

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	CAPEXIL
2(a). Name of Event	NY Now And Organizing A BSM In New York
3. Purpose Of Event	To Promote Export Of Indian Note Books, Exercise Books, Exercise Books, Diaries, Journals, Activity & Educational Blocks And Books, Packaging, Rigid Boxes, Carry Bags, Handmade Paper Products And Various School & Office Stationery Products.
4. Country	United States
5. Event Start Date	01/02/2020
6. Event End Date	04/02/2020
7. EC Approval (in brief)	5460000
8. Assistance Approved	4200000
9. Release of First Instalment(in Rs.)	2730000.00
10. 2nd Instalment. If any(in Rs.)	0.00
11. Remaining Amount Pending for release(in Rs.)	336837.12
12. Brief Description of the event	<p>CAPEXIL Organized The India Pavilion During The Fair. The India Pavilion Was Inaugurated By Shri Sandeep Chakravorty, Hon'ble Consul General Of India To New York. He Was Accompanied By Shri Devi Prasad Misra, Consul (Trade). The Hon'ble Consul General Of India Visited Each And Every Stand Of The Participants And Interacted With Them For The Business Prospects Of Their Products. The Hon'ble Consul General Of India Along With Consul (Trade) Again Visited The India Pavilion On 03.02.2020 And Interacted With The Participants. Out Of 17 Companies Who Booked Their Stand And Paid To CAPEXIL Towards Their Participation, The Representatives Of The 15 Companies Were Physically Present During The Fair Period. Shri Satish Malhotra, Chairman, Paper, Paper Board And Paper Products Panel, CAPEXIL Held Series Of Meetings With The Fair Organisers About Organizing The Buyer-Seller Meet During The Fair Period But The Feedback Was Not At All Encouraging. Accordingly, The Chairman Of The Panel Discussed The Matter With The Participants Of India Pavilion And Decided That The Buyer-Seller Meet Cannot Be Organized During The Fair.</p>
13. Details of Indian Participants	
(i). Number of Participants	15
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1596108902 Indian Participants.xlsx

(iii). Participation feedback (in brief)

(a).Positive Response

Most Of The Participants To The Event Mentioned That They Would Not Like To Participate In This Event In The Coming Year. However, Few Mentioned They Would Participate And One Of Them Suggested That They Will Decide In Due Course.

(b).Suggestion / Improvements indicated

The Participants In India Pavilions Through CAPEXIL Suggested: - We Must Look At Other Stationery Shows. -There Should Be Some Thought Given To Commercial Printers Who Print For Various Industries Like Pharma, Jewellery, Food Industry, GMCG, Etc. - More BSMs, Dedicated Meetings, More Trade Specific B2B Shows. - Please Bring Back MDA Scheme - More B2B Shows Dedicated To Office & Stationery Supplies - Need Early Participation Information To Stall Holders For Better Planning - Provide List Of Prospective Customers Before The Trip - Good Placement Of Stalls - Arrange Buyer-Seller Meets - Location Of Stands Should Be More

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers

135

(ii). Brief Profile of visitors / buyer

[1596108902_NY NOW 2020 – LIST OF OVERSEAS CONTACTS.xlsx](#)

(iii).Visitors feedback(in brief)

On The Spot Discussion With Some Of The Overseas Exhibitors / Visitors Revealed That They Are Sure That The Quality Of Indian Products Is Very Good And Affordable. Latest And Most Modern Infrastructure Have Helped Indian Manufacturer And Exporters To Supply The Goods At Most Competitive Prices And Within The Delivery Schedules. However, There Is Something Needs To Be Done With Regard To Small Shipments To The Direct Sellers Where The Involvement Of Transaction And Transportation Costs Make The Goods Very Expensive.

15. Business Generated

(I). Number of enquiries

135

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

N/A

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

N/A

(IV).Orders Booked

15

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

202.5

16. Brief Note on Export potentials of the country / product (as per industry feedback) CAPEXIL Participated In The Above Activity Under MAI Scheme Of Ministry Of Commerce And Industry, Govt. Of India For The First Time. USA As Such Offers Great Opportunities For The Products Displayed Members Of CAPEXIL During The Fair. However, The Fair As Such Does Not Offer Good Opportunities To Do Business During The Fair. Major Business Houses Were Not Present During The Fair. The Fair Offers Small Business Orders By Direct Sellers / Shopkeepers, Etc. Whereas Our Target Was To Supply Bulk Container Load Supplies. Supply Of Small Quantities Does Not Make It Worth To Supply Where Other Transaction / Logistics Involve Huge Costs. However, Some Members Got Contact Of Good Some Agents Who Can Be Of Great Help To Source Large Quantity Orders. It Is Suggested To Participate In Other Important Fairs In The Country Where Major Business Houses Participate To Secure Large Quantity Orders.
17. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc) CAPEXIL Organized The India Pavilion In The Fair For The First Time CAPEXIL Is Of The View That The Fair As Such Does Not Offer Good Opportunities For Business Promotion As Large Business Houses Were Not Present During The Fair. However, Some Small / Medium Business Houses / Direct Sellers Were /present Deputed Their Representatives For Business Meetings During The Fair.
18. Photo attached as evidence (colour photos to be enclosed) [1596108902_Glympse-1.jpg](#)