

CEA Indian Meet the Buyer Seminars – Make your mark in India with the CEA

Following the initial research phase of the two year UK Trade & Investment funded CEA *India Knowledge Base* project, the CEA is running **Meet the Buyer Seminars** in the week commencing **8 September 2008**. With 31,600 units of construction equipment sold in India in 2006 and a staggering investment of \$347 billion expected in infrastructure development by 2012, the opportunities in India are immense.

Following their successful China seminar model, the CEA will hold a series of seminars in India to introduce UK manufacturers to end users, distributors and potential partners. The **Meet the Buyer Seminars** comprise a group of four to six UK companies, each making a presentation to an audience of targeted Indian delegates, followed by a networking lunch. In the afternoon speakers have a series of one-to-one meetings with delegates. The CEA will arrange a factory visits in each centre – allowing UK speakers to see how Indian industry runs from both a global and domestic perspective.

Seminars will be held in **Pune and Chennai** - Indian construction equipment and automotive clusters. To maximise the impact of the UK presence in India the CEA will link up with delegates from the SMMT (Society of Motor Manufacturers and Traders) in Chennai for joint networking events. The CEA will:-

- organise the guest invitations (speakers welcome to add any of their own contacts)
- arrange the Seminars, factory visits and networking events,
- Arrange in market travel, domestic flights and hotels.

Thanks to generous UK Trade & Investment sponsorship, **no charge** is made for participation in the Seminars – although speakers will be required to meet their own costs for travel, accommodation, subsistence etc. Grants may be available through the Regional Development Agencies. Places are limited, and any UK company interested in participating should return this to Joanna Oliver as soon as possible – joanna@aslnorth.co.uk or phone +44(0) 208 2534502

Please contact me with further details of the CEA Meet the Buyer Seminars

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