

Virtual Outcome Report (2021-2022)

1. Organisation Name	CAPEXIL
2(a). Name of Event	India International Ceramic And Building Material Fair Cum B2B 2021-22 (IICBMF Cum B2B Meet 2021-22)
2(b)(i). Whether event organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	Virtual Platform
3. Purpose Of Event	<p>It Was A Product Specific Own Virtual Event With The Help Of Other Stakeholders Such As Missions, Chambers, Trade Bodies, Matchmaking Agency, Development Agency As Decided By The Competent Authority. Organized For The Overall Benefit Of The Indian Building & Construction Industry, Specially Ceramic Industry Focusing LAC & African 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 Of The Indian Exporters To Reach The Desired Overseas Buyers Of The Ceramic Products, Which Will Ultimately Help Them To Grab / Regain Their Market Share In The Said Region / Market. Moreover, Language Barrier, Time Difference Etc Were Also The Other Factors For This Handholding By CAPEXIL. 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.</p>
4. Is there any change in actual participation of buyers?	No
4. Region/Country	
Selected Countries of Africa	Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa, Uganda, Zimbabwe
Selected Countries of LAC	Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Panama, Paraguay, Peru, Uruguay, Venezuela
5. Event Start Date	08/03/2022
6. Event End Date	11/03/2022
7. EC Approval (in brief)	9,50,000 Amount Approved With 30 Indian Exhibitors And 100 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 31 Indian Exhibitors From Indian Ceramic Industry And Around 126 Overseas Visitors Registered From 37 Countries Covering 8 Continents Across The Globe. Event Organized During 8th To 11th March 2022 And Considering Overwhelming Response From Overseas Countries We Had To Extend The Same For Another 2 Days I.e. 14th & 15th March 2022 With Specific B2B Meetings With Chile, Peru, Colombia, Honduras, Guyana, Costa Rica, South Africa , Azerbaijan, Russia, Syria, Kenya, Ethiopia, Zambia Etc.
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)	Download Brief Profile
(iii). Participation feedback (in brief)	
(a).Positive Response	In Terms Of System We Created: Very Satisfied 45.2%, Satisfied 22.6%, Ok 22.6%, Total Positive Response 90.4% In Terms Of Visitor Visited: Very Satisfied 19.4%, Satisfied 38.7%, Ok 25.8% Total Positive Response 83.9% In Terms Of Database Shared: Very Satisfied 38.7%, Satisfied 38.7%, Ok 22.6%, Total Positive Response 100% In Terms Of Overall Satisfaction, Very Satisfied 29.1%, Satisfied 38.8%, Ok 19.4%, Total Positive Response 87.3%
(b).Suggestion / Improvements indicated	1) Need To Make Event More Popular To Have More Visitors 2) Request You To Explore New Countries 3) Need To Educate Overseas Clients And Agents About The Event, Like Exhibitors And More Technological Features Can Be Adopted In Future Events.4) FOR B2B MEETING, THERE SHOULD BE SEPERATE LINK AS PER PREVIOUS YEAR 5) Keep Some 10-15 Min Gap Between 2 Meetings 6) Capexil Team Can Totally Focused On B2B Meetings Only , Rather Than To Make Visit Client On Pragati Stall And Waste Money There , That Fund Can Be Utilized To Acquire New More B2B Meetings.
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	126

(ii). Brief Profile of visitors / buyer [Download Brief Visitors Buyers](#)

(iii).Visitors feedback(in brief) As Per South Africa In General It Was Good Event And Will Help Them To Switch From China To India Though The Market Is Depressed Due To Socio-politico Economics, With Slow Local Market Growth (building Contracts), Over-stocked Warehouses And Not Enough Funds To Import At Present, Recent India Price Increases, The Weak ZAR (South African Rand) > Doubling Shipping Costs From India Per Container In USD Rates, Shipment Delays (exacerbated By Russia's War). Chilean Buyers Were Happy To Get This Opportunity And Going To Start Business Soon

15. Business Generated

(I). Number of enquiries 120

(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) 280.25

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

Particulars Achieved (In US\$)	Projected (In US\$)
RATE	INR
Order Booked	15000
0.00	76
1140000	Business Generated
274010	Not Quantified
76	20824760

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

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

As Per Feedback, Industry Is Extremely Happy To Get In Touch With The New Buyers From New Countries Specially Where Travel Is Tough Due To COVID, Distance, Language Barrier, Cultural Difference, Time Gap Etc. As Per Statement Of The Industry The Selected Countries Are Having Potential To Grow Of Our Export. They Met Couple Of Buyers Who Are Currently Importing From CHINA But Trying To Switch Over To INDIA. One/two Sample Are As Follows :- Overall The Event Was Good And Informative As We Came To Meet New Buyers For Ceramic Requirements. The Overall Feedback Is Good. We Receive Many Genuine Buyer Information And Hope In Future We Get Good Deal With Them.

19. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc)

As A Whole It Was Indeed A Good Show Specially When There Are Lot Of Restrictions Towards Physical Travel. It Was Extremely Helpful To Indian Exporters To Start Talk With Specially LAC & African Buyers And As Per Feedback Received From The Exhibitors We Are Confident That This Business Round Will Yield Some Positive Results By Generating Business On Those Countries Near Future.

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

[Download Attached Photo](#)