U.S. Electrical & Electronics 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.com/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 ELECRAMA 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 ELECRAMA, 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
➢ ELECRAMA - 5 x 3-meter Trade Show Booth (includes desk, table & chairs, spotlights, power supply, carpeted flooring, company name)
➢ ELECRAMA 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) ELECRAMA 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 WUSeTechnxt 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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