

Event Abroad Outcome Report (2023-2024)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	SHARJAH INTERNATIONAL BOOK FAIR
3. Purpose Of Event/Activity	Export promotion of Indian books, publishing/printing, sale of rights and content through print and digital channels. Every spring, the world's most important publishing events take place, where participants gather. Establish aims to foster collaboration with participating countries and increase the market share of Indian book innovations that are shaping the publishing world of the future. It is an opportunity for the publishing industry to engage in business with the rest of the world and explore opportunities for joint ventures, technology transfer, appointment of distribution and sourcing agents, opening of offices/representative offices, warehousing, logistics value chains, etc.
4. Country	
5. Event Start Date	02/11/2023
6. Event End Date	13/11/2023
7. EC Approval (in brief)	33,80,000 Amount Approved with 20 Indian Exhibitors
8. Assistance Approved	33,80,000
9. Release of First Instalment(in Rs.)	16,90,000
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	16,90,000
12. Brief Description of the event/activity	CAPEXIL has organized the Indian Pavilion at Hall No. 7 at Expo Centre Sharjah, UAE to promote the export of Indian educational books and printing services. There was a total of 21 Indian participant companies and this year's SIBF edition features 2,213 publishers from 95 countries, including 1,298 Arab and 915 foreign publishing houses. The fair also featured around 150 prominent Arab and foreign writers, thinkers, innovators, and artists from 15 countries participating in 1,500 events and various dialogue sessions, including 200 cultural events. The fair expected to attract around 2.17 million visitors from all over the world.
13. Details of Indian Participants	
(i). Number of Participants	
(a). With MAI Support	21
(b). Without MAI Support	0
(c). Total	21

(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	Participation in the fair were crucial for the books, publications, and printing industry as there was high demand for Indian books in the UAE. The fair provided an opportunity for the sale of books, as well as the sale of rights for educational and technical books, among other opportunities.
(b).Suggestion / Improvements indicated	More publicity and advertising should be given in local newspapers and magazines in foreign countries to promote Indian publishing and printing services. A bigger stand size is required and airfare grant support should be extended. The restriction of participating in the trade fair/exhibition three times should be withdrawn. Government initiatives related to our products will improve exports and there should be more book fairs/exhibitions in India and overseas countries. Efforts should be made to secure better locations for these events.

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers	2033
(ii). Brief Profile of visitors / buyer	Download Brief Visitors Buyers
(iii).Visitors feedback(in brief)	Most of the visitors and foreign companies were impressed with our presentation and product profiles of our publisher, booksellers, and exporters. They are interested in associating with Indian publishing and printing services.

15. Business Generated

(I). Number of enquiries	21387610
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0
(IV).No. of orders booked	350
(V).Total Business Generated (Rs. Lakh)	350

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 Sharjah International Book Fair 01-12 was to promote export of Indian Books, Publications and Printing Services including sale of Rights, etc.

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

The purpose of participation in the Sharjah International Book Fair 01-12 was to promote export of Indian Books, Publications and Printing Services including sale of Rights, etc.

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

• Sharjah international book fair (sibf) Established in 1982, the said is the most prestigious in the Arab world and home to the most exciting literary event in the region. • The Sharjah International Book Fair, held from 1st - 12th November, 2023, established itself as the world's largest book fair under the theme "Books Spark". • The SIBF also organized Publishers Conference for benefit of Book, Publishing , Printing sectors for two days 30th & 31st October, 2023 before the event] • The main aim of SIBF is to encourage reading among people, especially the younger generation, by making quality books accessible to them at affordable prices. • SIBF is held under the patronage of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, member of the Supreme Council and Ruler of Sharjah, who strives to promote literacy, reading, and the preservation of culture in the emirate. • Since its inception, SIBF has attracted millions of visitors from around the world, hosted some of the biggest names in publishing and the cultural sphere, and organized hundreds of events over its 12-day duration. • Other initiatives running at the SIBF include the Translation Grant Sharjah government initiative funding the translation of books for both regional and international publishers, and the Culture Café with poetry readings and cultural events from regional personalities. • In the year where, South Korea was the guest of honor country • Visitors gathered information about the publishing market, network, and conduct business at the fair. 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 participate in the events. • Due to the significance and importance of the 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 PARTICIPANTS APPRECIATED THE EFFORTS OF CAPEXIL AND ACTIVELY PARTICIPATED IN THE MEGA EVENT. THE INDIAN PARTICIPANTS/DELEGATES WERE VERY PROFESSIONAL WITH THEIR SAMPLES, BANNERS, EXHIBITS, CATALOGUES AND THEIR COMPANIES' PRESENTATIONS DURING THE FAIR • NO. OF CONTACT MADE DURING THE FAIR : 2325 • QUALITY OF BUSINESS VISITORS : GOOD • APPOINTED AGENT/DISTRIBUTORS DURING THE FAIR : 10 • IMPRESSIONS ABOUT PARTICIPTION : SATSIFIED • PARTIALLY SATISFIED : NONE • NOT SATISFIED : NONE All participants are willing to participate continuously in this type of event, with a huge scope for sales of books, rights, educational and technical books, etc.

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