

## Event Abroad Outcome Report (2024-2025)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	COVERINGS'2024 TRADESHOW AT ATLANTA, GA, 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 GEORGIA region
4. Country	
5. Event Start Date	22/04/2024
6. Event End Date	25/04/2024
7. EC Approval (in brief)	50,00,000 Amount Approved with 20 Indian Exhibitors
8. Assistance Approved	50,00,000
9. Release of First Instalment(in Rs.)	0
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	50,00,000
12. Brief Description of the event/activity	Covering is the largest and most significant ceramic tile and natural stone conference and exhibition in the U.S. and North America. Coverings 2024 will feature more than 1,100 global exhibitors from 40 countries and will set the stage for introducing some of the world's most innovative tile and stone products. The exposition and conference serve as a valuable and complimentary education resource for all segments of the industry, with dozens of learning opportunities throughout the show. Coverings attracts 25,000+ distributors, retailers, fabricators, contractors, specifiers, architectural and design professionals, builders, real estate developers, as well as journalists, reporters and bloggers who cover the tile and stone industry. Coverings 2024 is taking over Halls B and C of the Georgia World Congress Center in Atlanta. Each hall features distinct and awe-inspiring areas, stages, and pavilions, for a total of 9 miles of tile and stone to explore. With 1,000+ global companies to source products from, you are sure to discover show-stopping products on the Coverings show floor that will keep you ahead of the competition
13. Details of Indian Participants	
(i). Number of Participants	
(a). With MAI Support	13
(b). Without MAI Support	09
(c). Total	22

(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)	<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
(b).Suggestion / Improvements indicated	Most of the members have suggested that they want our Indian pavilion in par with Tile of Spain , Italian pavilion, Brazil pavilion..etc. practically its not possible as they have taken huge space and have built up their space in a very grand manner which would involve huge cost and our MAI grant wont be enough for doing so. They have requested the council next time to get more prominent space, but as you all know to get a space in Coverings 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 allotment of space for us but we need to confirm well in advance about our requirement of space. Learning from last year experience we have already got blanket approval for 3 years from EP(CAP) Department, which would really help us to block our space immediately as you are aware that availability of space is a major concern. Having said that if we could get the space well in advance we could also avoid the last minute hurdles of getting Visa, so that the members could focus more on the event and their displays/products to attract the buyers.

#### 14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers	25000
(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	208
(II). Number of MoUs negotiated (if any)	0
(III). Number of MoUs signed (if any)	0
(IV).No. of orders booked	56

(V).Total Business Generated (Rs. 532 Lakh)

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

Achieved: Shri . L. Ramesh Babu, Honorable Consul General, Consulate General of India, Atlanta, USA, had inaugurated the Indian Pavilion and visited the exhibitors and interacted with them. This is an wonderful opportunity for all our Indian exporters to showcase their products through our Indian Pavilion and also to explore more than 40 international countries products under one roof. 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. Learned about new technology and new products so that we could also equip our self and bring in competitive products from India to be a strong contender in the international market. 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 40 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 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 construction 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. Most of the members are worried about the new Anti-dumping law they have introduced in USA which would be really affect their Export .

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. I would suggest that there should be only one Indian Pavilion in Coverings show which would be beneficial for the exporters. This year we had Capexil & TPCI participating at different locations and having 2 different Indian Pavilions, this is creating unnecessary confusion and care should be taken to ensure there is only one Indian Pavilion in the Coverings show, so that we could divert that extra fund given to the other council for putting up their Indian pavilion and use those funds to give much better face lift to the one and only Indian pavilion and try to compete with the pavilions of other countries . 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 request the Ministry to give us blanket approval well in advance so that we could book the space now and negotiate for the prominent space.as you are very well aware the availability of space is an issue as the space gets booked immediately for the next year. Please note for next year Coverings 25 they have already sent us the space layout and asking us to confirm, since we have got the blanket approval for 3 years we are going ahead and confirming with the organiser to ensure we get the space immediately as already the entire space for next year coverings 25 is already sold out. Moreover, we have got confirmation from exporters expressing their interest in participating in next edition of COVERINGS 25 to be held at Orlando.

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