

# Biggest Global Knowledge-Business Platform

**kno**∞**ledge****expo**  
INFINITE POSSIBILITIES

*20-22 November 2014; India Expo Centre, Greater Noida, Delhi NCR, India*

# Objectives

1. Provide a wide-ranging knowledge partnership platform to industries, institutions and government agencies from India U.S. and other countries for forging knowledge-business and knowledge-solution partnerships leading to increased knowledge intensive trade & investments
2. Facilitate a comprehensive convergence of key elements and actors of Knowledge Economy across the globe
  - a) key knowledge economy elements – Science, Technology & Innovation; Design; Intellectual Property Rights, Higher Education and Skills; and Entrepreneurship
  - b) key knowledge economy actors - Knowledge Creators (academic & R&D institutions/industry/innovator); Knowledge Appliers/Users (industry/entrepreneurs); and Knowledge Facilitators (governments)

# Focus Sectors 2014

1. Manufacturing technology products / services
2. Life Science – Pharmaceuticals, Biotechnology, Healthcare Technologies & Medical devices
3. Clean & Renewable Energy Technologies
4. Sustainable cities, Natural Resources & Earth Sciences including Water & Sanitation
5. IT Hardware, Software; Embedded Systems; Internal & Cyber Security

# Large Scale (12000 sq.m.) Global Exhibition

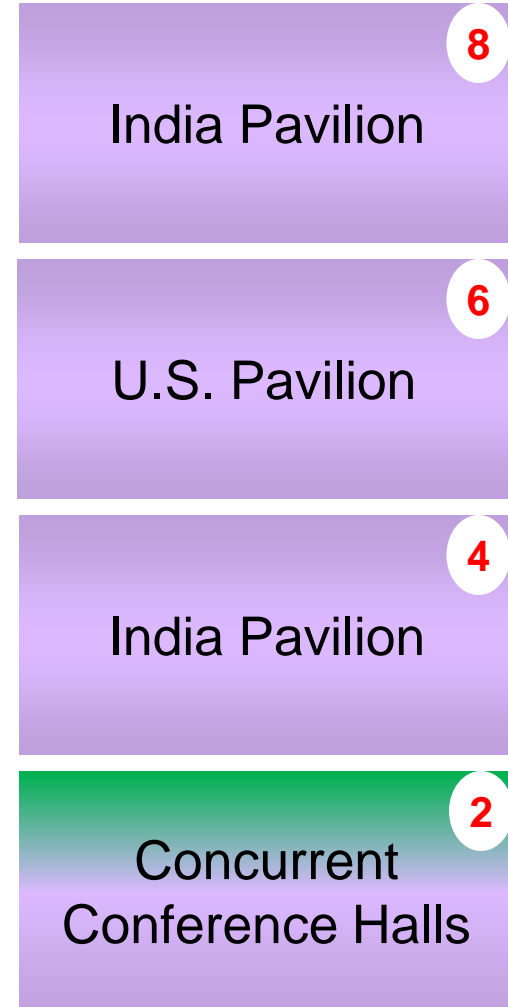
- 1. New products & Solutions Zone:** *Knowledge driven companies having innovative products and solutions in the areas of Advanced Manufacturing; Life Sciences, Pharmaceuticals, Biotechnology & Healthcare; Clean & Renewable Energy; IT Hardware, Software, Embedded Systems, Internal & Cyber Security; Sustainable cities, Natural Resources & Earth Sciences.*
- 2. Education Zone :** *Universities / academic institutions; Education technology/ tools/content providers; Skills development institutes / agencies; Education Financing agencies*
- 3. R&D, Design & Knowledge Services Zone :** *R&D Institutions; Design Houses / Firms; Design Tools manufacturers; R&D and tech-commercialization funding agencies; Consulting Firms; Training agencies; Testing / Certification agencies*
- 4. Innovation & IPR Zone:** *Start-ups; Incubators / Accelerators / EDIs; Angel/VC funding agencies; IP Law Firms; IP tools / technology/ service providers; IP Enforcement bodies / GI Holders / Traditional craftsman*
- 5. Government & Country Zone:** *Indian & Foreign Governments (Federal / State / City /) and agencies*

# Pavilions (6 Halls – Each of 3456 sq.m.)

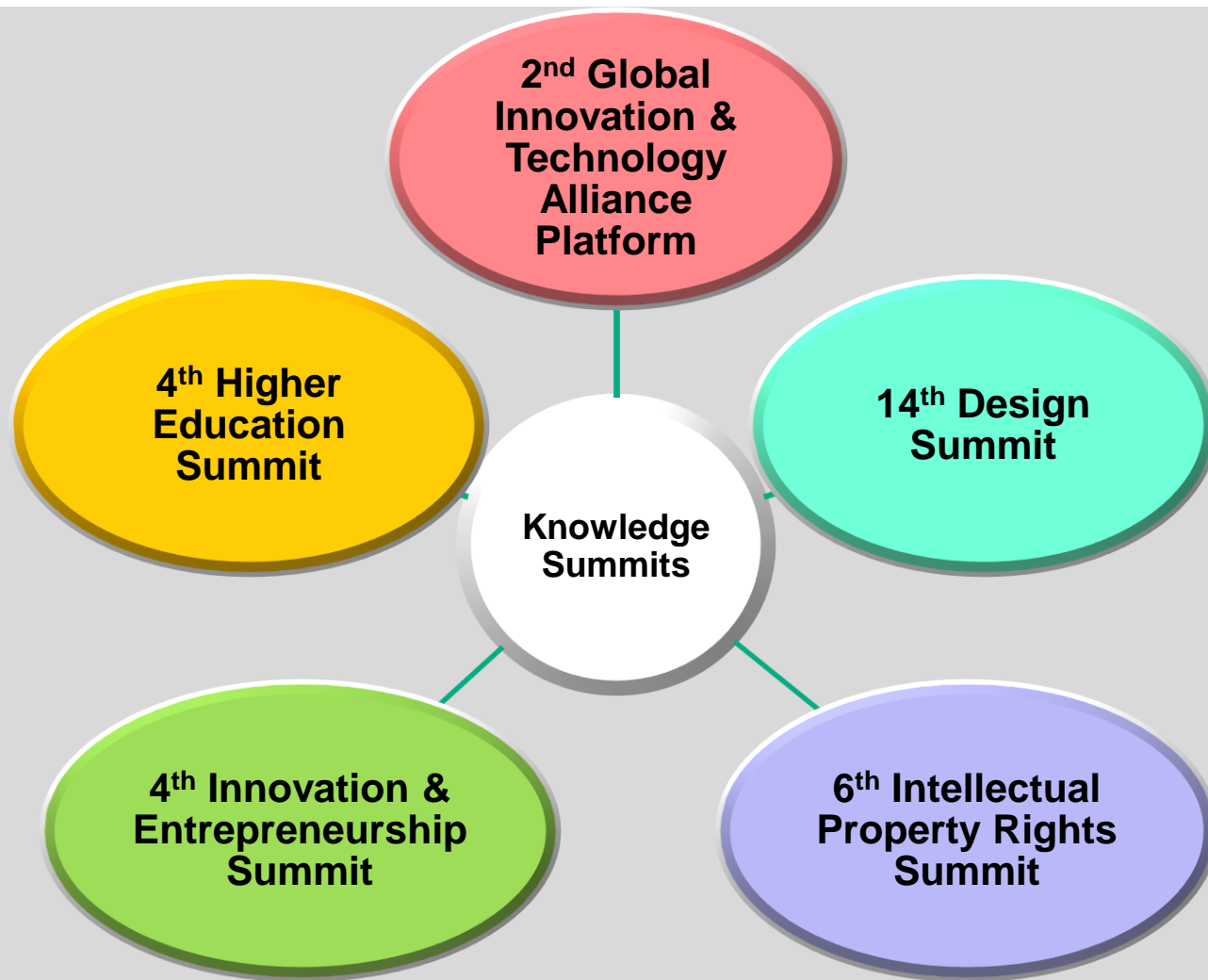
## GROUND FLOOR



## FIRST FLOOR



# Conferences



# 2<sup>nd</sup> Global Innovation & Technology Alliance Platform



सत्यमेव जयते

Department of Science & Technology



- India's first Not-for-Profit Company (Global Innovation & Technology Alliance – GITA) on Public-Private-Partnership mode in the area of R&D funding is established by CII and Technology Development Board, Government of India.
- GITA manages Government's program and provides fund to Indian industry and institutions for doing industrial R&D jointly with industry and institutions in other countries.
- GITA held its first global platform in 2013 for B2B meetings with delegations from Canada, Israel, UK, Finland, Spain, Japan, Slovenia, Sweden, Taiwan, Norway, South Korea, etc. for forging research partnerships, before they could jointly access R&D fund in cooperation with Indian counterparts, as applicable
- GITA will hold its 2<sup>nd</sup> Annual Global platform to organize B2B meetings between Indian and global industry and institutions to forge research partnerships and funding them through competitive bidding



# 14<sup>th</sup> CII-NID Design Summit



राष्ट्रीय डिजाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN



- For last 13 years, global influencers came together and shared stories, strategies and solutions – from inspiration to practicality at this summit – India’s oldest and the biggest Design event
- 2014 theme will be “Design Trinity”. In today’s interconnected world and complex world, it is the trinity of business, technology and design that is essential for companies and societies to achieve new products, new services and new businesses.
- Key Features of 14th Design Summit will be Industry-Government Policy Roundtable, Conference sessions; Indie Design – Showcase of India Design; Designer Zone; Student Design Contest; Service Design Jam; Design Installations; Release India Design Report and CII Design Excellence Awards



# 4<sup>th</sup> Higher Education Summit & University-Industry Congress



सत्यमेव जयते

Ministry of Human  
Resource Development  
Government of India



All India Council for  
Higher Education

- India's biggest event on University-Industry collaboration for last 3 years with widespread participation from the highest level of government, industry and academia from India and abroad.
- Key Features of 4th Higher Education Summit will be
  - Industry-Government Policy Roundtable
  - Conference Sessions on University-Industry collaborations; Quality of Higher Education; Employability of Human Resource; Research in Higher Education System
  - B2B Meetings & Partnerships Sessions
  - Release of Report on 3rd edition of CII-AICTE Survey of Industry-Linked Technical Institutes
  - Industry Awards for top industry-linked academic institutions



# 6<sup>th</sup> Intellectual Property Rights (IPR) Summit



सत्यमेव जयते

Department of Industrial  
Policy & Promotion  
Government of India



INTELLECTUAL  
PROPERTY INDIA  
Patents | Designs | Trademarks  
Geographical Indications

- India's biggest event on Intellectual Property Rights for last 5 years to facilitate a conducive IP ecosystem in India and global partnership.
- National IP Awards are conferred to industry, Institute and individuals for outstanding contributions to strengthening IP Ecosystem
- Key Features of 6th IPR Summit will be
  - Industry-Government Roundtable on IP Policy & Ecosystem
  - Conference Sessions on Intellectual Property Protection; Intellectual Property Enforcements; Intellectual Property Ecosystem in States; IP Awareness & Capacity Development
  - B2B Meetings and Partnership Sessions
  - Workshop on IP Enforcements



# 4<sup>th</sup> Innovation & Entrepreneurship Summit



सत्यमेव जयते

Ministry of Micro,  
Small & Medium  
Enterprises



सत्यमेव जयते

National S&T  
Entrepreneurship Board



सत्यमेव जयते

Technology  
Development Board



- India's biggest event on Innovation & Entrepreneurship for last 3 years to facilitate a conducive ecosystem to promote Innovation & Entrepreneurship in India and global partnerships.
- India Innovation Initiative Awards are conferred to Innovators apart from connecting them to VC funding
- Key Features of 4<sup>th</sup> Innovation & Entrepreneurship Summit will be
  - Innovator-Entrepreneur-Government Roundtable on Innovation & Entrepreneurship Policy & Ecosystem
  - Conference Sessions on Knowledge driven Entrepreneurships & Start-ups; Technology Business Incubations; Early stage & Venture Funding; Entrepreneurship Development & Mentoring
  - B2B Meetings and Partnership Sessions
  - Workshop on Entrepreneurship

# Other Key Engagements

1. Plenary Sessions by business thought leaders
2. Launch of new technology / products / services
3. Pre-arranged B2B, G2G and B2G meetings / Roundtables and Networking lunches / dinners
4. Signing of G2G, B2B and B2G partnership agreements
5. Announcements of G2G initiatives / projects / programs
6. Visit of Global participants to Indian industry / institutions

# Indian & Global Exhibitors and Delegates

## Knowledge Creators / Providers

- Universities / Academic Institutions in the areas of Science, Technology, Engineering, Mathematics, Management, Medical, Design, IP Law and other disciplines
- R&D Institution / Private R&D organisation
- Community Colleges
- Vocational Training Agencies
- Innovators
- Geographical Indicator Holders
- Traditional Designers / Craftsmen

## Knowledge Facilitators

- Federal Government Departments/ Agencies
- State Governments
- Intellectual Property Enforcement Bodies
- Incubators / Accelerators
- Angel / VC Funding Agencies
- Entrepreneurship development / Mentoring Agencies
- Accrediting agencies

## Knowledge Appliers / Users

- Technology intensive / Design Intensive / Intellectual Property driven Industry / Entrepreneur
- Testing/Certification (including GMP/GLP) agencies
- Knowledge Financing institutions
- Consulting / Training agencies
- Design Houses and design tools / service providers
- Education technology / content / tools / service providers
- Publishing Houses
- IP Law Firms
- IP Tools / technology / service providers

# Indian Government Partners

## Indian Government

- Department of Science & Technology
- Ministry of External Affairs
- Department of Industrial Policy & Promotion
- Ministry of Human Resource Development
- Ministry of Micro, Small and Medium Enterprises
- Ministry of New & Renewable Energy
- Ministry of Drinking Water & Sanitation
- Ministry of Earth Sciences
- Ministry of Environment and Forests
- Ministry of Home Affairs (Internal Security)
- Ministry of Power
- Department of Electronics & Information Technology
- Department of Telecommunications
- Ministry of Urban Development
- Department of Heavy Industries
- Department of AYUSH
- Department of Biotechnology
- Department of Pharmaceuticals
- Department of Health and Family Welfare
- State Governments

## Indian Government Agencies

- Intellectual Property Office of India
- National Institute of Design
- India Design Council
- All India Council of Technical Education
- Technology Development Board
- National S&T Entrepreneurship Board
- National Manufacturing Competitiveness Council
- Science & Engineering Research Board
- University Grants Commission
- Indian National Academy of Engineers
- Indian National Science Academy
- Council of Scientific & Industrial Research
- Indian Council of Medical Research
- Indian Council for Agricultural Research
- Technology Information, Forecasting & Assessment Council
- Defence Research & Development Organization
- Indo-US Science & Technology Forum
- Indo German Science & Technology Centre
- Indo-French Science & Technology Centre
- Biotechnology Industry Research Assistance Council

# Expected Outcomes

- Investment decisions in knowledge sector
- Technology transfer / sales deals
- Joint Ventures agreements
- Joint R&D agreements
- Contracts for research, Commercialization / demonstration & Manufacturing,
- Consultancy contracts
- Training contracts
- Contracts for Executive Education
- Testing & certification contracts
- Design assignments / Projects & Joint Design & development agreements
- Collaborations on Design Education
- Contracts for design tools / consultancy services
- Design & product development Training contracts
- Contracts for designing India's infrastructure and public utility projects
- Projects on confluence of modern design and India's traditional design
- Academic collaborations in joint degrees / research / student-faculty exchange
- Government-Industry-Academia collaborations for setting up universities / Institutions / centres of excellence / community colleges / vocational training centres
- Contracts for education funding
- Contracts for publishing houses
- Contracts for education tools / content / service providers
- Students enrolments in universities / institutions
- Agreements of IP licensing / IP legal services
- Contracts for IP tools / service providers
- Contracts for Anti-counterfeiting/ Piracy technology solution providers
- Contracts for IP training/facilitation
- Agreements between enforcement bodies for sharing best practices

# Logistics

## Conference

- 5 Fully Air-conditioned and sound-proof Conference rooms with capacity of 1000 participants for each of five Concurrent Summits
- Banquet Room for Special Plenary
- Tea / Coffee for delegates
- Lunches for delegates
- Dinners for delegates
- Dedicated Lounges for Partners
- Wi-Fi for delegates
- Parking for delegates
- Transport for delegates (Delhi to Venue – to & fro)

## Exhibition

- 6 fully air-conditioned and State of the Art Exhibition Halls each having gross area of 3456 sq.m. (2000 sq.m. net area). Total Exhibition Space (net) available for exhibitors is 12,000 sq.m.
- Exhibition Halls & B2B meeting space will have following zones:
  - U.S. and Participating Country / Global Exhibitors Pavilions
  - Indian Federal Government & State Government
  - Indian academic & R&D institutions
  - Indian industry & service providers
  - Indian Innovators / Entrepreneurs / Start-up / Incubators
- Food Court for exhibitors & visitors



# Important information

1. Venue of the event - Indian Expo Centre, Greater Noida (<http://www.indiaexpomart.com/Default.aspx#>) located at Greater Noida of Delhi NCR, within easy reach of Central Delhi and the international airport on the new 8-lane Greater Noida Expressway.
2. For registration as exhibitors, sponsors and delegates, and for booking accommodation at hotels near the venue and for detailed information, please log on [www.knowledgexpo.com](http://www.knowledgexpo.com)
3. Contact: [ciiknowledgexpo@cii.in](mailto:ciiknowledgexpo@cii.in)

# Exhibition Space Rates

Category	INDIAN ORGANISATION (rates in INR per sq.m)		OVERSEAS ORGANISATION (rates in USD per sq.m)		Statutory Govt. Taxes
	Bare Space (Min 36 sqm.)	Built Up Booth (Min 12 sqm)	Bare Space (Min 36 sqm.)	Built Up Booth (Min 12 sqm.)	
Large & Medium Industry / Government	11500	12800	250	300	+ 12.36 % Service Taxes
SSI / R&D Institutions/ Academic Institutions	7800	8500	200	250	
Start-ups / Incubators / Design Firms / GI Holders / Law firms etc.	5700	6400	175	200	

# Sponsorship Packages

Sponsorship Category	INR	USD	Key Benefits (degree will vary based on categories)
<b>Platinum</b>	20,00,000	40,000	<i>Logo visibility, Speaking Opportunity, 100 sq.m. built-up booth, 20 free delegates, exclusive meetings</i>
<b>Diamond</b>	15,00,000	30,000	<i>Logo visibility, Speaking opportunity, 72 sq.m. built-up booth, 15 free delegates, exclusive meetings</i>
<b>Gold</b>	10,00,000	20,000	<i>Logo visibility, Speaking opportunity, 54 sq.m. built-up booth, 10 free delegates, exclusive meetings</i>
<b>Silver</b>	7,50,000	15,000	<i>Logo visibility, Speaking opportunity, 36 sq.m. built-up booth, 7 free delegates, exclusive meetings</i>
<b>Bronze</b>	5,00,000	10,000	<i>Logo visibility, Speaking opportunity, 24 sq.m. built-up booth, 5 free delegates, exclusive meetings</i>
<b>Corporate Contributor</b>	3,50,000	7,000	<i>Logo visibility, 12 sq.m. built-up booth, 3 free delegates, preference in B2B meetings</i>
<b>Associate Contributor</b>	2,50,000	5,000	<i>Logo visibility, 9 sq.m. built-up booth, 2 free delegates, preference in B2B meetings</i>

# Delegate Fees

Category	Indian delegates		Overseas delegates
	CII Member	CII Non-member	
	INR	INR	USD
Large & Medium Industry / Government	9,000	10,000	200
SSI / R&D Institutions/ Academic Institutions	6,000	7,000	140
Start-ups / Incubators / Design Firms / GI Holders / Law firms etc.	5,000	6,000	120