buying power they represent; but also in terms of the technology that they are developing, especially in the defence space. Participation in such shows helps organisations such as ours to be in sync with the trends in the global chain.

ATHER UNVEILS FUTURE PLANS & INDUSTRY INSIGHTS AT GLOBAL SOURCING MEET SESSION

Ather is a beacon of innovation in the electric vehicle space and has captivated the world with intelligent scooters. It is known for its commitment to sustainable mobility, pioneering technology, and sleek designs. Ather is leading the change towards a world of a cleaner, smarter, and more connected transportation world. For the uninitiated, translating the potential and opportunities of the EV Industry, \$16 billion worth of components were bought in the last financial year and this is likely to grow to \$35 to \$38 billion by 2030.

The session Global Sourcing Meet with Ather's Mr. Harendra Saksena, Chief Procurement Officer was all about insights into Ather's current operations, future expansion plans, procurement policies and procedures, and their pain points.

Setting the context for the session, Mr. Akash Shah, Vice Chairman, EEPC India said, "One should explore and engage in collaborative opportunities on cutting-edge technology innovation. future of electric mobility, paving the way for business partnerships and exchange of knowledge & ideas, move towards contributing to a cleaner and more sustainable future driven by responsible manufacturing and innovative e-mobility solutions,".

Making his presentation to a packed hall, Mr. Saksena said, "It is quite surprising to note that two-wheelers are the biggest contributors to a polluted India with over 300 billion scooters on the road. The Government of India has made tremendous progress towards embracing electric vehicles with both the Centre and State now offering a good number of subsidies to entice households to accept electric vehicles as a part of their daily commute. Offers of Zero Tax or a 5% GST are a good deal breaker to start with.

With the middle-income growth of households increasing from the current 50% to nearly 80% by 2030, the possibility of exponential growth in terms of 2-wheeler adoption including EVs is very high,".

"There is a lot of scope if you are looking to partner with us as well. Ather is known for innovative products, speed, and agility," he concluded.

Mr. Shashi Kiran Lewis, Deputy Regional Chairman of the Southern Region delivered the Vote of Thanks.



Ather Photo Caption: Mr Harendra Saksena, CPO, Ather highlighting the importance of EVs in India, how it evolved over the years by changing the very mindset of Indians approach to buying a 2Wheeler and the tremendous opportunities EV presents for MSMEs.

B2B Meeting - Bringing Global Opportunities Face to Face

Around 300 buyers from about 48 nations are taking part in the 11th edition of IESS, making it one of the largest sourcing shows of its kind for the global engineering industry. The event comes with a dedicated space for the buyer-seller meets, where interactions, presentations, and deals can take place across the table.



CREATING GLOBALLY COMPETITIVE PRODUCTS AND SERVICES, THE NAME OF THE GAME: INDUSTRY EXPERTS

"The very idea of promoting inbound and outbound investment is to help companies leverage the strengths of different regions and create globally competitive products and services. Even as India strives to create Aatmanirbhar Bharat, it has to pursue global alliances with equal vigour to emerge as a globally competitive economy," said Mr. Mahesh Desai, Immediate Past President, EPEC India, while providing his opening remarks as a moderator of the Session on Inbound and Outbound Investment.

Mr. Desai said that the world is getting increasingly interconnected and promoting inbound investment has become a prerequisite for exports. Investment flow is usually accompanied by technology absorption and job creation, which are important for a region to build a thriving ecosystem for exports. "To attract investment, countries across the globe are focusing on investment-led export promotion and are doubling down their efforts to improve Ease of Doing Business, besides offering sector specific incentives, developing infrastructure, and skilled, future-ready workforce."

In his address, Mr. Jayant Nadiger, Trade and Investment Commissioner of Flanders, South India urged exporters to take advantage of the strategically-located regions like Flanders that can help them reach their overseas customers in major economic blocs without incurring much time or cost. "Thanks to our central location in Europe, exporters can reach their products to about 500 km of Europe that accounts for over 60% of the European Union's purchasing power."

Mr. Daljit Singh Kohli, India Representative of Port of Antwerp Bruges, said that exporters have to select a port based on how connected a port is and what value addition it can provide. "Port of Antwerp Bruges is the second largest port in Europe. It has six deep sea container terminals. But in addition to its huge cargo handling capacity, it also boasts of a multimodal logistics and industry base. We have 1400 logistics companies that can take care of a wide range of value-addition activities such as packaging products, assembling vehicles, and even

ripening fruits for the exporters from other countries." Mr. Stefan Kessens, Customs Attaché, Embassy of Belgium, New Delhi, noted that since all 26 member states of Europe follow the same customs policies and guidelines, the consignment can travel from one part of Europe to another without the hindrance of border checks. "Our customs department is there not only to levy tax or prevent the entry of counterfeit products but also to ensure that there is a level playing field for exporters of all countries."

Mr. B.K. Shiva Kumar, Managing Director, Visvesvaraya Trade Promotion Centre & Director, Exports, Government of Karnataka, said that governments seek inbound investment to generate employment and develop economies. "Karnataka is no exception. We are number two in India in attracting Foreign Direct Investment, second only to Maharashtra. Our inherent strengths such as industry clusters and skilled labour force are serving as magnets in this regard. Over 400 out of Fortune 500 companies are in Karnataka. About 45% of aerospace and defence output of India is from our state. We rank first in the areas of innovation, R&D, and tech startups. As the Silicon Valley of India, we are the leaders in software exports."

Mr. G. Srinivasa Rao, Joint Director, Commerce & Export Promotion, Department of Commerce, Industries, and Export Promotion, Government of Andhra Pradesh, said that AP has been adjudged the leading state in India in the Ease of Doing Business index for the fourth consecutive year. "We have the ambitious plan of becoming the top exporting state in the country. Towards realising this vision, we have come out with policies for industry development and exports. We have identified one product from each district and have earned the distinction of making every one of its districts an export hub for the identified product and service."

Mr. Sachin Malani, Deputy Regional Chairman, Southern Region, EPEC India provided a vote of thanks.



Speakers and delegates at the session on Inbound and Outbound Investment.

“WE BELIEVE IN ORGANIC GROWTH AND CUSTOMER CENTRIC APPROACH”: JAGUAR LAND ROVER

“We operate based on five core principles. First is customer love. We love our customers, and all our business activities are customer centric. They are our central focus in all activities. We work as a team. We speak the truth. And importantly, we believe in organic growth and sustainable future. These principles percolate in our strategy,” said the experts of Jaguar Land Rover of Tata Group, while participating in the session titled Global Sourcing Meet with Jaguar Land Rover.

Representing Jaguar Land Rover were Mr. Rajendra Zanzane, AGM Procurement, Mr. Jagan Mali, AGM Procurement, Quality Head, Mr. Vikram Walunj, Senior Manager, Mr. Sachin Shivani, Senior Manager.

It was an interactive session with the speakers talking about JLR laying the emphasis on the company's experience over the last 12 years. “The audiences were briefed about the locations of the company's plant in Austria, UK, China, Slovakia, Brazil, Hungary and USA. The Slovakia plant focuses particularly on the manufacturing Defender model. In Austria, JLR does contract manufacturing of electric vehicles with Magnus Tyres while India plant looks after fulfilling the domestic requirement. We installed our own plant and started our own manufacturing in 2014. The new plant in Brazil was established in 2016, which was followed by a plant in Nitra, Slovakia where we are producing Defender vehicles that are doing extremely well in the markets,” they said.

Mr. Pradeep Kumar Agarwal, Regional Chairman, Engineering Export Promotion Council of India, in his address, said that it was truly an honor to have such a renowned and innovative automotive manufacturer like JLR gracing the occasion. The session provided many opportunities for the industry to explore collaborative opportunities that JLR offered; tap into their value chain, and explore their Indian operations and future expansion plans. The participants could also understand industry trends, technological advancements and sustainable practices. “The interactions will pave the way for mutually beneficial collaboration and forge a path towards dynamic future partnerships. Let us leverage this platform to unlock new opportunities, share knowledge and shape a future where both Jaguar Land Rover and Indian engineering fraternities grow together.”

Proposing a Vote of Thanks, Mr. B. Rajshekar Kanyana, Convener, Vizag Chapter EEPC India, said that the session on global sourcing meet with Jaguar Land Rover played a vital role in enriching the understanding of several automotive engineering subjects and their broader relevance across the engineering sourcing landscape of MSMEs. “Special thanks go to esteemed speakers who shared their invaluable expertise and knowledge with diverse perspectives, which indeed provided us with valuable takeaways to implement in our businesses. There are several initiatives which are being taken by the present government which are giving the necessary thrust to the automotive sector in the country.”



Team JLR making strides with pride