

## Event Abroad Outcome Report (2023-2024)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	FRANKFURT BOOK FAIR
3. Purpose Of Event/Activity	Increase in Export of Books, Publications and Printing, Co-publishing, Sale of Translation Rights etc.
4. Country	
5. Event Start Date	18/10/2023
6. Event End Date	22/10/2023
7. EC Approval (in brief)	50,05,000 Amount Approved with 20 Indian Exhibitors
8. Assistance Approved	50,05,000
9. Release of First Instalment(in Rs.)	25,02,500
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	25,02,500
12. Brief Description of the event/activity	<p>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 around 19% every year. We export books, publications and make printing service accessible to more than 120 countries in 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 sells 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 from all over 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 .</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 were members of the CAPEXIL and focus was given to participation from various section like literature , medical books, children books and text book
(iii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	<a href="#">Download Brief Profile</a>
(iv). Participants' feedback (in brief)	
(a).Positive Response	Most of the participants mentioned that they would like to participate in the fair next year.The Frankfurt book fair is the industry's biggest and oldest trade fair where buyers and sellers from all over the world participate ,so it was enough scope to do the business and improve export of Books, Publications and Printing ..
(b).Suggestion / Improvements indicated	The participants in India National Stand through CAPEXIL suggested : India needs a Translation Grant Programme 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. Moe such Book Fairs should be arranged with subsidies. Indian Cultural Programme & Get Together should be organized by CAPEXIL/Government to attract potential buyers on National stand.
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	300
(ii). Brief Profile of visitors / buyer	<a href="#">Download Brief Visitors Buyers</a>
(iii).Visitors feedback(in brief)	Most of foreign visitors were impressed with the National stand of India which was unique and different from other countries ,which itself attracted foreign trade visitors at Indian participants stand. Foreign traders have good business with Indian exporters as reported by our participants .
15. Business Generated	
(I). Number of enquiries	300
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0
(IV).No. of orders booked	300
(V).Total Business Generated (Rs. Lakh)	246.00

16. If it is an export facilitation/promotion activity/event what was the output achieved vis-a-vis projected	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. As a large number of business counterparts from all over the world are present , it was good opportunity for the networking and discuss the business with many customers . All the participants reported they did good business and will look forward to participate again .
17. If it is an export facilitation/promotion activity/event what was the outcome achieved vis-a-vis projected	Overall response of the Indian participants have been very positive in respect of quality of business visitors and business generated during the fair .
18. Brief Note on Export potentials of the country / product (as per industry feedback)	Capexil in association with National Book Trust organized the India National Stand at 75th Frankfurt Book Fair 18-22 October 2023. 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 . Capexil Book Division participated in this mega event under MAI scheme of the Ministry of Commerce and industry , Govt .Of. India . Shri Ramesh K Mittal , Vice President , CAPEXIL and Chairman ,Books, Publications & Printing Panel welcomed Shri Vinod Kumar , Counsel from Consulate General Of Frankfurt .The counsel along with Mr. R .K. Mittal Vice president CAPEXIL and Chairman Books , Publications & Printing Panel , CAPEXIL , Prof Milind Sudhakar Marathe, Chairman, National Book Trust , Mr. Yuvraj Malik , Director National Book Trust , Mr. Naveen Gupta , President , FIP inaugurated the India National Stand .Shri Mittal and Capexil Secretariat took around the Hon'ble Consul and other dignitaries and introduced them to participating Indian Exhibitors . The book industry in India is worth over US\$ 9.5 billion approximately and growing at around 19% every year. We export Books, Publications and make printing service accessible to more than 120 countries in 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. There is enough scope to improve exports of Books, Publications and Printing .This is possible by contacting /networking/interacting with the business counterpart of the world on regular basis. With the help of our Embassies/Commission we can organize the B2B and participate in exhibition as it gives a unique opportunity to meet and discuss the business opportunities with many customers at 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 Book Division participated in this mega event under MAI Scheme of the Ministry of Commerce and Industry, Govt of India . 27 members participated in this mega event through CAPEXIL. Hall number 6.0 is one of the the most important hall of the Fair Ground where National Stand of different countries were there . The participants through CAPEXIL were placed in HALL 6.0 .The 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 .The India National Stand was beautifully designed and trade visitors were attracted to India Stand . The overall response of the Indian companies have been very positive this year in respect of Quality of Business ,Visitors and 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.

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

[Download Attached Photo](#)

21 Reason for delay submission of Outcome report.

In spite of follow up with the members , documents we received late