

## INTERNATIONAL EXHIBITION

# IMME 2016, Kolkata – Major Mining Exhibition in India

Meet buyers, develop contacts and explore mining equipment, technologies and services (METS) opportunities in India, with added advantage of Australia's 'Partner Country' status

Austrade invites you to participate in the 13<sup>th</sup> International Mining & Machinery Exhibition (IMME 2016) – a major mining exhibition held every two years in Kolkata, India.

### About IMME 2016

IMME is the largest and most significant mining exhibition in South Asia, held every two years in Kolkata, the mining hub of India. Organised by the Confederation of Indian Industry (CII), India's largest industry association and premier exhibition organiser, it is held concurrently with the Global Mining Summit, a technical seminar, also organised by CII.

CII is India's leading enterprise body, founded in 1895, and has been running IMME since 1984.

IMME 2016 will be focused on METS with participation from global mining companies, METS companies and government.

The 2014 IMME was in association with the Ministry of Coal, Ministry of Mines and Ministry of Steel, Government of India and supported by Coal India Limited, one of the largest coal mining companies in the world. It had 285 exhibitors, 6 country pavilions, and 7,271 attendees from 17 countries.

For more information please visit [www.immeindia.in](http://www.immeindia.in)

### Partner country status for Australia

For each IMME event a leading mining country is selected as "Partner Country", with special status and consequent publicity and visibility benefits. For IMME 2016, Australia has been selected as the Partner Country creating additional advantages for participants of the **Australian National Pavilion**.

#### Important information

Date: 16 – 19 November 2016

Location: Kolkata, India

Apply by: 10 August 2016

#### Who should attend?

Australian businesses in:

- Mining and geological consulting services
- Mining and geological engineering services
- Contract Mining
- Mining IT
- Clean coal technologies
- Mineral processing
- Metalliferous beneficiation technologies
- Materials handling
- Niche mining equipment
- Mining consumables
- Safety services/equipment
- Mineral quality monitoring
- Training services/equipment
- Environmental technologies.

Apply now at [www.austrade.gov.au/IMMEIndia2016](http://www.austrade.gov.au/IMMEIndia2016)

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### Why should Australian companies participate

- Develop a first-hand understanding of the opportunities in India in the mining industry and liaise with decision makers from Indian mining companies.
- Meet Indian customers, potential partners, agents and distributors at the show and networking events.
- Showcase your capabilities to a wide cross section of mining interests in India.
- Acquire in-depth knowledge of mid-term plans for the quantum growth of India's mining industry with a focus on METS requirements and projected investments.
- Receive on the ground assistance from Austrade and advice on the Indian market.
- Capitalise on Australia's selection as "Partner Country" for IMME 2016, and Australia's strong expertise and reputation in the mining industry through your presence in the Australian National Pavilion.

### Market Insights

- India is the third largest economy in terms of purchasing power parity, with high GDP growth of over 7 percent.
- The total value of minerals production in 2014-15 (excluding atomic minerals) was A\$55.15 billion.
- India is the world's third largest coal producer, with an annual production of over 600 million tonnes. India is also a significant producer of barytes, lignite, chromite, iron ore, bauxite, manganese ore, zinc ore, mineral sands and limestone.
- The Indian government has announced ambitious plans of a quantum increase in mining output by more than doubling coal production to around a billion tonnes in the five year period from 2014-15 to 2019-20, with similar large increases planned for the iron ore sector to match growing mineral needs to projected high economic growth rates.
- Indian mining major, Coal India Limited, has estimated expenditure of US\$8.5 billion on investments in the five year period from 2014-15 to 2019-20.
- The growth plans envisaged will require substantial technological inputs from overseas suppliers for new projects and for expansion and modernisation activities. The share of underground production would also need to increase considerably and is an area where there is an acute lack of modern technology.
- At present over 30 Australian companies in mining equipment, technologies and services (METS) are active in India either by their own presence or through partners, agents and distributors. Over the past few years, they have won contracts in diverse areas of METS.

### India METS Opportunities

Opportunities for overseas METS suppliers include the areas of:

Mining and geological consulting services; mining and geological engineering services; advanced exploration technologies; mining IT including mine planning software and mine management systems; contract mining; clean coal technologies; metalliferous beneficiation technologies; mineral processing equipment; materials handling equipment; wear solutions; niche mining and associated equipment; mining consumables; OHS services; safety equipment; mineral quality monitoring equipment; skills training; training simulators and VR tools; management development programs; and study tours and environmental technologies and services.

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#### Austrade Support for Participating in IMME 2016

Austrade India's METS team will support Australian METS suppliers visiting the event through standard marketing activity package option and also through tailored services as may be required.

#### Austrade's IMME 2016 Marketing Package

Austrade will organise the **Australian National Pavilion** at the event and has developed a comprehensive program in the lead up and from 15-19 November 2016 with the following inclusions, dependant on the option of participation:

- Coordination of space bookings with CII prior to the show
- Pre-show marketing and media campaign to attract visitors to the Australian National Pavilion
- Outsourced service provider on ground stand set up and on the ground assistance for exhibitors in the Australian National Pavilion
- Selection of invitees for the Australian Mining Business Networking Function
- Organisation and conducting of the Australian Mining Business Networking Function
- Publishing of the Australian participants guide (e-document and booklet) which will be distributed to Indian customers at the show and subsequently during marketing visits
- Australian branding designed to raise the profile of the Australian National Pavilion
- Use of the Austrade lounge and meeting tables on availability basis for exhibitors in the Australian National Pavilion
- On-ground support from Austrade staff at the Australian National Pavilion
- Market briefing.

#### Suggested Program

14 November	<ul style="list-style-type: none"><li>• <b>Arrive in Kolkata by the evening</b></li></ul>
15 November	<ul style="list-style-type: none"><li>• Prepare stand</li></ul>
16 November	<ul style="list-style-type: none"><li>• Attend IMME 2016</li></ul>
17 November	<ul style="list-style-type: none"><li>• Attend IMME 2016 and attend the Australian Mining Business Networking Function in the evening</li></ul>
18 November	<ul style="list-style-type: none"><li>• Attend IMME 2016</li></ul>
19 November	<ul style="list-style-type: none"><li>• Attend IMME 2016</li><li>• Close</li></ul>

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#### Austrade Package Costs for Participation in IMME 2016 Exhibition

IMME Packages	Total Cost	Austrade Direct Costs	Austrade service fee
<p><b>OPTION 1:</b> <b>EXCLUSIVE EXHIBITOR PACKAGE</b></p>	<p><b>A\$1,400</b> to Austrade <b>plus</b> space costs payable to CII</p> <p><b>A\$1,400</b> comprising:</p> <ul style="list-style-type: none"> <li>• Direct Austrade costs (A\$850)</li> <li>• Austrade Service Fee (A\$550).</li> </ul> <p>Payable to Austrade per company taking their own stand and includes <b>two invites</b> to the Australian Mining Business Networking Function.</p> <p><b>CII charges:</b></p> <ul style="list-style-type: none"> <li>• Payable direct to CII</li> <li>• For built-up stands, with basic fit-out inclusive of lighting electricity, the costs is INR 12,000 + 15% taxes per sq.m. for Indian entities, or US\$ 310 + 15% taxes per sq.m. for foreign entities.</li> <li>• CII specifies a minimum built up space of 9 sq.m.</li> <li>• Additional power charges and extra items incur extra charges.</li> </ul>	<p>Direct costs of <b>A\$850</b> includes:</p> <ul style="list-style-type: none"> <li>• Pre-show promotional flyers and mailing</li> <li>• Production of the Australian Participant's Guide e-document and booklet</li> <li>• Outsourced services for set-up assistance</li> <li>• Austrade relevant staff at show to support business meetings</li> <li>• Outsourced services for on-ground support</li> <li>• Invitation and RSVP costs</li> <li>• Catering and set up costs for the Austrade business lounge</li> <li>• Catering and set up costs for the Australian Mining Business Networking Function.</li> </ul>	<p>Service fees of <b>A\$550</b> (2 hours at A\$275 per hour):</p> <ul style="list-style-type: none"> <li>• Coordination of space bookings with CII</li> <li>• Drawing up lists for the pre-show promotional campaign</li> <li>• Drawing up invite lists for the Australian Mining Business Networking Function</li> <li>• Media communications promoting the Australian National Pavilion</li> <li>• Coordination of the Australian Participant's Guide e-document and booklet</li> <li>• Organising and managing Austrade business lounge and meeting room on availability basis</li> <li>• Austrade staff on-ground assistance</li> <li>• Organising and managing Australian Mining Business Networking Function including invites and RSVP</li> <li>• Market briefing.</li> </ul>

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<p><b>OPTION 2:</b> <b>SHARED EXHIBITOR PACKAGE</b></p>	<p><b>A\$1,500</b> to Austrade comprising:</p> <ul style="list-style-type: none"> <li>• Direct Austrade costs (A\$675)</li> <li>• Austrade Service Fee (A\$825)</li> </ul> <p>Payable to Austrade per company represented at the shared lounge and also includes two invites to the Australian Mining Business Networking Function.</p>	<p>Direct costs of <b>A\$675</b> includes:</p> <ul style="list-style-type: none"> <li>• Pre-show promotional flyers and mailing</li> <li>• Production of the Australian Participant's Guide e-document and booklet</li> <li>• Outsourced services for set-up assistance for shared lounge</li> <li>• Austrade relevant staff at show to support business meetings</li> <li>• Outsourced services for on-ground support</li> <li>• Invitation and RSVP costs</li> <li>• Catering and set up costs for the Austrade business lounge</li> <li>• Catering and set up costs for the Australian Mining Business Networking Function.</li> </ul>	<p>Service fees of <b>A\$825</b> (3 hours at A\$275 per hour) payable to Austrade include:</p> <ul style="list-style-type: none"> <li>• Coordination of space bookings with CII</li> <li>• Drawing up lists for the pre-show promotional campaign</li> <li>• Drawing up lists for the Australian Mining Business Networking Function</li> <li>• Media communications promoting the Australian National Pavilion</li> <li>• Coordination of the Australian Participant's Guide e-document and booklet</li> <li>• Organising and managing Austrade business lounge and shared meeting rooms on availability basis</li> <li>• Austrade staff on-ground assistance</li> <li>• Organising and managing Australian Mining Business Networking Function including invites and RSVP</li> <li>• Market briefing.</li> </ul>
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<p><b>OPTION 3:</b> <b>VISITOR PACKAGE</b></p>	<p><b>A\$600</b> to Austrade comprising:</p> <ul style="list-style-type: none"> <li>• Direct Austrade Costs (A\$325)</li> <li>• Austrade Service Fee (A\$275)</li> </ul> <p>Payable to Austrade per company and includes one invite to the Australian Mining Business Networking Function.</p>	<p>Direct costs of <b>A\$325</b> includes:</p> <ul style="list-style-type: none"> <li>• Pre-show promotional flyers and mailing</li> <li>• Production of the Australian Participant's Guide e-document and booklet</li> <li>• Invitation and RSVP costs</li> <li>• Catering and set up costs for the Australian Mining Business Networking Function.</li> </ul>	<p>Service fees of <b>A\$275</b> (1 hour at A\$275 per hour) payable to Austrade include:</p> <ul style="list-style-type: none"> <li>• Drawing up lists for the pre-show promotional campaign</li> <li>• Drawing up lists for the Australian Mining Business Networking Function</li> <li>• Media communications promoting Australian Participation</li> <li>• Coordination of the Australian Participant's Guide e-document and booklet</li> <li>• Organising and managing Australian Mining Business Networking Function including invites and RSVP</li> <li>• Market briefing.</li> </ul>
<p><b>OPTION 4:</b> <b>ADDITIONAL INVITES FOR NETWORKING FUNCTION</b></p>	<p><b>A\$150</b> to Austrade comprising Direct Austrade costs only.</p> <p>Payable to Austrade for an invite to each <b>additional</b> staff member, constituent or guest to attend the Australian Mining Business Networking Dinner.</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>• <b>Options 1 and 2</b> provide for two invites</li> <li>• <b>Option 3</b> provides for one invite</li> <li>• <b>Option 4</b> applies to each additional staff member, constituent or guest over and above the invite(s) provided.</li> </ul>	<p>Direct costs of <b>A\$150</b> includes:</p> <ul style="list-style-type: none"> <li>• Catering and set up costs for the Australian Mining Business Networking Function</li> <li>• Invitation and RSVP costs.</li> </ul>	<p>Not applicable</p>

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- Full payment is required with payment terms as per the invoice provided. The payment terms on the invoice are 14 days. Please refer to the event [Terms & Conditions](#) for further detail.
- This cost must be paid by exhibitor/participant directly to Austrade in Australian dollars upon receipt of an invoice.
- The direct costs and Austrade service fee form part of the total package and you cannot purchase one without the other.
- Airfares, accommodation, non-event specific meals, local transport and other incidentals are not included in the above package and are at the expense of the exhibitor/participant and are to be organised by the exhibitor/participant.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.
- All participation options have a limited number of opportunities and will be allotted on a first come first served basis and subject to a minimum number of participants.
- Tailored services are available at a service fee of \$A 275 per hour, with direct cost recovery as applicable.

## Apply by Wednesday 10 August 2016

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at [www.austrade.gov.au/IMMEIndia2016](http://www.austrade.gov.au/IMMEIndia2016) to have our country and industry specialists review your application.

We will advise you accordingly to confirm whether your application has been successful.

## Important Information

In considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

## Austrade Contact

For Expressions of Interest to participate at IMME 2016 please contact:

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