

Virtual Outcome Report (2020-2021)

1. Organisation Name	CAPEXIL
2(a). Name of Event	Print From India Fair
2(b)(i). Whether event organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	PragatiE
3. Purpose Of Event	It Was A Product Specific Own Virtual Event Orgained With The Help Of Other Stakeholders Such As Mission, Match Making Agency, Development Agency As Decided By Competent Authority Organized For The Overall Benefit Of The Indian Printing & Publishing Industry. Considering Restrictions On International Travel And Highly Affected Industry By COVID-19. The Said Virtual Event May Be A Cost Effective Way To The Member Exporters Of CAPEXIL Too Which Will Ultimately Help Them To Regain Their Market Share. Council Expects Atleast Generation Of Export Inquiries Which Can Be Materialized Later On. Performance In Quantitative Measures And Firm Order Would Be Naturally Less As Compared To Physical Participation.
4. Region/Country	
Selected Countries of Africa	Angola, Congo, Ethiopia, Ghana, Rwanda, South Africa, Uganda, Zimbabwe
Selected Countries of ASEAN	Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
Selected Countries of CIS	Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Ukraine, Uzbekistan
Selected Countries of Europe	Albania, Austria, Belgium, Denmark, France, France, Metropolitan, Germany, Greece, Italy, Netherlands, Poland
Selected Countries of LAC	Argentina, Brazil, Chile, Colombia, Cuba, Panama, Peru
Selected Countries of NAFTA	Canada, Mexico, United States
Selected Countries of NEA	Japan, Mongolia, Taiwan
Selected Countries of Oceania	Australia, New Zealand
Selected Countries of South Asia	Afghanistan, Bangladesh, Bhutan, Iran, Maldives, Nepal, Sri Lanka
Selected Countries of WANA	Algeria, Egypt, Iraq, Israel, Morocco, Oman, Qatar, Saudi Arabia, Sudan, United Arab Emirates, Yemen
5. Event Start Date	14/02/2021

6. Event End Date	19/02/2021
7. EC Approval (in brief)	10,25,000 Amount Approved With 30 Indian Exhibitors And 100 Foreign Buyers
8. Assistance Approved	1025000
9. Release of First Instalment(in Rs.)	512500.00
10. 2nd Instalment. If any(in Rs.)	0.00
11. Remaining Amount Pending for release(in Rs.)	512500.00
12. Brief Description of the event	It Was A Product Specific Own Virtual Event Orgained In Hired Platform With The Help Of Other Stakeholders Such As Indian Mission, Match Making Agency, Overseas And Domestic Trade Development Bodies, Development Agency, Associations Etc. Total 31 Indian Exhibitors From Printing & Publishing Industry And Around 270 Overseas Visitors Registered From Around 49 Countries From 11 Regions Across The Globe With A Touch Base Of 26500 Around.
13. Details of Indian Participants	
(i). Number of Participants	31
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1624384344_IndianExhibitorsFormat_PPI_Ministry_L_V_B.xlsx
(iii). Participation feedback (in brief)	
(a).Positive Response	Satisfaction Level On: A) Virtual Platform : 90% Responded Positively, B) Visitors Visited : 52% Responded Positively C) Database Shared : 86% Responded Positively, And D) Participation In Future Events Of CAPEXIL : 67% Responded Positively. Average Rating Given To Event By Exhibitors: 6.24/10. Some Responses As Made By Exhibitors: 1) Well Organised, 2) Event Was Excellent, 3) Super 4) Very Useful Event. Capexil Must Continue This Event, Which Will Help Generate Regular Business.
(b).Suggestion / Improvements indicated	Interactive Discussion Sessions/webinars Can Be Included In A More User Friendly And Engaging Manner. Importers Database Should Be Updated. Missions Abroad May Be Provided With A Budget For Procurement Of Importers Database So That They Have Readily Available Updated Importers List. Importer Participants As Uploaded By EPC In MAI Scheme May Be Given Access To Missions Abroad. Need To Get More Potential Buyers.
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	270

(ii). Brief Profile of visitors / buyer [1624384344 Foreign Buyers Format PPI 20-21 sheet to refer Ministry L V B.xlsx](#)

(iii).Visitors feedback(in brief) Comments From Buyers Were Positive.

15. Business Generated

(I). Number of enquiries 69

(II). Number of MoUs negotiated (if any) N/A

(III). Number of MoUs signed (if any) N/A

(IV).Orders Booked 2

(V).Total Business Generated (Rs. Lakh) 70

16. Brief Note on Export potentials of the country / product (as per industry feedback) There Are A Lot Of Export Potentials Of India To The Countries From Where Visitors Have Visited. Indian Printing & Publishing Industry Is Very Much Aggressive And Confident To Grab Market Share Provided They Are Getting Genuine Importers With The Right Contact Person. A Small Support From Govt. And Indian Missions Abroad May Create A Lot Of Differences. Having Innovative Products, Standard Quality And Competitive Pricing Makes Indian Printing & Publishing Industry A Major Competitor To The Rest Of The World. Indian Printing & Publishing Industry Has Gained A Good Reputation In The World Market And For That Matter Many New Markets Are Coming Into The Basket And Thereby Enhancing Our Overall Export. Moreover, The Recent Shift Of Supply Chain From China By Major Players Across The Globe Fuelled This Industry To Grab More Market Share And Keen To Have In The Export Market.

17. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc) After Analyzing The Feedback, It Is Being Felt By CAPEXIL That More And More Such Events Should Be Organized By CAPEXIL For The Overall Export Promotion Of Printing & Publishing Industry. Most Of The Participants Were Satisfied With The Event Held But Some Of Them Stated That They Expect More Big Publishers. For Exploring New Markets And Sharing The Importers Database With The Industry It Is Indeed Required To Plan For Such Types Of Events With The Support From Govt And Indian Missions Abroad. We Firmly Believe That There Will Be A Handsome ROI In Future By Having Good Tie

18. Photo attached as evidence (colour photos to be enclosed) [1624384344_PPI \(1\).jpeg](#)

19. Certificate from the bank regarding remittance made to the organiser towards venue cost/organising expenses/participating charges in the case of participation in the major international virtual event.