

DATE: AUGUST 20, 2019
FROM: VINCENT GUGLIELMO
VICE PRESIDENT

Bulletin #2019-04

***Canadian Pavilion & Trade Mission
15th Auto Expo India – Component Show
New Delhi, India
February 2020***

APMA, along with the Canadian Trade Commissioner Service, and various provincial governments will organize a Canadian Pavilion at Auto Expo 2020 - Components Show, February 6-8, 2020 in New Delhi, India. A Trade Mission component will also be developed shortly that will visit with several leading OEMs and Tier I Suppliers in India.

India Fast Facts:

- India is a hub of automotive manufacturing, especially small vehicles and engines. The auto component industry, in tandem with the vehicle industry, is becoming an integral part of the global automotive value chain.
- The India auto industry ships US \$144 Billion, with components representing US\$ 57 billion.
- The India industry is seeking supplier capabilities for in-vehicle electronics, EV and hybrid technologies to support future emission and safety targets.
- Indian manufacturers are implementing Industry 4.0, Automation and AI into their production facilities to strengthen manufacturing competitiveness and quality.
- India's Government has recently established Research Grants and Tax incentives for collaborative research initiatives.

Trade Show:

The Auto Expo continues to grow in scale and has two Show segments: Auto Expo – The Motor Show 2020 and Auto Expo – Components Show 2020. The Canadian pavilion will be in the Components Show as it was in 2018. Auto Expo 2020 – Components Show occurs from February 6 -9, 2020 at Pragati Maidan, New Delhi, India and the Auto Expo – The Motor Show occurs at the India Expo Mart, Greater Noida, Delhi NCR, India from February 7 – 12, 2020. The Shows are produced by India's national associations: Automotive Component Manufacturers Association (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM).

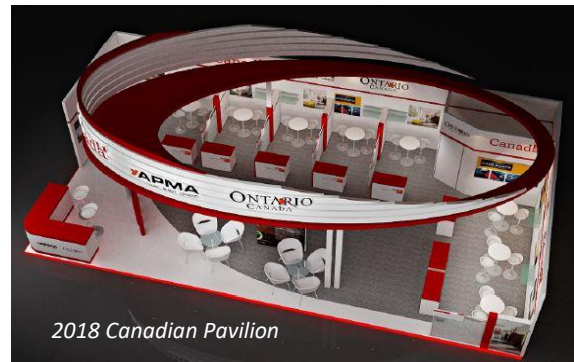
Who should participate:

- Canadian component, mold maker and technology suppliers seeking to gain access to the India market place for direct supply, joint ventures, technology transfers or partnerships
- Additive manufacturing, software design/prototyping suppliers
- Electronics suppliers for Safety (braking, stability, telematics, infotainment, sensors), emission control, hybrid/electric vehicle and Fast Charger suppliers
- Industry 4.0, IoT, AI related companies seeking to gain access to Indian OEM and Tier I suppliers

The Canadian Pavilion at Auto Expo India will occupy approximately 90 m² and will showcase Canadian parts and components, tooling/machining suppliers, and leading emerging technology provider organizations. Exhibitors in the Pavilion will be provided: *a furnished exhibit area and signage within the Pavilion*. Each booth will be approximately 7 m² (*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; 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)

India Trade Mission (program in development)

Feb 2-5

- Trade Mission, New Delhi, India area (will focus on Industry 4.0, IoT, Advanced and Additive Manufacturing meeting with Indian OEM and Tier 1/2 companies)

Auto Expo India – Components Show

Feb 4

- Arrive in New Delhi, India

Feb 5

- Auto Expo exhibit setup

Feb 6 – 9

- Show Days/Move out/Departure

CanExport Program for Businesses (SMEs)

The Government of Canada offers the CanExport Program, aimed at assisting Canadian small and medium-sized enterprises (SMEs) to develop global business. Eligible companies are encouraged to apply to be considered for CanExport support for initiatives such as the India Auto Expo event. Other assistance may also be available. Further details on eligibility and on how to apply is available [here](#).

2020 Auto Expo India – Component Show & Trade Mission Registration

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Complete the following options, as they apply to your participation:

Auto Expo - Components Trade Show Only	APMA/CAMM Member Cost per booth*:	\$4,000.00	Total
	or Non-Member Cost*:	\$5,000.00	
	number of booth locations requested: (variations of booth sizes/formats will be considered, subject to availability)	X _____ = _____	(1) \$ _____
Trade Mission only	APMA/CAMM Member Cost:	\$300.00	(2) \$ _____
	or Non-Member Cost: <i>Does not include travel, accommodations, food and per diems)</i>	\$400.00	
Participation in <u>both</u> activities	Deduct 5% of the totals above, if participating in <u>both</u> activities	(3) Less 5% = \$(_____)	(1) +(2)-(3) = \$ _____

Optional Trade Mission details forthcoming as agenda develops.

CanExport Program and/or the Government of Ontario's Ministry of Economic Development, Job Creation and Trade may financially support Ontario-based companies.

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 vguglielmo@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.**