INDIA CHEM 2016 - EXPLORING OPPORTUNITIES

9th BIENNIAL INTERNATIONAL EXHIBITION & CONFERENCE

1st - 3rd September 2016
Bombay Exhibition Centre, Mumbai, India

POST SHOW REPORT

www.indiachem.in
To promote the Indian Chemical Industry, Department of Chemicals & Petrochemicals, Government of India and Federation of Indian Chambers of Commerce & Industry (FICCI) have jointly been organizing the “India Chem” series of events.

9th edition of India Chem i.e. India Chem 2016 along with the concurrent events Pumps, Valves & Process Equipment Expo 2016 and India Promach 2016 was organized from September 1 - 3, 2016 at Bombay Exhibition Centre, Mumbai with a theme “EXPLORING OPPORTUNITIES”. 

EVENT AT A GLANCE
The event was inaugurated by the Hon'ble Minister of Chemicals and Fertilizers, Shri Ananth Kumar on September 1, 2016 in Mumbai in the presence of Shri Amir Hossain Amu, Member of Parliament, Hon'ble Minister for Industries, Government of the People's Republic of Bangladesh; Shri Debi Prasad Mishra, Hon'ble Minister of Industries, Govt. of Odisha; Shri Mansukh L. Mandaviya, Hon'ble Minister of State Ministry of Chemicals and Fertilizers, Ministry of Road Transport and Highways, Ministry of Shipping, Govt. of India; Shri Anuj Kumar Bishnoi, Secretary, Department of Chemicals & Petrochemicals, Govt. of India; Shri Sanjeev Gandhi, Member of Board of Executive Director, BASF; Shri Deepak C Mehta, Chairman - FICCI National Chemical Committee; & Shri Vinay Mathur, Deputy Secretary General, FICCI.
EXHIBITION

- 282 exhibitors participated at the event
- International Participation - 146, National Participation - 136
- Host State - Maharashtra
- Partner States - Gujarat, Andhra Pradesh, Odisha
- Partner Country - Iran
- International Participation from 23 countries: Japan, Dubai, Turkey, Chile, Bangladesh, Iran, Argentina, Malaysia, Italy, Germany, Saudi Arabia, China, Brazil, Taiwan, USA, Vietnam, Singapore, South Korea, United Kingdom, Belgium, Israel, Trinidad & Tobago, Portugal
- State Pavilions - Madhya Pradesh and Tripura
- 16,162 Business visitors from various countries
- Gross Area - 16,000 sq. meters
Theme: Exploring Opportunities.

Included a Panel Discussion and four Symposiums on issues of importance:

- Symposium on Role of PCPIR Policy in triggering the growth of Indian Chemical Industry
- Panel Discussion on Exploring Opportunities in Indian Chemical & Petrochemical Industry with focus on ‘Make in India’
- Symposium on Alternate Feedstock for Indian Chemical Industry
- Symposium on Responsible Manufacturing - Strengthening Safety & Security in the Indian Chemical Sector
- Symposium on role of Sound Infrastructure in facilitating the Chemical industry

29 Esteemed speakers from Manufacturing, End Users and Intermediates segments made presentations and deliberated on the various industry issues

Above 200 delegates attended the Conference

A Handbook released on Indian Chemical Industry

FICCI Chemicals and Petrochemicals Awards 2016 were distributed with 22 award categories

The Strategic report on “Redefining Brand India: Value through Innovation and New Product Development” was released at Pumps, Valves & Process Equipment Conference

Conclave of Overseas Industries Association coinciding India Chem 2016 was organized by ICC (Indian Chemical Council) on 1st September 2016
Estimated Business generated at the event:
Total trade: INR 500 crores (USD 92.59 million)
*Anticipated orders would be much higher. (Figures based on survey)

Trade Visitors Statistics:
Total trade visitors - 16,162
Trade visitors from 28 countries: Singapore, Taiwan, China, Turkey, Spain, Japan, Vietnam, Malaysia, Hong Kong, etc

Visitor Feedback
75% of the visitors surveyed were successful in gathering market information
83% of the visitors surveyed were successful in meeting suppliers
56% of the visitors surveyed were successful in placing orders
76% of the visitors surveyed found the new products were good

Exhibitor feedback
Approximately 81% of the total exhibitors have shown interest to participate in India Chem 2018 in Mumbai
Approximately 80% of the total exhibitors have shown interest to participate in India Chem Gujarat 2017 in Gujarat
B2B Meetings / Buyer - Seller Meet

1190 B2G & B2B meetings were organized by FICCI’s Business Information Services Network (BISNET) at the exhibition.

580 buyers participated at the buyer-seller meet. Buyers participated from the industrial hubs of Gujarat and Maharashtra.
MAKE IN INDIA PAVILION

The event also showcased the opportunities in the chemicals & petrochemicals sector through “Make in India” Lounge/Pavilion and the sector specific strength in the manufacturing sector in India.

BUSINESS NETWORKING DINNER

Business Networking Dinner was attended by over 500 industry representatives, top executives of the exhibiting companies, diplomats, senior government officials from the Ministry of Chemicals and Fertilizers, Govt. of India and Government officials from Maharashtra, Gujarat, Andhra Pradesh, Odisha and Madhya Pradesh.
Media Representatives (Who came to the show):
INDIA CHEM 2016 was promoted exclusively to professional and trade visitors through an extensive and carefully planned multi-media campaign. An extensive PR, advertising and direct marketing campaign was executed attracting key personnel, who have the authority to buy, specify or recommend products and services.

Promotion at International Forum / Exhibitions:
INTERDYE: China | CHEMSPEC: India | AchemAsia: China | InformEx: USA

Delegation Lead by Government for India Chem 2016: Japan


Digital Mailing:
Distribution of over 300,000 complimentary visitor invitations, Exhibitor visitors ticket, requests, Email campaigns to Chemical trade professionals across the world.

Special Invitations:
Special Invitations were mailed to VIPs and CEOs of Chemicals, Pharmaceuticals, Petrochemical and Process Plant & Machinery companies, Government officials and decision makers.

Hoardings: Hoardings had been put on various attractive locations.

Newspaper: Advertisement were published in various newspapers.
THE PROMOTION CAMPAIGN CARRIED THE FOLLOWING MEDIA


LOOKING FORWARD TO SEE YOU AT

10th BIENNIAL INTERNATIONAL EXHIBITION & CONFERENCE

INDIA CHEM 2018

4 - 6 October, 2018
Bombay Exhibition Centre, Mumbai, India

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