



Make in India Week

Guidelines for Country Pavilion

GUIDELINES FOR COUNTRY PAVILIONS

Country Pavilions would be a broad overview of the country, and cover key areas of possible technology, know-how and business interests for bilateral cooperation.

Key focus of a national participation at the Country Pavilion should be a multi-axial display and representation of companies covering industry sectors like:

1. Aerospace & Defence
2. Automobiles and Auto Components
3. Chemicals and Petrochemicals
4. Construction Equipment, Materials & Technology
5. Food processing
6. Infrastructure Development
7. Industrial Equipment and Machinery
8. IT & Electronics
9. Pharmaceuticals
10. Textiles

. These may be connected through:

- a) A Focused / Theme Area displaying industry prowess
- b) States/Provinces Participation
- c) Minister-Led Country / Business Delegation
- d) Pre-fixed B2B and B2G Meetings
- e) Parallel Events like: Country Seminar, Country Evening etc.,

1. Contents for Display

- a. Live Product / Technology Demos
- b. Audio/Visual and Pictorial Displays
- c. Key products / technology / know-how that has made the country a acknowledged leader in key sectors
- d. Use of Interactive Multi-media and technology enabled display systems

2. Essence of communication:

1. Focus of Country Presentation

- Industry and Corporate Display
- Focus on design and innovation led manufacturing processes
- Competitive advantage
- Integration with the global value chain
- Knowledge and know how transfer
- Impact on skill development
- Impact on Technology Development

2. Traditional bilateral experience with India and Indian industry through State owned or company investments in India that has experienced growth

- Innovation & Improvisation for Indian Market
- Experience sharing
- Mergers, Acquisitions & Joint Ventures
- Diversification if any
- Road Ahead in India

3. Recent and forthcoming investments into India

- Industry and private enterprise
- Government – Sovereign Funds

4. Provincial / State Representations

- Strength sectors of the respective Province / State
- “Sister State” Status or interest

5. Country Delegations and key industry representations for business interactions

- Minister led Country Participation
- Presence of top industry representatives
- Business delegation of key decision makers
- Representations of key industry associations and trade bodies

3. Space allocations and exhibit area

**Minimum Indoor Raw Space allotment for country pavilion: 600 square meters
(Min. space allotment for a company in a pavilion: 75 sq. mt.)**

Note:

- a. Available space in the Hall for Country Pavilions is very limited and confirmation for participation and allocation of area would be done on a “first-come-first –served” basis - subject to availability.
- b. Companies can opt for additional space at sector specific Halls.

4. Cost of booking space at the “Country Pavilion” at the Make in India Centre:

Indoor Raw Space: INR 10000 per sq. meter.

Outdoor Raw Space: INR 6000 per sq. meter

Note:

- a. Countries would be provided with raw space only and all stall design & constructions have to be done by respective countries
- b. Cost of electricity = Rs.4000 / KW to be charged extra
- c. Cost of Water connection (for equipment demonstration) = Rs.20000 per connection to be charged extra.
- d. Cost of Compressed air connection (for equipment demonstration) = Rs.20000 per connection to be charged extra.
- e. Government Taxes / levies will be applicable and will be charged extra.

5. Priority Privileges to Participating Country Pavilions:

- a. Invitation to Key CEOs and country representatives to attend inaugural function and other concurrent events under Make in India Week
- b. Country Branding at Networking areas and Lunch areas
- c. Acknowledgement on branding boards at NSCI and MMRDA Grounds as “Participating Country”
- d. 5 Tweets about Country during events days from Make in India Twitter Handle.
- e. Complimentary usage of the conference facility to conduct Country Seminar
- f. Complimentary access to the various sectoral / state seminars.
- g. Complimentary usage of the Board rooms to conduct meetings for up to 20 people
- h. Complimentary usage of the B2B / B2G meeting rooms to conduct business meetings for up to 6 people.
- i. 10 car passes

Note:

The Conference / Board Rooms / B2B meeting room facilities would be allotted by the organizer on first come, first serve basis and subject to availability.