



CEA TRADE MISSION TO INDIA

Chennai | Bangalore | Pune

 The Construction
Equipment
Association

Official Sponsor



MESSAGE FROM CEA



The CEA – UKTI Meet the Buyer Seminars are designed to inform the Indian construction equipment (CE) sector on the advanced capabilities of the UK CE manufacturing base. The seminars seek to not only introduce UK manufacturers to Indian buyers, but also to develop partnerships between UK and Indian manufacturers and end users.

With the introduction of massive Indian government expenditure into infrastructure, the Indian domestic market had expanded to 37,000 units in 2007, an increase of 50 per cent over the previous year, and representing a market value of about \$3 billion.

With few imports, and a growing emphasis on exports, production has been increasing in a similar fashion – up from 12,000 units in 2003 to 45,000 units in 2007. The current size and anticipated growth of the Indian market has attracted many new international manufacturers to recently establish production bases in the country, while established OEMs are all rapidly expanding both their manufacturing operations and the product range they produce in India.

Infrastructure development remains the key focus for the government to sustain the economic growth rate and it has planned infrastructural investments of US\$494 billion in the 11th five year plan (2007-2011). This is an increase of 130 per cent over the 10th plan. The construction industry's value is forecast to reach \$129 billion in 2011, contributing 6.9 per cent to the country's GDP. (Statistics courtesy of Off Highway Research).

The India Meet the Buyer Seminar presentations give the opportunity for the UK presenters to showcase the UK's special expertise in a wide range of areas in the construction equipment sector. Following the presentations and a networking lunch, delegates have the opportunity of one to one meetings with the UK presenters. In Chennai a joint evening reception will be held with delegates and presenters from both the CEA and SMMT Automotive seminar.

The CEA is delighted to be presenting the 2008 India seminars. With the generous sponsorship of UKTI and the organisational skills of Continex we hope that the events will be the start of a long term and successful relationship in our sector between our two great manufacturing nations.

A handwritten signature in black ink, appearing to read 'J. ...' with a large, stylized flourish at the end.

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Programme Schedule

CONSTRUCTION FUTURES: INDIA - UK ADVANCE NETWORK

8 September 2008, Venue: ITC Park Sheraton, Chennai.

10 September 2008, Venue: Chancery Hotel, Bengalooru.

12 September 2008, Venue: JCB Ltd, Pune.

09.00 – 09.30	REGISTRATION
09.30 – 09.40	Introduction by Joanna Oliver, The Construction Equipment Association, UK
09.45 - 11.00	SESSION I : COMPANY PRESENTATIONS
09.45 – 10.10	"High performance Hydraulic Cartridge Valves And Electro-Hydraulic Control Systems" By HydraForce Hydraulics Ltd
10.10 – 10.35	"The Global Construction Equipment Industry, And India's Growing Presence Within It" By Off Highway Research
10.35 – 11.00	The Quiet Cab – Advanced Acoustic And Thermal Protection For Construction Equipment By TMat Morrell
11.00 – 11.20	COFFEE BREAK
11.20 – 11.45	"Equipment Design And Test For World Usage" By MIRA Ltd
11.45 – 12.10	"Cleanliness Control And Condition Monitoring - Contamination In A Hydraulic System Can Lead To High Wear And Premature Component Failure. Therefore It Is Critical That Contamination Is Monitored and Kept To The Minimum" By MP Filtri UK Ltd
12.15 – 13.15	NETWORKING LUNCH
13.15 – 14.30	SESSION II : COMPANY PRESENTATIONS
13.15 – 13.40	"Making Sure Your Customers Are Sitting Comfortably" By Trelleborg
13.40 - 14.05	"The Benefits of Hydraulic Testing" By Webtec Products Ltd
14.05 – 14.30	Breaking New Ground In India - "An Introduction To Cutting Edge Excavator Technology" By Miller UK Ltd
14.30 – 14.45	COFFEE BREAK
14.45 – 17.00	ONE TO ONE MEETINGS between participants and the visiting CEA delegation. Meeting schedules of one to one meetings will be given during the registration

LETTER OF SUPPORT

From The High Commissioner



It is with great pleasure that I welcome participants of the CEA / UK Trade & Investment Advanced Engineering Construction Equipment Meet the Buyer Seminar to India. I would also like to extend a greeting to all delegates attending the Seminars in Chennai, Bangalore and Pune. I hope that the events will add further momentum to expanding trade opportunities between our two great trading nations.

Advanced Engineering, of which Construction Equipment is a part, makes a major contribution to the UK economy and represents a major trading sector. Manufacturing accounts for 15% of total UK GDP and the sector employs 3.5 million people, around 15% of the UK workforce. In 2006, manufacturing exports accounted for 50% of all UK exports. British engineering companies have exposure, both within the UK and overseas, to global supply chains in sectors such as construction equipment, automotive, agriculture, aerospace, mining, defence and marine.

The Construction Equipment Sector is worth in excess of \$US 17 billion to the UK and employs over 57,000 people. Over 75% of output is exported. Leading UK manufacturers including JCB are already established in India – and have formed successful partnerships with domestic component manufacturers.

I wish the Meet the Buyer Seminars every success.

Sir Richard Stagg KCMG – British High Commissioner



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High performance Hydraulic cartridge valves and Electro-Hydraulic Control systems

HydraForce is aggressively pursuing the hydraulic cartridge valve, electro-hydraulic control, custom integrated circuit manifold, and electronic vehicle control markets. Since our founding in 1985, we have grown to become a world leading supplier of these products. Our success is due to our commitment to innovation and quality in this challenging marketplace. Our products consistently achieve the optimum combination of quality, efficiency and economy. HydraForce offers one of the most comprehensive lines of high quality hydraulic cartridge valves for the mobile and industrial equipment markets. We are designing high performance valves to meet virtually any need encountered in machine design.

Both our US and UK operations are registered to QS 9000 and ISO 9001 standards. We are one of a very small number of valve designers and manufacturers to have achieved this recognition for "Total Quality Management." HydraForce's product qualification policy includes life testing per NFPA standards. Generally, all HydraForce standard products are tested for at least "million cycle" capability. Other qualification testing can be done to meet specific customer requirements.

Our company mission statement at HydraForce is to create world wide customer delight by providing the highest quality products and the most responsive customer support in the world at a globally competitive cost.

OBJECTIVES FOR INDIA

- To strengthen our links with all our Global customers who also have manufacturing plants in India.
- To forge new relationships with Indian mobile equipment and construction equipment OEM's.
- To promote the HydraForce name as one of the worlds leading producers of hydraulic cartridge valves, electro-hydraulic controls, custom integrated circuit manifolds, and electronic vehicle controls.



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Breaking New Ground in India - "An introduction to cutting edge excavator technology"

Miller is a world leading manufacturer in the construction, mining and quarrying industries. The company has facilities in Japan, the USA, the North East of England and a Joint Venture casting facility in Northern China. Miller's product range includes buckets, quick couplers and other attachments for excavators in the earthmoving industry.

Miller's customer base includes the world's leading OEMs such as Caterpillar, Volvo, JCB, CNH, Komatsu and Hitachi and their dealer networks, as well as an established independent global distributor network and numerous end-user customers worldwide.

Miller was established 30 years ago and its products have stood the test of time. Miller manufactures buckets for machines as small as 1 tonne right up to 550 tonne machines. These buckets may differ drastically in size but they are all designed to improve efficiency and built to last. Miller's most innovative product is the Quick Coupler. Changing from one directly mounted attachment to another can take up to 1 hour, it is hard work, restrictive and very costly. A Miller Quick Coupler can change from one attachment to another in a matter of seconds; this ultimately makes machines more efficient, more versatile and more profitable.

Through the years Miller has stayed true to its mission, continuing to strive for constant excellence through a skilled in-house design and technical department and by employing the latest in technology and expertise.

Miller has remained dedicated to offering the finest in customer service, helping to provide comprehensive solutions to the growing and changing needs of the industry.

OBJECTIVES FOR INDIA

Miller would like to meet: - Construction Companies, Contractors, Distributors.

We are mainly looking to design, manufacture and sell our products in India. Our main products for the Indian market would be our Quick Couplers as well as our Scoops (buckets). We would also offer Uni Brackets, Hammer Brackets, Clamshell Brackets, Fork Attachments, Rippers, Grapples and an entire range of products for the mini excavators (1-5T).



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Equipment design and test for world usage

MIRA is a leading design, development & certification consultancy. A cornerstone of the sector, MIRA delivers tailored solutions ranging from component tests, to turnkey vehicle & facility design programmes. MIRA's customer base includes the major construction equipment manufacturers, their Tier 1 & 2 supply chain.

At the UK HQ, a core of over 400 dedicated employees fuse the benefits of 32 major development facilities with advanced design & modelling techniques to slash both development timescales and the requirement to build costly prototypes in quantity.

MIRA's main development centre is concentrated into a highly secure 760-acre site in Warwickshire, UK. From this base, and 9 others and around the globe, clients access a technically compelling service. Operating across the whole range of engineering technologies, MIRA provides particular expertise in occupant safety, refinement, thermal management, electrical/electronic systems, vehicle dynamics, aerodynamics, powertrain integration and all aspects of durability.

MIRA is also responsible for the design and construction of numerous other proving grounds and major development centres worldwide. There can hardly be a more authoritative voice for the automotive industry.

OBJECTIVES FOR INDIA

MIRA wishes to meet OEM'S & component manufacturers



Geoff Grant – Product Manager
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Cleanliness control and Condition monitoring - Contamination in a hydraulic system can lead to high wear and premature component failure. Therefore it is critical that contamination is monitored and kept to the minimum.

LPA² & PML² – Laser Particle Products.

MP Filtri UK manufactures contamination monitoring products for aerospace, mobile and industrial applications. We have sold these products to, BAE, Lufthansa, Hindustan aeronautics, JCB, Caterpillar, Terex Group, Siemens VAI, Eaton Vickers, Bosch Rexroth and many more. These instrumentation products are available for both mineral oil and fire resistant fluids.

It is widely acknowledged that 80% of hydraulic and lubrication system failures are as a direct result of contamination - the LPA² accurately measures the cleanliness of hydraulic fluid. As an investigative tool the LPA² provides accurate monitoring of hydraulic fluids for signs of excessive oil contamination. Used as a condition-monitoring tool the LPA² will allow you to reduce down time costs, increase service life and equipment reliability. The LPA² will provide manufacturers of components and systems confirmation of oil cleanliness to ISO 4406, NAS 1638, and AS4059 cleanliness standards.

OBJECTIVES FOR INDIA

MP Filtri wishes to meet OEM'S, component manufacturers and contractors. We are particularly interested in meeting with quality and engineering managers within these companies. We are looking at companies that want to improve the quality of their hydraulic oil and systems. MP Filtri also wishes to improve the life time of their customers' equipment and warranties, monitor the quality of their roll of cleanliness and component cleanliness.

Off-Highway Research

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The Global Construction Equipment Industry, and India's Growing Presence Within It.

Off-Highway Research is a management consultancy that specialises in the research and analysis of international construction equipment markets – and is the largest of its kind in the world. Off-Highway Research India was established in September 2007. With its headquarters in New Delhi, the company employs five staff dedicated to the analysis of the Indian construction equipment market. Detailed monthly reports and assessments of industry sectors and the leading suppliers can be subscribed.

Clients include the world's leading OEMs, component suppliers, finance companies and distributors of equipment – including a large number of Indian companies.

OBJECTIVES FOR INDIA

Off-Highway Research is keen to meet Indian manufacturers and distributors of construction equipment, together with the country's key component suppliers.



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The Quiet Cab – Advanced acoustic and thermal protection for Construction Equipment

TMat Morrell (TMM) is a leading European component manufacturer specialising in the development and manufacture of vehicle sound reduction products and interior trim. The Group has core competencies in the processing of polymers, plastics, and fibrous acoustic composites. It supplies many of the leading off-highway and cabin manufacturers in Europe, Japan, and the Americas.

Ian Lockwood will be representing TMat Morrell at the CEA seminars. As a member of the company's senior management team he is responsible for all commercial and market development activities. Ian has an MBA from a leading European Business School and has travelled extensively within India since 1993.

OBJECTIVES FOR INDIA

TMat Morrell is participating in the seminars with a view to formulating a better understanding of market dynamics and customer preference. The company is keen to meet purchasing professionals from companies manufacturing off-highway equipment and also any commercial representatives of Indian component manufacturers interested in technical or strategic collaboration or commercial venture.



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Making Sure Your Customers Are Sitting Comfortably!

Trelleborg Industrial AVS is a world leader in the design and manufacture of rubber to metal bonded components for antivibration applications and suspension systems used in Construction Equipment. Our strength is that we can offer a wide range of isolators in combination with the specialised expertise that is needed to achieve a total vehicle solution. We use data-based surveillance software, conduct tests, and provide full technical support to our customers in India using experience gained with off highway customers throughout the world.

Trelleborg Industrial AVS is part of Trelleborg AB of Sweden and employs approximately 500 people. Our Head Office, research and development units are located in the UK while production is divided between the UK, India and Sweden. We have regional offices throughout Asia with technical support coming from a team based in Noida, UP and Shanghai, China. Products are available from our distributor Ashika Commercial who have distribution points in Kolkata, Bangalore, Delhi and Jaipur.

We manufacture a wide range of mounts for engine and cab applications. The range includes conventional rubber mounts, hydromounts and active systems for off highway applications such as excavators, motor graders, ADT's, compactors and cranes where improved NVH performance is required. The Trelleborg Group is a global group with 26,000 employees in 40 countries and an annual turnover of 3.5 billion USD.

OBJECTIVES FOR INDIA

Trelleborg's objective is to meet with original equipment manufacturers during the seminars with an emphasis on engineering and design staff



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The benefits of hydraulic testing.

Webtec Products work in partnership with HTM Hydraulics within India to offer quality hydraulic test equipment for mobile and industrial applications at competitive prices. Through these seminars Webtec aim to increase brand awareness of their product to both existing and potential new customers. Webtec will discuss the benefits of hydraulic testing and give an overview of their product range.

Webtec Products Ltd designs, manufactures and distributes fluid power products for the mobile and industrial machinery markets. Webtec markets two principal product ranges, hydraulic components and hydraulic test equipment. Webtec also provides Design Engineering services to manufacture complete products to customers' own specifications, for example specialist valves and test equipment.

The Webtec hydraulic components range has been built around a variety of flow control valves, including flow dividers and similar types of auxiliary valves. Webtec has continued to design and develop these products and add complimentary items from other manufacturers, including the ex Johnson Fluid Power product lines. The Webster portable hydraulic tester, now widely accepted as the industry standard, allows the user to measure flow, temperature, pressure and speed all in one rugged unit. The Webster range has expanded over the years to include a full range of test equipment from a pressure test point to a hydraulic datalogger.

Webtec was founded in 1964. A major factor in Webtec's growth has been continuous investment in CNC manufacturing. Webtec has multiple subsidiaries, Webster Instruments in Milwaukee, USA and Webtec SARL in Cambrai, France. Webtec also has representative offices in Dortmund, Germany (Webster Messtechnik) and Shanghai, China. Webtec Products are one of the leading manufacturers of portable hydraulic testers worldwide and supplies many of the major US, European and Korean mobile machinery manufacturers in the construction, mining, quarrying and agricultural industries including: Caterpillar, Komatsu, Fiat, Daewoo, Volvo-Samsung, JCB, Case, New Holland and Massey Ferguson

OBJECTIVES FOR INDIA

Webtec is interested in meeting all of the company types listed except for manufacturing partners. We aim to spread awareness of our products and the benefits of testing in order to make new sales leads and meet potential sub-distributors for HTM and Webtec.





UK Trade & Investment is the UK Government organisation that supports companies in the UK wishing to do business internationally, and overseas enterprises seeking to set up or expand in the UK. UK Trade & Investment has long been active in India and has full-time staff at the High Commission in New Delhi and the Consulates-General in Chennai, Bangalore and Pune. UKTI Advanced Engineering has generously sponsored this series of Meet the Buyer Seminars.

Advanced Engineering makes a major contribution to the UK economy and represents a major trading sector. Manufacturing accounts for 15% of total UK GDP and the sector employs 3.5 million people, around 15% of the UK workforce. In 2006, manufacturing exports accounted for 60% of all UK exports. UK engineering companies, both within the UK and overseas, have exposure to global supply chains in sectors such as aerospace, automotive, defence and oil and gas as well as more niche areas such as medical devices.

UKTI recognises India as one of the fastest growing global markets for the construction equipment sector and our aim is to aid UK manufacturers develop their businesses India - but also to offer assistance to Indian construction equipment companies wishing to benefit from investment into the UK.





Joanna Oliver
www.coneq.org.uk

The Construction Equipment Association (CEA) is the Trade Association that represents the UK Construction Equipment sector. Our members are established Original Equipment Manufacturers (OEMs), component and accessory suppliers, the trade press and specialist research companies. Company size varies from major multinationals to micro businesses.

Construction equipment production is worth an estimated US\$17 billion to the British economy and provides approximately 57,000 jobs. Our members export an average of 75% of their production to more than 150 export markets. Our members are required to manufacture products of proven reliability to high quality standards with a full after sales service. The CEA works closely with the British government and its agencies and with European authorities, but is entirely autonomous.

OBJECTIVES

To assist CEA members and the UK construction equipment sector to expand their business opportunities in India. UK companies are looking for direct sales, joint ventures and partnerships in India – the CEA can act as a matchmaker between UK and Indian companies.



MC Srinagesh
www.continex.in

Continex have organised the Meet the Buyer Seminars on behalf of the CEA. Continex Tradeline India Pvt Ltd is based in Chennai. Owned by UK based Retlan Group,

Continex operates in two business areas.

- Sourcing of low cost engineering and automotive components for European manufacturers.
- Offers business support services which include representation services and business development services with specific focus on technological collaborative agreements and joint venture project development.



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