

Event Abroad Outcome Report (2024-2025)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	PAPER ONE SHOW
3. Purpose Of Event/Activity	<p>Since 2007, the Paper & Tissue One Show has been the key meeting ground for industry professionals in the paper and tissue sector, providing a robust platform for networking, business expansion, and insight into future trends. Capexil arranged participation in the Paper One Show, which was held from the 16th-18th in Abu Dhabi, UAE under the MAI program of the DoC, Government of India. Together with Shri Satish Malhotra, Chairman, Paper & Paper Products Panel and Shri Sunil Kumar, Deputy Director, Capexil, and they have visited with all of the Indian participants as well as other dignitaries and trade visitors to discuss the possibility of exporting their products and The Top Visiting Countries were UAE, INDIA, EGYPT, TURKIYE, PAKISTAN, RUSSIA, IRAQ, GERMANY, CHINA, FINLAND, SAUDI ARABIA, UNITED KINGDOM etc. The Total Attendees were 8000+ From 86 Countries Approx and buyers hosted were around 100+ Even total Exhibitors was 268+ From 32 Countries Approx. Total Impact of Paper One Show: AED 11 million+ estimated economic impact from Paper & Tissue One Show, based on average visitor expenditures across key sectors. During the Paper & Tissue One Show, business deals exceeded AED 2 billion. A significant portion, AED 1.5 billion, was sealed between MEPCO of Saudi Arabia and Voith of Austria. The Paper & Tissue One Show serves as a pivotal hub for 828 interactions, with an AI-estimated schedule of multiple meetings per participant over three days. This setup underscores the event's significance in fostering business opportunities and industry connections. The Paper & Tissue One Show, provided a vital forum for exploring the latest trends and challenges in the global pulp and paper markets. An event facilitated crucial insights and strategic discussions, significantly impacting the Europe, Middle East, and North Africa region in which there were 8 Speakers and 100 Attendees. Due to the recently artificial rain in Dubai, visitors/participants from Dubai as well as visitors/participants from neighbouring states and capital cities were unable to attend the exhibition, which resulted in a reduction in business for our exporters.</p>
4. Country	
5. Event Start Date	16/04/2024
6. Event End Date	18/04/2024
7. EC Approval (in brief)	31,50,000 Amount Approved with 15 Indian Exhibitors
8. Assistance Approved	31,50,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0

11. Remaining Amount Pending for release(in Rs.) 31,50,000

12. Brief Description of the event/activity

The Paper & Tissue One Show has been the key meeting ground for industry professionals in the paper and tissue sector, providing a robust platform for networking, business expansion, and insight into future trends. Capexil arranged participation in the Paper One Show, which was held from the 16th-18th in Abu Dhabi, UAE, under the MAI program of the DoC, Government of India. Together with Shri Satish Malhotra, Chairman, Paper & Paper Products Panel and Shri Sunil Kumar, Deputy Director, Capexil, and they have visited with all of the Indian participants as well as other dignitaries and trade visitors to discuss the possibility of exporting their products and. The Top Visiting Countries were UAE, INDIA, EGYPT, TURKIYE, PAKISTAN, RUSSIA, IRAQ, GERMANY, CHINA, FINLAND, SAUDI ARABIA, UNITED KINGDOM etc Overall Impact of Paper One Show: Based on average visitor expenditures across key industries, Paper & Tissue One Show is expected to have an economic impact of over AED 10-11 million. During the Paper & Tissue One Show, business deals exceeded AED 2 billion. A significant portion, Approx AED 1.5 million, was sealed between MEPCO of Saudi Arabia and Voith of Austria. The Paper & Tissue One Show serves as a pivotal hub for many interaction sessions, with an AI-estimated schedule of multiple meetings per participant over three days. This setup underscores the event's significance in fostering business opportunities and industry connections. The Paper & Tissue One Show, provided a vital forum for exploring the latest trends and challenges in the global pulp and paper markets. An event facilitated crucial insights and strategic discussions, significantly impacting the Europe, Middle East, and North Africa region in which there were good Speakers and attendees. It was before the event day, Dubai had artificial rain which caused floods everywhere due to the said situation. Trade visitors/participants from Dubai as well as from neighbouring states and capital cities were unable to attend the B 2 B exhibition, which resulted in a reduction in business for our exporters.

13. Details of Indian Participants

(i). Number of Participants

- (a). With MAI Support 10
- (b). Without MAI Support 3
- (c). Total 13

- Reason for lesser number of participants NA

(ii). Efforts made to verify quality and credentials of participants Since the participants are members of CAPEXIL and participating in export promotional events of CAPEXIL, they are already verified.

(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

On the spot discussion with the members it was understood that their participation was very successful and they were satisfied with their participation. They also informed that they made good contacts and could Identify/Appoint some Agent/Distributor during the Fair. They also mentioned that they would like to participate in the future Fairs also.

(b).Suggestion / Improvements indicated

Requested to organize such events repeatedly across the globe. More publicity and genuine buyers to be invited. Need more focus on Paper, Paper Products & Printing meetings.

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers 8000

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

(iii).Visitors feedback(in brief) NA

15. Business Generated

(I). Number of enquiries 600

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

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

(IV).No. of orders booked 360

(V).Total Business Generated (Rs. Lakh) 1037.50

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 Paper One Show, UAE was to promote export of Indian Paper Products. It is great and visitors are coming from different countries. Everybody that is involved in the business is here.

17. If it is an export facilitation/promotion activity/event what was the outcome achieved vis-a-vis projected	<p>Achieved: (Few exhibitors have got Orders and Many exhibitors have got prospective lead and they are trying to convert into business prospect. Projected: MORE BUYERS FROM 30 COUNTRIES ARE ATTENDING AND EXPORTERS CAN GET GOOD BUSINESS ENQUIRY.</p>
18. Brief Note on Export potentials of the country / product (as per industry feedback)	<p>Due to the significance and importance of this fair, Capexil's members are participating and more new members are eager to participate every year.</p>
19. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc)	<p>Members have requested for continuous participation for Paper One Show for exploring their business opportunity. For successful participation and for generating good business opportunity care should be taken for getting prominent space for better visibility and projection.</p>
20. Photo attached as evidence (colour photos to be enclosed)	<p>Download Attached Photo</p>
21 Reason for delay submission of Outcome report.	<p>No option for uploading the outcome report available in the website</p>