

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	CAPEXIL
2. Name of Event	Bhutan Construction Fair 2019
3. Purpose Of Event	Showcase Latest Indian Products On Offer For Construction Industry In Bhutan. Enable Indian Exporters Connect With Buyers. ADB's Bhutan Transport 2040 Integrated Strategic Vision Report Released In 2018 Provides: Transport Vision And Strategies Road Network Strategy National Highways Strategy Rural Road Network Civil Aviation Strategy Passenger Transport Strategy Freight Transport Strategy Regional Transport Connectivity Strategy Urban Transport Strategy Road Safety Strategy Road Transport Regulation Strategy Transport Sector Management Strategy The Report Points Out To Growth In Related Sectors In Coming Years, Which Could Create Huge Demand For Construction Products And Services. This Exhibition Would Provide Platform To Indian Companies From Construction And Allied Sectors To Network With Buyers In Bhutan Enabling Sustainable Exports To Bhutan In Long Term. Companies From 3 Countries Presented Their Products, Solutions And Services To Around 10, 000 Visitors – An Increase Of 30% Over The Previous Year.
4. Country	Bhutan
5. Date Of Event	26/07/2019
6. EC Approval (in brief)	Rs. 3300000 In Total (1100000 To CAPEXIL & 2200000 To Project EPC)
7. Assistance Approved	1100000
8. Release of First Instalment(in Rs.)	550000.00
9. 2nd Instalment. If any(in Rs.)	0.00
10. Remaining Amount Pending for release(in Rs.)	550000.00
11. Brief Description of the event	Ever Since Its Inception In 2009, The Bhutan Construction Expo Has Been Incorporated In BCCI's Event Calender As An Annual Mega Event. For The Last Seven Years, Bhutan Construction Expo Has Created A Meaningful Impact For Display And Exhibition Of The Construction Equipments And Machinerries Which Has Boosted The Construction Industry Of Bhutan. It Has Been Consistent In Providing One Of The Most Successful Platform For Display Of Latest And Most Efficient Products And Technologies In The Construction Industry Today. Encouraged By The Success Of Preceeding Expos, This Year, The 10th Bhutan Construction Expo Is Expected To Have A Wider And Better Qualitative Construction Products On Display.
12. Details of Indian Participants	
(i). Number of Participants	10

(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed) [1569408845 Participants List of Bhutan Construction fair 2019.xlsx](#)

(iii). Participation feedback (in brief)

- (a).Positive Response 1) Request For Information About Other Such Events Being Organised By Council. 2) Request For Ensuring That Such Events Are Organised In Future Also To Give An Opportunity To The Exporters To Interact With The Customers
- (b).Suggestion / Improvements indicated 1) Enhanced Promotion Of Event Among B2B Customers And Availability Of Their Contact Details Prior To The Event. 2) Better Booth Finishing & Washroom Facilities

13. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers 9000

(ii). Brief Profile of visitors / buyer [1569409445 Brief Profile of visitors buyer.xlsx](#)

(iii).Visitors feedback(in brief) Visitors Were Impressed With The Quality And Range Of Products Displayed In This Edition Of The Event. Visitors Appreciated The Fact That In This Edition Of The Event, Companies From All Across India And Indian Manufacturers Directly Participated In The Event Which Was Earlier Limited To Companies From Closer Periphery Earlier. This Gives Them A Chance To Procure Products At Better Prices.

14. Business Generated

(i). Number of enquiries 696

(ii). Number of MoUs negotiated / signed (if any) 1

(iii).Orders Booked (Rs. Lakh) 300

(IV).Total Business Generated (Rs. Lakh) 300

15. Brief Note on Export potentials of the country / product (as per industry feedback) Considering The Facts That India Is A Preferred Trade Partner Of Bhutan And There Is A Scope For Exponential Growth In Infrastructure Sector Due To Growing Population And Government Of Bhutan's Emphasis On Creating Infrastructure As Part Of There Long Term Plan, Indian Construction Products And Services Have Huge Export Potential In Bhutan. However, In Order To Ensure Continuing Demand For Indian Construction Products And Services In Bhutan, Indian Exporters Must Ensure That The Clients In Bhutan Are Offered Varied Range Of Products And Services That Meet Their Varied Requirements. Considering The Preference For Sustainable Solutions And Products, The Exporters Of Glass,Marble, Ceramic, Plywood, Solar Energy Based Products And Prefabricated Structures See A Huge Potential For Their Products In Bhutan. Manufacturers Of Construction Machinery, Builders Hardware, Bathroom Accessories, Compacting Machinery Also See Bhutan As A Market With Enormous Potential Since The Manufacturing Facilities For These Products In Bhutan Do Not Exist. New Roads & Highways, Residential , Hotel & Resort Projects Also Offer Opportunities For Indian Project Exporters In Bhutan.

16. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc)

CAPEXIL Was Able To Solicit Participation Of 10 Companies As Per The Approval Of The Ministry Of Commerce & Industry. The Event Was Inaugurated By Honorable Chief Guest - Your Excellency Lyonpo Loknath Sharma, Minister, Ministry Of Economic Affairs, Royal Government Of Bhutan. Minister Spent Significant Time Visiting Each Exhibitor And Expressed Keen Interest In Some Of The Products Displayed. The President & Secretary Of Bhutan Chamber Of Commerce Appreciated The Marked Improvement In Organisation Of The Fair. CAPEXIL Initiated Dialogue For MOU With BCCI For Improving The Experience Of Indian Exporters In Future.

17. Photo attached as evidence (colour photos to be enclosed)

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