

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	CAPEXIL
2. Name of Event	Frankfurt Book Fair
3. Purpose Of Event	FRANKFURT BOOK FAIR IS THE WORLD'S MOST IMPORTANT TRADING PLACE FOR PRINTED AND DIGITAL CONTENT, BUT IT IS ALSO AN INCREDIBLE SOCIAL AND CULTURAL EXPERIENCE THAT OFFERS A WIDE RANGE OF EXCITING EVENTS. IT IS A UNIQUE OPPORTUNITY TO EXPLORE, UNDERSTAND AND CAPITALISE ON THE INNOVATIONS SHAPING THE PUBLISHING WORLD OF THE FUTURE . INDIAN PUBLISHERS /PRINTERS BOOKSELLER, SELLER OF RIGHTS AND CONTENTS ACROSS PRINT AND DIGITAL CHANNELS EXPLORING THE POSSIBILITY OF JOINT VENTURES, TECHNOLOGY TRANSFER, APPOINTING SELLING AND PROCUREMENT AGENTS, OPENING BRANCH / REPRESENTATIVE OFFICES, WAREHOUSING, LOGISTICAL VALUE CHAIN ETC USING THIS RENOWNED & ESTABLISHED PLATFORM SINCE LONG TOWARDS THEIR BASIC OBJECTIVE OF EXPORT PROMOTION.
4. Country	Germany
5. Date Of Event	16/10/2019
6. EC Approval (in brief)	56.25
7. Assistance Approved	5625000
8. Release of First Instalment(in Rs.)	2812500.00
9. 2nd Instalment. If any(in Rs.)	0.00
10. Remaining Amount Pending for release(in Rs.)	1922960.00
11. Brief Description of the event	CAPEXIL MAKE IN INDIA STAND (INDIAN PAVILION) AT HALL NO. 6.1 & 4.2 MESS FRANKFURT,) FOR EXPORT PROMOTION OF INDIAN PUBLISHING ALL TYPE OF EDUCATIONAL BOOKS AND PRINTING SERVICES , EXPORTERS / MEMBERS TOTAL 32 INDIAN PARTICIPANT COMPANIES WITH OVERSEAS COUNTRIES VISITORS 165 , PARTICIPANTS 7,500.00 EXHIBITORS ALL OVER THE WORLD AND VISITORS OF THE FAIR AROUND 3,50,000.00 VISITORS. FRANKFURT BOOK FAIR IS BIGGEST WORLD BOOK FAIR IN THE WORLD IT IS THE CORE /SIGNATURE EVENT
12. 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)	1583408403 FBF 2019-20 Participant List HV.xlsx

(iii). Participation feedback (in brief)

(a).Positive Response

100% WILLING TO PARTICIPATE IN CONTINUOUSLY IN THIS TYPE OF CORE EVENT HUGE SCOPE FOR SALE OF RIGHTS/EDUCATIONAL AND TECHNICAL BOOKS ETC., NOT SATISFIED: NIL

(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FOR INDIAN PUBLISHING AND PRINTING SERVICES / BIGGER STAND SIZE REQUIRED, AIRFARE GRANT SUPPORT TO BE EXTENDED WITHDRAWN THE RESTRICTION OF THREE TIMES FOR PARTICIPATION IN THE TRADE FAIR PARTICIPATION ALSO TO OTHER THAN OWNER/PARTNER/DIRECTOR FOR KEY PERSONNEL IN EXPORT DEPT. OF PARTICIPANT COMPANY

13. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers

800

(ii). Brief Profile of visitors / buyer

[1583414742_Brief Profile of visitors buyer_FBF_2019-20.xlsx](#)

(iii).Visitors feedback(in brief)

MOST OF THE VISITORS AND FOREIGN COMPANIES WERE IMPRESSED WITH OUR PRESENTATION AND PRODUCTS PROFILES OF OUR PUBLISHERS-EXPORTERS AND ARE INTERESTED TO ASSOCIATE WITH INDIAN PUBLISHING AND PRINTING SERVICES / EXPORTERS.

14. Business Generated

(i). Number of enquiries

954

(ii). Number of MoUs negotiated / signed (if any)

N/A

(iii).Orders Booked (Rs. Lakh)

600

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

2400.00

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

FRANKFURT BOOK FAIR HAS A TRADITION THAT SPANS OVER MORE THAN 500 YEARS; THE FIRST BOOK FAIR WAS HELD BY LOCAL BOOKSELLERS; THE FRANKFURT BOOK FAIR IS A CRITICAL MARKETING EVENT FOR THE LAUNCHING OF BOOKS, BUT IT IS ALSO AN IMPORTANT EVENT TO FACILITATE THE NEGOTIATION OF THE INTERNATIONAL SALE OF RIGHTS AND LICENCES; 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 AND BUSINESS CLIMATE OF FRANKFURT BOOK FAIR; MORE THAN 11,000 JOURNALISTS FROM 66 COUNTRIES REPORTED ON THE FAIR; DESPITE A SLUGGISH GLOBAL ECONOMY AND POLITICAL TURMOIL, OFFICIAL ATTENDANCE FOR THE 2019 FRANKFURT BOOK FAIR ROSE MODESTLY OVER 2018; DURING THE FAIR, IT IS REPORTED 140,474 ATTENDED THE PROFESSIONAL SEGMENT OF THE FAIR, A RAZOR THIN INCREASE OVER THE 140,291 WHO WERE AT THE EVENT EARLIER YEARS; THIS IS THE BIGGEST BOOK FAIR AND MEGA EVENT ALL OVER THE WORLD FOR THE BOOK INDUSTRY WHEREIN ALMOST ALL THE COUNTRIES PARTICIPATE; DUE TO THE SIGNIFICANCE AND IMPORTANCE OF THIS FAIR, CAPEXIL'S MEMBERS ARE PARTICIPATING AND MORE MEMBERS ARE EAGER TO PARTICIPATE EVERY YEAR.

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

ALL THE MEMBER PARTICIPANTS HAVE APPRECIATED THE EFFORT MADE BY CAPEXIL AND ACTIVE PARTICIPATION IN THE MEGA EVENT I.E. FRANKFURT BOOK FAIR. THE INDIAN PARTICIPANTS /DELEGATES HAVE ARRANGED THEIR SAMPLES, BANNERS, DISPLAY ITEMS, CATALOGS AND THEIR COMPANIES PRESENTATIONS DURING THE FAIR IN A VERY PROFESSIONAL MANNER. SINCE THERE IS HUGE SCOPE FOR SALE OF RIGHTS/EDUCATIONAL AND TECHNICAL BOOKS ETC., ALL THE PARTCIPANTS PARTCIPATED THROUGH CAPEXIL ARE WILLING TO PARTICIPATE REPEATEDLY IN THIS TYPE OF CORE EVENT.

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

[1583411743 FRANKFURT PIC_page-0001.jpg](#)