

10th AUTO EXPO

2010

The Complete Automotive Show
5-11 January 2010 • New Delhi, India
— Silver Jubilee Year —

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Mobility
forall

FAIR BUZZZ...

10 January 2010: New Delhi

The World Drives into 10th Auto Expo

The 10th Auto Expo demonstrates that the Indian automotive industry has confidently established itself on the global map. The international attention on and in India is clearly evidenced by the huge interest this event has drawn from all over the world...a massive surge of overseas participation resulting in 40 per cent increase in area for international exhibitors, bigger contingents from Germany and China, a new entrant in Luxembourg, delegations from across the globe and a host of overseas journalists from 10 countries covering the event. Clearly, India is a hot destination on the world map when it comes to automobiles !

**10th Auto Expo
Valedictory Session**
11 January 2010: 12 noon,
Lal Chowk, Pragati Maidan
Address by
Mr Jyotiraditya Scindia,
Union Minister of State for
Commerce and Industry

Canada

Canada, a regular participant at the Auto Expo, did not fail to impress this time too. The Pavilion of the world's third largest exporter of automotive components hosted companies with diverse product portfolios such as Ckdpack Inc. that offers packaging and logistical services for automotive components, the CV Tech Group, manufacturers of continuously variable transmission systems, L&P Group, a Fortune 500 company that makes automobile seating systems, Litens Group, Novo, Sciometric, Sputtek Inc and many more. Several leading companies from Ontario region of Canada are participating in this Auto Expo.



China

China has the largest participation by a foreign country at the 10th Auto Expo, with over 500 Chinese companies participating in the Fair. Indeed, of the total space of 38,000 sqm earmarked for auto component makers at the Expo, 5,000 sq m has been booked exclusively by Chinese companies.

The Chinese participants at the Fair said they see India as the next big emerging market after their own. Several firms shared that they have received orders from Indian companies, and most have plans of entering the Indian market in the near future. In fact, a good number of the



exhibitors confirmed that they would certainly participate in the next edition of Auto Expo !

The products from China range from components, accessories, electronics and electricals to high end engine management systems and other cutting edge prototypes and technologies.

Companies like Jiejia Automobile Parts, Wenzhou, and Hong Kong Benbawang Company said they look forward to strengthening enterprise and technical relationships between China and India. Ms. Mandy Chen of Okiya Group, Zhejiang, manufacturers of engine components, was enthused by the positive response from potential clients and visitors to her stall. Okiya Group intends to partner with Indian firms and establish a base in the country soon.

Mr. G. Bell of Jaspo International, makers of Auto Electricals, from Jiangsu, said his company was optimistic about its prospects in India, and looks to tap the vast Indian aftermarket in the coming months. This first timer at the Auto Expo declared that it will indeed participate in all the future editions of the event !

Germany

As always, the German pavilions were packed with both business and regular visitors from the very first day of the Auto Expo. Occupying huge floor space, the German Brigade is showcasing everything from cars and bikes to auto components. Premium car manufacturers like Mercedes Benz, Audi, BMW, Volkswagen, all of whom who have a strong presence in the Indian market showcased concepts, SUVs, sedans

AGMA
Automotive Component
Manufacturers Association of India
— Golden Jubilee Year —

CII
Confederation of Indian Industry
(1895-2010)
— Celebrating 115 Years —

SIAM
Society of Indian
Automobile Manufacturers
— Golden Jubilee Year —

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AUTO 2010
ENTERPRISE
JANUARY 5 - 11, NEW DELHI - INDIA
The Big Fair For Small Enterprises



and sport cars from their formidable stables.

Many German companies used the Auto Expo to launch new models in India. The GL SUV and S Class from Mercedes, BMW X1, GT and 7 series from BMW, Audi Sportback Concept, Volkswagen Polo, and the Skoda SUV, Yeti, were among the debutantes.

Component makers like Formel D Group, Rob Hammerstein, Gustav Wahler GMBH, Joker Logistics and Hosch Industrieklebstoffe and many other German companies are displaying their latest product portfolios at the Expo.

The German automotive industry body, VDA, is buoyed by the response that German companies have received at the Fair. Mr Klaus Bräunig, Managing Director, VDA, emphasised at a press conference that German exports of automotive goods and services to India were worth over EUR 200 million, more than tripling over five years. This is in addition to the sales of German companies operating in India, where German suppliers have over 60 production plants, he said.

Italy

The Italian Trade Commission, a government agency promoting, facilitating and developing trade between Italy and the rest of the world, is one of the key exhibitors at the 2010 Auto Expo. Like all things Italian, the pavilion itself is a visual delight.

Both organisations and leading business houses from Italy are at the Pavilion. While the Torino Chamber of Commerce, the Piemonte Agency for Investments, Export and Tourism, the Unione Industriale, and the Torino – India Liason Office are networking to promote inward-outward investment, the Italian pavilion also hosts exhibitors like design firm Auto Studi, Chinook Components, General Cab SRL, KMI Trade SRL, Mabel, Mecaprom Engine Systems, OMP SRL, Pai Crystal, Redat, Scanferla Bruno SRL and SCS Euroacoustic SRL.

Luxembourg

Luxembourg is a first time participant at the Auto

Expo. Seeking to establish a symbiotic relationship with India and build strategic partnerships with Indian companies, Luxembourg hopes to attract investments from India by leveraging on its assets such as sound economic fundamentals, a long industrial tradition and good quality of life. At the same time, companies from Luxembourg participating at the Auto Expo hope to benefit from India's expertise on frugal engineering and efficient low-cost manufacturing industries.

Leading companies at the Luxembourg Pavilion include steel giant Arcelor Mittal, Ceratizit, one of the world's leading hard material producers, manufacturing systems major CTI, and safety systems manufacturer IEE, among others.

Taiwan

The Taiwan Pavilion has more than 37 companies participating at this Auto Expo, each with a unique range of products. An interesting item is an Aromatherapy air freshener and ionizer that operates through the car cigarette lighter, from Tang Yang Dies Co Ltd. Yin Lin Machines, world leaders in bending technology, and Unipoint, with the largest product range in electrical rotators in the world, are also present at the Pavilion.

First-time exhibitors like Fullwei Industrials, Keenco, E-Lead, and Super Market Developing Co said the stability in the Indian economy is one of the key factors which brings them to India. While Unipoint and Chao Chuan Metal Industry are participating in the Auto Expo for the second consecutive year, Tech-Cast, Mobiletron and some other companies said this was their 5th consecutive year of participation. "Each time we come to India we see positive growth" they chorused.

Delegations

Overseas delegation from Japan, Germany, Sri Lanka, UK, UAE, Italy, Korea, France, USA, South Africa, Tunisia, Indonesia, Malaysia, Brazil, Russia and from South East Asia are visiting Auto Expo 2010.



Enterprising India

The automobile industry is one of the core industries in the Indian economy, whose prospects are reflective of the economic resilience of the country. Global manufacturers are setting up units in India, not only for the local market but also to function as an export base. A qualitative analysis of various trends reveals that the industry offers immense scope both for allied industries and for those looking at investing in the auto industry.

The auto component sector has come up in a major way to boost the development of the Indian automobile industry. Component manufacturers supply to the original equipment manufacturers (OEM) as well as the replacement market. The replacement market in India is characterised by the presence of several small-

scale players who score over the organized players. The demand from the OEM market, on the other hand, depends on the demand for new vehicles at the manufacturing stage.

India's automotive component industry today manufactures the entire range of parts required by the domestic automobile industry, and provides employment to a large section of both skilled and unskilled persons.

Modern Indian SME manufacturers of auto components are well equipped for producing components as per international standards, and today cater not only to the domestic market but to a large spectrum of the global market too. Indian auto components are well placed in the world market, meeting demanding specifications of perfection and technological upgradation.

The institutionalization of the Auto Enterprise show brings special focus on the SME manufacturers for the development of modern and upgraded tool rooms at each stage of expansion. The Auto Enterprise show is held concurrently with the Auto Expo, to give a positive boost to SMEs.

Spread over an area of 7000 sqm, Auto Enterprise 2010 has participation from more than 500 exhibitors representing a wide range of auto products, sub-assemblies and decorative items.

Auto Enterprise, first organised by the CII in 1993, has witnessed many success stories of the tiny and small entrepreneurs, who have now graduated to the medium section, with many of them even achieving the status of 100% EOUs.

Transport Solutions for a World Class City

The CII Conference on Transport Solutions for a World Class City, held on 9 January, during the on-going Auto Expo, deliberated on Green Integrated Transport Solutions for the NCR. The conference was supported by the Delhi Government.

Setting the context for the discussions, Ms Rumjhum Chatterjee, Chairperson, CII Delhi State Council said that Delhi, which would be hosting the first green Commonwealth Games this year, has taken this as an opportunity to transform itself into a world class city. Sustainable mobility solutions are an integral part of this objective, she said, expressing confidence that the conference would identify specific issues and also arrive at solutions.

Dr Noor Mohammed, Member Secretary, NCR Planning Board shared the details of the Integrated Transport Plan for NCR

prepared by the board. Connecting NCT to neighbouring areas which could act as counter magnets for Delhi, integrating different modes of transport, promotion of walkability and cycling and their integration with the transport system, integration with forthcoming projects like the DMIC, and opening up less accessible areas are some of the key elements of the plan. The total plan cost is estimated at Rs 176,000 crores



to be spent till 2032. This will have to be raised through Innovative resource mobilization, he added.

There is a severe constraint of road space in Delhi, said Mr J S Sindhu, Joint Commissioner (Transport) Delhi, pointing out that the number of vehicles has increased 26 times over the last 40 years, while the road length has grown by merely 3.7% ! A reliable, affordable,

environment friendly, comfortable and safe public transport system is the only solution to this problem, he added.

Mr Sindhu shared some of the transport-related government initiatives as a run up to the Commonwealth Games. These include 11,000 new buses, streamlining of systems for better monitoring of public vehicles through measures like smart card based RC, licenses and driver badges, and creating more road space wherever possible.

Mr Schmidt Manfred, Director – Sales & Marketing, Hybrid Drives World Wide, Siemens AG, described the concept of hybrid transportation, which runs on a combination of batteries and fossil fuel. This, he said, reduces carbon emissions by 40%. Appreciating Delhi's metro initiative and also the efforts towards using CNG, he suggested that India should adopt environment friendly hybrid transportation.

SIAM 4th Auto Trade Dialogue

The Society of Indian Automobile Manufacturers (SIAM) organised the 4th edition of the Auto Trade Dialogue on 8 January. The Dialogue facilitates better understanding and appreciation of the needs of the various automotive industries in individual countries and regions and enables convergence of issues and common concerns that encase the global automobile industry.



Dr Pawan Goenka, President, SIAM, and President – Automotive, Mahindra & Mahindra, spoke about the transition to Euro 4 emission norms this year and the need for concentrated focus to promote alternate fuel technology. Mr A K Taneja, Past President, ACMA, and Managing Director & CEO, Shriram Pistons & Rings, complimented Indian trade policies for being fairly open and transparent.

The event had three technical sessions. The first session, chaired by Mr Vikram Gulati, Director, Dept. of Heavy Industry, Government of India, had presentations from Mr Yoshiyasu Nao, President and Vice Chairman, Japan Automobile Manufacturers Association, Japan, and Ms Angela Mans, Head, Foreign Trade and International Relations, VDA (German Association of the Automotive Industry).

Dr Biswajit Dhar, Director General, Research & Information System for Developing Countries (RIS) chaired

Session 2, while the panel included Mr David Croxson, Head – International, Society of Motor Manufacturers and Traders Ltd (SMMT), Mr Bambang Trisulo, President, Indonesia Automotive Federation, and Chairman, GAIKINDO, Indonesia, and Dr Wayne W J Xing, Editor/Publisher, China Business Update/China Auto Review.

Mr Vikram Gulati chaired the third session, with speakers from Brazil, Russia, India and the United States. They included Mr Hugo Pinto Ribeiro from Brazil, Mr Steve Cherynsh, Director – International Relations, Russian Association of Automotive Dealers, Mr A S Puri, Sr. General Manager (Government Affairs & Collaborations) Tata Motors, and Mr Edward C Tonkin, Vice Chairman, NADA, United States.

The Dialogue reiterated that every economy requires and demands free trade modules to encourage growth. As growing environmental concerns grip the world's attention, there is a need to accelerate efforts to develop environment-friendly vehicles.

An Interactive Session with 3 State Governments Investment opportunities in the states



An interactive session on investment opportunities with the states of Orissa, Andhra Pradesh and Karnataka, was organised by the Automotive Component Manufacturers Association of India (ACMA) on 7 January, during the on-going 10th Auto Expo. The Secretaries of the States: Mr Saurabh Garg, Industry Secretary, Orissa Investment and Export Promotion Office (OIEPO), Dr. P V Ramesh, Commissioner-Industries, Commerce and Export Promotion, Andhra Pradesh, and Mr. V P Baligar, Secretary-Industry & Commerce, Karnataka, showcased the investment opportunities and incentives offered particularly for the auto sector.

Orissa

- Critical inputs at a competitive prices: Land, Steel, aluminum and power as well as skilled/semi-skilled manpower
- Ports - Gateway to South East Asia
- Connectivity to major auto-hubs
- Establishment of sector specific industrial parks
- Land and shed at special rates
- Various exemptions and subsidies
- Power: 100 % Electricity Duty exempted for 5 years up to 5 MW
- Patent registration assistance
- Quality certification assistance
- Assistance for technical know-how
- Capital Investment Subsidy for MSMEs

Andhra Pradesh

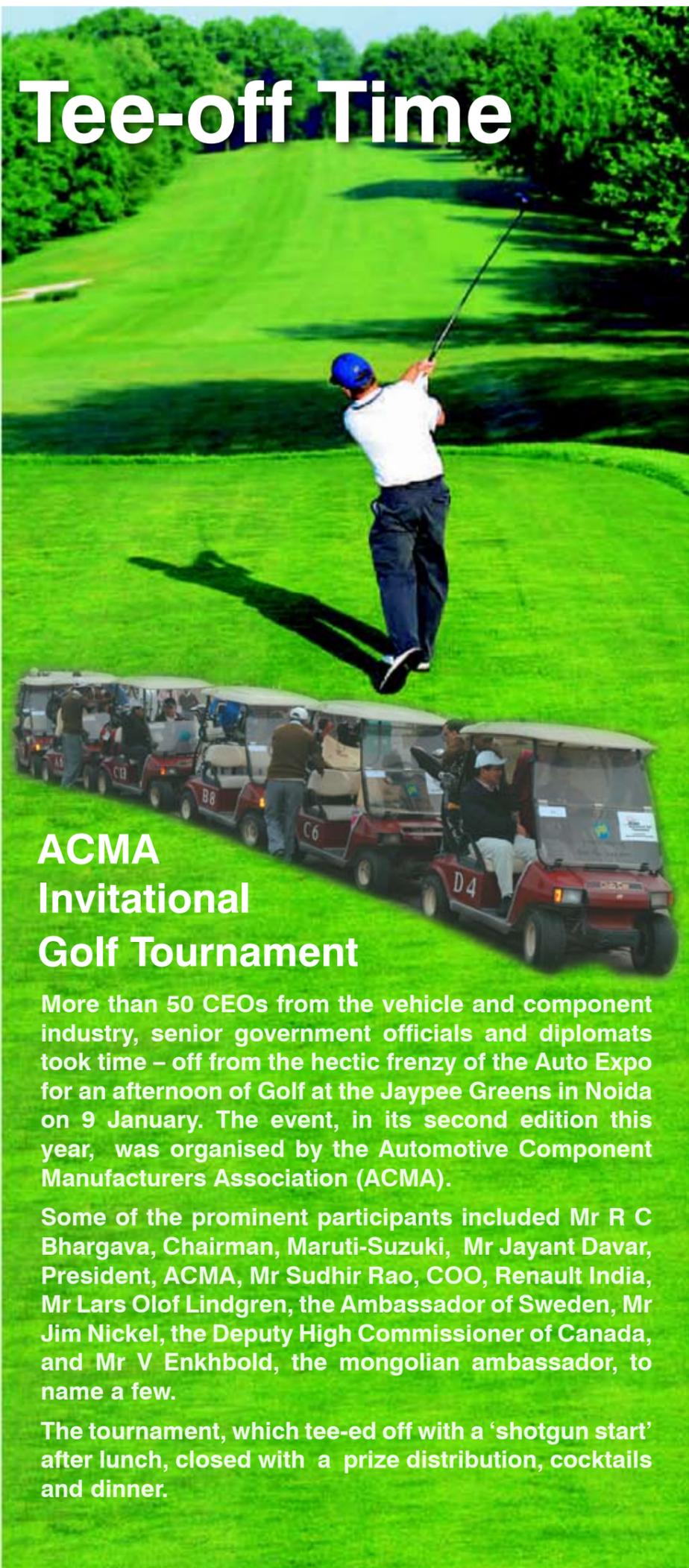
- AP – Best Investment Destination in India – reputation established
- Strategic location
- Largest technical and skilled manpower for any state
- Good Infrastructure – Power, Water, Ports
- Vibrant Ancillary Sector – Exporting components to Australia, Germany, Iran, Italy, UK and USA
- Consumer confidence and increased purchasing power
- Increased demand for cars due to improved road network
- Enabling environment - Single Window for all industrial clearances
- Consistent & comprehensive Industrial Investment Promotion Policy

Karnataka

- Interest free loans on VAT up to 50% of assessed gross VAT and upto 12 years depending upon the investment on fixed assets.
- Exemption from entry tax – both on plant and machinery, capital goods and raw materials.
- Exemptions from Stamp Duty.
- Concessional registration charges.
- Waiver of conversion fine.



Tee-off Time



ACMA Invitational Golf Tournament

More than 50 CEOs from the vehicle and component industry, senior government officials and diplomats took time – off from the hectic frenzy of the Auto Expo for an afternoon of Golf at the Jaypee Greens in Noida on 9 January. The event, in its second edition this year, was organised by the Automotive Component Manufacturers Association (ACMA).

Some of the prominent participants included Mr R C Bhargava, Chairman, Maruti-Suzuki, Mr Jayant Davar, President, ACMA, Mr Sudhir Rao, COO, Renault India, Mr Lars Olof Lindgren, the Ambassador of Sweden, Mr Jim Nickel, the Deputy High Commissioner of Canada, and Mr V Enkhbold, the mongolian ambassador, to name a few.

The tournament, which tee-ed off with a 'shotgun start' after lunch, closed with a prize distribution, cocktails and dinner.



Nukkad Nataks on Road Safety

Nukkad nataks (street plays) generating awareness on road safety are a daily feature at the 10th Auto Expo. Organised by the Society for Automotive Fitness and Environment (SAFE), along with the Society of Indian Automobile Manufacturers (SIAM), the four daily shows cover different aspects of road safety, at different venues across Pragati Maidan.



The themes cover basic tenets of road safety like the importance of wearing seat belts and helmets, following road signs, lane driving and providing assistance to those injured in road accidents.

ASIMO, the Robot

Honda's Asimo is a lovable star at the Auto Expo. Described by its creator as the world's 'most advanced human robot,' the humanoid robot standing at 130 cms (4 feet 3 inches) and weighing 54 kgs (114 pounds), resembles a little astronaut wearing a backpack. He can walk or run on two feet at speeds up to 6 km/h (4.3 mph)!



ASIMO was created at Honda's Research & Development Wako Fundamental Technical Research Center in Japan. The robot currently visiting the Auto Expo is the 11th in a line that began in 1986 with E0. Interestingly, its name is an acronym for 'Advanced Step in Innovative Mobility.'



Anti Honking Awareness Campaign

The 10th Auto Expo will host a unique campaign against noise pollution between 12:30 p.m. and 4:30 p.m on Sunday, 10 January, at Pragati Maidan.

The Anti-Honking Campaign will bring together 50 to 60 persons, including Volunteers of the Earth Savors Foundation (NGO) and staff members of Hella India Lighting Ltd. and Hella Electronics Pvt. Ltd. wearing special masks and jackets with anti-honking slogans. The participants will fan out to major locations across Pragati Maidan, such as Lal Chowk, Phulwari, Falaknuma, etc, bearing banners and hoardings carrying 'Anti Honking' awareness messages to educate people not to horn unnecessarily while driving.

During the peaceful campaign, the team members will also distribute specially designed pamphlets and stickers to build social awareness against unnecessary vehicular honking.

