

Event Abroad Outcome Report (2022-2023)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	Sharjah International Book Fair
3. Purpose Of Event/Activity	<ul style="list-style-type: none">• EXPORT PROMOTION OF INDIAN BOOKS, PUBLICATIONS PUBLISHING /PRINTING , SALE OF RIGHTS AND SALE OF CONTENT ACROSS PRINT AND DIGITAL CHANNELS. TAKING PLACE EVERY SPRING IN THE WORLD'S PREMIER PUBLISHING EVENTS WHERE PARTICIPANTS WITNESS . ESTABLISH A NET WORKING RELATIONSHIP WITH PARTICIPATING COUNTRIES AND TO INCREASE THE MARKET SHARE OF INDIAN BOOKS INNOVATIONS SHAPING THE PUBLISHING WORLD OF THE FUTURE. IT IS FOR PUBLISHING INDUSTRY'S OPPORTUNITY FOR CONDUCTING BUSINESS WITH THE REST WORLD AND EXPLORING POSSIBILITY OF JOINT VENTURES, TECHNOLOGY TRANSFER, APPOINTING SELLING AND PROCUREMENT AGENTS, OPENING BRANCH / REPRESENTATIVE OFFICES, WAREHOUSING, LOGISTICAL VALUE CHAIN ETC.
4. Country	United Arab Emirates
5. Event Start Date	02/11/2022
6. Event End Date	13/11/2022
7. EC Approval (in brief)	34,45,000 Amount Approved with 20 Indian Exhibitors
8. Assistance Approved	34,45,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	34,45,000
12. Brief Description of the event/activity	<ul style="list-style-type: none">• CAPEXIL ARRANGED INDIAN PAVILION AT HALL NO. 7 AT EXPO CENTRE SHARJAH, UAE FOR EXPORT PROMOTION OF INDIAN PUBLISHING ALL TYPE OF EDUCATIONAL BOOKS AND PRINTING SERVICES , EXPORTERS / MEMBERS TOTAL 22 INDIAN PARTICIPANT COMPANIES .THIS YEAR'S SIBF EDITION FEATURES 2,213 PUBLISHERS FROM 95 COUNTRIES, INCLUDING 1,298 ARAB AND 915 FOREIGN PUBLISHING HOUSES. AROUND 150 PROMINENT ARAB AND FOREIGN WRITERS, THINKERS, INNOVATORS, AND ARTISTS FROM 15 COUNTRIES WILL PARTICIPATE IN THE FAIR'S ACTIVITIES, ACROSS 1,500 EVENTS AND VARIOUS DIALOGUE SESSIONS, INCLUDING 200 CULTURAL EVENTS ALL OVER THE WORLD AND VISITORS OF THE FAIR AROUND 2.17 MILLION . AFTER A 12-DAY RUN AT EXPO CENTRE SHARJAH, THE 41ST SHARJAH INTERNATIONAL BOOK FAIR

13. Details of Indian Participants

(i). Number of Participants

(a). With MAI Support	22
(b). Without MAI Support	0
(c). Total	22

(ii). Efforts made to verify quality and credentials of participants All the participants are members of CAPEXIL. .

(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

- PARTICIPATION IN THIS FAIR IS VERY IMPORTANT FOR BOOKS, PUBLICATIONS & PRINTING INDUSTRY BECAUSE THERE IS A GOOD DEMAND FOR INDIAN BOOKS IN THE UAE FOR SALE OF BOOKS AND SALE OF RIGHTS/EDUCATIONAL AND TECHNICAL BOOKS ETC.,

(b).Suggestion / Improvements indicated

- MORE PUBLICITY & AD TO BE GIVEN IN LOCAL NEWS PAPER & MAGAZINE IN FOREIGN COUNTRIES, FOR INDIAN PUBLISHING AND PRINTING SERVICES / BIGGER STAND SIZE REQUIRED AIRFARE GRANT SUPPORT TO BE EXTENDED. WITHDRAWN OF THE RESTRICTION OF THREE TIMES FOR PARTICIPATION IN THE TRADE FAIR/EXHIBITION. GOVT. INITIATIVES TAKE BY THE GOVERNMENT RELATED TO OUR PRODUCTS WILL IMPORVE THE EXPORT FURTHER AND HAVE MORE BOOK FAIR/EXHIBITIONS INDIA AND OVERSEAS COUNTRIES AND TRY TO GET BETTER LOCATION

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers 3080

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

(iii).Visitors feedback(in brief)

- MOST OF THE VISITORS AND FOREIGN COMPANIES WERE IMPRESSED WITH OUR PRESENTATION AND PRODUCTS PROFILES OF OUR PUBLISHER, BOOKSELLTERS -EXPORERS AND ARE INTERESTED TO ASSOCIATE WITH INDIAN PUBLISHING AND PRINTING SERVICES .

15. Business Generated

(I). Number of enquiries 4120900

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

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

(IV).No. of orders booked 3

(V).Total Business Generated (Rs. Lakh) 500

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 Sharjah International Book Fair 02-13 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.

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

• SHARJAH INTERNATIONAL BOOK FAIR (SIBF) ESTABLISHED IN 1982, THE MOST PRESTIGIOUS IN THE ARAB WORLD AND HOME TO THE MOST EXCITING LITERARY EVENT IN THE REGION. • SHARJAH BOOK FAIR ESTABLISHED ITSELF AS THE WORLD LARGEST BOOK FAIR THE 41ST SHARJAH INTERNATIONAL BOOK FAIR WHICH WAS HELD FROM 2ND -13TH NOVEMBER,2022 UNDER THE THEME "SPREAD THE WORD " • THE MOST PRESTIGIOUS IN THE ARAB WORLD AND HOME TO THE MOST EXCITING LITERARY EVENT IN THE REGION. THE MAIN AIM OF SIBF IS TO ENCOURAGE READING AMONG PEOPLE, ESPECIALLY THE YOUNGER GENERATION, BY MAKING QUALITY BOOKS ACCESSIBLE TO THEM AT AFFORDABLE PRICES. • SIBF IS HELD UNDER THE PATRONAGE OF HIS HIGHNESS SHEIKH DR SULTAN BIN MOHAMMED AL QASIMI, MEMBER OF THE SUPREME COUNCIL AND RULER OF SHARJAH, WHO STRIVES TO PROMOTE LITERACY, READING AND THE PRESERVATION OF CULTURE IN THE EMIRATE. • SINCE BEGINNING, SIBF ATTRACTS MILLIONS OF VISITORS FROM AROUND THE WORLD, HOSTS SOME OF THE BIGGEST NAMES IN PUBLISHING AND THE CULTURAL SPHERE AND ORGANIZES HUNDREDS OF EVENTS OVER ITS 12-DAY DURATION. • OTHER INITIATIVES RUNNING AT THE SIBF INCLUDE THE TRANSLATION GRANT, A SHARJAH GOVERNMENT INITIATIVE FUNDING THE TRANSLATION OF BOOKS FOR BOTH REGIONAL AND INTERNATIONAL PUBLISHERS, AND THE CULTURE CAFÉ WITH POETRY READINGS AND CULTURAL EVENTS FROM REGIONAL PERSONALITIES. • IN THIS YEAR WHERE ITALY WAS GUEST OF HONOUR COUNTRY • VISITORS TAKE THE OPPORTUNITY TO OBTAIN INFORMATION ABOUT THE PUBLISHING MARKET, TO NETWORK, AND TO DO BUSINESS. PUBLISHERS, AGENTS, BOOKSELLERS, LIBRARIANS, ACADEMICS, ILLUSTRATORS, SERVICE PROVIDERS, FILM PRODUCERS, TRANSLATORS, PRINTERS, PROFESSIONAL AND TRADE ASSOCIATIONS, INSTITUTIONS, ARTISTS, AUTHORS, ANTIQUARIANS, SOFTWARE AND MULTIMEDIA SUPPLIERS ALL TAKE PART IN THE EVENTS • DUE TO THE SIGNIFICANCE AND IMPORTANCE OF THIS FAIR, CAPEXIL'S MEMBERS ARE PARTICIPATING AND MORE NEW MEMBERS ARE EAGER TO PARTICIPATE EVERY YEAR.

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

• ALL THE MEMBER PARTICIPANTS HAVE APPRECIATED EFFORTS BY CAPEXIL AND ACTIVELY PARTICIPATED IN THE MEGA EVENT . THE INDIAN PARTICIPANTS /DELEGATES HAVE VERY PROFESSIONALLY ARRANGED THEIR SAMPLES, BANNERS, DISPLAY ITEMS, CATALOGUES AND THEIR COMPANIES PRESENTATIONS DURING THE FAIR • NO .OF CONTACT MADE DURING THE FAIR : 3364 • QUALITY OF BUSINESS VISITORS : EXECLLANT AND GOOD • APPOINTED AGENT/DISTRIBUTORS DURING THE FAIR : 159 • IMPRESSIONS ABOUT PARTICIPTION : SATSIFIED : • PARTIALLY SATSIFIED : NONE • NOT SATSIFIED : NONE • 100% WILLING TO PARTICIPATE IN CONTINUOUSLY IN THIS TYPE OF EVENT HUGE SCOPE FOR SALES OF BOOKS , RIGHTS/EDUCATIONAL AND TECHNICAL BOOKS ETC.,

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

[Download Attached Photo](#)

21 Reason for delay submission of Outcome report. revise out come