

Virtual Outcome Report (2021-2022)

1. Organisation Name	CAPEXIL
2(a). Name of Event	Virtual Delhi Book Fair (VDBF) 2021-22 In Association With Federation Of Indian Publishers (FIP)
2(b)(i). Whether event organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	PragatiE Platform /Online Virtual Platform
3. Purpose Of Event	It Was A Product Specific Virtual Event Organized By The CAPEXIL With The Help Of Other Stakeholders Such As Missions Abroad, Match Making Agency, Development Agency As Decided By The Competent Authority For The Overall Benefit Of The Indian Book, 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 For The Member Exporters Of CAPEXIL To Regain Their Market Share. Council Expects Atleast Generation Of Export Inquiries Which Can Be Materialized Lateron. Performance In Quantitative Measures And Firm Order Would Be Naturally Less As Compared To Physical Participation.
4. Is there any change in actual participation of buyers?	Yes
4. Region/Country	
Selected Countries of Africa	Botswana, Ghana, Mauritania, Nigeria, South Africa, Zambia
Selected Countries of ASEAN	Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
Selected Countries of Europe	Romania, United Kingdom
Selected Countries of LAC	Brazil
Selected Countries of NAFTA	Canada
Selected Countries of NEA	China, Japan, South Korea, Taiwan
Selected Countries of Oceania	Australia, Fiji
Selected Countries of South Asia	Iran, Nepal, Pakistan, Sri Lanka
Selected Countries of WANA	Bahrain, Egypt, Oman, Qatar, Saudi Arabia, United Arab Emirates, Yemen
5. Event Start Date	03/09/2021
6. Event End Date	05/09/2021
7. EC Approval (in brief)	9,95,000 Amount Approved With 30 Indian Exhibitors And 100 Foreign Buyers

8. Assistance Approved	995000
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.)	995000.00
12. Brief Description of the event	It Was A Product Specific Own Virtual Event Organized 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. Indian Exhibitors (35 Exhibitors With IEC) From Books, Printing & Publishing Industry And Around 106 Overseas Visitors Were Registered From 28 Countries Belonging To 9 Regions Across The Globe. A Touch Base Of Event Was .
13. Details of Indian Participants	
(i). Number of Participants	35
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	Download Brief Profile
(iii). Participation feedback (in brief)	
(a).Positive Response	Satisfaction Level On: A) Virtual Platform, Visitors Visted : 91% Responded Positively. Average Rating Given To Event By Exhibitors: 7.23/10. Some Responses As Made By Exhibitors: 1) It Should Be For More Than 2 Day 2) DESPITE OF NEW IDEA , IT IS GREAT GOING 3) The Team Involved Did A Good Job. 4) Kudos To The Organizer, Keep Up The Good Work.5) Good Effort
(b).Suggestion / Improvements indicated	1) Process Is Lengthy For Setup 2) More Promotions/ Marketing Should Be Happening Before & During The Fair 3) Requirement For More User Friendly Virtual Platform 4) More Training For Exhibitors 5) The Interactive Customer Interface Could Have Been Better. 6) Order.and.payment Should Be In Realtime. Kindly Generate The.details Of Visitors.
13.2. Evidence of actual participation of the the Indian exporters/foreign buyers in the virtual event	Download Actual Participation File
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	106
(ii). Brief Profile of visitors / buyer	Download Brief Visitors Buyers
(iii).Visitors feedback(in brief)	Comments From Buyers Were Positive
15. Business Generated	

(I). Number of enquiries 1542

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

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

(IV).Orders Booked 16

(V).Total Business Generated (Rs. Lakh) 127

16. If it is an export facilitation/promotion activity/event what was the output achieved vis-a-vis projected N/A

17. If it is an export facilitation/promotion activity/event what was the outcome achieved vis-a-vis projected N/A

18. 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 Books, 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 Books, 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.

19. 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 Books, Printing & Publishing Industry. Most Of The Participants Were Satisfied With The Event Held. 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

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

[Download Attached Photo](#)