

October 28 - 30, 2010
Bombay Exhibition Centre, Mumbai, India

POST SHOW REPORT



Deptt of Chemicals & Petrochemicals
Govt of India

Organized By



Federation of Indian Chambers
of Commerce and Industry



POST SHOW REPORT

INDIA CHEM-2010

A Brief Report-



To promote the Indian Chemical Industry, the Govt. of India, Department of Chemicals & Petrochemicals & Federation of Indian Chambers of commerce and Industry (FICCI) have jointly been organising the "India Chem" series of events.

INDIA CHEM-2010 6th International Exhibition & Conference was held from October 28th -30th at NSE Complex, Goregaon, Mumbai with the theme "Sustaining the India Advantage" and the Inauguration was held at hotel "Intercontinental The

Lalit". India Chem 2010 was an overwhelming success and the participants benefited by the enthusiastic business response. The event was inaugurated by the **Hon'ble President of India, Smt. Pratibha Devisingh Patil** on 28th October in Mumbai in the presence of **Shri M K Alagiri** , **Hon'ble Minister of Chemicals and Fertilizer, Govt of India** on October 28th, 2010 in the presence of over 650 persons who attended the inauguration ceremony.

During the three days of the India Chem -2010 exhibition & conference, the industry saw a great deal of support from the highest levels of government. There were special addresses by Shri M K Alagiri, Hon'ble Minister for Chemical and Fertilizers, Shri Srikant Kumar Jena , Minister of State for Chemicals & Fertilizer and Mr. M Raman, Secretary, Dept. of Chemicals & Petrochemicals, Ministry of Chemicals & Fertilizers, Govt of India. Each of them was encouraging and expressed a true understanding of this industry and its importance in relation to India's place in the world economy.





General Information

Show Name	:INDIA CHEM -2010
Dates	:28 th – 30 nd October, 2010
Venue	Bombay Exhibition Center, Mumbai .
Organizers	Department of Chemicals & Petrochemicals, Govt. of India Federation of Indian Chambers of Commerce and Industry (FICCI)
Gross Exhibition Area:	17000 sqm
Total No. Exhibitors:	272
Foreign Participants:	139
National Participants:	133
Countries Represented:	12 Countries (Belgium, China, Germany, Iran, Italy, Japan, Korea, USA, U.K, UAE, Singapore, France)
Pavilions:	USA, Japan , Iran , China & Germany.

MSME participation- More than 15 SSI units participated.



Highlights of the event INDIA CHEM-2010

International Country pavilions –

- USA : 22
- Iran : 30
- China : 9
- Japan : 27
- Germany : 18

International participation from:

Belgium, China, Germany, Iran, Italy, Japan, Korea, USA, U.K, UAE, Singapore, France

Partner States: Gujarat , Orissa ,West Bengal & Andhra Pradesh.

Other States: Tamil Nadu & Maharashtra.

ON THE SPOT BUSINESS GENERATED

Estimated Business Generated at the exhibition Rs. 375 crore(84.41 USM Dollar), anticipated orders would be much higher.

(Figures based on survey)



EXHIBITION STATISTICS:

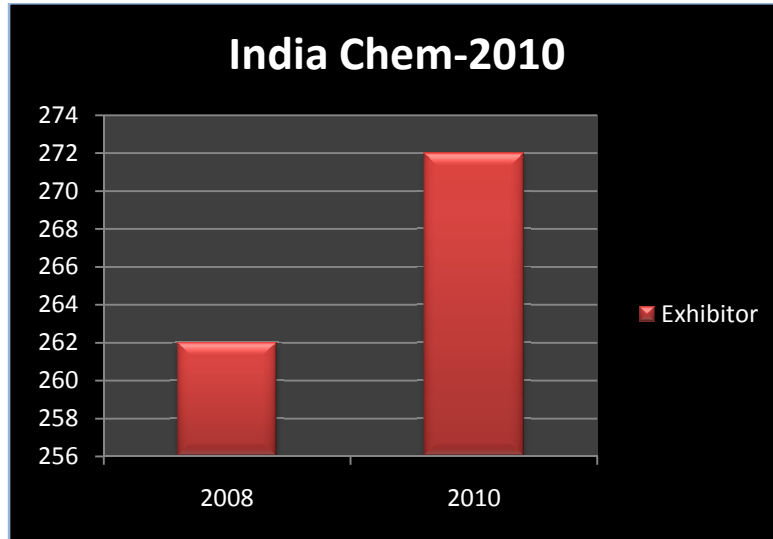
Exhibition Space :17000 sqm

Total Exhibitors : 272

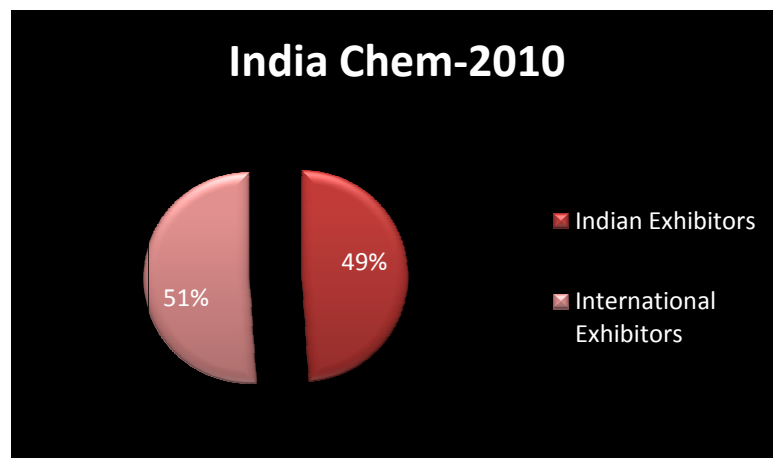
Indian Exhibitors : 133

Foreign Exhibitor : 139

Proportion of foreign exhibitors: 51.10 % from 12 countries



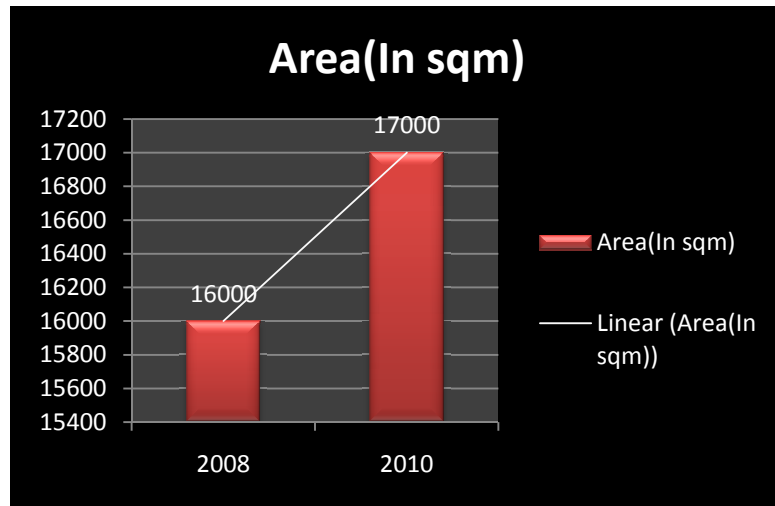
Foreign participation at India Chem -2010 was 51 %



Countries Participation in the India Chem-2010 Belgium, China, Germany, Iran, Italy, Japan, Korea, USA, U.K, UAE, Singapore, France

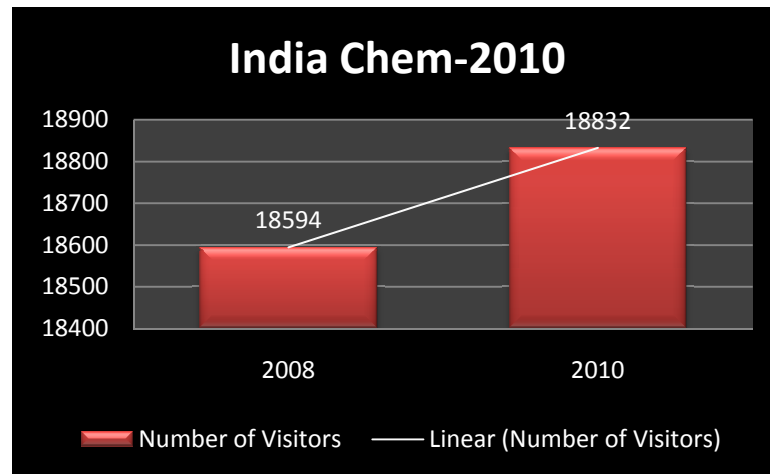


Exhibition Space in Square Meter:-



Trade Visitors STATISTICS:-

Total Trade Visitors: 18832



Feedback:

78% of the visitors surveyed were successful in gathering market information

84% of the visitors surveyed were successful in meeting suppliers

59% of the visitors surveyed were successful in placing orders

77% of the visitors surveyed found the new products were good

****Above statistics representative of sample surveyed**

During the exhibition, 74% of those who responded to our survey among exhibitors, appointed agents also received business visitors and buying delegations.



Other Business Platform at India Chem-2010:

- Buyer-seller meets were organised by Chemexcil over 80 international buyers from various countries participated.
- Chemexcil Pavilion and REACH Registration Facility.
- Conclave of International Chemical Councils - organised by Indian Chemical Council (ICC) .
- CEO's Forum with Shri Srikant Jena Hon'ble Minister of State for Chemical & Fertilizers



, Govt of India.



- Inauguration was attended by over 600 persons.
 - Concurrent conference was attended by 452 delegates with 52 speakers including 7 overseas speakers.
 - 582 guests attended the India Chem-2010 Gala dinner on the 28th evening.
- The gathering consisted of senior officials of Government of India, diplomats, CEOs and top officials from the chemical companies from India and abroad, academicians and students.





PR, ADVERTISING and PROMOTION

Media Representatives (Who came to the show): **85**

- INDIA CHEM 2010 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:-

Informex USA 2009,& 2010, Chemspec (Barcelona & Berlin), Achema 2009 in Germany and Achema Asia -2010 in Germany.

Delegation Lead by Government for India Chem -2010

Japan, South Korea , USA, Germany, France, Belgium, Finland , Brazil and Argentina

Domestic Road shows-

In Madurai , Mumbai, Hyderabad and Kolkatta

The promotion campaign carried the following media:

Publications: Chemical Engineering(USA) , Chemical week(USA) , Chemical weekly , ICIS , Platt ,Chemical world , Express Pharma , Modern Pharmaceuticals, Indian Pumps and valves , Thomas Publication



Newspapers: The details of the Newspaper Advertisements are as under:

New Paper	No. of Advertisements Given for India chem. promotion by FICCI/ Dep C& PC , Gol
Hindu (All Editions)	3
Business Standard (All)	7
Business Line	5
Business Standard (Delhi& Mumbai)	2
Economic Times (All Editions)	6
Financial Express	3
Gujarat Samachar	2
Business Line	5
Times of India	4
Navbharat Times	2
DNA(Mumbai)	3
Dainik Bhaskar	3
Amar Ujjala	1
Indian Express	2
Murosoli	1
The Statesman	1
The Tribune	1
The Pioneer	1
Asian Age	2
Pioneer	1
National Herald	2
Rastriya Sahara	1
Deccan Chronilce	1
Telegraph	1
Mint – Delhi	1
Total	61

News Channels: DD News, DD National, Times Now, Zee Business, NDTV, CNBC Awaaz, CNBC, Sahara, NDTV Profit, AAJTAK, Total TV, Zoom etc.

Websites: www.ficci.com, www.indiachem.in , www.chemicals.nic.in
www.icmaindia.in, www.biztradeshows.com, www.trade4india.com,
www.tradeindia.com, www.che.com



Direct Mailing:

- Distribution of over 100,000 complimentary visitor invitations
- Exhibitor visitors ticket requests
- Email campaigns to Chemical trade professionals across the world

Special Invitations:

Special Invitations were mailed to VIP and CEO of Chemicals, Pharmaceuticals, Petrochemical and Process plant and Machinery companies, government officials, and decision makers.

CONFERENCE STATISTICS:



The India Chem conference with the theme “Sustaining the India Advantage’ had various theme based sessions like:

- Investment Opportunities in PCPIR - States
- Growth Opportunities in the Specialty Chemical Industry
- Global & Indian Chemical Industry-Trends & Challenges
- Chemical Industry-Trade Issues
- Petrochemicals: Growth & Investment

Opportunities in Upstream

- Emerging Applications & Investment Opportunities in the Downstream Segment of Petrochemicals Sector
- Green Technology
- Indian Pharmaceuticals Industry- Opportunities & Challenges

There was also a CEO’s Forum of CEOs/MDs/Sr. Executives with Shri Srikant Kumar Jena, Hon’ble Minister of State for Chemicals & Fertilizers, Government of India. The focus of this important meeting was to have all top decision makers together at one platform to have a concrete discussion on taking the Indian Chemical & Petrochemical sector to the next level with the help of Public-Private Partnership.

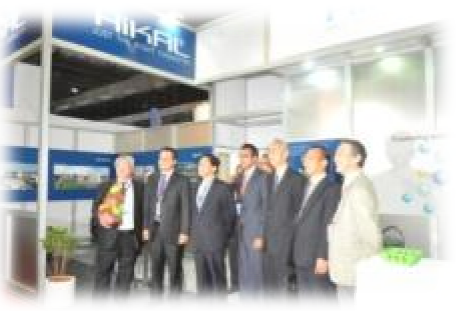


The event also had parallel events Like International buyer seller meet organized by Chemexcil and **Special session Petroleum, Chemical & Petrochemical Investments regions (Pcpirs) Chaired by Shri Srikant Kumar Jena , MOS , Chemicals and Fertilizers , Gol attend by Principle Secretaries of PCPIRs and Potential (PCPIRs) States.**

Indian Chemical Council (ICC) had also organized Conclave of International Chemical Councils - The participants had the opportunity to hear the best of international and national experiences and also got the chance to interact and network with the eminent personalities in Indian Chemical Industry .

The Open House session gave the participants to interact with the Government and policy makers from Department of Chemicals & Petrochemicals on policy related issues.

The Snap Shot India Chem -2010



We take this opportunity to say **“THANK YOU”** for your continued support.



Next Step to success:-



We take this opportunity to say “**THANK YOU**” for your continued support.

After the grand success of INDIA CHEM 2010, **Federation of Indian Chambers of Commerce and Industry (FICCI)** in association with **Department of Chemicals & Petrochemicals, Govt. of India** is glad to announce the 7th edition of **INDIA CHEM ie INDIA CHEM -2012 from 04-06 October, 2010** at Bombay Exhibition Center , Mumbai .

INDIA CHEM 2012 delivers opportunity, to market your brand, Sell your products, demo your solutions and connect with current and future customers all over the Global.

INDIA CHEM 2012 is the ultimate worldwide sales platform and a “must exhibit” event for providers of information and communications technology.

FOR MORE INFORMATION:

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