

Automotive Component Manufacturers Association Of India

10th December, 2018

To : All Members,

Group Participation at Automec Brazil

23rd – 27th April 2019, São Paulo, Brazil

I am pleased to advise that to continue to facilitate market access and understanding of key markets, ACMA for the first time is organising Group participation of its members at Automec Brazil 14th International fair of Autoparts, Equipments & Services being held from 23rd – 27th April, 2019 in São Paulo, Brazil.

Brazil is the ninth-largest vehicle market in the world, with sales over 2 million in the recent years. Original equipment manufacturers (OEMs) and the automotive replacement market are the main markets in Brazil's automotive industry chain. Brazilian automobile industry is responsible for the growth of the country's economy since the beginning of the 20th century. The encouragement from manufacturers to establish the automobile industry has led to the development in production and subsequent commercialization of automobile aftermarket boosting the national economy.

The Brazilian automotive aftermarket has seen strong double digit growth in the recent years. The segment generated USD 28.8 bn in 2017 and has grown largely due to the rising vehicle age in the country, fuelled by reduced demand for new cars. The threat of substitutes comes mainly from fake components. The sector has responded through the creation of 'Manufacturers against Product Piracy' (MAPP) which seeks to prevent counterfeit components from entering the supply chain.

Facts About Brazilian Market:

- Brazil PV Aftermarket component potential is estimated to be US \$ 4,170 Mln
- Brazil CV Aftermarket component potential is estimated to be US \$ 4,609 Mln
- Brazil 2W Aftermarket component potential is estimated to be US \$ 361 Mln
- Brazil Tractor Aftermarket component potential is estimated to be US \$ 208 Mln

Cost of participation

The participation Cost of a **9 sq. mtr. fully** furnished booth would be **Rs.6,50,000/-+ 18% GST**. The charges includes space rental, stand construction, designing; carpeting, fascia board, furniture, lighting, Entry in ACMA exhibitor catalogue, pre-fair publicity, India brand building, support of ACMA Secretariat as well as mandatory entry in the official show catalogue, Environmental fee, etc.

ACMA is approaching the Ministry of Commerce to subsidize the joint participation of ACMA members at the Show under the MAI Scheme of Ministry of Commerce,

Government of India. This year too ACMA expects to receive a special grant to participate at the show. The subsidy expected to be received from the Government would be around 2.45 Lakhs approximately per company and also Re-imburement of Rs.1,00,000 approximately towards economy excursion class to and fro airfare for one person per company. The same will only be extended subject to the approval from Ministry of Commerce.

Members may opt for corner locations for an additional amount of Rs.25,000/. Please note that corner booths will be allocated purely on first-come-first serve basis.

I am writing to invite you to make use of this opportunity and expand your business linkages through participation at Automec Brazil 2019.

Interested companies are requested to send confirmation along with full **payment of Rs.6,50,000/- + 18% GST to ACMA** through the enclosed reply form (attached) on or before 25th January, 2019. Companies opting for corner location need to include the corner location charges.

Encl: [Reply Form](#)

[Terms and condition](#)

Circular No.: ACMA/2018-19/136

Eastern Region : Room No. 4, Centre for excellence, Jubilee Road, Jamshedpur-831001 Tel +91-657-3203261, 224670-Extn -24 Telefax +91-657-2230035 Email : acmaer@acma.in

Southern Region : 1-B, "Crystal Lawn", 20 Haddows Road, First Street, Chennai - 600006 Tel: + 91-44-28330968/0949 Fax : +91-44-28330590 E-mail : acmasr@airtelmail.in

Western Region : Office No. C, 10th Floor, Godrej Eternia "C", Old Mumbai Pune Highway, Wakewadi, Shivaji Nagar, Pune-411005 Tel: 020-66061219 Telefax : 020-66061220 E-Mail: acmawr@acma.in