Electronics

Electromobility

Automation

Power Storage

Generation

Transmission

Distribution

Electronics

Renewables

Trade Mission to India

January 16-24, 2020

India Expo Mart, Greater Noida, NCR, India

A U.S. Department of Commerce Certified Trade Mission

Introduction

Rauch Export-Import together with the U.S. Department of Commerce Commercial Service (USDOCCS) and the India Electrical & Electronics Manufacturers Association (IEEMA) is organizing a USDOCCS Certified Trade Mission to India for January 16-24, 2020.

Don’t Miss this Unique Business Development Opportunity!

Registration Deadline is December 12, 2019

Attendance is limited, and applicants will be considered on a first come first serve basis.

Event Page and Registration Link: http://www.rauchex-im/events

Trade Mission Objective

The objective of the mission is to introduce U.S. firms to India’s electrical and electronics market sectors.

The trade mission will INCLUDE BOOTH SPACE & ATTENDANCE at ELECTRAMA 2020 the world’s largest confluence of the complete electricity ecosystem, held biennially since 1990 in India.

Quick Facts:

- World’s Largest standalone electrical exhibition covering the entire electricity value chain
- 14th edition; 30th year and growing at CAGR of 12%
- Covering 110,000 gross sqms, with 1200+ exhibitors – 900 Indian and 300 foreign exhibitors
- Largest congregation of the Indian Power and Electrical Sector – Policy Makers; Regulators; Public Sector Companies; State and Private Utilities; EPC; Large/Medium/Small sized companies; Wholesalers and Retailers; Academia and Engineering Students; Research Bodies

Trade Mission Benefits

- Direct contact with key potential customers in target country
- Potential for greatly shortening the sales cycle
- Enhance familiarity with the target country’s market, business practices and culture
- Potential for finding distribution, representation, investors or logistical help
- Unparalleled networking opportunities with the local business community
- Hands on and up-to-date market information
- Foreign market intelligence and troubleshooting
- Beneficial intra-group exchanges
- Educational and cultural experiences

Who You Will Meet

In addition to meeting buyers and sellers at ELECTRAMA, all attendees will be provided with a series of 5 (five) pre-screened, (30 minute) introductory 1-on-1 appointments with companies and contacts appropriate to their target market that may include potential partners such as agents, importers, distributors / wholesalers, retailers, joint venture partners, licensees and local businesses.

Target Products & Services for Trade Mission:

Apart from the standard products/services required in power sector, following are the new trends in power sector market:

- Smart Grid Solutions
- Smart Metering Solutions
- Home Automation and Control
- Assisted Living Solutions
- Internet of Things (IoT) Solutions
- Retrofitting/Refurbishing Solutions
- Solutions for Data Analysis and Trends
- Public Private Partnership in Distributions Sector
- Roof-Top Solar
- Integrated Grid Management and Control
- Maintenance

Fees and Expenses

The package participation fee provides Significant Exposure and Meeting Opportunities to attending companies at a special Rauch Ex-Im negotiated rate of $18,520. USD and includes the following High Value Offerings:

- Two Company Representatives
- ELECTRAMA - 5 x 3-meter Trade Show Booth (includes desk, table & chairs, spotlights, power supply, carpeted flooring, company name)
- ELECTRAMA 2020 Attendance
- 5 (five) Pre-scheduled 30 minute 1 on 1 introductory meetings
- Private Reception Briefing Dinner with U.S. Department of Commerce/U.S. Commercial Service New Delhi Officials
- Private Cocktail Reception with invites to Local Companies by U.S. Embassy/U.S. Commercial Service
- Attendance at IEEMA (India Electrical & Electronics Manufacturers’ Association) ELECTRAMA Reception
- Private Reception De-Briefing Dinner with U.S. Department of Commerce/U.S. Commercial Service New Delhi Officials
- Bonus Day to Accommodate Overflow Meetings
- Knowledge Sharing: One entry pass to knowledge sharing forums such as WUS eTechnxt conference sessions
- Company Logo, Bulleted Summary Information/Booth Number listed on U.S. Pavilion Event Screens
- Complimentary Listing on Rauch Ex-Im Website
- Thumb drive with Trade Mission and Event Photo Portfolio
- Complimentary Listing on IEEMA website for one year as the part of post-show event highlights.
- The name of participants will be appearing in IEEMA journal as a part of post-show repertoire. The circulation of IEEMA journal is in tune of 10,000 copies.

For More Information Contact

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