

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	CAPEXIL
2(a). Name of Event	Sharjah International Book Fair
3. Purpose Of Event	EXPORT PROMOTION OF INDIAN PUBLISHERS /PRINTERS BOOKSELLER , SALE OF RIGHTS AND SALE OF DISTRIBUTIONS OF CONTENT ACROSS PRINT AND DIGITAL CHANNELS. EXPLORING POSSIBILITY OF JOINT VENTURES, TECHNOLOGY TRANSFER, APPOINTING SELLING AND PROCUREMENT AGENTS, OPENING BRANCH / REPRESENTATIVE OFFICES, WAREHOUSING, LOGISTICAL VALUE CHAIN.
4. Country	United Arab Emirates
5. Event Start Date	30/10/2019
6. Event End Date	09/11/2019
7. EC Approval (in brief)	20.00
8. Assistance Approved	2000000
9. Release of First Instalment(in Rs.)	0.00
10. 2nd Instalment. If any(in Rs.)	0.00
11. Remaining Amount Pending for release(in Rs.)	1587239.00
12. Brief Description of the event	ORGANISED BY THE SHARJAH BOOK AUTHORITY, SBA, UNDER THE THEME OF THE SHARJAH WORLD BOOK CAPITAL 2019, "OPEN BOOKS-OPEN MINDS," THE EVENT WITNESSED THE PARTICIPATION OF NOBEL LAUREATES AND BOOKER PRIZE AND OSCAR WINNERS, ALONG WITH 2,000 PUBLISHERS FROM 81 COUNTRIES. SIBF SET A GUINNESS WORLD RECORD FOR SUCCESSFULLY HOSTING THE WORLD'S LARGEST SIMULTANEOUS BOOK SIGNING CEREMONY IN ONE LOCATION, WITH 1,502 AUTHORS FROM THE UAE AND OTHER COUNTRIES SIGNING THEIR OWN BOOKS. CAPEXIL MAKE INDIAN PAVILION WITH 22 INDIAN PARTICIPANTS AT HALL NO. 6 & 7, EXPO CENTRA, AL KHAN AREA - AL TAAWUN ST - SHARJAH, UAE FOR EXPORT PROMOTION OF INDIAN PUBLISHING, ALL TYPE OF EDUCATIONAL BOOKS AND PRINTING SERVICES.
13. Details of Indian Participants	
(i). Number of Participants	20
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1584364924 Sharjah Intl Book Fair Participant List 2019-20.xlsx

(iii). Participation feedback (in brief)

(a).Positive Response

100% WILLING TO PARTICIPATE CONTINUOUSLY IN THIS TYPE OF CORE EVENT. HUGE SCOPE FOR SALE OF RIGHTS/EDUCATIONAL AND TECHNICAL BOOKS ETC.

(b).Suggestion / Improvements indicated

MORE PUBLICITY & AD TO BE GIVEN IN LOCAL NEWS PAPER & MAGAZINE IN FOREIGN COUNTRIES, FOR INDIAN PUBLISHING AND PRINTING SERVICES, REQUIREMENT OF BIGGER STAND SIZE, AIRFARE GRANT SUPPORT TO BE EXTENDED BY WITHDRAWING THE RESTRICTION OF A) MAXIMUM THREE TIMES PARTICIPATION IN THE SAME TRADE FAIR B) PARTICIPATION ONLY THROUGH OWNER/PARTNER/DIRECTOR TO GET ELIGIBLE FOR GRANT.

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers

224

(ii). Brief Profile of visitors / buyer

[1584365705_Brief Profile of visitors buyer_SIBF_2019-20.xlsx](#)

(iii).Visitors feedback(in brief)

MOST OF THE VISITORS AND FOREIGN COMPANIES WERE IMPRESSED WITH CAPEXIL & ITS PARTICIPANTS PRESENTATION AND PRODUCTS PROFILES AND THEY ARE INTERESTED TO ASSOCIATE WITH INDIAN PUBLISHING AND PRINTING SERVICES / EXPORTERS.

15. Business Generated

(I). Number of enquiries

854

(II). Number of MoUs negotiated (if any)

N/A

(III). Number of MoUs signed (if any)

N/A

(IV).Orders Booked

550

(V).Total Business Generated (Rs. Lakh)

1300

16. Brief Note on Export potentials of the country / product (as per industry feedback)
- SHARJAH INTERNATIONAL BOOK FAIR (SIBF) ESTABLISHED IN 1982 IS ONE OF THE LARGEST BOOK FAIRS IN THE WORLD, THE MOST PRESTIGIOUS IN THE ARAB WORLD AND HOME TO THE MOST EXCITING LITERARY EVENT IN THE REGION. THE MAIN AIM OF SIBF IS TO ENCOURAGE READING AMONG PEOPLE, ESPECIALLY THE YOUNGER GENERATION BY MAKING QUALITY BOOKS ACCESSIBLE TO THEM AT AFFORDABLE PRICES. THE 38TH EDITION OF THE SHARJAH INTERNATIONAL BOOK FAIR (SIBF) 2019 WAS INAUGURATED BY SHEIKH DR SULTAN BIN MUHAMMAD AL QASIMI, SUPREME COUNCIL MEMBER AND RULER OF SHARJAH. NEARLY 1800 EXHIBITORS FROM 77 COUNTRIES ARE PARTICIPATING IN THE FAIR. THE FAIR WILL SHOWCASE 987 ACTIVITIES PRESENTING SCIENTIFIC, KNOWLEDGE AND LITERARY THEMES. SHARJAH INTERNATIONAL BOOK FAIR (SIBF) CONCLUDED AFTER A RECORD TURNOUT OF 2.52 MILLION VISITORS THROUGH THE 11-DAY EVENT. VISITORS ENJOY A WIDE RANGE OF ACTIVITIES DURING THE FAIR WITH MANY EVENTS GEARED SPECIFICALLY TO CHILDREN. THIS RANGES FROM WRITING WORKSHOPS TO POETRY READINGS, BOOK SIGNINGS, INTERNATIONAL AND LOCAL AUTHOR SESSIONS, AS WELL AS PLAYS, ARTS AND CRAFTS ACTIVITIES. SIBF SET A GUINNESS WORLD RECORD FOR SUCCESSFULLY HOSTING THE WORLD'S LARGEST SIMULTANEOUS BOOK SIGNING CEREMONY IN ONE LOCATION WITH 1,502 AUTHORS FROM THE UAE AND BEYOND SIGNING THEIR OWN BOOKS. SIBF BROKE THE PREVIOUS RECORD HELD BY TURKEY.
17. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc)
- ALL THE MEMBER PARTICIPANTS HAVE APPRECIATED THE EFFORT MADE BY CAPEXIL ALL THE PARTICIPANTS PARTICIPATED THROUGH CAPEXIL ARE WILLING TO PARTICIPATE REPEATEDLY IN THIS TYPE OF CORE EVENT.
18. Photo attached as evidence (colour photos to be enclosed)
- [1584364924_Glimpses of SBIF 2019-20_page-0001.jpg](#)