

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	CAPEXIL
2(a). Name of Event	Paperworld China - November 2019
3. Purpose Of Event	EXPORT PROMOTION OF PAPER PRODUCTS AND PAPER ALLIED PRODUCTS EXPLORING POSSIBILITY OF VALUE ADDITION, OPPORTUNITY FOR JOINT VENTURES, TECHNOLOGY TRANSFER, CAPITALIZING ON US-CHINA TRADE WAR TO ENHANCE OUR EXPORT OPPORTUNITY.
4. Country	China
5. Event Start Date	15/11/2019
6. Event End Date	17/11/2019
7. EC Approval (in brief)	30.00
8. Assistance Approved	30
9. Release of First Instalment(in Rs.)	15.00
10. 2nd Instalment. If any(in Rs.)	0.00
11. Remaining Amount Pending for release(in Rs.)	0.00
12. Brief Description of the event	CAPEXIL With 16 Companies Had Participated In China International Stationery & Office Supplies Exhibition Called Paperworld China, Its Asia's Leading Exhibition Of Stationery, Office Supplies, And Hobby & Crafts Industry. The Fair Aims At Providing The Best Networking Platform For Industry Players From Stationery, Office Supplies, And Paper Products Industry In Exchanging Knowledge And Conducting Business. It Provides Attendee An Opportunity To Find A Complete Range Of Products For School, Office, Etc.
13. Details of Indian Participants	
(i). Number of Participants	16
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1594924168_paperworld indian participant profile.xlsx
(iii). Participation feedback (in brief)	
(a).Positive Response	HIGHLY SATISFIED / SATISFIED: 70% PARTIALLY SATISFIED: 19%
(b).Suggestion / Improvements indicated	THERE SHOULD BE ONLY ONE OR TWO INDIAN PARTICIPANT COMPANY FROM SAME PRODUCT LINE, MORE PUBLICITY & AD TO BE GIVEN IN LOCAL NEWS PAPER & MAGAZINE IN FOREIGN COUNTRIES, BIGGER STAND SIZE REQUIRED, AIRFARE GRANT SUPPORT TO BE EXTENDED ALSO TO OTHER THAN OWNER/PARTNER/DIRECTOR FOR KEY PERSONNEL IN EXPORT DEPT. OF PARTICIPANT COMPANY AND PROMINENT SPACE REQUIRED IN THE EXHIBITION FOR MORE VISIBILITY.

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers	350
(ii). Brief Profile of visitors / buyer	1594924168_paperworld_visitor_profile.xlsx
(iii).Visitors feedback(in brief)	MOST OF THE VISITORS AND FOREIGN COMPANIES WERE MAJORLY DEALING WITH STATIONARY AND ALLIED PRODUCTS AND THEY HAD VERY WIDE RANGE OF PRODUCTS TO OFFER WHICH WAS AN EYE OPENER FOR OUR PARTICIPANTS WHO WERE BASICALLY DEALING WITH PAPER AND PAPER RELATED PRODUCTS.OUR PARTICIPANTS WERE ABLE TO ANALYSE FEW PRODUCTS AND BELIEVED THEY COULD VALUE ADD ON THE SAME AND ENHANCE THEIR OPPORTUNITY,THERE WERE MANY TRADERS WHO WANTED TO EXPLORE OTHER BUSINESS OPPORTUNITIES VIZ. JOINT VENTURE, TECHNICAL TRANSFER, OPENING THEIR REPRESENTATIVE OFFICES IN INDIA AND VICE & VERSA APART FROM WORKING AS PROCUREMENT / SOURCING AGENTS DUE TO THE RESTRICTION

15. Business Generated

(I). Number of enquiries	350
(II). Number of MoUs negotiated (if any)	N/A
(III). Number of MoUs signed (if any)	N/A
(IV).Orders Booked	50
(V).Total Business Generated (Rs. Lakh)	450

16. Brief Note on Export potentials of the country / product (as per industry feedback) As Per Industry & Trade Feedback, China Is A Seller Market And Its Very Tough To Compete With Them In Terms Of Their Capacity To Mass Produce And Their Infrastructure Facility That They Assume Give Them A Huge Advantage For Selling Any Product In A Cheaper Price Whereby Competing With Other Countries Globally.

17. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc) All The Member Participants Have Appreciated Efforts Made By CAPEXIL And Its Active Participation In PAPER WORLD CHINA As They Were Able To See The Potential China Have In Terms Of Bulk Production Of Products With Varied Varieties. They Realize That It Would Be Better To Concentrate More On The Paper Products And Get Paper Related Buyers Instead Of Stationary Products Where China Always Have An Edge. More Focus To Be Given On Purchasing Raw Materials Rather Than Finished Goods And Thereby Selling The Finished Good By Doing Value Addition.

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

[1594924168 All Pics-1.jpg](#)