

## Event Abroad Outcome Report (2023-2024)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	POLAND EXHIBITION
3. Purpose Of Event/Activity	To maintain the existing market share with a target to enhance the market share of Indian Stone Products to the POLAND as well as entire EUROPE
4. Country	
5. Event Start Date	23/11/2023
6. Event End Date	25/11/2023
7. EC Approval (in brief)	21,60,000 Amount Approved with 15 Indian Exhibitors
8. Assistance Approved	21,60,000
9. Release of First Instalment(in Rs.)	10,80,000
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	10,80,000
12. Brief Description of the event/activity	<p>THE STONE FAIR is an event that brings together the entire stone industry. It is the time of market premieres, technological innovations, gaining new business contacts and contracts conditioning development. Take advantage of the unique offer of participation in STONE today. It is the only event in Poland dedicated to stonemasons, which has been held continually for 11 years. The long tradition of the Stone fair and the experience of MTP Group allowed us to create a trade event which, in the opinion of both visitors and exhibitors, is recognised as the most important event in the stone industry. Taking into account the exhibition space and the number of visitors and exhibitors, Stone is the largest exhibition in Central and Eastern Europe. Stone Fair are held in modern and spacious pavilions of the Poznan International Fair. In 2023, from 22 to 24 November, nearly 100 exhibitors from Poland, Belgium, Brazil, China, Bulgaria, France, Spain, India, Lithuania, Germany, Portugal, Sweden, the UK and Italy presented their flagship offer, while the number of professionals who visited the exhibition exceeded two thousand. Among the participants there is no shortage of industry leaders, leading suppliers of state-of-the-art technologies and solutions. They are addressed to everyone for whom stone is the basis or part of the activity, not only for stonemasons and representatives of the construction industry, but also architects and designers</p>
13. Details of Indian Participants	
(i). Number of Participants	
(a). With MAI Support	12

(b). Without MAI Support	1
(c). Total	13
- Reason for lesser number of participants	Had issue with visa, as members were not getting visa for Poland
(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	There were steady flow of visitors and the members were able to get some qualitative buyers and were happy about their prospect, and one of them even informed he has got a confirmed order across the table. This event particularly generates more interest as its one of the cheapest event concerning the stone which gives more members the opportunity to explore EU market.
(b).Suggestion / Improvements indicated	Many members have already shown their interest for participating in the next POZNAN 24 events as they are very upbeat about the new emerging Polish market which is growing in a very steady pace as compared to UK and other EU countries and also the government of Poland is encouraging investment opportunity in their country. Yes, Language is an issue but we managed it with the some good interpreter. As per the improvements we need to book our space early. So that we could get our Visa issue sorted well in advance and plan properly for the successful execution of the event.
14. Details of Buyer / Visitors	
(i). Number of Visitors / foreign buyers	5000
(ii). Brief Profile of visitors / buyer	<a href="#">Download Brief Visitors Buyers</a>
(iii).Visitors feedback(in brief)	NA
15. Business Generated	
(I). Number of enquiries	102
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0
(IV).No. of orders booked	21

(V).Total Business Generated (Rs. 1517.88 Lakh)

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

• Indian Exhibitors shared Information on their strength in particular and about Indian 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. • Projected :None

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

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

Most members have conveyed that POLAND event is one of the most popular events for stone industry in EUROPE. Poland Event open us lot of opportunity for other products in construction industry along with tiles and Natural stone products as it has good potential and promising market across Poland 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 Poland for exploring their business opportunity. Since this is one of the cheapest event concerning stones in Europe ...we have the opportunity to attract even the small time exporter who could use this as a platform to kick start their export venture in to Europe. As Poland is growing steadily as compared to UK and other EU countries it's a good opportunity to explore and invest in the Polish market. For successful participation and for generating good business opportunity for the next POZNAN 24 Event, care should be taken for getting prominent space by booking the space early and also to ensure we get all our Visa issue sorted well before the event so that we could focus and prepare our self for successful participation of POZNAN 24 Event.

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

[Download Attached Photo](#)

21 Reason for delay submission of Outcome report. Due to shortcomings for participants