

***Join NPES Trade Mission to India in conjunction
with the PAMEX 2010 Show
18 - 24 January 2010***



You now have a tremendous opportunity to boost your company's sales by entering one of the fastest growing global markets for print! You will gain VIP access to pre qualified customers who are eager to learn more about U.S. products and know-how.

HIGHLIGHTS

Population: 1.16 billion people with a population growth rate of 1.55% per annum (2009 est.). GDP (purchasing power parity): \$2.972 trillion – 4th largest in the world! India's GDP, growing at 6.7% (for 2008-09), makes it one of the fastest growing economies in the world and the second fastest in Asia. India has potential for a sustained growth of 8-10% for the next couple of years.

Size of the Printing Industry: The printing industry in India is one of the biggest and fastest growing sectors; the printing industry revenue growth has consistently outpaced national GDP growth. The country has over 130,000 established printing presses with a capital investment of over \$1.82 billion. According to one estimate, the printing industry in India provides direct employment to 700,000 people and indirect employment to another 450,000 plus. The U.S. (29.9%) and Europe (30.3%) will be the major players to provide impetus to the growing print industry in India in terms of content outsourcing. An additional benefit to the industry is the belief that Indian publishers' quality of work is recognized internationally. Today, India is the third largest of the Asian markets for printing equipment and consumables.

Growth rate of the Printing Industry: Print, packaging and converting industry growth is almost 14-15% per year compared to annual GDP growth of 7-8% with projected growth of 53%, 2006-2011.

With increasing competition, prices are kept low, causing publishers to depend more on revenues from advertising. The entry of Internet has also given them reason to make improvements. In India, print media has a better reach than satellite channels and Internet.

SHOW AND TRADE MISSION PACKAGE

NPES/ Pamex 2010 Show and Trade Mission Package is a low cost opportunity for an NPES member to get a full immersion into the printing and graphic communications industry in India. You will have a presence in the Pamex 2010 show but also will explore the Indian print industry by visiting printing plants and dealers and distributors.

This package includes:

- PAMEX 2010 registration and company name in the show directory
- Your company logo on a banner displayed in the NPES booth
- Your company literature displayed in the booth
- A place to "hang your hat" during the show—the NPES booth is your booth.
- Plant visits during the show in New Delhi.
- Meet pre-screened business contacts face-to-face, including potential agents, distributors, buyers and joint venture partners, in one-on-one appointments.
- Hotel recommendation(s)
- Ground transportation
- Visa assistance

HOTEL DETAILS

The Oberoi Hotel

Dr. Zakir Hussain Marg
Golf Links,
New Delhi, India

Standard Room: INR 14,500 plus taxes inclusive of complimentary buffet breakfast and airport transfers.

Le Meridien Hotel

New Delhi
Windsor Place, Janpath,
New Delhi –110001, India

Standard Room rate: special rate of INR 11,500 plus taxes per room per night.
The rate includes buffet breakfast at the Coffee shop.

Club Room rate at INR 14,000 plus taxes per room per night. The rate includes buffet breakfast, airport transfers, and complimentary wine bottle on arrival, complimentary hitea & cocktail hour at the club lounge.

InterContinental Eros

Nehru Place,
New Delhi 110019
<http://www.intercontinentaleros.co.in>

Standard Room : INR 11,000 plus taxes inclusive of complimentary buffet breakfast and airport transfers.

Nepal

Hotel Annapurna,

P O Box 140,
Durbar Marg,
Kathmandu, Nepal.
<http://www.annapurna-hotel.com/>

Tariff:

Superior room rates

INR 2984 net for Single Occupancy
INR 3357 net for Double Occupancy

Hotel Yak & Yeti

GPO Box no. 1016, Durbar Marg,
Kathmandu, Nepal
Website: <http://www.yakandyeti.com>

Tariff:

Superior Rooms USD 185

January is a very busy time in India and hotel rooms are in high demand. Rooms will be blocked out for delegates as deposits are received.

NPES USA pavilion at PAMEX 2010.

NPES members can also take advantage of booking individual booth space at the PAMEX 2010 show, which is extended at the Indian rates Rs. 8300 per sq.mtr (equivalent USD) only for NPES members.

For more trade mission details:

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Those traveling to India must have a valid passport and also an India visa. Information on obtaining a visa is available on the Embassy of India in Washington DC site at: <http://www.indianembassy.org/newsite/default.asp>.

The application deadline is 05, Dec 2009 to take advantage of this great opportunity.
