

## INDIA PAVILION AT AGRITECHNICA ASIA 2022

25 – 27 MAY 2022, BANGKOK, THAILAND



# EEPC India invites participation

## Participate through EEPC India to enjoy substantial savings!

### **About the exhibition**

The 3<sup>rd</sup> edition of AGRITECHNICA ASIA, is once again ready to be the agricultural exhibition that covers all of Asia by focusing on Asia's largest agricultural buyers from across the region. AGRITECHNICA ASIA emphasizes on agricultural engineering solutions that are both relevant and important to the development of agriculture in the Asian markets. Mechanization through modern machinery will increase significantly in the next decade mainly due to the growing labour shortages, more competition and therefore the requirement to reduce production costs.

The DLG – German Agricultural Society, organizer of AGRITECHNICA in Hanover, Germany, and Dutch-Thai exhibition

organizer VNU Exhibitions Asia Pacific, organizer of VIV Asia in Bangkok, collaborate to establish one of the most powerful joint ventures in the agricultural exhibition industry.

### **Show Summary of AGRITECHNICA ASIA 2018**

AGRITECHNICA ASIA has notched year-on-year growth in terms of exhibitor support and number of visitors.

The 2018 edition of the show saw:

- Nearly 300 exhibitors from 29 countries
- 10,677 visitors from 69 countries
- 33% international visitors

## Bilateral Trade

India-Thailand bilateral trade reached US \$ 9.9 billion in 2020-21. Among the ASEAN nations, Thailand ranked 5th, as India's largest trade partner for the year 2020-21. Over the years before the pandemic, exports from India to Thailand increased, but post pandemic our exports have fallen.

## Trade in Engineering

India's engineering exports to Thailand for April-February 2021-22 recorded US\$ 2.2 billion, registering a growth of 46% over April-February 2020-21. India's major engineering exports to Thailand include IC engines and parts, Iron and Steel, Industrial Machinery for dairy, agriculture, food processing, textiles, paper, chemicals, etc, Auto Components/Parts, Aluminium and products made of Aluminium and etc.

India's exports of agricultural machinery, food processing machinery, construction and earthmoving machinery to Thailand for 2020-21 stood at US\$ 105.2 million.

## Opportunity for Indian Engineering Industry

India has emerged as a net exporter of agri-machinery and

shipping equipment to some of the advanced countries like the US, Germany, UK and Italy. India is a world leader in exporting solar irrigation pumps. India being largely an agrarian economy, mechanization has a significant potential.

Thailand agricultural machinery market is expected to cross US\$ 1.9 billion by 2025 owing to surge in demand among farmers and rising financial support. Increased food consumption and rapid population growth are driving the agricultural and forestry tractor market in Thailand. This increasing demand for food will have to be met by a tremendous increase in production and per hectare yield. Recent socio-demographic changes in Thailand are also driving demand in the Thailand tractors market. The number of people regularly working in agriculture is decreasing in Thailand. This increases the need for agricultural machinery in the country, thus positively impacting Thailand's agricultural tractor market. The fact that tractors are the largest component of the agri-machinery exports from India, accounting for 66 per cent of the shipments, hints India having tremendous opportunity in boosting its export of agricultural machinery to Thailand.

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## Product Profile

### Smart Crop Management & Post-Harvest Technologies

- Tractors
- Soil Preparation
- Drilling & Sowing
- Irrigation
- Harvesting

- Transport, Logistics & Cold Chain
- Processing & Storage
- Digital applications
- Greenhouses & Automated Control
- Indoor / Vertical Farming

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## Venue

Bangkok International Trade & Exhibition Centre (BITEC),  
Bangkok, Thailand

## Date

25 – 27 May 2022

## Participation Charges

Booth size: 9 sqm

One side open (built-up booth): Rs. 24,000 per Sqm. (Subject to

Government approval)

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

*Note: The above rates are subject to receiving of Government sanction for the EEPC India proposal for organizing an India Pavilion. EEPC India reserves the right to reject an application for participation without assigning any reason.*

**Note: In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.**

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## Re-imbusement of Airfare

Up to Rs. 75,000 may be reimbursed to eligible participants in terms of the MAI guidelines. However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2022-23. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

<https://www.eepcindia.org/download/Guidelines-for-Reimbursement-of-Airfare190130100603.pdf>

**Note: EEPC INDIA can only recommend for issuance of VISA**

*to the extent that the concerned person is a participant at the subject exhibition and that the person in question has been certified by the participating organisation to be their representative. The Foreign Embassy / Consulate where the applicant submits the VISA application is expected to follow their usual procedural checks before granting the VISA in question and EEPC INDIA shall not be responsible in any manner whatsoever for non-issuance of VISA by the concerned authorities. This would mean that the prospective participant will be fully liable for the total charges payable to EEPC INDIA even if they do not obtain the VISA for any reason whatsoever.*

## COVID-19 Protocol & Travel Advisory

Click on the following link:

For more information, about 'Thailand Pass Registration': <https://tp.consular.go.th/>

Reservation for SHA+ hotel with 1-time PCR test: <https://web.thailandsha.com/shaextraplus>

- Please pay online through the following Payment Gateways:

### PayU 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

### OR

- Demand draft favouring "EEPC INDIA" along with the duly filled out Application Form

## Booth display

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

- 1 Information Counter
- 3 Folding chairs
- 1 Power Socket
- FASCIA Board
- 1 Waste Bin
- 2 Fluorescent lights
- 1 Round table

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

## Submission of application

Please fill in the online Application Form latest by **20 May 2022**

**CLICK FOR APPLICATION FORM**

Please go through the "Mode of Payment" section of this Circular for payment details.

## Selection criteria

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

## Benefit to member-exporters

EEPC India is proposing to organise 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 and is in anticipation of receiving the government approval as has already been sought. In case the same is not received, additional payment shall be required to be made by the participants to confirm booking if EEPC India still participates.

## Cancellation of participation

Please note that if EEPC India participates in the event and organizes an India Pavilion, then no request for cancellation and / or refund / adjustment shall be accepted for any reason whatsoever. Once the application form is accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event.

In case members are not able to travel due to travel restrictions/ advisory by Government of India or Thailand then the amount paid will be adjusted toward the participation in the next edition.

## Force Majeure

If a Force Majeure Event like war, act of God, natural calamities,

governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities/ organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. 'live') elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors/ participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India's participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

*Note: Regarding goods taken out of India for exhibition or on consignment basis for export promotion, participants may refer to Circular No. 108/27/2019-GST dated 18.07.2019 of the Central Board of Indirect Taxes and Customs (CBIC) which is the statute in the matter.*

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