

## Virtual Outcome Report (2020-2021)

1. Organisation Name	CAPEXIL
2(a). Name of Event	India International Paper Products & Stationery Fair
2(b)(i). Whether event organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	PragatiE/ Virtual
3. Purpose Of Event	It Was A Product Specific Own Virtual Event Organized With The Help Of Other Stakeholders Such As Missions Abroad, Match Making Agency, Development Agency As Decided By Competent Authority For The Overall Benefit Of The Indian Paper, Paper Products & Stationery Industry. Considering Restrictions On International Travel And Highly Affected Industry By COVID-19, The Said Virtual Event May Be A Cost Effective Way For The Member Exporters Of CAPEXIL To Regain Their Market Share. Council Expects Atleast Generation Of Export Inquiries Which Can Be Materialized Later On. Performance In Quantitative Measures And Firm Order Would Be Naturally Less As Compared To Physical Participation.
4. Region/Country	
Selected Countries of Africa	Angola
Selected Countries of ASEAN	Cambodia, Indonesia, Myanmar, Philippines
Selected Countries of CIS	Kyrgyzstan
Selected Countries of Europe	Albania
Selected Countries of LAC	Anguilla
Selected Countries of NAFTA	Mexico, United States
Selected Countries of NEA	Macau
Selected Countries of Oceania	Australia, New Zealand
Selected Countries of South Asia	Afghanistan, Bangladesh, Bhutan
Selected Countries of WANA	Jordan
5. Event Start Date	31/12/2020
6. Event End Date	30/03/2021
7. EC Approval (in brief)	10,60,000 Amount Approved With 25 Indian Exhibitors And 75 Foreign Buyers
8. Assistance Approved	1060000

9. Release of First Instalment(in Rs.)	0.00
10. 2nd Instalment. If any(in Rs.)	0.00
11. Remaining Amount Pending for release(in Rs.)	1060000.00
12. Brief Description of the event	It Was A Product Specific Own Virtual Event Organized In Hired Platform With The Help Of Other Stakeholders Such As Indian Mission, Match Making Agency, Overseas And Domestic Trade Development Bodies, Development Agency, Associations Etc. 32 Indian Exhibitors From Paper, Paper Products & Stationery Industry And Around 300 Overseas Visitors Were Registered From 51 Countries Belonging To 9 Regions Across The Globe With A Touch Base Of 28000 Around In This Virtual Event.
13. Details of Indian Participants	
(i). Number of Participants	32
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	<a href="#">1624468199 IndianExhibitorsFormat IIPPSF 20-21 L V B.xlsx</a>
(iii). Participation feedback (in brief)	
(a).Positive Response	Satisfaction Level On: A) Virtual Platform : 78% Responded Positively, B) Visitors Visited : 57% Responded Positively C) Database Shared : 83% Responded Positively. Average Rating Given To Event By Exhibitors: 3 Out Of 5. Some Responses As Made By Exhibitors Are Given As : 1) Well Organized With Great Support From Team 2) IT WAS PERFECT AND WHAT APP GROUP BOOST THE SAME 3) Good Attempt 4) .All Staff Of Capexil Are Very Cooperative And I Appreciate CAPEXIL Services But System Need Some Updation.
(b).Suggestion / Improvements indicated	Need An Initial Demo And Some Time To Understand All The Details On Software Uploading And The Online Event. It Was Last Moment Follow Up Mobile App Would Have Added More Value Contact Numbers Of Both Participants And Visitors Need To Be Generated Along With Country Code To Identify Buyers Origin Country. Database Should Be Updated. Missions Abroad May Be Provided With A Budget For Procurement Of Importers Database So That They Have Readily Available Updated Importers List. Importer Participants As Uploaded By EPC In MAI Scheme May Be Given Access To Missions Abroad. Need To Get More Potential
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	302
(ii). Brief Profile of visitors / buyer	<a href="#">1624468199 ForeignBuyersFormat IIPPSF 2021 sheet to refer Ministry L V B.xlsx</a>
(iii).Visitors feedback(in brief)	Comments From Buyers Were Positive.

## 15. Business Generated

(I). Number of enquiries	25
(II). Number of MoUs negotiated (if any)	N/A
(III). Number of MoUs signed (if any)	N/A
(IV).Orders Booked	2
(V).Total Business Generated (Rs. Lakh)	230

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

There Are A Lot Of Export Potentials Of India To The Countries From Where Visitors Have Visited. Indian Paper, Paper Products & Stationery Industry Is Quite Aggressive To Grab Market Share Provided They Are Getting Genuine Importers With The Right Contact Person. A Small Support From Govt. And Indian Missions Abroad May Create A Lot Of Differences. Having Standard Quality With Innovative Products Indian Paper & Stationery Industry Play A Major Role As A Competitor To The Rest Of The World. Moreover, The Recent Shift Of Supply Chain From China By Major Players Across The Globe Fuelled This Industry To Grab More Market Share And Keen To Have In The Export Market.

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

After Analyzing The Feedback, It Is Being Felt By CAPEXIL That More And More Such Events Should Be Organized By CAPEXIL For The Overall Export Promotion Of Paper, Paper Products & Stationery Industry. Most Of The Participants Were Satisfied With The Event Held But Some Of Them Stated That They Expect More Buyers With A User Friendly System. For Exploring New Markets And Sharing The Importers Database With The Industry It Is Indeed Required To Plan For Such Types Of Events With The Support From Govt. And Indian Missions Abroad Well In Advance.

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

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19. Certificate from the bank regarding remittance made to the organiser towards venue cost/organising expenses/participating charges in the case of participation in the major international virtual event.