

## Event Abroad Outcome Report (2022-2023)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	Paper One Show, U.A.E.
3. Purpose Of Event/Activity	It was a product specific 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/ Paper Mills Industry. To promote export of Paper, Paper Board and Paper products from India. Paper One Show adds value to the paper industry with the fairs. Throughout the years, Paper One Show has not only become one of the premier exhibitions of its kind but also attained a well-known reputation both around the region, and the paper industry as well also industry's opportunity for conducting business with the rest world and exploring possibility of joint ventures, technology transfer, appointing selling and procurement agents, opening branch / representative offices, warehousing, logistical value chain etc
4. Country	United Arab Emirates
5. Event Start Date	21/02/2023
6. Event End Date	23/02/2023
7. EC Approval (in brief)	26,25,000 Amount Approved with 15 Indian Exhibitors
8. Assistance Approved	26,25,000
9. Release of First Instalment(in Rs.)	13,12,500
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	13,12,500
12. Brief Description of the event/activity	The Biggest And Most Important Paper, Printing And Packaging, Paper Mills , Machinery Jumbo Rolls Finished Products Exhibition In Sharjah Between The Dates 21st To 23rd February, 2023 In Expo Centre Sharjah, United Arab Emirates. Paper One Show Is The International Exhibition B 2 B Of The Paper Products Industry Connecting The Manufacturers, Buyers, Sellers, Traders And All Kind Of Paper Sector Professionals All Over The World. Three Days In Which To Discover New Commercial Opportunities, Identify New Markets And Applications And Exchange Experiences With Like Minded Professionals, Focusing Exclusively On The Very Best That The Paper Industry And Its Suppliers Have To Offer. The Show Is Above Our Expectation . Capexil Is Very Happy To Introduce The Products And Developments Of Indian Products Here. It Gave Us and To Our Participants And The Opportunity To Get In Touch With New Customers. The 8th Paper One Show 2023 Reached Over 170 Exhibitors From More Than 30 Countries
13. Details of Indian Participants	

(i). Number of Participants	
(a). With MAI Support	15
(b). Without MAI Support	0
(c). Total	15
(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)	<a href="#">Download Brief Profile</a>
(iv). Participants' feedback (in brief)	
(a).Positive Response	On The Spot Discussion With Of 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. Since A Lot Or Preparatory Work Is Needed Before Participating In Any International Event, They Suggested That CAPEXIL Should Plan Participation In Such International Activities/Events Regular Basis For Successful Participation.
(b).Suggestion / Improvements indicated	More Publicity & Ad To Be Given In Local News Paper & Magazine In Foreign media Withdrawn Of The Restriction Of Three Times For Participation In The Trade Fair/Exhibition. Govt. Initiatives Take By The Government Related To Our Products Will Improve The Export Further And Have More Fair/Exhibitions India And Overseas Countries And Try To Get Better Location
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	10000
(ii). Brief Profile of visitors / buyer	<a href="#">Download Brief Visitors Buyers</a>
(iii).Visitors feedback(in brief)	Most Of The Visitors And Foreign Companies Were Impressed With Our Presentation And Products Profiles Of Our Participants Are Interested To Associate With Indian Papers Industries / Services .
15. Business Generated	
(I). Number of enquiries	1873000
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0

(IV).No. of orders booked 15

(V).Total Business Generated (Rs. 159 Lakh)

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

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 60 COUNTRIES ARE ATTENDING AND EXPORTERS CAN GET GOOD BUSINESS ENQUIRY.

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

Due To The Significance And Importance Of This Fair, Capexil's Members Are Participating And More New Members Are Eager To Participate Every Year.

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

All The Member Participants Have Appreciated Efforts By Capexil And Actively Participated In The Mega Event . The Indian Participants /Delegates Have Very Professionally Arranged Their Samples, Banners, Display Items, Catalogues And Their Companies Presentations During The Exhibition B2b No .Of Contact Made During The Fair : 691 Quality Of Business Visitors : Excellent And Good Appointed Agent/Distributors During The Fair : 25 Impressions About Participation : Satisfied : Partially Satisfied : None Not Satisfied : None 100% Willing To Participate In Continuously In This Type Of Event Huge Scope For Sales Of Paper Products

20. Photo attached as evidence (colour photos to be enclosed) [Download Attached Photo](#)

**Funding received from:-**

Indian Exhibitors(in Rs.)	Other Sources(in Rs.)
33,75,000	0