

## INDEE HIGHLIGHTS

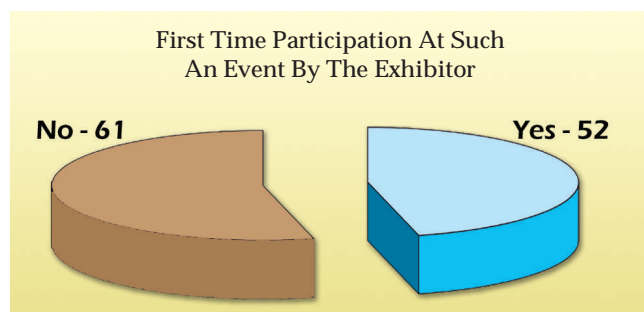
### Major Achievements of MERCOPAR 2009 & INDEE Brazil 2009

#### Highlights of INDEE Brazil

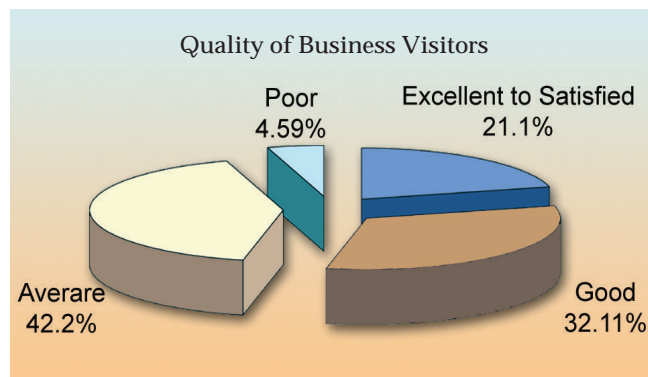
128 Exhibitors from India participated in the exhibition and showcased their products and services. The interesting fact was that the India Pavilion attracted visitors not only from Brazil but also from other MERCOSUR countries. The outcome of the Feedback received from 104 exhibitors, out of 128 companies participating at the Fair, is as follows:

- 1 Majority of the participating companies gave their feedback and expressed their desire to participate in EEPC India's future exhibitions.
- 1 Most of the exhibitors appreciated the arrangements done by EEPC India.
- 1 As per the feedback obtained, 1341 new contacts were made by the participating members during the exhibition.
- 1 Orders booked & enquiries generated were estimated to around US\$ 10 million.
- 1 Some business enquiries could not be quantified and EEPC India will closely watch the performance of engineering sector in next two years in Brazil and Rio Grande do Sul area with the help of CG's office in Sao Paulo.

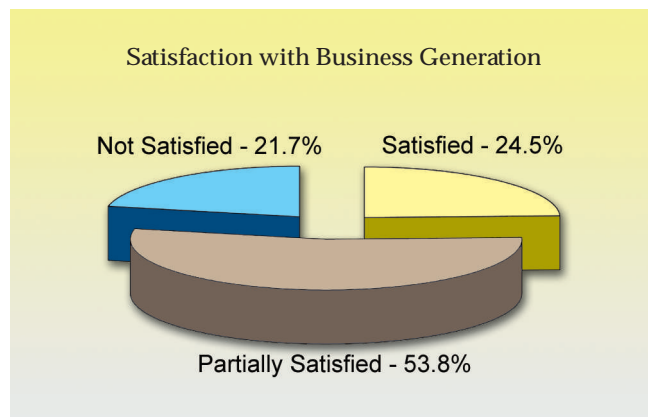
1. The Pie Chart below shows the respondents reply on being questioned it is was the first time the individual had participated in such an event.



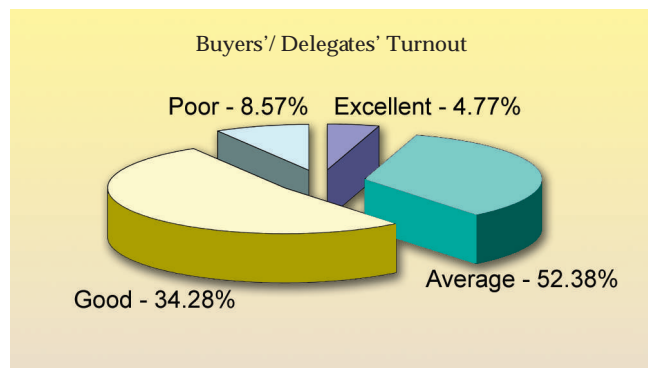
2. Regarding quality of Business Visitors, the Pie Chart represents feedback which ranged from excellent to poor:



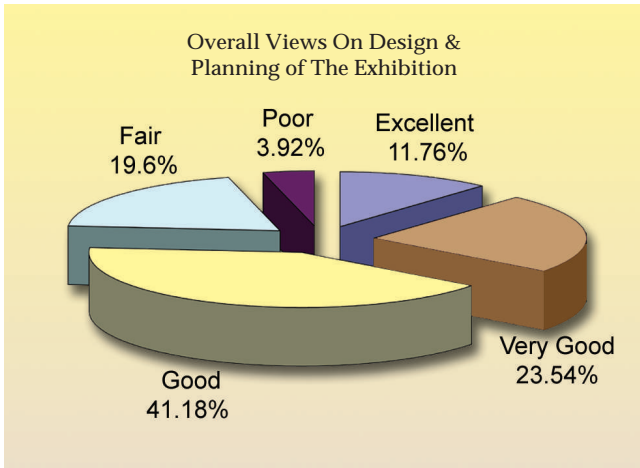
3. With reference to business generation, most respondents were satisfied or partially satisfied.



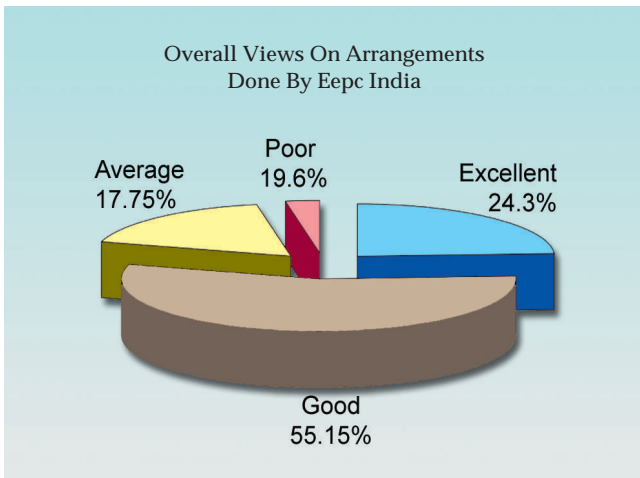
4. Most of the respondents felt that the Buyers/ Delegates turnout was good to average.



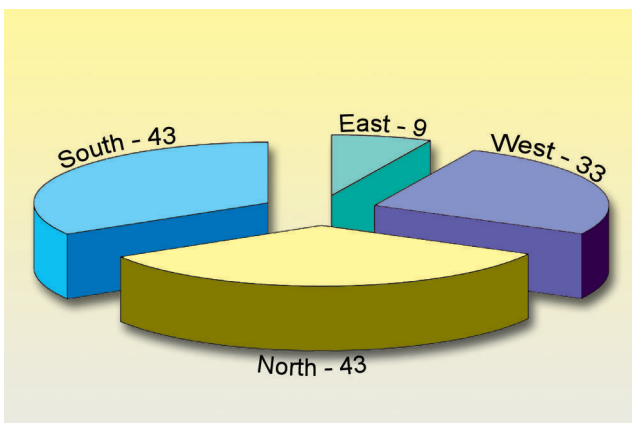
5. The overall comments from the exhibitors on the overall design and planning of the exhibition ranges mostly from excellent to good.



6. Overall comments from the exhibitors on the arrangements for exhibition made by EEPC India ranges mostly from excellent to good.



7. Regional Composition of INDEE Exhibitors.



## Findings of MERCOPAR Exhibition

This year 573 exhibitors participated in MERCOPAR exhibition, which was higher by 26.5 % compared to 453 exhibitors in 2008. In terms of area, the exhibition cover 13,500 sq mtrs which was higher by 17% compared to 11,500 sq mtrs area covered in 2008 edition of the exhibition.

The 4-day-show had an excellent turnout of 31,900 registered trade visitors. According to the estimates provided by the organizers business worth R \$ 57 million was transacted during the show. The estimate does not include the business done by a group of Buyers' Project from Oil, Gas and Energy of the nearby mountain region, which visited the fair on the last day of the exhibition.

According to research conducted during the fair by SEBRAE RS, the main reasons for the participation of exhibitors are linked directly to ability to learn new markets and increase the number of customers (57%), the disclosure of the company, its product and launching new products (30%), and expanding and diversifying the number of suppliers (13%). Other data presented by the chief superintendent of SEBRAE / RS shows that the average contact made by per exhibitor came to 97 and number of new business resulting out of contracts appeared very high. For 77% of the exhibitors, the market surpassed and attended the expectations and a 89% of exhibitors expressed their intention to participate in the next edition of Mercopar exhibition in 2010.