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

1. Contents for Display

   - Live Product / Technology Demos
   - Audio/Visual and Pictorial Displays
   - Key products / technology / know-how that has made the country a acknowledged leader in key sectors
   - 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
   o Strength sectors of the respective Province / State
   o “Sister State” Status or interest

5. Country Delegations and key industry representations for business interactions
   o Minister led Country Participation
   o Presence of top industry representatives
   o Business delegation of key decision makers
   o 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.