

**IEEMA Executive Council Meeting**

The 2nd meeting of the IEEMA Executive Council was held on 6th November 2008 at Delhi.

The few highlights of the Executive Council Meeting, include presentation by Mr Kameshwar Rao, Executive Director - Power, PwC on the 'Advancements in the Electrical Industry and Impact of the Recent Global Meltdown on Indian Electrical Industry'. Possibility of starting power division in IEEMA was also explored. An institute for technical training under IEEMA Technical Competency programme was also discussed. IEEMA being the principal sponsor for IEEMA Power Awards for NDTV Profit was also noted. Other points like increased networking with government agencies and focused attention on FTA's too was deliberated.

**Overseas Exhibitions**

**Seoul International Electric Fair - 2008**

IEEMA participated in the Seoul International Electric Fair (SIEF-2008) from 28-31 October 2008 held at Kintex (Seoul, Korea). The participant companies in the Exhibition were Minilec India Pvt Ltd., Cerment Resistrionics Pvt Ltd., Poly cab Wires Pvt Ltd., Easun Reyrolle Ltd.

Large number of participants and trade associations in electrical sector from different countries of the world also participated in the exhibition. The organizations included IEEMA, JEMA, TEEMA, KOEMA, Indonesian Association, Chinese Association, Taiwan Association and Mexico.

The exhibition was well organized, demonstrating the technical capability of Korea in the electrical sector.

IEEMA pavilion also received a number of queries from the Korean side about the Indian Industry and about the ELECRAMA - 2010. Detailed information of IEEMA activities was given to the visitors.



*IEEMA stall at SIEF-2008*



*KOEMA President, Mr Kim and Minister for Trade & Industry, Korea interacting with IEEMA official at SIEF-2008*

The other Indian participants also got good trade queries from different countries like Iran, Brazil, Mexico, Vietnam, and Sudan. KOEMA had organized business meetings and buyer seller meet on the occasion. They also organized industrial visit to LS industrial system, Cheongju, KOREA.

During the exhibition various electric IT standardization forum, and the electric equipment future technologies conference were also held. The exhibition items displayed advanced environment - friendly technologies in cutting - edge IT power transmission, distribution and generation field. Leading Korean companies including the various multinationals participated in the exhibition.

IEEMA official shared information of ELECRAMA-2008 with all major exhibitors and invited them to

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 'Electricity for all  
 and Global Excellence  
 Leading to Human Enrichment'

participate in ELECRAMA 2010. The visitors were given the feedback about the health of Indian economy and about the overall power sector scenario in the country.

### MATELEC-2008

IEEMA participated for the 3rd successive time at MATELEC Exhibition held between 28th October to 1st November 2008, which is considered to be one of the top five exhibitions in the world in the electrical and electronics sector being held in Spain every two years.



Participants at IEEMA stall at MATELEC-2008

IEEMA stand at Hall-10 in MATELEC-2008 received more than 70 trade visitors from countries like Spain, France, Italy, Morocco, Mexico, Tunisia, Turkey, UK, US etc. The visitors showed interest for participation and visit to ELECRAMA-2010. Many visitors inquired about power transformers, cable industry, rotating machines and about possible co-operation with project builders from India for participation in the projects in the country. 12 Indian organizations participated in MATELEC-2008 under various categories like Energy, Subcontracting, Automation, Project Building, etc.

MATELEC-2008 exhibition clearly showed interest in Indian participation and there was a definite interest in investments in India and Indian goods.

### Overseas Meetings

#### Asia Interprise B2B meetings in Madrid, Spain

Asia-Invest is a European Union (EU) initiative that aims to promote and support business co-operation between the EU and Asia. Asia-Interprise is the specific instrument within the Asia Invest Program that supports projects involving medium-sized business-to-business meetings in the EU or in Asia.



Asia Interprise B2B meetings in progress

AMELEC, an association representing Spanish electrical industry, in co-operation with IEEMA, TEAM of Malaysia, TEMCA of Thailand implemented an Asia-Interprise project with a focus on Electrical and Electronics sector. The event was titled "The South Europe-South Asia Connection and Afghanistan reconstruction". This event was organised concurrently with MATELEC 2008 exhibition. The project was aimed to assist the organizations operating in sectors like Transmission and Distribution, Electrical lighting techniques, Automation, measurement and regulation techniques and Intercommunication Systems.

Totally 40 Asian Companies from India, Malaysia and Thailand participated in individual business meetings with 75 European companies. In a span of 2 days, totally 250 meetings were organized.

Under this project, 15 Indian organizations from Electrical sector participated in Business-to-Business meetings with European Electrical industry. These participants had opportunity to discuss co operations with European companies in the areas like Commercial agreements for distribution and representation, Joint manufacturing agreements, Know how and technology transfer, Creation of Joint Ventures, Joint participation in international tenders, Other strategic agreements.

As observed from the preliminary feedback report, the meetings have been successful to start a dialogue for cooperation agreements between India and Europe.

#### 4th AGM of FAEMA

The 4th Annual General Meeting of FAEMA - the Federation of Asian Electrical Manufacturers' Associations was held on 7th November 2008 at Shanghai, China to discuss the issues of common interest. The meeting was hosted by China Electrical Equipment Industry Association (CEEIA) whereas IEEMA chaired the meeting. The representatives from Electrical Manufacturers' Association from 5 Asian



The 4th FAEMA AGM and Forum on 'Energy Conservation & Emission Reduction



FAEMA members at the company visit organised by CEEIA

countries viz; China, India, Japan, Korea, Taiwan attended the meeting.

Members discussed the possibilities of promoting development of the industry in the region through mutual co-operation, understanding and benefit to the members of the Federation. Members also decided that FAEMA should organize forum every year on the current affairs/issues related to the industry. It was expressed that such forum should have more participation viz from manufacturing industry, customers, equipment users etc.

TEEMA would organize the forum in Taiwan next year (October 2009) on the topics like Green Revolution in Electricity and Transformer. It was mutually agreed that TEEMA would be the host association for the next year (November 2008 - October 2009). It would conduct all activities during the year.

Concurrent with FAEMA AGM, CEEIA also organized the FAEMA forum on "Energy Conservation & Emission Reduction" on 6th November 2008 at Shanghai. Mrs Swapna Naik from IEEMA made presentation on "Energy Efficiency & Energy Conservation - Scenario in India" at the forum. It was attended by about 40 senior officials from the industry.

CEEIA organized the visits to the following companies:

- Hangshen Electric, Hangzhou
- Suzhou Future Electrical Apparatus Co. Ltd., Suzhou

FAEMA members had interaction with the top officials of these companies.

### Meeting with Ministry

IEEMA attended a meeting with the Department of Heavy Industry, Ministry of Heavy Industry & Public Enterprises on 22nd of October, 2008 at New Delhi.

Following members attended the meeting:

Mr Rajiv Bansal, Joint Secretary, MoHI & PE

Mr R P Goyal, Director, MoHI & PE

Mr G S Sharma, Chairman, Economic & Taxation Committee

Mr Kuldip Goel, L&T Ltd.

Mr Suraj Prakash, BHEL Ltd.

Mr Sunil More, IEEMA Secretariat

Mr J Pande, IEEMA Secretariat

Mr Sudeep Sarkar, IEEMA Secretariat

Mr Rajiv Bansal, Joint Secretary, MoHI & PE chaired the meeting.

The Ministry had called IEEMA to discuss the status and difficulties of the electrical industry and particularly those related with the budget. He also sought inputs from IEEMA on the WTO proposal for lowering sectoral tariffs amongst member countries.

Mr G S Sharma, Chairman, Economic & Taxation Committee briefed about non-inclusion of Power Sector under "infrastructure facility" and denial of benefits to the Power sector, as envisaged to other infrastructure sectors, under Service Tax and Section 80 IA of Income Tax.

He also proposed introduction of merit rate of excise duty of 8% for electrical products till a uniform GST is imposed and Custom Credit Scheme for taking care of inverted duty structure.

Mr Kuldip Goel, L&T Ltd., stated the difficulties of local industries on account of dumping of capital goods by China and favoured introduction of Anti-Dumping duties on all imports from China.

Mr Sunil More, DG, IEEMA gave a brief outline of the status of electrical industry and its growth.

IEEMA also presented industry's views on further lowering of tariffs under WTO, which would bring a major cost disadvantage to the local manufacturers, who are already suffering from plethora of domestic taxes and infrastructural bottlenecks.

Mr Rajiv Bansal, Joint Secretary, MoHI & PE asked IEEMA to submit further inputs on the issues, which has been submitted.

### ELECRAMA-2010

Third meeting of the Organising Committee of ELECRAMA-2010 was held on 6th November in New Delhi.

It was decided to understand the requirements/expectations of the participants from previous ELECRAMA exhibitions.

It was discussed to take help of professional agency to take feedback from earlier participants of ELECRAMA exhibitions and from the expected new participants of ELECRAMA-2010 and further analyze the response received from them.

### Divisional Meetings

#### Capacitor

In the meeting held on 13th November 2008 at Mumbai, members observed that prices of some inputs like Polypropylene and Aluminium Foil are still ruling high. Order flow from utilities is poor and some States have not procured Capacitors for many years. The growth in Capacitor usage (MVAR) is not keeping pace with T&D (MW) growth. This is cause for concern since Capacitor usage aids loss reduction which is vital in view of the acute Power shortage.

Chairman informed members that with the invitation to IEC/TC 33 meeting at Xian, China 13 to 16 October 2008, India has a say in this forum. It was decided to organize the next CAPACIT International Seminar, concurrently with ELECRAMA 2010, in January 2010 at Mumbai.

#### Surge Arrester

Surge Arrester Division meeting was held on October 24, 2008 at Mumbai.

In the 4 months upto July 2008, there is more than 40% drop in domestic sales and over 60% reduction in exports. The key contributor is 'Distribution upto 30 kV' which was almost down by half. With many tenders decided during August - October 2008, it is reckoned that some of the deficit will be made

good and the current year may not be all that bad. Members reported improvement in testing lead time at CPRI.

Mr Akella S S Sarma expressed his desire to relinquish Chairmanship of Surge Arrester Division. He proposed the name of Mr V Sasikumar - Head Product Management (I&P), TYCO Electronics Systems India (P) Ltd. - which was unanimously endorsed by other members present.

### Switchgear & Controlgear

Switchgear & Controlgear Division meeting was held on 14th November 2008 at Mumbai.

Members discussed on the Awareness Promotion Campaign of National Electrical Code. The two publications IS 732 & IEC are under printing.

Mr P F Parikh, Monopol Chemicals Ltd made a presentation on "E-learning Module for Switchgear" during the meeting which was appreciated by the members.

### Training programmes

#### Kaizen

IEEMA organized this programme on 21st October 2008 at Hosur in collaboration with Quality Council of India. Facilitated by Prof. A Lakshminarasimha & Prof. Om Prakash A, the programme covered the importance and implementation of Kaizen through various methodologies like 5S, JIT, Flowing products, etc. along with management of wastes in an organization.

#### Negotiation Skills

In this one-day programme on 11th November '08 at Bangalore, Mr Jayaprakash M P discussed with the audience about the relationship between conflict and negotiation along with the roles and responsibilities of a negotiator. The audience comprised of people from diverse fields. The programme helped participants relate to various practical situations faced in their organization and means of addressing them.

#### Creative Problem Solving and Lateral Thinking

IEEMA organized a Training Programme on "Creative Problem Solving and Lateral Thinking" on 20th November 2008 at IEEMA. The faculty for the programme was Ms Sadhna Jamwal. Senior Managers different member and non-member organizations participated in the programme.