



The largest Indo-European business conventions entitled `Euro India Transportation was held at the heart of European logistics flows - Metz in Eastern France with an aim to assist Indian and European Small and Medium Enterprises (SMEs) develop partnerships, particularly in the transportation sector. In fact Philippe Leclerc, Chairman of PROXIMUM, declared "EITS is an India and SME-focused event."

EITS was organized jointly by the French, German and Indian governments in collaboration with PROXIMUM Group (working on behalf of the Moselle Economic Development Council, France). The Moselle Council is aiming at making its department the doorway to Europe for India, by helping to establish networks of enduring industrial relations between India and Europe. According to Thierry Petry, Business Development Director, Moselle Development Centre "This fair-cum-business convention is in response to the political vision of Nicolas Sarkozy, French President, who had announced at the EU-India Summit that bilateral trade between France and India should doubled by 2012 to 12 billion Euros."

A press release from the organizers giving vital statistics in the transport sector informs "In the context of rapidly increasing trade between Europe and India, the transport sector represents a market with considerable potential for development. In the automotive sector, which is currently experiencing difficulty given the economic outlook, there is still immense potential for growth between India and Europe. Taken together, the countries of Europe are still the world's largest car producer. For its part, the Indian government has set an objective of 80 vehicles per 1,000 inhabitants, as compared with the current figure of 8 vehicles per 1,000 inhabitants, with an anticipated growth rate of 20% per year.

In the aerospace sector, the modernization of airport infrastructures and the increase in air traffic – both cargo and commercial – look set to generate business opportunities estimated at

## Indo-Euro Transport Convention for SMEs

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€30 billion over the next 10 years. The bilateral trade flows between India and Europe are expected to reach €70.7 billion in 2010 and €160.6 billion in 2015. India has a dynamic economy currently enjoying a 6.7% growth rate, despite the economic crisis. India has the 12th highest GDP in the world (figures from the IMF and the World Bank) ..... Euro India TS targets complementary industrial networks for which the development of transport reflects clearly identified offers and requirements in Europe and India: engineering and R&D, materials, plastics technologies, composites and polymers, metalwork, mechanics, microtechnology and nanotechnology, technical textiles, on-board electronics, electricity, metrology, satellite navigation, industrial IT, motorisation systems and energy.”

The major focus of EITS is on CEOs and decision-makers of major companies and of SMEs/SMIs who want to initiate a qualitative, targeted development of their business in the Indian and the European markets. Against the backdrop of globalization, EITS will be ideal platform for European and Indian businesses to meet the professionals in the transportation systems markets of both the continents. This in turn should also greatly assist in generating long-term industrial partnerships in the transportation sector.

The India and SME- focused event's objective is also to encourage alliance strategies and concentrate on a plethora of business and exchange opportunities for its participants, whether in terms of sourcing or in terms of development. New networks development will depend largely on targeted concrete approaches. Whether the participant is an Indian or European, the organizer's claim that the EITS has been designed in a manner as to enable them to identify quickly and in a qualified way their future partners for selling,