



Embassy of India
Lomé

Invitation to Participate as a Hosted Buyer in Reverse Buyer-Seller Meet at ELECRAMA-2023

IEEMA is organizing 6th Reverse Buyer-Seller Meet, concurrently with ELECRAMA-2023 exhibition, from 18th to 22nd February 2023 at India Expo Mart Ltd. Greater NOIDA, Delhi NCR, India. ELECRAMA is the premier showcase and world's largest confluence of electrical / power transmission and distribution community. Held since 1990, the last edition ELECRAMA-2020 hosted 874 exhibitors from India and 224 from 24 countries attracting 300,000 footfalls. (www.elecrama.com)

Registration for Foreign Buyers at ChangeXchange - The 6th Reverse Buyer-Seller Meet:

We are pleased to inform you that a limited number of foreign buyers keen to source electrical equipment and components from India are being invited to attend the 6th Reverse Buyer-Seller Meet (RBSM) as hosted foreign buyers by IEEMA, with the support of Department of Commerce, Ministry of Commerce & Industry, Government of India.

Who can Register as Buyer:

- Procurement Officials from Power Utilities, Railways / Metro Railways
- Ministry of Power I Energy Officials
- Energy Regulators
- EPC Contractors
- Electrical Consultants
- OEMs for component sourcing
- Large Corporate Houses
- Electrical Equipment Buyers

All approved Buyers at ChangeXChange - The 6th Reverse Buyer-Seller Meet will be eligible for:

- Mandatory one-to-one meetings with Indian sellers at ELECRAMA-2023.
- Complimentary to and for economy class air-ticket from the nearest international airport to New Delhi, India.
- Complimentary three nights hotel stay at Delhi NCR, for attending the event – includes all meals - breakfast & dinner (at hotel) Lunch (at RBSM venue).
- Complimentary Airport Transfers and daily transportation from Hotel-Venue-Hotel to attend the event.
- Visa Recommendation Letters to obtain Indian visa in home country.

All approved hosted foreign buyers shall bear the following expenses themselves:

- Visa Application Fee for Indian Visa.
- Travel insurance to India.
- Covid Vaccination and Test.
- Any other expenses not included in above.

In case you are interested in attending ChangeXChange - The 6th Reverse Buyer-Seller Meet at ELECRAMA-2023 as a hosted foreign buyer, please submit your application online at website **www.ieema-rbsm.in** or fill-in the attached form and email a scanned copy of the same to **response@ieema-rbsm.in** by **31st December 2022**.

We look forward to receiving your application.

Best Regards,



Embassy of India
Lomé

**Invitation à participer en tant qu'acheteur hébergé au Reverse
Buyer-Seller Meet à ELECRAMA-2023**

L'IEEMA organise la 6^{ème} édition du Reverse Buyer-Seller Meet, en même temps que l'exposition ELECRAMA-2023, du 18 au 22 février 2023 à India Expo Mart Ltd, Greater NOIDA, Delhi NCR, Inde. ELECRAMA est la première vitrine et la plus grande confluence au monde de la communauté de la transmission et de la distribution d'énergie électrique. Organisée depuis 1990, la dernière édition d'ELECRAMA-2020 a accueilli 874 exposants d'Inde et 224 de 24 pays, attirant 300 000 visiteurs. (www.elecrama.com)

Inscription des acheteurs étrangers à ChangeXchange - La 6^{ème} rencontre inversée acheteurs-vendeurs :

Nous avons le plaisir de vous informer qu'un nombre limité d'acheteurs étrangers désireux de s'approvisionner en équipements et composants électriques en Inde sont invités à participer au 6^{ème} Reverse Buyer-Seller Meet (RBSM) organisé par l'IEEMA pour les acheteurs étrangers, avec le soutien du Département du Commerce, Ministère du Commerce et de l'Industrie, Gouvernement de l'Inde.

Qui peut s'inscrire comme acheteur :

- Responsables des achats des services publics d'électricité, des chemins de fer et des métros.
- Fonctionnaires du Ministère de l'énergie
- Régulateurs d'énergie
- Entrepreneurs EPC
- Consultants en électricité
- OEMs pour l'approvisionnement en composants
- Grandes entreprises
- Acheteurs d'équipements électriques

Tous les acheteurs approuvés lors de ChangeXChange - The 6th Reverse Buyer-Seller Meet seront éligibles pour :

- Des réunions obligatoires en tête-à-tête avec les vendeurs indiens à ELECRAMA-2023.
- Un billet d'avion aller-retour gratuit en classe économique de l'aéroport international le plus proche à New Delhi, en Inde.
- Trois nuits d'hôtel gratuites à Delhi NCR, pour assister à l'événement y compris tous les repas - petit déjeuner et dîner (à l'hôtel) Déjeuner (sur le site RBSM).
- Transferts gratuits depuis l'aéroport et transport quotidien entre l'hôtel, le lieu et l'hôtel pour assister à l'événement.
- Lettres de recommandation pour l'obtention du visa indien dans le pays d'origine.

Tous les acheteurs étrangers hébergés approuvés doivent supporter eux-mêmes les dépenses suivantes :

- Frais de demande de visa pour le visa indien.
- Assurance voyage en Inde.
- Vaccination et test Covid.
- Toute autre dépense non incluse dans ce qui précède.

Si vous souhaitez participer à ChangeXChange - The 6th Reverse Buyer-Seller Meet à ELECRAMA-2023 en tant qu'acheteur étranger hébergé, veuillez soumettre votre candidature en ligne sur le site **www.ieema-rbsm.in** ou remplir le formulaire ci-joint et envoyer une copie scannée de celui-ci à response@ieema-rbsm.in avant le **31 décembre 2022**.

Nous nous réjouissons de recevoir votre demande.

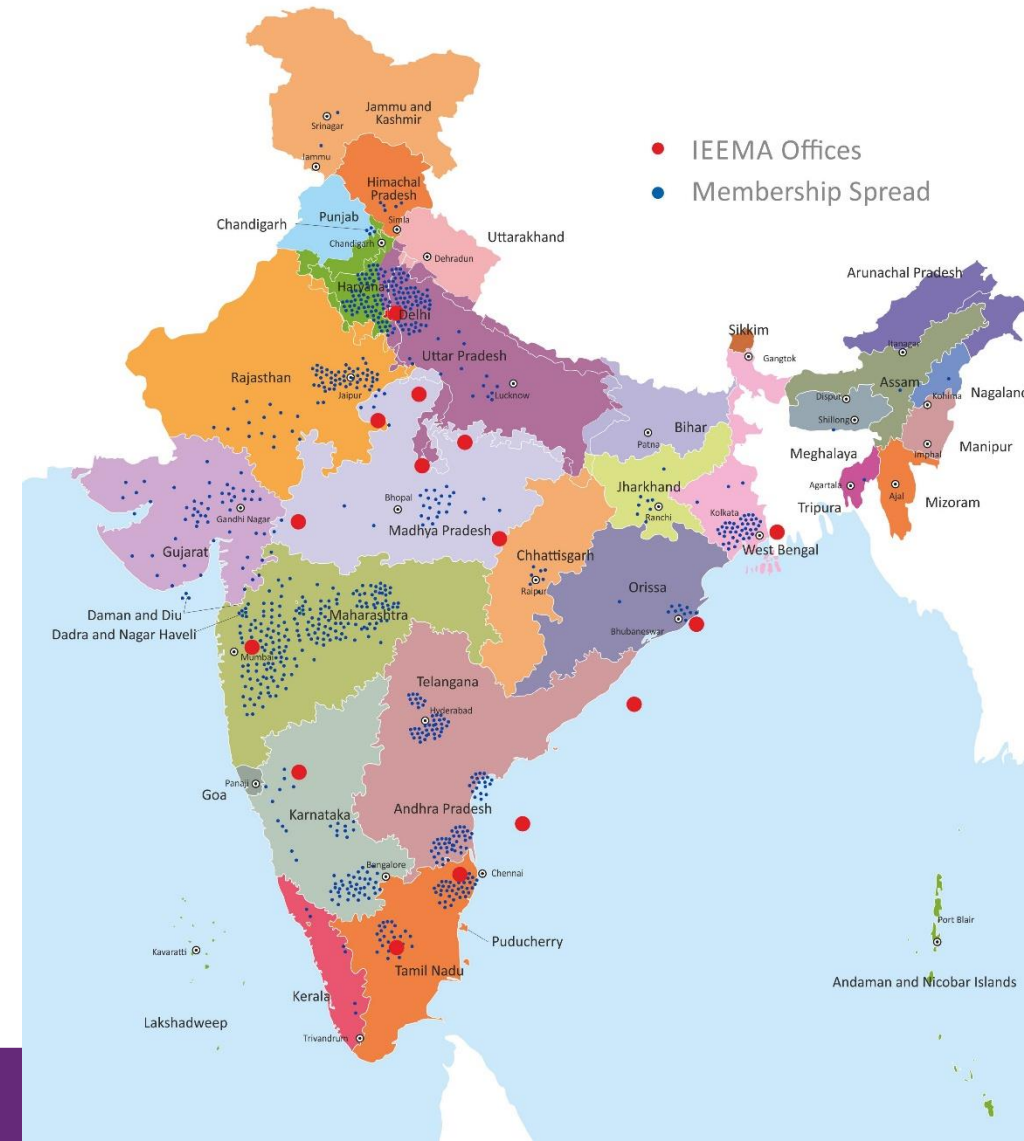
Meilleures salutations,

IEEMA
Electrical Equipment Industry
ELEC RAMA
Reverse Buyer Seller Meet



Indian Electrical and Electronics Manufacturers Association

IEEMA is an apex association of manufacturers of electrical, industrial electronics and allied equipment in India. Founded in 1948, IEEMA is the first ISO certified industry association with encompassing the complete value chain in power generation, transmission and distribution equipment, including new and renewable energy. IEEMA members contribute to more than 95% of the power equipment installed in India and represent a turnover of over USD 50 Billion. IEEMA has a PAN India presence with its corporate office at New Delhi, registered office at Mumbai, regional offices at Kolkata and Bangalore and eight state offices.



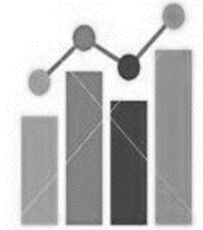
Activities of IEEMA



Voice of the Industry –
Policy advocacy with the
Government



Product Standardisation – closely
working with Bureau of Indian
Standards



Specialised Services –
Price Variation Clauses,
Prices/Indices



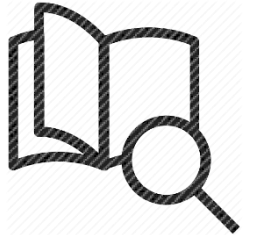
Exhibitions – ELECRAMA, DistribuELEC,
BuildELEC, E3 – Energize Empower East



Statistical Analysis &
Market Research



International Technical
Conferences



IEEMA Journal



Training Programmes & Skill
Upgradation



Export Promotion
(MoUs, Fair Participation/Trade Delegation)

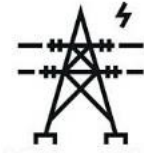


Indian Electrical Equipment Industry

Diversified, matured and strong manufacturing base, with robust supply chain



Industry Production in 2021-22: INR 2.24 lakh crore (approx. US \$ 30 bn); Exports: US\$ 9.7 bn



Engineering Industry providing generation, transmission & distribution equipment



Presence of major foreign players, either directly or through technical collaborations with Indian manufacturers



State-of-art technology in most sub-sectors at par with global standards



Rugged performance design of equipment to meet tough network demand. 95% of installed capacities in the country are supplied by IEEMA Member:



Provides direct employment to over 5 lakh persons, indirect to over 10 lakhs, and over 50 lakhs across the entire value-chain



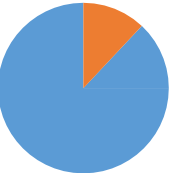
Serving Power Infrastructure, Railways, Metros, Smart cities, Commercial, Residential & Industrial Sectors
Also working in areas of EV Charging Infrastructure, Energy Efficiency & Climate Change



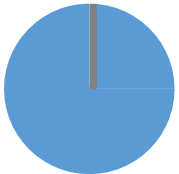
Electrical Goods contribution in overall Capital Goods sector



The size of Capital Goods industry market size is \$92 Billion while Power Equipment share in it is about **55%**



The Capital Goods industry contributes **12%** to the total manufacturing activity



Electrical Equipment Industry contributes **1.23%** India's GDP and is **7.73%** of the Manufacturing Sector



Upgradation of technology levels, continuous R & D efforts and self sufficiency of the nation in this sector requires desired levels of investment and support by the Government





15th Edition

ELEC RAMA

Powering the **Future of Energy**

**REIMAGINE ENERGY
FOR SUSTAINABLE FUTURE**

18-22 February, 2023

India Expo Mart, Greater Noida, NCR, India

www.elecrama.com



- World's largest standalone electrical and allied electronics show
- Largest T&D exhibition in the World
- Brings together the complete spectrum of solutions that powers the planet from source to socket & everything in between
- Peerless thought leadership platforms for everything electric - from technical conclaves to industry summits

ELEC RAMA 2023 – the 15th edition:

- **95% space booked by Indian and foreign exhibitors**
- **Exhibitor Profile - Who's who of electrical industry - MNCs, Large, Medium/small and Start ups**
- **Country Pavilions from Germany, France, UK, Canada, Romania, Taiwan etc**
- **Germany already in as Country Partner for World Utility Summit 2023**
- **Buyers & Visitors from over 60 countries**
- **Special focus: EV ecosystem - Charging, components, Battery Storage value system & Green Hydrogen**
- **Widest Choice of product and technology across the spectrum on display.**

eTECH^{nxt}

shall showcase new technologies which are going to impact the electricity and power sector.

Themes

- *New Energies* viz. Green Hydrogen, Storage, eTransportation
- *Capital Raise* – with PE/VCs to finance the new tech
- *New Tech* – Tech for Net Zero buildings

Special Attraction: Start Up Pavilion & Awards



 **World
Utility
Summit**

A pioneering thought leadership forum, attempts to set the agenda for the future.

Attended by CXOs of utilities, energy efficiency bodies, standards organizations, regulators, finance professionals and Policy makers from around the world.

Theme – Sustainable Transformation of Utilities





Reverse Buyer Seller Meet (RBSM) is the biggest hosted buyers programme under MAI assistance where 700 International Buyers from Africa, ASEAN, CIS, Middle East, SAARC, North America, Europe and North East Asia will meet Indian sellers in pre-scheduled B2B meetings



Domestic Buyer Seller Meet (DBSM) provides opportunity for B2B meetings between Indian manufacturers and procurement heads representing Utilities and non utilities such as User Industry, Defence, Railways/Metro, Real Estate etc



Rail Urja

Rail Urja is One stop platform to showcase electrical, rolling stock and signaling equipment for Railways and Metros

**CEO
Summit**

- A CEOs only, high powered evening event featuring:
- Closed door Policy discussions
 - Talks by Global CEOs



ELECRAMA - FAIR FACTS

	ELECRAMA-2020	ELECRAMA-2023 (expected)
Exhibition Area	80,000 sqms	1,00,000 sqms
Exhibitors	1,370	1,500+
Country Pavilions	10	18-20
Business Enquiries	USD 4.6 bn/ € 4.1 bn	USD 6 bn/ € 5.4 bn
Visitor Footfalls	3,00,000	3,50,000
International Buyers (under RBSM)	650	700
Countries Represented	70	80
Geographies Represented	Africa, Southeast Asia, Middle East, Latin America, CIS and SAARC	Africa, Southeast Asia, Middle East, Latin America, CIS, SAARC, Europe, North America, North East Asia and Oceania

Leverage the Multi Billion Opportunity



- ▶ **New business opportunities with** massive capital investments in Railways, Metro, Airport, Defense, Smart cities, Buildings, EV ecosystem.



- ▶ **Sustainability** through Energy Conservation, Net Zero, Smart Consumption.



- ▶ **Strengthening the Supply Chain** through Vendor development highlighting importance of Small, Medium and Micro industries.



- ▶ **Innovation & Future technologies** in Storage, Green Hydrogen, Fuel Cells, AI, IoT.



- ▶ **Opportunities** for Start Up ecosystem.



- ▶ **Strengthening** the Core through Reliability, Quality and Safety of electrical products and equipment



- ▶ **Right Skilling** through Talent Upgradation, Industry Academia interconnect.

Reverse Buyer Seller Meet



ChangeXChange 2020: The 5th Reverse Buyer-Seller Meet

- ❑ Organized with ELECRAMA 2020
- ❑ 590 Foreign Buyers participated from 56 Countries
- ❑ Approx. 5,900 meetings held with 874 Indian exhibitors via on-line booking system
- ❑ Approx. business value USD 4.6 billion



ChangeXChange 2023: The 6th Reverse Buyer-Seller Meet

- Supported by Department of Commerce, Government of India, under MAI Scheme
- IEEMA is targeting to acquire 700 foreign buyers from across the world
- 6500+ b2b meetings expected generating business enquiries worth USD 6 billion
- Promotion of “Made in India”, strategic business and technological partnerships
- **Targeted Buyers:**
 - Procurement Officials from Power Utilities, Railways, Metro Railways
 - Ministry of Power / Energy Officials
 - Energy Regulators
 - EPC Contractors
 - Electrical Consultants
 - OEMs for component sourcing
 - Large Corporate Houses
 - Electrical Equipment Buyers



From the perspective of last 3 editions of RBSM

RBSM 2016		RBSM 2018		RBSM 2020	
2016 - 17	2017-18	2018-19	2019-20	2020-21	2021-22
39,280	41,677	52,910	60,698	58,379	72,634
% Growth YoY	6.10	26.95	14.72	- 3.82	24.42

Exports to African Region

Exports to Africa						
2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Top Exporting Countries
5624	4853	6813	9190	6690	7265	NIGERIA, TANZANIA, MOZAMBIQUE, KENYA, SOUTH AFRICA, ETHIOPIA, ALGERIA, UGANDA, EGYPT, MOROCCO

Source: DGCIS

Value (Rs. Crs.)

Major Product wise Exports to African Region

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Generation Equipment (Boilers, Turbines, Generators)	598	537	737	1629	619	622
Cables	471	703	864	2139	1212	1326
Switchgears & Controlgears	545	524	617	585	607	761
Transformers	1182	708	880	733	708	933
Transmission Lines	396	445	477	601	667	575
Conductors	788	294	917	999	755	490
Rotating Machines	758	776	1004	1036	801	1029
Insulators	67	62	86	85	65	76

Source: DGCIS

Value (Rs. Crs)

Required Support from Indian Missions

- Information dissemination about ELECARAMA 2023 and its co-located events to all relevant stakeholders.
- Connecting us with the Ministry of Power / Energy in the Government Ministries and helping us in getting a Ministerial Delegation to ELECARAMA 2023.
- **Connecting us with the potential visitors to ELECARAMA 2023.**
- **Connecting us with major Power Utilities, Railways, Metro Railways, EPC contractors etc. for getting Buyers for the 6th Reverse Buyer-Seller Meet.**
- Help us in connecting with relevant Sectoral / Umbrella Industry Association.



ELECRAMA 2023

Powering the **Future of Energy**

18-22 February 2023

India Expo Center, Greater Noida, Delhi NCR

Look Forward To See You There



HOSTED BUYER REGISTRATION FORM

Thank you for your interest to participate as Hosted Foreign Buyer at ChangeXchange – The 6th Reverse Buyer Seller Meet (RBSM) at ELECARAMA-2023, from 18th to 22nd February 2023 at India Expo Mart Ltd., Greater NOIDA, Delhi-NCR, INDIA. Please note that mere application does not guarantee your selection as a Hosted Buyer. Your application will be reviewed by the IEEMA Screening Committee and all approved buyers shall be informed accordingly.

You can submit this application online at www.ieema-rbsm.in or email a scanned copy to response@ieema-rbsm.in

Please attach scanned copy of your valid Passport, Photo and Business Card also along with the application form.

Last date for receipt 31st December 2022.

1. Tell us about your Company

Name of the Company / Organization:

Website:

Core Business Activity:

Address 1:

Address 2:

City:

Country:

Phone No. (ISD Code + City Code + Phone)

Fax No. (ISD Code + City Code + Phone)

Attach Detailed Company / Organisation Profile *

Is your Company / Organisation a member of any Trade Association / Chamber of Commerce ☐ Yes ☐ No If Yes, please mention name(s)

2. Tell us about yourself

Double Vaccinated for Covid 19? ☐ Yes ☐ No

Name of the Applicant (As in Passport):

Designation:

Email:

Mobile Number:

Passport Number:

Place of Issue of Passport:

Date of Expiry:

Do you already have a valid Indian Visa? ☐ Yes ☐ No

Please attach scanned copy of passport*

Please attach scanned copy of photo*

Please attach scanned copy of Business Card*

3. Tell us about your business

Nature of Business:

☐ Government

☐ Utility Company – State Owned

☐ Utility Company – Private

☐ Power Equipment Manufacturing

☐ OEM

☐ Power Equipment / Technology Consulting

☐ Power Equipment / Technology Marketing

☐ Power Equipment / Technology Servicing

☐ Agent Representative

☐ Importer/Buyer/Stockist

☐ Corporate House

Annual Business Turnover in 2021 (USD million):

Current number of employees:

What are your Major Import Products?

Where do you Import from?

What was your Import value in 2021? (USD million)

Please attach a copy of last audited Balance Sheet of your Company / Organisation *

4. Your key reason for visiting the show

- | | | |
|--|--|---|
| <input type="checkbox"/> To evaluate products & technologies | <input type="checkbox"/> To buy products & technologies | <input type="checkbox"/> To recommend products & technologies |
| <input type="checkbox"/> To seek agencies | <input type="checkbox"/> To seek joint ventures & collaborations | |

5. Are you doing business with India? Please elaborate on current activities & companies with which you are working

6. Have you attended previous RBSM Meetings? ☐ Yes ☐ No **If yes which year?** ☐ 2014 ☐ 2016 ☐ 2018 ☐ 2020

7. If answer to previous question is YES, how much business in USD million were you able to generate from your previous RBSM interactions? _____

8. Please name the INDIAN companies with which you did business through RBSM

9. Business Focus Areas: You may select maximum 3 categories

- | | | |
|---|---|---|
| <input type="checkbox"/> Cables: Accessories | <input type="checkbox"/> Cables: Communication | <input type="checkbox"/> Cables: Control |
| <input type="checkbox"/> Cables: House wiring | <input type="checkbox"/> Cables: Instrumentation | <input type="checkbox"/> Cables: Power - HT and LT |
| <input type="checkbox"/> Cables: Specialty | <input type="checkbox"/> Capacitors: Electrolytic | <input type="checkbox"/> Capacitors: Power |
| <input type="checkbox"/> Capacitors: Electrolytic | <input type="checkbox"/> Capacitors: Power | <input type="checkbox"/> Conductors and Accessories |
| <input type="checkbox"/> Control and Relay and Instrumentation Panels | <input type="checkbox"/> Design and Consultancy | <input type="checkbox"/> Energy Meters |
| <input type="checkbox"/> Engineering Projects | <input type="checkbox"/> Generators / Alternators - AC and DC | <input type="checkbox"/> Industrial Control and Automation Systems |
| <input type="checkbox"/> Instrument Transformers – Current | <input type="checkbox"/> Instrument Transformers – CVT | <input type="checkbox"/> Instrument Transformers – Voltage |
| <input type="checkbox"/> Instruments - Sensing, Measuring, Indicating, Testing etc. | <input type="checkbox"/> Insulators – Polymeric | <input type="checkbox"/> Insulators – Composite |
| <input type="checkbox"/> Lighting and Lighting Accessories | <input type="checkbox"/> Insulators – Porcelain | <input type="checkbox"/> Motors DC |
| <input type="checkbox"/> Motors AC | <input type="checkbox"/> Power Electronics, UPS, Variable speed AC/ DC Drives | <input type="checkbox"/> Motors Flame Proof |
| <input type="checkbox"/> Stamping and Laminations | <input type="checkbox"/> Surge Arrestors | <input type="checkbox"/> Switchgear and Control gear - EHV and HV |
| <input type="checkbox"/> Switchgear and Control gear – LV | <input type="checkbox"/> Switchgear and Control gear – MV | <input type="checkbox"/> Transformers: Distribution |
| <input type="checkbox"/> Transformers: Power | <input type="checkbox"/> Transmission Line - Accessories & Hardware | <input type="checkbox"/> Transmission Line – Towers |
| <input type="checkbox"/> Winding Wires | <input type="checkbox"/> EV Charging | <input type="checkbox"/> Other Products (Please specify) |
| | | <input type="checkbox"/> Storage <input type="checkbox"/> Renewable Energy Products |

10. Any Comments:

* It is not compulsory to fill these fields, however, those who fill the same shall have a higher chance of getting selected as a hosted buyer.

I hereby submit my application. I am aware that mere application does not guarantee my selection as a Hosted Foreign Buyer. My application will be reviewed by the IEEMA Screening Committee and I will be informed if I am selected as a Hosted Foreign Buyer.

Signature: _____

Date: _____