

Event Abroad Outcome Report (2022-2023)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	Frankfurt Book Fair
3. Purpose Of Event/Activity	To promote export of Indian Books, Publications and Printing Services including sale of Rights, etc. Establish a networking relationship with the participating countries and to increase the market share of Indian, Books, Publications and Printing Services including printed materials the world over.
4. Country	Germany
5. Event Start Date	19/10/2022
6. Event End Date	23/10/2022
7. EC Approval (in brief)	45,00,000 Amount Approved with 20 Indian Exhibitors
8. Assistance Approved	45,00,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	45,00,000
12. Brief Description of the event/activity	<p>The Frankfurt Book Fair is the international publishing industry's biggest trade fair – with 4,000 exhibitors from more than 95 countries, around 93,000 Trade visitors and over 6,400 media representatives in attendance. Capexil Book Division participated in this mega event under MAI Scheme of the Ministry of Commerce and Industry, Govt. of India. 27 members participate in this mega event through CAPEXIL. Hall No. 6.1 is the most import hall of the Fair Ground. The participants through CAPEXIL were placed in Hall 6.1. Capexil brought out a Publicity Brochure giving the details / profiles of the participating members through CAPEXIL which was distributed to the Trade visitors during the Fair. Shri Ramesh K. Mittal, Vice-President, CAPEXIL & Chairman, Books, Publications & Printing Panel, CAPEXIL welcomed H.E. Dr. Amit Telang, Hon'ble Consul General of India to Frankfurt, Germany at the India Pavilion formed by CAPEXIL. H.E. Dr. Amit Telang, Hon'ble Consul General of India to Frankfurt, Germany inaugurated the India Pavilion in the august presence of Shri Ram Kumar, Principal Private Secretary, Consulate General of India, Frankfurt, Shri Ramesh K. Mittal, Vice-President, CAPEXIL & Chairman, Books, Publications and Printing Panel, CAPEXIL and Shri Yuvraj Malik, Director, National Book Trust, India and members of the Indian Books, Publications and Printing industry. Shri Mittal and the Capexil's Secretariat took around the Hon'ble Consul General of India and the other dignitaries and introduced them to the participating Indian Exhibitors. Dr. Telang had discussion with all the participants about the potential of export of their products. The Book Fair being open to the World after 2 Years, the overall response of the Indian companies has been very positive this year in respect of Quality of Business visitors, Business Generated during the Fair, Enquiries generated during the Fair and impression about their participation in the Fair and all the members expressed their desire to participate in the Fair during the next year.</p>

13. Details of Indian Participants

(i). Number of Participants

(a). With MAI Support	27
(b). Without MAI Support	0
(c). Total	27

(ii). Efforts made to verify quality and credentials of participants All the participants are members of CAPEXIL. 8 members participated in the Fair for the first time.

(iii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed) [Download Brief Profile](#)

(iv). Participants' feedback (in brief)

(a).Positive Response All the participants mentioned that they would like to participate in the Fair in the next year. They also mentioned that there is very good potential for export of Books, Publications and Printing services from India. The business especially after the Covid-19 was good as most of the trade visitors were keen to do business.

(b).Suggestion / Improvements indicated The participants in India Pavilions through CAPEXIL suggested: - More interest was received for Tamil Titles from European Publishers. - India needs a Translation Grant Programme. - More such Book Fairs should be arranged with subsidies. - More advertising for the Indian Publishers. - Govt. should regulate the Paper prices in India and allow paper import for printers to be competitive as compared to China. - Indian Cultural programme & Get together should be organized by CAPEXIL / Government to attract the potential buyers. - Some work on Paper Prices. - Better Export benefits. - Common Pantry for all the participants - Rationalisation of GST Rates on domestic supply of Printing Services - Have more Book Fairs in India. Try to get better location in the Fair. - It will be better if the Govt. clears MAI grant in advance for the next 3 years for such international fairs so that best locations can be booked in the event. - Initiatives taken by the Government related to our products will improve the export further.

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers 27

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

(iii).Visitors feedback(in brief) All the exhibitors through CAPEXIL mentioned that they were satisfied with their participation except 1 or 2 who mentioned partially satisfied. Almost all the participants mentioned that the quality of business visitors during the Fair was good and few mentioned that it was excellent. 8 members mentioned that this was their first participation in the Fair.

15. Business Generated

(I). Number of enquiries 366

(II). Number of MoUs negotiated (if any) 0

(III). Number of MoUs signed (if any) 0

(IV).Orders Booked 236

(V).Total Business Generated (Rs. Lakh) 1525.20

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

The purpose of participation in the Frankfurt Book Fair 19-23 was to promote export of Indian Books, Publications and Printing Services including sale of Rights, etc. Establish a networking relationship with the participating countries and to increase the market share of Indian, Books, Publications and Printing Services including printed materials the world over. After going through and analyzing the Feedback received from the member participants it appears that the objective of our participation has been achieved as there were good number of business visitors and the business generated is also good. The enquiries that the members received during their participation is quite encouraging.

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

The purpose of participation in the Frankfurt Book Fair 19-23 was to promote export of Indian Books, Publications and Printing Services including sale of Rights, etc. Establish a networking relationship with the participating countries and to increase the market share of Indian, Books, Publications and Printing Services including printed materials the world over. After going through and analyzing the Feedback received from the member participants it appears that the objective of our participation has been achieved as there were good number of business visitors and the business generated is also good. The enquiries that the members received during their participation is quite encouraging

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

Frankfurt Book Fair is the oldest and most important Annual events of the World. Capexil participates in the Fair on regular basis to promote export of Indian Books, Publications and Printing to the World. The Book industry in India is worth over US\$ 9.5 billion approximately and growing at around 15% every year. We export Books, Publications and make printing services accessible to more than 100 countries around the world. Indian publishers are publishing books in all fields from photographic albums to children books. Indian text books in STM and Social Sciences are used by students across the world. The Frankfurt Book Fair is the international publishing industry's biggest and oldest trade fair where buyers and sellers from all over the world participate. There is enough scope to improve export of Books, Publications and Printing. This is possible by contacting / networking / interacting with the business counterparts of the World on regular basis. As a large number of business counterparts from all over the world are present in an Exhibition, it gives a unique opportunity to meet and discuss the business opportunities with many customers at a single platform. As such participation in international exhibitions of repute where large numbers of business counterparts are available is always advisable.

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

CAPEXIL organized the India the Pavilion in the Fair under MAI Scheme of Department of Commerce. The Fair being the oldest and the Largest book fair of the world, offers Tremendous opportunities to develop Export of Indian Books, Publications And Printing to the World as the Exhibitors as well as Trade visitors From all over the World participate in This mega event. CAPEXIL is of the Opinion that we should regularly Participate in Frankfurt Book Fair.

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

[Download Attached Photo](#)