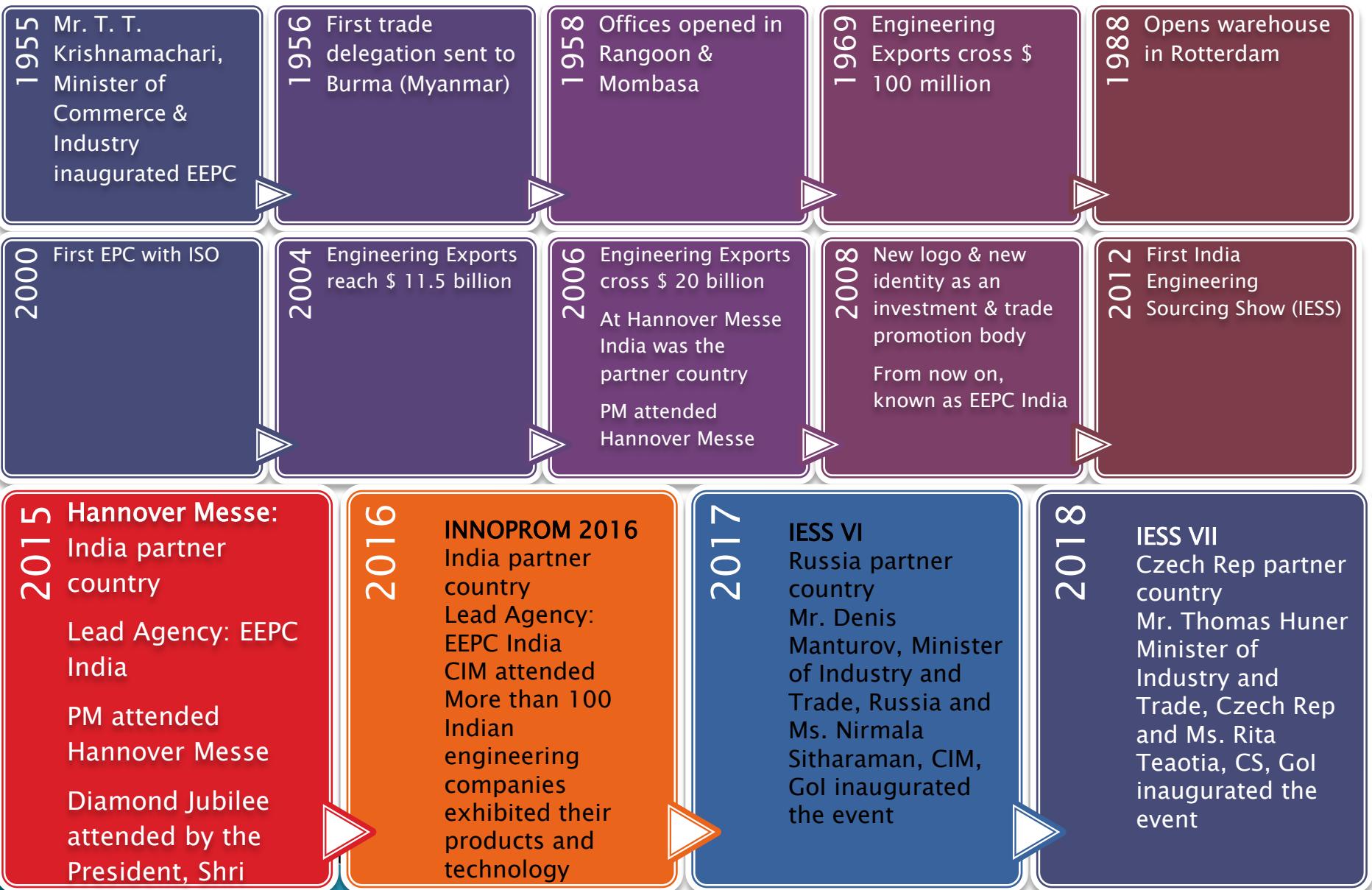


Seminar on Business Opportunities with Latin American Countries (LAC)

15th June, 2018

Evolution of EEPC India



Engineering the future..

Established on
October 10, 1955

Over 12, 000
members; 60% of
the total
membership of the
Council constitutes
MSMEs;

An ISO 9001:2013
Certified
Organization

Played instrumental
role in promoting
India's engineering
exports from US\$
10 million in 1955-
56 to over US\$ 76
billion in 2017-18

SERVICES

- Advisory Body to various Department's of Government; Institutions relating to Policy Procedures, Incentives, Problems / Constraints, etc.
- Issuance of RCMC (Registration cum Membership Certificate)
- Liaison with JDGFT, Customs, Central Excise, ECGC, EXIM Bank, RBI, EP Zones, Chambers of Commerce, Air Cargo Complex, State Government, etc.
- Circulation of Tenders & Enquiries
- Preparation of Market Survey Reports
- Issuance of Certificate of Origin
- Publishing Monthly Bulletin
- Issuance of Visa / Passport Recommendation
- Attending to Overseas Complaints
- Recommendation for clearing trade samples and carrying trade samples.

What We Do to Promote Exports?

- ▶ Exclusive India Engineering Exhibition – INDEE
- ▶ International Engineering Sourcing Show (IESS)
- ▶ Exhibitions Abroad
- ▶ Overseas Display–cum–Distribution Centers
- ▶ Buyer–Seller meets (B2B) in India as well as Abroad
- ▶ Invite / Send Trade Delegations
- ▶ Catalogues shows overseas
- ▶ Market Surveys
- ▶ Product–specific conferences/ workshops for capacity building
- ▶ Market specific seminars
- ▶ Mailing campaigns

COUNTRIES IN LAC

The Latin American region comprises of following 44 South American, Central American and Caribbean countries:

- ▶ Antigua
- ▶ Argentina
- ▶ Bahamas
- ▶ Barbados
- ▶ Belize
- ▶ Bermuda
- ▶ Bolivia
- ▶ Brazil
- ▶ British Virgin Islands
- ▶ Cayman Islands
- ▶ Chile
- ▶ Colombia
- ▶ Costa Rica
- ▶ Cuba
- ▶ Dominica
- ▶ Dominican Republic
- ▶ Ecuador
- ▶ El Salvador
- ▶ Falkland Islands
- ▶ French Guiana
- ▶ Grenada
- ▶ Guadeloupe
- ▶ Guatemala
- ▶ Guyana
- ▶ Haiti
- ▶ Honduras
- ▶ Jamaica
- ▶ Martinique
- ▶ Mexico
- ▶ Montserrat
- ▶ Netherlands Antilles
- ▶ Nicaragua
- ▶ Panama
- ▶ Paraguay
- ▶ Peru
- ▶ St. Kitts-Nevis-Anguilla
- ▶ St. Lucia
- ▶ St. Vincent
- ▶ Suriname
- ▶ Trinidad & Tobago
- ▶ Turks and Caicos Island
- ▶ Uruguay
- ▶ US Virgin Islands
- ▶ Venezuela



Region wise classification of LAC

Caribbean	Aruba, Anguilla, Cayman Islands, British Virgin Islands, Cuba, Saint Lucia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Montserrat,
Central America	Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela
South America	Mexico
Others	Antigua and Barbuda, Bahamas, Barbados, Belize, Bermuda, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, , St. Kitts & Nevis, St. Vincent & Grenadines, Suriname, Trinidad & Tobago, Falkland Islands, Turks and Caicos

Latin America– a glimpse

Latin America Economic and Trade Status (2017)

Population (million)	645
Population growth rate	1.02%
GDP (in USD trillion)	5.15
GDP per capita (USD)	15617
GDP growth (annual)	0.9%
Literacy rate	94%
Imports (in USD trillion)	1.00
Import Commodities	Engineering items, mineral fuel, plastics, chemicals, rubber, cereals
Exports (in USD trillion)	0.983
Export commodities	Mineral fuel, Vehicles and parts, ores, oil seeds, sugar, meat, agricultural commodities

Why Latin America?

- ▶ Latin America netted 159 billion dollars of FDI in 2014, which is very high as per global statistics.
- ▶ The economic dynamism of the region is bolstered by
 - growing political stability,
 - increasing democratization,
 - the rise of an entrepreneurial class and the youth bulge, with the under 30s accounting for more than half of the population of South America.
- ▶ The economic resurgence of India and Latin America are increasingly intersecting, opening new vistas for business and collaboration cutting across a spectrum of areas.
- ▶ Bilateral trade between India and Latin America has surged from a few hundred million dollars in the 1990s to 30 billion USD in 2017-18. This could further scale up through proactive diplomacy, and addressing issues like enhancing connectivity and leveraging multifarious win-win opportunities in a host of areas, including energy, agriculture, food processing, textiles, transport and IT.

India-LAC bilateral relations

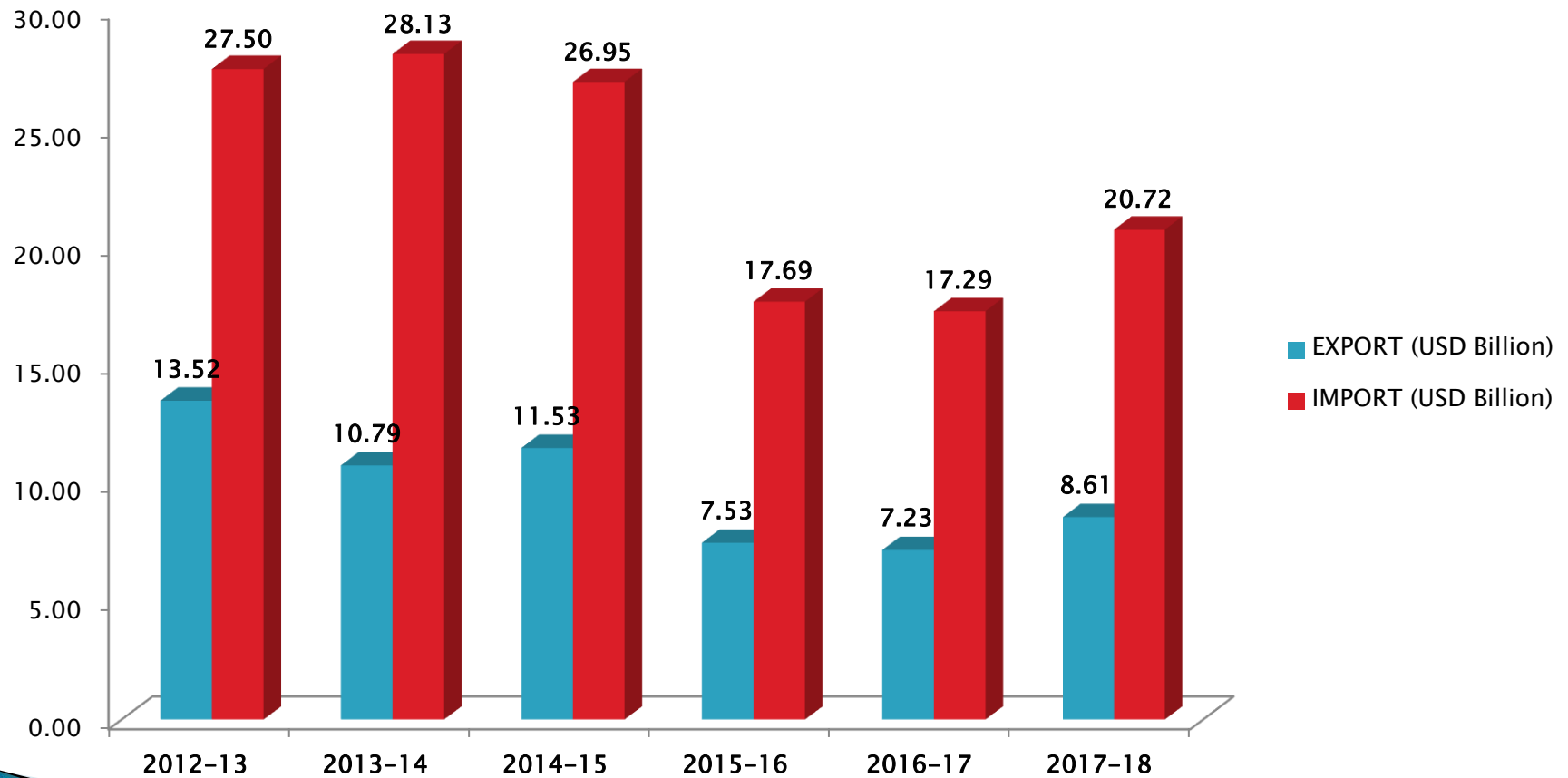
- ▶ The India-Latin America relations are increasingly acquiring strategic orientation.
- ▶ The two sides are exploring possibilities of forging an India-Latin America and Caribbean Dialogue Mechanism. The purpose is to building on New Delhi's maiden dialogue with the Community of Latin American and Caribbean States (CELAC) in July 2012.
- ▶ The region is also critical to multilateral diplomacy and the quest for reforming the global governance architecture, including the reform and expansion of the UN Security Council.
- ▶ On the trade front, the balance of trade has been in favor of India from past many years, showing that Latin America holds very important position as India's trade partner.

India-Latin America Bilateral Trade

*values in USD million							
Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
EXPORT	12,276.75	13,517.94	10,791.54	11,528.41	7,530.80	7,230.94	8611.54
%Growth	31.66	10.11	-20.17	6.83	-34.68	-3.98	19.09
IMPORT	16,141.02	27,497.09	28,128.07	26,951.76	17,691.79	17,290.63	20723.48
%Growth	23.76	70.36	2.29	-4.18	-34.36	-2.27	19.85
TOTAL TRADE	28417.77	41015.03	38919.61	38480.17	25222.59	24,517.59	29,335.02

Source: DGCI&S

India-LAC bilateral trade trend over past 6 years



(all values in USD Billion)
Source: DGCI&S

Top 10 countries of India's export to LAC

(*values in Million USD)

Rank	Country	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	% Share
1	BRAZIL	5,552.47	5,963.82	2650.34	2400.46	3,063.49	41.4
2	COLOMBIA	1,007.51	1,105.15	888.11	784.5	939.14	12.7
3	CHILE	663.94	565.82	679.32	674.34	763.56	10.3
4	PERU	620.55	819.86	703.12	696.42	760.68	10.3
5	ARGENTINA	611.48	460.19	536.46	510.72	708.71	9.6
6	GUATEMALA	212.36	229.01	255.97	241.23	291.93	3.9
7	ECUADOR	290.4	225.04	153.2	197.73	279.81	3.8
8	PANAMA REPUBLIC	211.4	302.4	201.41	220.21	227.05	3.1
9	DOMINIC REP	125.7	140.91	175.11	224.98	196.92	2.7
10.	PARAGUAY	88.91	106.48	98.22	125.03	168.43	2.3
	Total	9456.79	10020.52	6395.85	6075.62	7399.72	

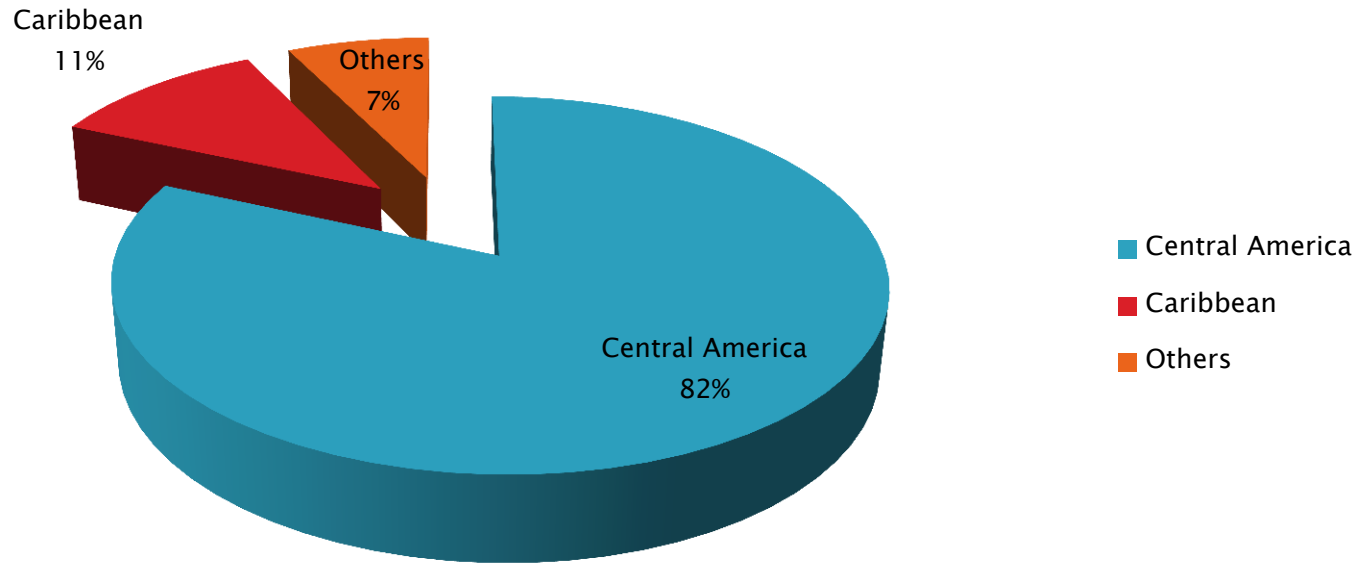
Source: DGCI&S

Latin America as an important trade partner

- ▶ The Latin American and Caribbean region is a large market of 46 countries, with a population of 645 million people, regional GDP of US\$ 4.9 trillion (at current prices), per capita GDP over five times higher than that of India, and US\$ 1.6 trillion in merchandise trade, accounting for 6% of the world total.
- ▶ India's trade with LAC has grown exponentially this century, from less than US\$ 2 billion in 2000-1 to approximately \$ 30 billion in 2017-18.
- ▶ Latin Americans are keen to boost trade ties with India as part of a strategy to reduce over-dependence on China.
- ▶ India imported almost \$20.72 billion and exported around \$8.6 billion worth in 2017-18. Most of our imports consist of crude oil, minerals and edible oils.

India's exports to LAC-Region wise (2017-2018)

Export (USD million)

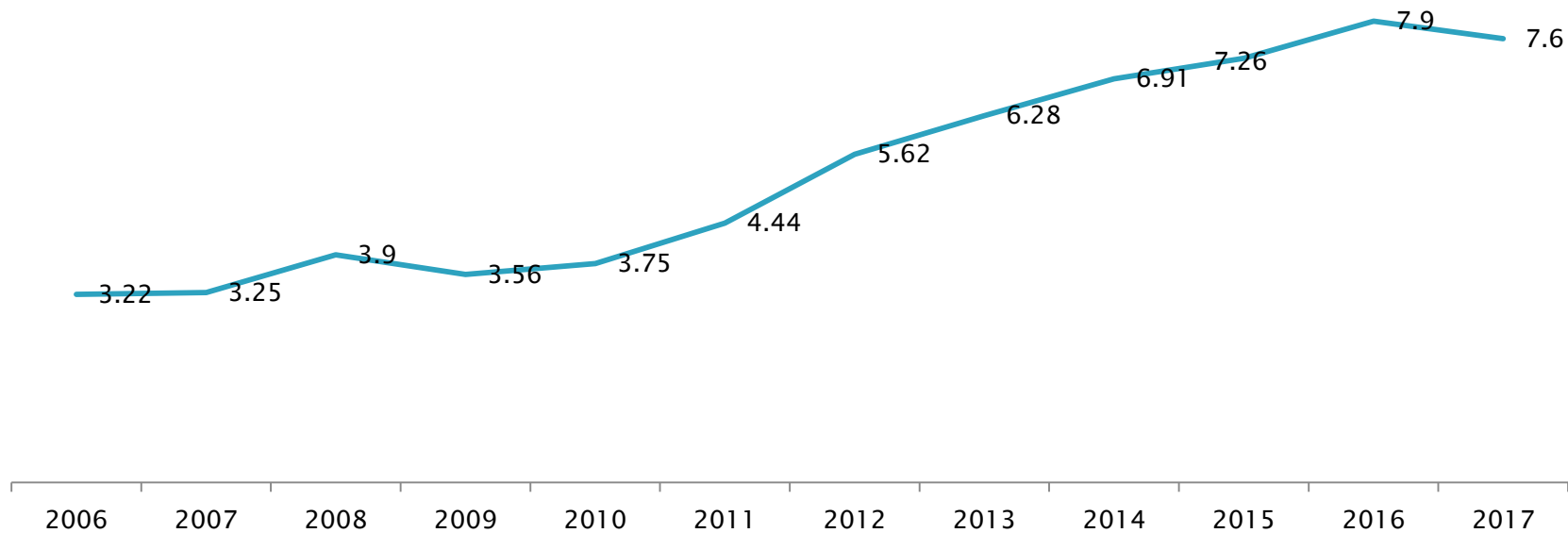


The major exports from India goes to Central America (82%) followed by Caribbean Region (11%) and others (7%).

Source: DGCI&S

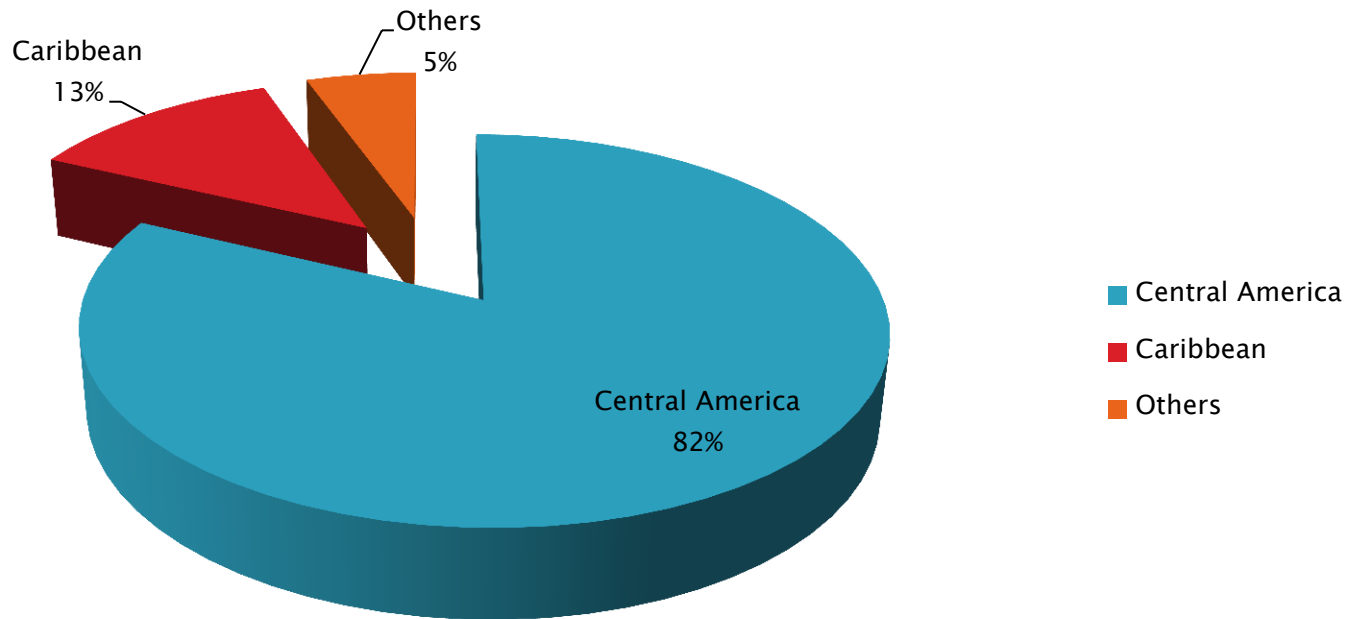
Latin America's percentage share in engineering exports of India from 2006 to 2017

— %age share of Latin America in India's total engineering exports



Source: Trade Map

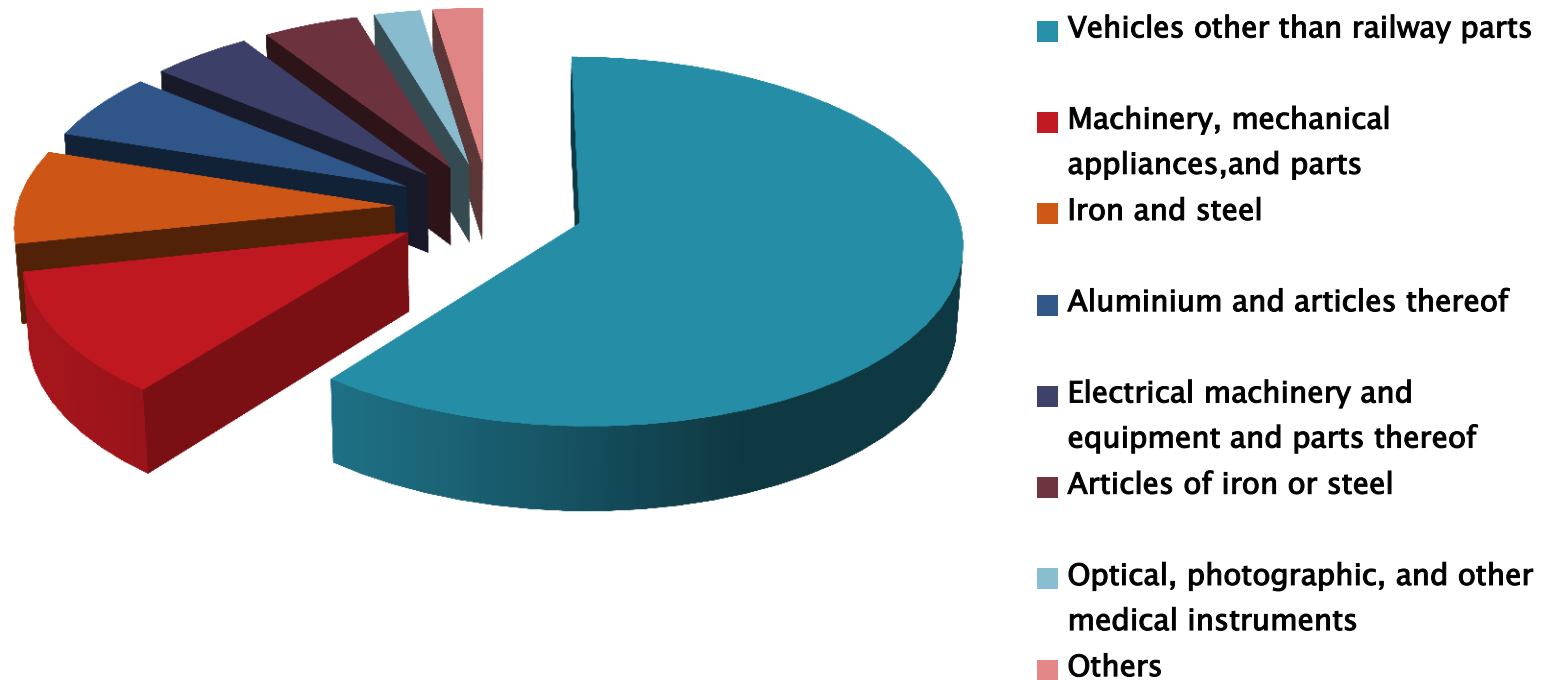
Latin America's percentage share in India's engineering export (2017-18)



- ▶ Central America is the largest importer for Indian engineering exports followed by Caribbean and Others.

Source: DGCI&S

Top items of engineering export to Latin America in 2017



Source: Trade Map

India's top engineering products exported to Latin America

<i>HS Code</i>	<i>Product/commodities</i>	<i>India's export to Latin America in 2017 (USD million)</i>
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	2788.0
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	506.6
72	Iron and steel	384.2
76	Aluminium and articles thereof	274.6
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	221.4
73	Articles of iron or steel	210.9
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	102.1
82	Tools, implements, cutlery, spoons and forks, of base metal; parts thereof of base metal	43.0
94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	27.2
83	Miscellaneous articles of base metal	16.9

Source: ITC Trade Map

India's top engineering products imported from Latin America

<i>HS Code</i>	<i>Product/commodities</i>	<i>India's import in 2016 (USD Million)</i>
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	450.78
72	Iron and steel	258.43
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	161.40
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	78.76
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	65.97
88	Aircraft, spacecraft, and parts thereof	59.52
89	Ships, boats and floating structures	53.42
76	Aluminium and articles thereof	31.01
73	Articles of iron or steel	13.45
79	Zinc and articles thereof	12.36

Source: ITC Trade Map

Major Indian companies in Latin America

- ▶ Bajaj Auto, TVS, TCS, Wipro, IFFCO, Zuari Agro, Reliance, Angelique International Limited, Infosys, Mahindra, L&T, Renuka Sugars, United Phosphorous, Polaris, Jain Irrigation, Maruti Suzuki, JSW Steel, Jindal Steel, Tega industries Ltd., OVL, Arcelor Mittal, NIIT, Birlasoft, HCL, Aptech, Hexaware, Patni, Tech Mahindra, Geodesic Ltd, Olam, Shakti Pumps and Gujarat Apollo Industries Company Ltd. are the major players which have presence in Latin America.

Major Latin American companies in India

- ▶ AJE Peru, Resemen S.A.C., Marco Polo, Vale, Stefanini, Gerdau, Tornel, Homex, Cinopolis Cemex, Mexichem and Carlos Ott are the major players which have presence in India.

Brazil



India's Bilateral Trade (In Million USD)							
Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
India's Export to Brazil	5,769.75	6,048.53	5,552.47	5,963.82	2,650.24	2,400.46	3,063.49
India's Import from Brazil	4,271.47	4,825.76	3,720.94	5,400.91	4,040.09	4,114.69	5,498.22
Total Trade with Brazil	10,041.2 2	10,874.29	9,273.40	11,364.7 3	6,690.33	6515.15	8,561.71

Source: Trade Map

Major items of Exports from India to Brazil

Top ten engineering products of India's export to Brazil (In Million USD)

S. No.	HS Code	Commodity	Value of Exports 2016	Value of Exports 2017	Growth (%)
1	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	202.7	217.7	7%
2	87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	156.5	198.8	27%
3	72	Iron and steel	41.2	66.2	61%
4	76	Aluminium and articles thereof	39.2	51.9	32%
5	73	Articles of iron or steel	49.6	49.5	0%
6	85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	45.8	46.9	2%
7	90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	45.1	42.1	-7%
8	82	Tools, implements, cutlery, spoons and forks, of base metal; parts thereof of base metal	11.4	12.4	9%
9	83	Miscellaneous articles of base metal	7.3	9.6	31%
10	94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	3.5	7.9	122%

Peru



India's Bilateral Trade (In Million USD)							
Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
India's Export to Peru	564.29	637.93	620.55	819.86	703.18	696.42	760.68
India's Import from Peru	548.27	561.32	524.20	590.40	820.22	1,076.69	2,376.86
Total Trade with Peru	1,112.56	1,199.25	1,144.75	1,410.25	1,523.40	1,773.12	3,137.54

Source: Trade Map

Major items of Exports from India to Peru

Top Ten Engineering Products of India's Export to Peru (In Million USD)					
S. No.	HS Code	Commodity	Value of Exports 2016	Value of Exports 2017	Growth (%)
1	87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	207.046	165.075	-20%
2	72	Iron and steel	43.144	34.162	-21%
3	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	36.408	17.531	-52%
4	85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	14.511	7.954	-45%
5	90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	6.846	4.658	-32%
6	73	Articles of iron or steel	27.024	3.85	-86%
7	82	Tools, implements, cutlery, spoons and forks, of base metal; parts thereof of base metal	4.365	3.754	-14%
8	76	Aluminium and articles thereof	10.158	1.872	-82%
9	94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	0.963	0.8	-17%
10	83	Miscellaneous articles of base metal	0.327	0.208	-36%

Source: Trade Map
www.eepcindia.com

Argentina



India's Bilateral Trade (In Million USD)							
Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
India's Export to Argentina	473.57	539.95	611.48	460.01	536.46	510.72	708.71
India's Import from Argentina	1,105.55	1,198.71	1,338.35	1,992.25	2,471.52	2,500.75	2,229.20
Total Trade with Argentina	1,579.12	1,738.66	1,949.83	2,452.25	3,007.98	3,011.47	2,937.91

Source: Trade Map

Major items of Exports from India to Argentina

Top ten engineering products of India's export to Argentina (In Million USD)					
S. No.	HS Code	Commodity	Value of Exports 2016	Value of Exports 2017	Growth (%)
1	87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	103.4	109.1	6%
2	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	29.9	36.1	21%
3	72	Iron and steel	16.4	20.6	25%
4	85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	13.7	12.2	-10%
5	90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	9.0	7.4	-18%
6	73	Articles of iron or steel	5.2	6.1	18%
7	76	Aluminium and articles thereof	2.1	3.8	86%
8	82	Tools, implements, cutlery, spoons and forks, of base metal; parts thereof of base metal	2.4	2.3	-2%
9	94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	1.9	1.6	-18%
10	83	Miscellaneous articles of base metal	2.0	1.5	-27%

Source: Trade Map

Columbia



India's Bilateral Trade (In Million USD)							
Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
India's Export to Columbia	892.42	912.12	1,007.51	1,105.15	888.11	784.5	939.14
India's Import from Columbia	559.83	2,352.79	4,970.62	2,134.94	807.79	593.96	592.8
Total Trade with Columbia	1452.3	3265	5,978.13	3,240.08	1,695.89	1,378.47	1,531.94

Source: Trade Map

Major items of Exports from India to Columbia

Top ten engineering products of India's export to Argentina (In Million USD)					
S. No.	HS Code	Commodity	Value of Exports 2016	Value of Exports 2017	Growth (%)
1	87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	265.6	189.8	-29%
2	76	Aluminium and articles thereof	22.7	74.2	227%
3	73	Articles of iron or steel	12.5	63.3	409%
4	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	35.9	26.5	-26%
5	72	Iron and steel	24.4	24.8	2%
6	85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	19.2	14.9	-22%
7	90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	6.9	5.8	-16%
8	82	Tools, implements, cutlery, spoons and forks, of base metal; parts thereof of base metal	3.5	4.5	30%
9	94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; ...	0.7	0.9	28%
10	74	Copper and articles thereof	0.2	0.4	167%

EEPC India's activities in Latin America

Event Name	Venue	Country
TECNOSALUD 2017	Lima, Peru	Peru
HOSPITALAR 2016	Sao Paulo, Brazil	Brazil
India Engineering Exhibition (INDEE) Peru	Lima, Peru	Peru
India Pavilion in MERCOPAR 2014	Caxias Do Sul, Brazil	Brazil
Buyer-Seller Meet	Prague, Czech Republic	Paraguay
India Pavilion at AUTOMECH 2013	São Paulo – SP, Brazil	Brazil
India Pavilion at ITMEX 2013	Sao Paulo, Brazil	Brazil
Buyer Seller Meet - LAC 2013	Bogota, Colombia	Colombia
Buyer Seller Meet - LAC 2013	Quito, Ecuador	Ecuador
Buyer Seller Meet 2013 - Peru	Lima, Peru	Peru
India Pavilion in AUTOMECH 2012, Sao Paulo, Brazil	Anhembi Exhibition Pavilion, Sao Paulo, Brazil	Brazil

Bogota International Trade Show

- ▶ The Bogota International Trade show, an industrial exhibition, is the protagonist of the economic impulse of Colombia, the Pacific Alliance, Latin American, Central America and the Caribbean.
- ▶ The International Business and Exhibitions Center of Bogota – CORFERIAS, will carry out the XXXII edition of the **FERIA INTERNACIONAL DE BOGOTA (The Bogota International trade show) – FIB, INDUSTRIAL EXHIBITION**, from September 24 to 28 of 2018. This event will count with the presence of over 690 exhibitors and expects about 50.000 professional visitors.

Bogota International Trade Show

- ▶ **The Bogota International trade show, FIB is the most important specialized industrial event on Latin America and is consolidated as the mean for the companies to become updated and interact with the main industrial manufacturers, suppliers, importers and wholesalers with a showcase of the latest trends and cutting-edge technology on machinery, equipment, manufacturing processes, raw material, supplies, and components.**
- ▶ **The place for business and industrial contacts that fosters the technological and commercial exchange in the productive industries in Latin America.**

Major items of export to Colombia

- ▶ Two and Three Wheelers
- ▶ Aluminium and products made of Aluminium
- ▶ Products of Iron and Steel
- ▶ Auto Components / Parts
- ▶ Motor Vehicle / cars
- ▶ Iron and Steel
- ▶ IC Engines and Parts
- ▶ Electric Machinery and Equipment
- ▶ Industrial Machinery for dairy, agriculture, food processing, textiles, paper, chemicals, etc
- ▶ Medical and Scientific Instruments

Focus Products

- ▶ INDUSTRIAL MACHINERY
EQUIPMENT AND TOOLS
- ▶ HEAVY CONSTRUCTION
MACHINERY
- ▶ ENERGY
- ▶ PLASTIC, PETROCHEMICAL
AND PACKAGING
- ▶ WIRE & TUBE

Participation Charges

One side open (built-up booth): Rs 18000 per sqm. Booth size: 9 sqm.

- ▶ 10% extra for two sides open booth (subject to availability).

The above participation charges will also include the following:

- ▶ Six nights of hotel stay for one person per exhibiting company (to be allotted on first-cum-first-served basis)

Mode of payment

Full payment is to be made by Demand draft favoring “EEPC INDIA” along with the duly filled-up Application Form OR Pay through RTGS/NEFT in INR as per the following details :

Name of Bank **HDFC BANK LTD.**

Branch **CENTRAL PLAZA**

Address of Bank **2/6, SARAT BOSE ROAD, KOLKATA – 700 020**

Account No. **00142090000452**

Account Name **EEPC INDIA**

NEFT Code **HDFC0000014**

You can also make payment online through the following Payment Gateways

- ▶ **ATOM**
- ▶ **BILLDESK**

Booth Display

▶ Participation charges for a 9 sqm. booth includes the following services:

- Carpet Flooring
- 2 Discussion Chairs
- 1 Information Counter
- 1 Discussion Round Table
- 3 Spot Lights
- Waste Paper Basket

Members will be informed of the final details of booth display in due course

▶ Selection Criteria

- Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

Benefits to the participating engineering companies

EEPC India is organizing this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities.

Submission of application

Interested firms are requested to fill in the online Application Form latest by **10 August 2018** at the following link:

https://app.eepcindia.org/ems/exhibitors/exhibitor_application_form/ODU

Cancellation of participation

Kindly note that no request for cancellation and / or refund / adjustment shall be accepted by EEPC India on submission of online form.

MARKETING DEVELOPMENT ASSISTANCE (MDA)

✍ Applicable for participation in International Trade Fairs / Exhibitions, Buyer Seller Meets (BSMs) / Trade Delegations through the EPCs / ITPO.

✍ As per Revised MDA guidelines, reimbursement for :

FOCUS Area – Airfare + Space rent*

NON FOCUS Area – Space rent only

*Space Rent is applicable for Exhibitions & Trade Fairs only

Eligibility to avail MDA

✍ Should be a Member of EEPC India for at least 12 Months

✍ Export Performance in the preceding year should be less than Rs. 30 Crores

✍ In each Financial Year a total of 5 Grants can be availed except in case of LAC region where there is no ceiling applicable for participation.

FOCUS / NON-FOCUS AREAS

FOCUS AREAS

There are 4 Focus Areas

1. Focus – AFRICA (including WANA areas)
2. Focus - CIS*
3. Focus - LAC*
4. Focus - ASEAN* + 2 (Australia & New Zealand)

NON-FOCUS AREAS

(or GENERAL AREA)

These areas include all those countries which doesn't fall under the above mentioned FOCUS Areas.

* CIS	- Commonwealth Independent States
LAC	- Latin American Countries
ASEAN	– South East Asian Countries

Market Development Assistance (MDA):

<u>Area/Sector</u>	<u>No. of Visits</u>	<u>Maximum Eligible Amount</u>
Focus –LAC	1	2,50,000/-
Focus-Africa	1	2,00,000/-
Focus-CIS	1	2,00,000/-
Focus-Asean + 2	1	2,00,000/-
Non-Ferrous Areas	1	1,50,000/-

Note:

For BSMs / Trade Delegations only, *Airfare by Economy Excursion Class* up to a maximum of Rs. 1,00,000/- shall be permissible.

Thank You