

The German Engineering Federation (VDMA)



VDMA India Services Pvt. Ltd.



The German Engineering Federation (VDMA)



- Largest Industrial Association in Europe
- 120 year old history
- More than 3100 members which stands for:
 - 978,000 Employees
 - € 207 billion production
 - 70% export rate (appx.)
- 39 specialized sectors
- Offices/Subsidiaries in:
 - India
 - China
 - Brazil
 - CIS
 - Japan
 - Bruessel

Our specialised industries – One stop for diversity



- Agricultural technology
- Air-handling technology
- Building control and management
- Cleaning systems
- Compressors, compressed air and vacuum technology
- Construction equipment and building materials machines
- Equipment for metallurgical plants and rolling mills
- Fire fighting equipment
- Fluid power
- Food processing & packaging machinery
- Foundry machinery
- Garment and leather technology
- Industrial communication
- Lifts and escalators
- Machine tools and manufacturing systems
- Materials handling and logistic technology
- Micro technology
- Mining equipment
- Municipal Equipment
- Plastics and rubbers technology
- Power systems
- Power transmission engineering
- Precision tools
- Printing & paper equipment and supplies
- Process plant and equipment
- Productronics
- Pumps + Systems
- Robotics + automation
- Safes and strongrooms
- Software
- Testing technology
- Textile machinery
- Thermo process and waste treatment technology
- Valves
- Weighing technology
- Welding
- Woodworking machinery

Our platform

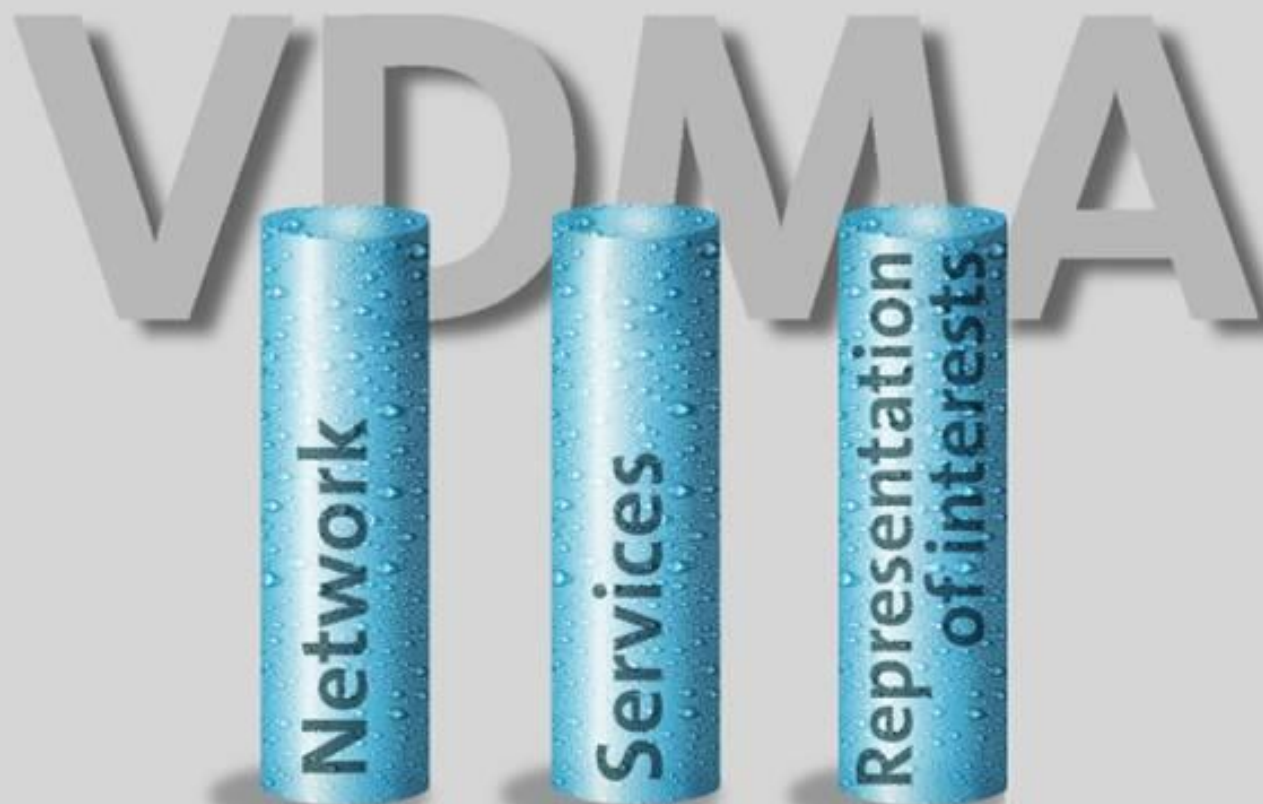
We, the capital goods industry

- System suppliers/integrators and associated services
- A cross-section of the entire process chain from components to the plant
- 3,100 member companies
- 45,000 visitors per year
- 1,500 events per year
- 450 dedicated employees



The largest network in our sector

Our fields of action



Standardisation

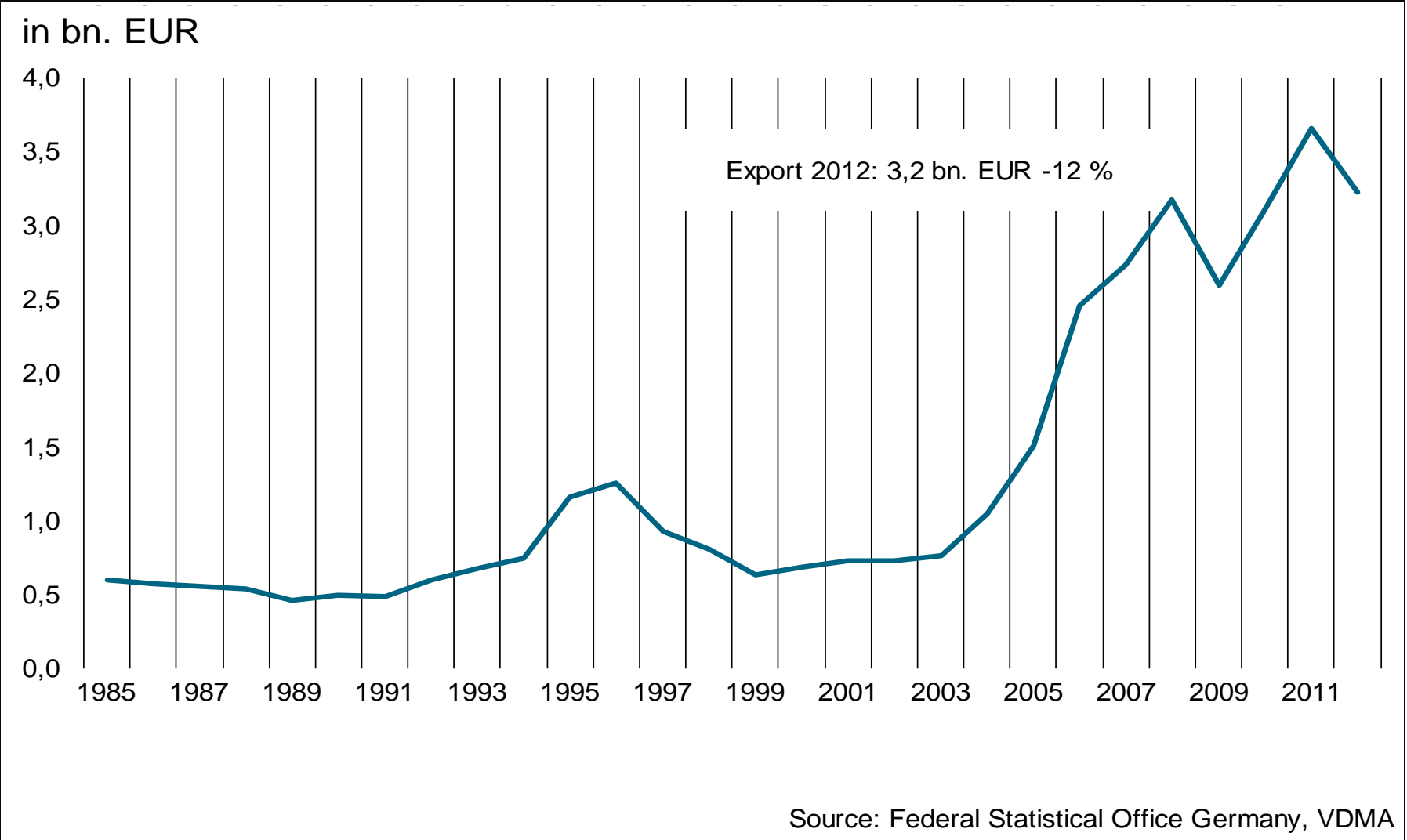
Key for entering the market



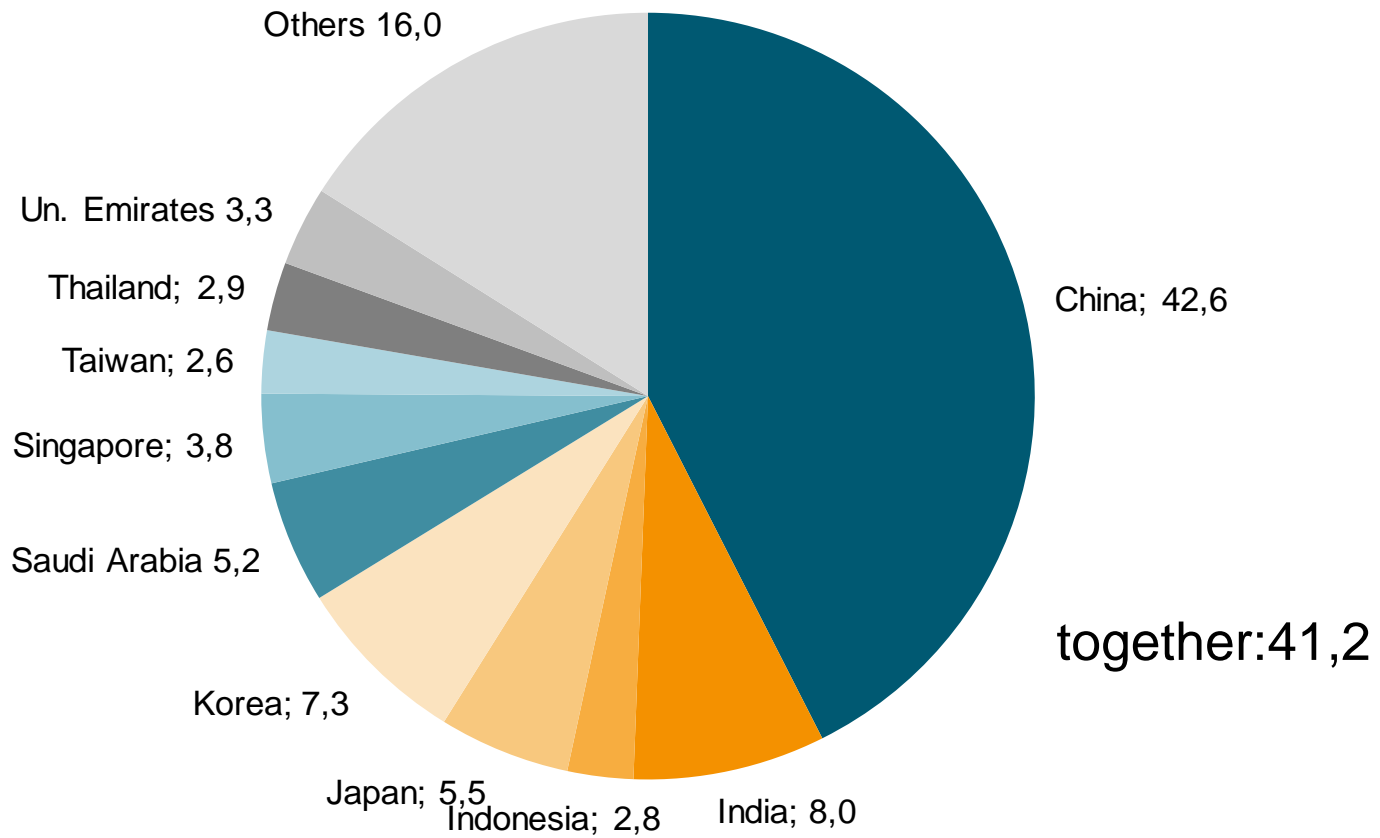
- Our work levels
 - Standardisation on national, European and international level
 - VDMA standard specifications
- Bringing together industrial and association expertise
 - VDMA leads two standardisation committees in DIN and international boards
 - Working efficiently
 - Influence on programmes and contents
 - You know what is going on and how things can be influenced - unlike your non-VDMA competitors



Development of German Mechanical Engineering Exports to India, 1985 - 2012



German Mechanical Engineering Export to Asia, 2012 (share in %)



altogether: 40.1 bn. Euro

Source: Federal Statistical Office Germany, VDMA

VDMA India - History



- Well Established in India since many years
- Mr. Rajesh Nath, Managing Director
- Head Office: Kolkata
- Regional Office: Mumbai, Delhi
- Around 540 Member Companies
- Database of around 44,000 contacts across 45 industrial sectors
- The ONLY association of its kind focusing on Mechanical Engineering Industry.
- Active in various Specialized Sectors within VDMA

VDMA India – Specific Activities



- Organizing Symposium and Bilateral Forums
 - *Sept 2013: Delegation of German Member companies for “Sourcing Opportunity in India”- Ahmedabad, Pune, Coimbatore*
 - *Nov 2013: Symposium on Textiles Machinery - Mumbai and Coimbatore*
 - *March 2014: Delegation of the board members of VDMA Agri Machinery division – Delhi, Ludhiana, Chennai und Pune*
 - *Indo – German Working Group on Mining and Agriculture*
- Supporting Trade fairs
 - *PlastIndia, IMME, Chemtech, Drinktech + Packtech, IndiaWood, Delhi Wood, Excon / bC India, MDA / Cemat , IATF- India Automation Technology Fair.*
- VDMA India Quarterly Newsletter “German Machinery Industry” : 8000 copies
- VDMA Annual Publication “Engineering Technology from Germany” : 18,000 – 20,000 copies

VDMA India – Specific Activities



- Management Meeting of VDMA Members in India : 8-10 meetings Yearly
- VDMA Engineering Summit-Once every year (in 2014 it would be held around mid September in Mumbai)
- Promotion of the German Industry at various Forums through Presentation and Panel Discussions
- Assessment of trade shows in the engineering industry
- Interaction with Media and contributing articles in the engineering journals
- Regular interaction with the Consulates, Chambers of Commerce, Exhibition organizers and relevant associations and trade promotion bodies
- Promotion of Trade shows in India for German Exhibition Organizers

VDMA India – Additional Services against Charges



- Advertisement in the VDMA Quarterly Newsletter “German Machinery Industry”
- Advertisement in the Annual Publication – “Engineering Technology from Germany”
- Recruitment
- Mailing Activity
- Road Shows
- Translations/ Interpretations (German/ English)
- Market analysis / study (through partners)
- Organizing Press Conference / media interviews
- Registration of trade marks (through partners)
- Logistic support – car rental, hotel booking

2nd VDMA Mechanical Engineering Summit on 30th September 2013 in Bangalore



- Around 120 members attended this prestigious event. All the member companies were remarkably happy as the event had good connect with engineering industry, and Speakers are highly distinguished & knowledgeable
- The Chief Guests were Mr. Joern Rohde, Consul General of Federal Republic of Germany in Bangalore and Mr. M Maheshwar Rao, Commissioner for Industrial Development & Director of Industries and Commerce
- The Guest of Honour address on Fall of Rupee and its Impact on Indian Economy was from Prof. Aman Agarwal, Senior Vice Chairman, Indian Institute of Finance.
- The Key note address on “Indian Economy – Light at the end of the Tunnel” was made by. Dr. Wilfried Aulbur, Managing Partner, Roland Berger Strategy Consultants Pvt. Ltd



SES (Senior Experten Service)

- SES – the Foundation of German Industry for International Cooperation – is the largest German volunteer placement Organization for retired skilled and management professionals.
- The services of SES are mainly aimed at small and medium-sized enterprises, public authorities, professional bodies and business associations, social and medical institutions as well as training institutions
- SES works according to demand and need. It responds to enquiries from clients, checks their requests and concludes separate agreements with the client and the Expert.
- Senior Experts assist you in training your staff, improving your productivity, quality assurance, business organisation and management, sales and marketing
- The Client generally bears all local expenses-boarding and lodging, nominal daily allowance, local transport, air fare etc

Advertisement in VDMA Annual Publication (Engineering Technology from Germany)



- This publication serves as a valuable source of information on Indo-German trade in the engineering sector .
- We **circulate around 10,000 Hard copies and 11000 emails** of this reputed publication to **various industrial sectors throughout India, VDMA members in India, other Indo-German companies, German Embassy & Consulate, Ministry & official bodies and various industrial associations** in India.
- Please find the rates below which **for the VDMA members is almost 40% discounted rate than last year**
- **Company Profile**
 - 1/2 page (incl. logo and image) INR 88,000 –(1, 43,500 in 2013)
 - 1/1 page (incl. logo and image) INR 1, 28,000 –(2, 03,000 in 2013)
 - 2/1 page (incl. logo and image) INR 2, 11,200 –(3, 29,000 in 2013)
- **Advertisement (inside)**
 - 1/2 page INR 1, 04,000 –(1, 64,500 in 2013)
 - 1/1 page INR 1, 44,000 –(2, 38,000 in 2013)
 - 2/1 pages INR 2, 32,000 –(3, 81,500 in 2013)
- For further details, please email us at **vdmaindia@eth.net**

VDMA in India



- **VDMA Office in Kolkata, Delhi & Mumbai promotes the Indo-German trade in mechanical engineering machinery.**

Mr. Rajesh Nath, Managing Director

German Engineering Federation
GC-34, Sector III, Salt Lake City,
Kolkata-700106, India
Tel. 0091-33-3219522
Fax 0091-33-3217073
E-Mail: vdmaindia@eth.net

Mr. Sumit Sharma, Regional Manager
Noida
Phone 0120-4255029
E-Mail: sh.sumit@yahoo.com

Ms. Jamly John, Regional Manager
Mumbai
Phone 09819045109
E-Mail: jamly.vdma@gmail.com

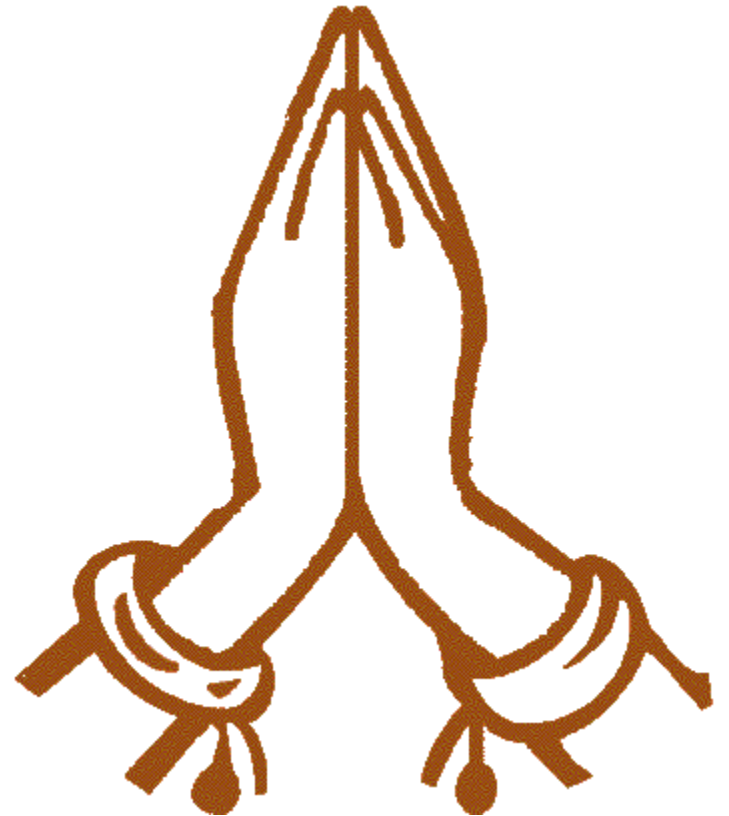


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Always



Thank you for Your Attention