

Event Abroad Outcome Report (2023-2024)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	COVERINGS'2023 TRADESHOW AT ORLANDO, USA
3. Purpose Of Event/Activity	TO MAINTAIN THE EXISTING MARKET SHARE WITH A TARGET TO ENHANCE THE MARKET SHARE OF INDIAN CERAMIC AND STONE PRODUCTS TO THE USA AS WELL AS ENTIRE NAFTA REGION.
4. Country	
5. Event Start Date	18/04/2023
6. Event End Date	21/04/2023
7. EC Approval (in brief)	62,50,000 Amount Approved with 25 Indian Exhibitors
8. Assistance Approved	62,50,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	62,50,000
12. Brief Description of the event/activity	<p>THIS IS A MAJOR EVENT FOR THE CERAMIC TILE & NATURAL STONE INDUSTRY ALONG WITH SOME ALLIED PRODUCTS & EQUIPMENT IN NORTH AMERICA HAVE ANNOUNCED THAT COVERINGS 2023 EXCEEDED EXPECTATIONS WITH A VIGOROUS 50% YEAR-OVER-YEAR INCREASE IN ATTENDANCE, TOTALLING NEARLY 27,000 EVENT GOERS WHO GATHERED APRIL 18-21, 2023, AT THE ORANGE COUNTRY CONVENTION CENTRE, IN ORLANDO, FLORIDA, THE SHOW FLOOR FEATURED IMMENSE GLOBAL PAVILIONS HOSTED BY THE WORLD'S LEADING CERAMIC TILE ASSOCIATION'S AND STONE PRODUCT MANUFACTURERS FROM THE UNITED STATES, ITALY, SPAIN, BRAZIL, TURKEY, PORTUGAL, INDIA, CHINA AND OTHER COUNTRIES. EXHIBITORS REPRESENTED 40 COUNTRIES, SHOWCASING THEIR NEWEST AND MOST INNOVATIVE CERAMIC TILE, NATURAL STONE, TOOLS, EQUIPMENT, MACHINERY AND TECHNOLOGY. THIS YEAR'S COVERINGS LOUNGE PROVIDED SHOW-GOERS WITH A DESIGNATED AND COMFORTABLE SHOW FLOOR SPACE TO NETWORK WITH PEERS, HEAR FROM INDUSTRY LEADERS, GAIN PROFESSIONAL KNOWLEDGE AND ATTEND HAPPY HOURS WITH VALUABLE PRIZE GIVE-AWAYS. THE FOUR KEY TENETS OF COVERINGS 2023 - "HEALTH & WELLNESS". "SUSTAINABILITY", "OUTDOOR SPACES" AND "TIMELESS LUXURY". SHOW-GOERS OF COVERINGS 2023 HAD THE CHANCE TO EXPLORE MORE THAN 1,070 EXHIBIT DISPLAYS, ENCOMPASSING THE WORLD'S MOST SUPERB CERAMIC TILE AND NATURAL STONE SELECTIONS, ALONG WITH INNOVATIVE EQUIPMENT, TOOLS AND SUPPLIES.</p>

13. Details of Indian Participants

(i). Number of Participants

(a). With MAI Support	21
(b). Without MAI Support	0
(c). Total	21

- Reason for lesser number of participants

As informed already the issue was due to Non issuance of US visa due to which many interested participants couldn't join us, and also we had to wait till the last minute to get the approval from E & MDA division for our participation in Coverings show, despite having blanket approval from EP CAP for 3 years to participate in Coverings show...which has further hampered our effort in getting participants for the event. Also would like to mention when the Sub-committee gave the approval for the event they have looped in TPCI along with us for the Coverings event...this was a surprise for us as we were left with only 1 month for the start of the event and now we are told that there would be another council who will be the Co-organiser...we didn't hear anything from them as such and didn't know what is the contribution of the other council for this event?? You would highly appreciate the fact that CAPEXIL have put in their maximum effort in spite of all these hardship and was able to successfully participate in the event with 21 Member exporters from our side. Also, Dr. Swati Kulkarni, Hon'ble Consul General of India in Atlanta had personally graced the occasion & inaugurated the India Pavilion of our 21 Indian Exporters of Building & Construction Materials at Coverings'2023 Exhibition on 18th to 21st April, 2023 at Orlando. Furthermore, the Networking Session arranged by the Indian Mission for CAPEXIL Member Participants to facilitate their one to one interaction with Industry Associations, AAHOA Members, Enterprise Florida Inc., & Chambers, which was then followed by networking dinner on evening of 18th April, 2023 at Renaissance Hotel, Orlando, FL, has indeed provided the desired platform for the Indian Exporters to explore all the possible business avenues & export promotion in the country.

(ii). Efforts made to verify quality and credentials of participants

NA

(iii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)

[Download Brief Profile](#)

(iv). Participants' feedback (in brief)

(a).Positive Response

THERE WERE STEADY FLOW OF VISITORS AND THE MEMBERS WERE ABLE TO GET SOME QUALITATIVE BUYERS AND WERE HAPPY ABOUT THEIR PROSPECT

(b).Suggestion / Improvements indicated

THEY HAVE REQUESTED THE COUNCIL NEXT TIME TO GET MORE PROMINENT SPACE, BUT AS YOU ALL KNOW TO GET A SPACE IN VOCERINGS ITSELF IS VERY DIFFICULT AS WE NEED TO BOOK WELL IN ADVANCE AND ALSO WE NEED TO TAKE LARGER SPACE TO AT LEAST GET A CHANCE TO REQUEST PROMINENT SPACE, BUT UNFORTUNATELY WE ARE NOT ABLE TO DO SO. THIS TIME I HAVE SPOKEN TO THE COVERINGS ORGANISER PERSONALLY AND REQUESTED FOR A MORE PROMINENT SPACE AND THEY SAID THEY WOULD TRY AND DO THE NEEDFUL, HAVING SAID THAT THEY SAID THEY WOULD GIVE US AN

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers 27000

(ii). Brief Profile of visitors / buyer [Download Brief Visitors Buyers](#)

(iii).Visitors feedback(in brief) NA

15. Business Generated

(I). Number of enquiries 243

(II). Number of MoUs negotiated (if any) 0

(III). Number of MoUs signed (if any) 0

(IV).No. of orders booked 34

(V).Total Business Generated (Rs. Lakh) 1763

16. If it is an export facilitation/promotion activity/event what was the output achieved vis-a-vis projected

ACHIEVED: DR. SWATI V. KULKARNI, HONOURABLE CONSUL GENERAL OF INDIA FROM ATLANTA HAD INAUGURATED THE INDIAN PAVILION AND VISITED THE EXHIBITORS AND INTERACTED WITH THEM. FURTHERMORE, THE INTERACTIVE SESSION ARRANGED BY THE INDIAN MISSION FOR CAPEXIL MEMBER PARTICIPANTS TO FACILITATE ONE TO ONE INTERACTION WITH INDUSTRY ASSOCIATIONS, AAHOA MEMBERS, CHAMBERS & CONTRACTORS FOLLOWD BY NETWORKING DINNER ON EVENING OF 18TH APRIL, 2023 AT RENAISSANCE HOTEL, ORLANDO, FL, HAS INDEED PROVIDED THE DESIRED PLATFORM FOR THE INDIAN EXPORTERS TO EXPLORE ALL THE POSSIBLE BUSINESS AVENUES & EXPORT PROMOTION IN USA. INDIAN EXHIBITORS SHARED INFORMATION ON THEIR STRENGTH IN PARTICULAR AND ABOUT INDIAN CERAMIC AND STONE INDUSTRY AS A WHOLE. MET PROSPECTIVE OVERSEAS BUYERS, DECISION MAKERS, DESIGNERS, EXPERTS FROM CERAMIC & STONE INDUSTRIES DISTRIBUTED CATALOGUES/BROCHURES/BUSINESS CARDS ETC BY THE INDIAN PARTICIPANTS ATTENDED VARIOUS WORKSHOPS HELD DURING THE EVENT TO JUDGE THE LATEST TRENDS AND CHANGES IN THE INDUSTRY SHOWCASE WORLD CLASS INDIAN PRODUCTS READY TO COMPETE WITH

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.

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

MOST MEMBERS HAVE CONVEYED THAT COVERINGS EVENT IS ONE OF THE MOST POPULAR EVENTS FOR CERAMIC TILES AND STONE INDUSTRY IN NORTH AMERICA. COVERINGS OPEN US LOT OF OPPORTUNITY FOR OTHER PRODUCTS IN CONSTRUCTIO INDUSTRY ALONG WITH CERAMIC TILES AND NATURAL STONE PRODUCTS AS IT HAS GOOD POTENTIAL AND PROMISING MARKET ACROSS USA AND OTHER PART OF THE WORLD.

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

MEMBERS HAVE REQUESTED FOR CONTINUOUS PARTICIPATION FOR COVERINGS FOR EXPLORING THEIR BUSINESS OPPORTUNITY. FOR SUCCESSFUL PARTICIPATION AND FOR GENERATING GOOD BUSINESS OPPORTUNITY CARE SHOULD BE TAKEN FOR GETTING PROMINENT SPACE FOR BETTER VISIBILITY AND PROJECTION. TO ACHIEVE THIS WE SHOULD BOOK THE SPACE NOW AND NEGOTIATE FOR THE PROMINENT SPACE AS YOU ARE VERY WELL ARE THE AVAILABILITY OF SPACE IS AN ISSUE AS THE SPACE GETS BOOKED IMMEDIATELY FOR THE NEXT YEAR. PLEASE NOTE FOR NEXT YEAR COVERINGS 24 THEY HAVE ALREADY SENT US THE SPACE LAYOUT AND ASKING US TO CONFIRM, SINCE WE HAVE GOT THE BLANKET APPROVAL

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

[Download Attached Photo](#)

21 Reason for delay submission of Outcome report.

No option for uploading the outcome report available in the website