

INDEE KENYA

Nairobi, Kenya | 11 - 13 October 2023

Unleash new opportunities for your business in Kenya and East Africa - **Special Rates** - An opportunity not to be missed!



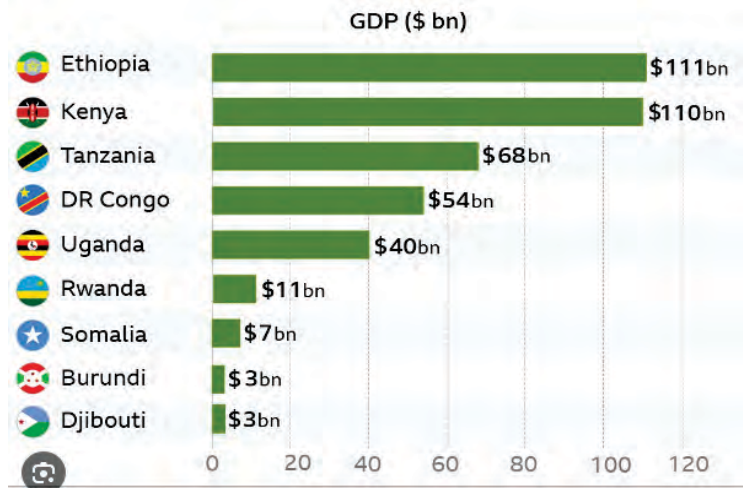
indee-kenya.com



INDEE Kenya 2023: Exploring Opportunities in Kenya's Growing Economy

Kenya's Economy: A Snapshot of Growth and Development

Kenya, the second largest economy in East Africa, has experienced remarkable economic growth in recent years. With a GDP of \$110 billion in 2021, the country has made significant investments in infrastructure, agriculture, healthcare, housing, and manufacturing. Kenya's vision is to become a newly industrialized nation by 2030, and it has emerged as an economic leader in the region.

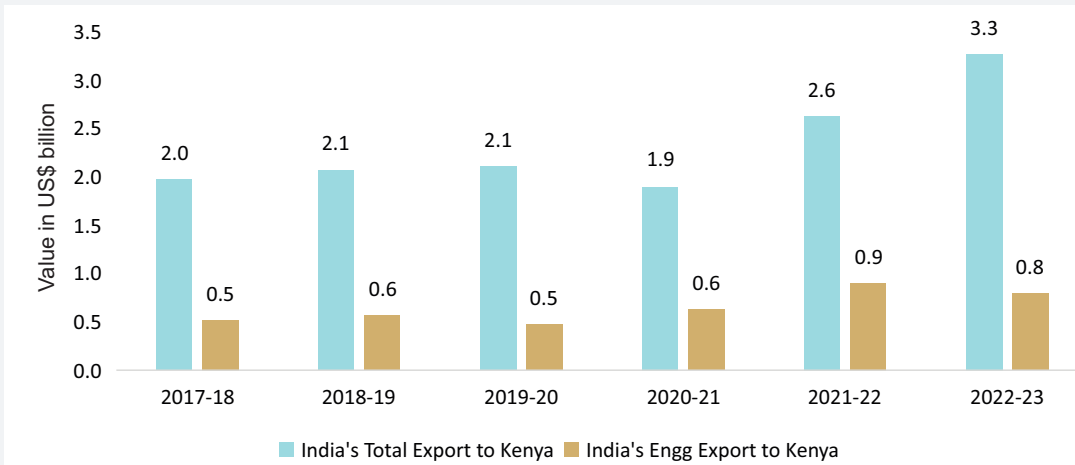


India and Kenya's Growing Bilateral Trade Relations

India and Kenya share a dynamic and expanding trade relationship, encompassing various sectors of the economy. The bilateral trade volume between the two nations reached approximately USD 2.95 billion from April-February 2022-23.

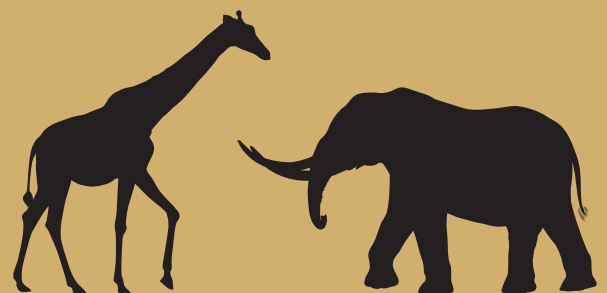
The engineering sector plays a significant role in the bilateral trade between India and Kenya, accounting for over 34% of the total merchandise trade. Key engineering products exported from India include industrial machinery for dairy and agriculture, iron and steel products, two and three-wheelers, electrical machinery, auto components/parts, aluminium products, and construction machinery. On the other hand, India imports copper, aluminium, iron and steel products, zinc products, industrial machinery, electrical machinery, and more from Kenya.

India's exports to Kenya (values in US\$ billion)



INDEE Kenya 2023: Unveiling Opportunities for Indian Engineering Enterprises

To seize these opportunities, EEPC India, the premier trade and investment promotion organization representing India's engineering export community, is organizing the 44th edition of its flagship event, INDEE Kenya. This exhibition will showcase renowned Indian engineering manufacturers, allowing them to demonstrate their expertise and products. INDEE Kenya serves as a platform for Indian engineering enterprises to connect with their Kenyan and East African counterparts, fostering business opportunities and strengthening relationships.



INDEE Kenya 2023

Indian engineering enterprises have a great opportunity to explore the Kenyan market as Kenya imports a variety of engineering products such as industrial machinery for boilers and parts, automobiles and auto components, iron and steel products, electrical machinery and equipment, ship, boats and floating structures, medical devices and other instruments. As India exports products in all these segments in good quantity, there is ample scope for Indian engineering enterprises to penetrate the Kenyan market.

Kenya, being the highest trading country in the East African region, offers a huge potential market for Indian exporters. It is also the gateway to the entire East and Central African region, with the business port of Mombasa facilitating trade. Although there are various challenges in the Kenyan market, there are also many opportunities, especially in sectors such as infrastructure, environment and natural resources, building and construction, manufacturing, and agribusiness engineering services. These sectors provide potential investment opportunities for Indian engineering enterprises, especially in areas such as power generation equipment, power transmission infrastructure, and household appliances.

EEPC India, premier trade and investment promotion organisation in India representing India's engineering export community, is all set to organize the 44th edition of its flagship event, the Indian engineering exhibition (INDEE) in Kenya. The exhibition will feature many renowned Indian engineering manufacturers showcasing their expertise and products. This event will serve as a platform for Indian engineering enterprises to connect with their Kenyan and East African counterparts, allowing them to explore business opportunities and strengthen their relationships. With ample opportunities for Indian engineering enterprises in the Kenyan market, the exhibition is expected to help Indian companies take advantage of these opportunities and expand their presence in the region.



Product Profile

- Power generation, Transmission & Distribution
- Electrical Machinery and Equipment
- Motor Vehicles
- Two / Three Wheelers
- Automobile Components, Parts & Accessories
- Agricultural Machinery & Equipment
- Pumps & Valves
- Wires & Cables
- Food Processing Machinery
- Dairy Processing Machinery
- Bakery & Confectionary Machinery
- Hand Tools & Power Tools



- Builders' Hardware
- Heating, Ventilation, Air Conditioning & Refrigeration (HVAC-R)
- Material Handling Equipment
- Waste Management System
- Water Treatment System
- Mining Equipment & Machinery
- Recycling Machinery
- Sawing & Cutting Machinery
- Welding Tools & Equipments
- Construction & Earth Moving Machinery
- Horticultural Equipments
- Articles of Iron & Steel



Venue

Kenyatta International
Convention Centre,
Nairobi

Date

11 - 13 October 2023
10:00 Hrs – 18:00 Hrs (Daily)

Note:

1. The rate quoted above is dependent on the receipt of government approval for organizing an India Pavilion. In case, the government does not approve, participants may be required to pay an additional amount.
2. EEPC India reserves the right to reject applications for participation – for any reason whatsoever
3. If the minimum number of participants is not reached, EEPC India may choose not to participate in the show.
4. Sharing or subletting of booth or exhibit space is strictly prohibited.

Participation Charges

- Booth size: 9 sqm
One side open (built-up booth):
INR 14,000 per sqm.
- 10% extra for two sides open booth
(subject to availability)
- The participation fee includes a four-night hotel stay for one representative per exhibiting organization. Please note that the rooms will be assigned on a first-come-first-served basis.
- A separate communication would be sent to confirmed exhibitors regarding subsidised freight.



Re-imbusement of Airfare

Up to Rs. 1,25,000 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 2023-24. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link

[Guidelines for Reimbursement of Airfare](#)



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.

Submission of application

Interested members are requested to fill in the online Application Form latest by **22 September 2023** at the following link:

[Click For Application Form](#)



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

Selection criteria

Due to the limited availability of space, participation will be determined strictly on a first-come, first-served basis

Benefit to the 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.

Cancellation of participation

Please note that no request for cancellation and / or refund including of advances, if any and/ or adjustment thereof shall be accepted for any reason whatsoever. Once the application form and/ or advance / part payments are 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 Kenya 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.

Mode of payment

- Please pay online through the following Payment Gateway :
PayU OR
- Pay through RTGS/NEFT in INR as per the following details :
Name of the Bank : HDFC BANK LTD
Branch : Central Plaza
Address of Bank : 2/6, Sarat Bose Road,
Kolkata 700 020
Account Number : 00142090000452
Account Name : EEPC INDIA
NEFT Code : HDFC0000014
OR
- UPI ID: eeplindiaacpromotion.76041638@hdfcbank
OR
- Demand draft favouring "EEPC INDIA" along with the duly filled-up Application Form

Booth display:

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

- Carpet
- Spotlights (3)
- Chairs (3)
- One Discussion Table
- One Information Counter
- Waste Paper Basket
- Fascia



[Contact details](#)



www.eepcindia.org

CIN: U51900WB1955NPL022644