

## Virtual Outcome Report (2022-2023)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	Delhi Book Fair 2022
2(b)(i). Whether event/activity organised by EPC/Trade Body	Yes
2(b)(ii). Platform	Hired
- Name of the platform	Hired
3. Purpose Of Event/Activity	It was a product specific Virtual Event organized by the CAPEXIL with the help of Other Stakeholders such as Missions abroad, Match Making Agency, Development Agency as decided by the Competent Authority for the overall benefit of the Indian Book, Printing & Publishing Industry. Considering limitation on international travel, the said virtual event may be a cost effective way of the Member exporters of CAPEXIL to region their Market Share. CAPEXIL 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. Is there any change in actual participation of buyers?	No
4. Region/Country	
5. Event Start Date	13/09/2022
6. Event End Date	17/09/2022
7. EC Approval (in brief)	8,95,000 Amount Approved with 25 Indian Exhibitors and 75 Foreign Buyers
8. Assistance Approved	8,95,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	8,95,000
12. Brief Description of the event/activity	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. Indian Exhibitors (25 Exhibitors With IEC) From Books, Printing & Publishing Industry And Around 211 Overseas Visitors Were Registered From 57 Countries Belonging To 10 Regions Across The Globe. A Touch Base Of Event Was .
13. Details of Indian Participants	

(i). Number of Participants	
(a). With MAI Support	25
(b). Without MAI Support	25
(c). Total	50
(ii). Efforts made to verify quality and credentials of participants	N/A
(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	In terms of System we created: Very Satisfied 47.2%, Satisfied 22.6%, Ok 20.6%, Total Positive response 90.4% In terms of Visitor Visited: Very Satisfied 20.4%, Satisfied 38.7%, Ok 24.8% Total Positive response 83.9% In terms of Database shared: Very Satisfied 38.7%, Satisfied 38.7%, Ok 22.6%, Total Positive response 100% In terms of Overall Satisfaction, Very Satisfied 29.1%, Satisfied 38.8%, Ok 19.4%, Total Positive response 87.3%
(b).Suggestion / Improvements indicated	1) Process is lengthy for setup 2) More promotions/ marketing should be happening before & during the fair 3) Requirement for more user friendly virtual platform 4) More training for exhibitors 5) The interactive customer interface could have been better. 6) Order.and.payment should be in real time. Kindly generate the details of visitors.
13.2. Evidence of actual participation of the the Indian exporters/foreign buyers in the virtual event	<a href="#">Download Actual Participation File</a>
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	211
(ii). Brief Profile of visitors / buyer	<a href="#">Download Brief Visitors Buyers</a>
(iii).Visitors feedback(in brief)	Comments From Buyers Were Positive
15. Business Generated	
(I). Number of enquiries	1578
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0
(IV).No. of orders booked	18

(V).Total Business Generated (Rs. 141 Lakh)

16. If it is an export facilitation/promotion activity/event what was the output achieved vis-a-vis projected
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18. Brief Note on Export potentials of the country / product (as per industry feedback)
- Industry is extremely happy to get in touch with the new buyers. There are a lot of export potentials of India to the countries from where visitors have visited. Indian Books, Printing & Publishing Industry is very much aggressive and confident 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 innovative products, standard quality and competitive pricing makes Indian Books, Printing & Publishing Industry a major competitor to the rest of the world. Indian printing & Publishing Industry has gained a good reputation in the world market and for that matter many new markets are coming into the basket and thereby enhancing our overall export. 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

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

As a whole it was in deed a good show specially when there are lot of restrictions towards physical travel. It was extremely helpful to Indian Exporters to start talk with buyers. Most of the participants were satisfied with the event held. 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. We firmly believe that there will be a handsome ROI in future.

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

[Download Attached Photo](#)

22 Reason for delay submission of Outcome report. Due to all necessary details not received from the participants