

**DATE:** June 30, 2017  
**FROM:** VINCENT GUGLIELMO  
VICE PRESIDENT

**Bulletin #2017-06**

***Canadian Pavilion  
14<sup>th</sup> Auto Expo India – Component Show  
Pragati Maidan, New Delhi, India  
February 8-11, 2018***

This is your invitation to participate in the Canadian Pavilion at the 14<sup>th</sup> Auto Expo – Component Show, in February 2018.

APMA, together with the Canadian Trade Commissioner Service, Export Development Canada, and the province of Ontario will organize a national stand at Auto Expo 2018 - Component Show, February 8-11, 2018 in New Delhi, India. A Trade Mission component may also be developed visiting several leading OEMs and Tier I Suppliers in India in the near future.

**India Fast Facts:**

- India is emerging as a hub for automotive manufacturing, especially small vehicles and engines. The auto component industry, in tandem with the vehicle industry, has come of age and is an integral part of the global automotive value chain.
- The auto component industry in India is expected to reach a turnover of worth US\$ 115 billion by 2020-21 from the existing US\$ 40 billion.
- Component exports are expected to cross US\$ 30 billion from the current US\$ 10 billion.

**Trade Show:**

The Auto Expo, over the last several years has continued to grow tremendously in size and today is truly a global event. Due to heavy demand for space at Auto Expo the forthcoming show will have two segments: Auto Expo – Motor Show 2016 and Auto Expo – Component Show 2018, each at a separate location. The Canadian pavilion will be in the Component Show as it was in 2016. The Auto Expo 2018, concurrently organized at two locations by Automotive Component Manufacturers Association (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM) will bring to you the best of both the worlds - Vehicles as well as Components & Accessories from India and across the world.

Auto Expo 2018 – Component Show occurs from February 8 -11, 2018 at Pragati Maidan, New Delhi, India while the Auto Expo – Motor Show is being organized at the India Expo Mart, Greater Noida, Delhi NCR, India from February 9 – 14, 2018. The events are coordinated to allow OEM customers to visit with suppliers exhibiting in the Auto Expo –Components Show.

The previous editions of Auto Expo, held in 2014 and 2016 in New Delhi, witnessed the largest ever participation from the automotive sector making Auto Expo - Asia’s largest and most complete automotive show. Auto Expo India is an excellent occasion to showcase your organization’s capabilities, to identify new sales and partnering leads, and to assess emerging automotive trends, technologies and competitors in this dynamic and fast-growing auto market.

The Canadian Pavilion at Auto Expo India will occupy approximately 100m<sup>2</sup> and will showcase Canadian parts and components, tooling and machining suppliers, and other related organizations. Each participating company will receive: a furnished exhibit space and signage within the Pavilion of approximately 8 m<sup>2</sup> (*actual size to be determined once space is allotted to the Pavilion by Show organizers and pending how many companies participate*); common reception/seating area; all standard exhibitor offerings including show passes; all services undertaken on behalf of individual exhibitors such as liaison with show authorities and contractors; access to special networking, media relations and promotional events such as the official Canadian Reception and business-to-business meetings with Indian companies and featured in a customized Canadian Directory of Exhibitors that will be used to market the Pavilion and its participating companies in advance of the event.

**Registration:**

Booth allocations will be made on a first-come, first-served basis with payment. This offer is open to all Canadian companies. The booth(s) will be in a shared space location with individual companies having their own display area in an open concept under a uniform Canadian Pavilion design. See the following *Participant Registration Form and Invoice* for more details.



**Draft Program**  
**(subject to change)**

<b><u>Dates (2018)</u></b>	<b><u>Auto Expo India – Component Show</u></b>
<b>Feb 6</b>	<ul style="list-style-type: none"> <li>arrive New Delhi, India</li> </ul>
<b>Feb 7</b>	<ul style="list-style-type: none"> <li>Auto Expo exhibit setup</li> </ul>
<b>Feb 8 – 11</b>	<ul style="list-style-type: none"> <li>Show Days</li> </ul>
<b>Feb 11-12</b>	<ul style="list-style-type: none"> <li>Possible Trade Mission – departing from New Delhi, India</li> </ul>

## Canadian Pavilion and OEM Supplier Days 2018 Auto Expo India – Component Show

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Choose one of the following options:

<b>Trade Show Only</b>	APMA Member Cost per booth*:	\$5,775.00	<b>Total</b>
	or Non-APMA Member Cost*:	\$6,775.00	
	number of locations requested: (subject to availability)	X _____ =	\$ _____

*An optional, potential Trade Mission is also being considered. Opportunities and costs will be outlined to companies at a later date.*

*\* The Government of Ontario (MEDEI) may support Ontario-based companies participating in the trade show. Ontario-based manufacturing companies will be eligible to receive a rebate, to be issued to Ontario companies after the event, by APMA.*

### Company / Contact Information

Company _____	Primary contact person _____
Address _____	Name _____
	Title _____
City _____	Phone _____
Province _____ Postal Code _____	Fax _____
Website _____	Email _____

### Method of Payment • Choose one of the following options.

- Cheque** in the amount of \$ \_\_\_\_\_ . **HST# 122758741**
- Credit card (circle one): Visa / MasterCard / Amex** To pay by credit card, please complete the following:
- Cardholder name \_\_\_\_\_ Expiry \_\_\_\_\_
- Card number \_\_\_\_\_
- I authorize a charge of \$ \_\_\_\_\_ (registration fee plus 3% credit card service fee) to the credit card listed above.
- Authorized signature: \_\_\_\_\_

### Conditions

- Open to all Canadian companies. Booth placement will be made based on Registration received on a first-come, first-served basis, subject to confirmation and payment. Payment is due with application. Non-refundable.
- **Email** this application form with credit card details to [yguglielmo@apma.ca](mailto:yguglielmo@apma.ca), **Fax** application to APMA at **416-620-9730** and/or **Mail** with payment to **APMA, 10 Four Seasons Place, Suite 801, Toronto, Ontario M9B 6H7**.
- Government rebate amounts have not been established yet.