

Virtual Outcome Report (2020-2021)

1. Organisation Name	CAPEXIL
2(a). Name of Event	India International Ceramic & Building Material Fair, LAC
2(b)(i). Whether event organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	VIRTUAL
3. Purpose Of Event	It Was A Product Specific OWN VIRTUAL EVENT 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 Building & Construction Industry, Focusing 2/3 LAC Countries Covering Other Regions Across The Globe. Considering Limitation 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 In The Said Region / Market. We Have Also Received Kind Advice From The Indian Mission In Brazil In This Regard. Council Expects At Least 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 LAC	Anguilla, Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands (Malvinas), Grenada, Guadeloupe, Guyana, Haiti, Honduras, Jamaica, Montserrat, Panama, Paraguay, Peru, Uruguay, Venezuela
5. Event Start Date	31/12/2020
6. Event End Date	30/03/2021
7. EC Approval (in brief)	9,50,000 Amount Approved With 20 Indian Exhibitors And 80 Foreign Buyers
8. Assistance Approved	950000
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.)	950000.00

12. Brief Description of the event	It Was A Product Specific OWN VIRTUAL EXHIBITION CUM B2B MEETS For Indian Building And Construction Industry, More Specifically For Ceramic Industry 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 30 Indian Exhibitors From Ceramic Industry And Around 230 Overseas Visitors Registered From Around 35 Countries From 10 Regions Across The Globe With A Touch Base Of 10500 Around. Event Organised During 27th To 30th April With Specific B2B Meetings With Chile, Colombia, South Africa & Vietnam
13. Details of Indian Participants	
(i). Number of Participants	30
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1624080281_IndianExhibitorsFormat_IICBMF_20-21.xlsx
(iii). Participation feedback (in brief)	
(a).Positive Response	System Created : 100% Responded Positively Visitors Visited : 96.7% Responded Positively Database Sharing : 100% Responded Positively Participation In Future Events Of CAPEXIL : 80% Responded Positively Average Rating Given To Event By Exhibitors: 7.8/10 Some Responses As Made By Exhibitors: 1) Excellent, It Was More Than Expectation 2) It Was Very Good Exhibition. 3) Ready To Participate In Any Kind Of Event Organized By Capexil At Any Time Of Year For Any Area Of Country 4) If Any Event May Take Place Then We Will Participate For Sure 5) We Want To Participate In B2B With Libyan.
(b).Suggestion / Improvements indicated	We As A Participant, Should Be Given Some “Certified By CAPEXIL” Or “Certified By Indian Agency” Certificate So That Buyer Can Trust Us. Need To Make Stall And Communication More Attractive Kindly Provide The Buyer As Per HSN Code 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.
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	224
(ii). Brief Profile of visitors / buyer	1624082640_IICBMF_Foreign_Visitors_Ministry_L_V_B.xlsx
(iii).Visitors feedback(in brief)	Although Most Of The Comments From Buyers Were Positive, Many Indicating That There May Be A Lot Of Possibilities For Doing Business, Some Of The Negative Comments Were The Following: 1. Exhibitors Did Not Show Up For The Meeting. 2. Some Buyers Complained About The Distribution Of Their Personal Data.

15. Business Generated

(I). Number of enquiries	102
(II). Number of MoUs negotiated (if any)	N/A
(III). Number of MoUs signed (if any)	N/A
(IV).Orders Booked	6
(V).Total Business Generated (Rs. Lakh)	750

16. Brief Note on Export potentials of the country / product (as per industry feedback)

There Are Lot Of Export Potentials Of India To The Countries From Where Visitors Are Visited Specially To LAC Region, South Africa, CIS, EU And South East Asian Countries. Indian Ceramic Industry Is Very Much Aggressive And Confident To Grab Market Share Provided They Are Getting Genuine Importers With 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 Ceramic Industry A Major Competitor To Rest Of The World. Moreover, Recent Shift Of Supply Chain From China By Major Players Across The Globe Fuelled Our Ceramic Industry To Grab More Market Share And Keen To Have In The Export Market. By Now Indian Ceramic 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 Of Ceramic Products.

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 Organize By CAPEXIL For The Overall Export Promotion Of Ceramic Industry. Most Of The Participants Are Very Satisfied With The Event Held And Many Of Them Stated That It Was More Than Expectation To Them. For Exploring New Markets And Sharing Of Importers Database With The Industry It Is Indeed Require To Plan For Such Type Of Events With The Support From Govt And Indian Missions Abroad. We Firmly Believe That There Will Be Handsome ROI.

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

[1624083085_IICBMF \(1\).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.