



**THE**  
**CHINA PRODUCTS**  
**(Mumbai India) EXHIBITION**

**15 | 16 | 17**  
**December, 2011**

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

## **EXHIBITION REPORT**

Bombay Exhibition Centre, Hall No. 1,  
W.E. Highway, Goregaon (East), Mumbai  
15 - 17 December, 2011

### **Organised by**

China Council for the Promotion of International Trade  
Guangdong Sub-Council, Commercial Industry Sub-Council,  
Ningbo Sub-Council, Hangzhou Sub-Council

### **Supported by**

All India Association of Industries (AIAI)  
India – China Chamber of Commerce & Industry (ICCCI)  
Consulate General of the People's Republic of China in Mumbai

### **Managed by**

#### **Worldex GEC**

Worldex India Exhibition and Promotion Pvt. Ltd  
309, Parvati Premises, Sun Mill Complex,  
Lower Parel (West), Mumbai – 400 013, India

Telephone: +(91)-(22) 4037 6700 - 30, 2494 4672 / 73

Fax: +(91)-(22) 2496 2297

Email: [info@worldexindia.com](mailto:info@worldexindia.com) Website: [www.worldexindia.com](http://www.worldexindia.com)



**THE**  
**CHINA PRODUCTS**  
**(Mumbai India) EXHIBITION**

**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

## INDEX

- About The Show .....
- Visitor Analysis.....
- Advertising & Public Relation Campaigns.....
- Newspaper Coverage .....
- Press Releases Across India.....
- Photo Gallery.....

th  
THE  
**CHINA PRODUCTS**  
(Mumbai India) EXHIBITION  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

## ABOUT THE SHOW

Then 9th China Show comes on the back of an economy that is growing at a slower pace but is now being slowly pushed forward by the massive consumer demand that the large population is exerting. The pressure in turn is producing first generation entrepreneurs who are eager to do business with China. This can be clearly seen in the first half of 2011 which saw tremendous growth. Bilateral trade between India and China maintained its rapid growth momentum and crossed US\$ 35 billion in the first half of the current calendar year. In 2010, trade flows between the two countries amounted to US\$ 61.76 billion, up 42.4% year-on-year and surpassing the target of US\$ 60 billion. As major trading partners, India and China have seen bilateral trade surge 20 times in the past ten years. Bilateral trade is set to boom to \$100 billion by 2015.

India and China are in a win-win situation with great opportunities explore given the fact that their respective economies are still growing, existence of huge domestic markets thanks to the massive population of the two countries, standing at more than 2.5 billion. The China show in Mumbai is well known amongst the new entrepreneurs who visit from across the length and breadth of India just to meet Chinese businesses to source as well as to get ideas for starting new ventures. The show is well received

th



**THE  
CHINA PRODUCTS  
(Mumbai India) EXHIBITION**

**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

## VISITOR ANALYSIS

The 9th China Products (Mumbai India) Exhibition was held at the Bombay Exhibition Centre, W.E. Highway, Goregaon (East), Mumbai, from 15 - 17 December, 2011. The exhibition this year was successful in terms of the number of visitors and buyers who attended the Exhibition.

The large number of visitors from outside Mumbai and Maharashtra proved without a doubt that the 2011 exhibition was one that strongly attracted entrepreneurs from across India. Buyers from all the major states of India visited the fair to source as well as ideate to open new product lines in India sourced from China. There were also a section of visitors who are already aware of the show and just wanted to check if any there were new streams of business that could be opened.

The exhibition dates of 15th, 16th and 17th December, 2011 attracted a total number of 11,400 business visitors, which clearly shows the interest and brand recall of the show. The visitor promotion strategy was also clearly successful when seen with respect to the number of business visitors.

th

THE  
**CHINA PRODUCTS**  
 (Mumbai India) EXHIBITION

**15 | 16 | 17**  
 December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

## ADVERTISING & PUBLIC RELATION CAMPAIGNS

The exhibition was given wide coverage highlighting various aspects of business, trade and sub-events through India's leading media houses.

With an objective to reach out to maximum trade buyers, importers, exporters, dealers, retailers across the country, released color advertisements through various trade journals, chambers of commerce news bulletins, private trade magazines covering different industry segments viz. retail, food and beverage, home appliances, consumer electronics, construction and plastic were amongst others.

Personal interaction was done with trade bodies including associations representing various industry segments and chambers of commerce to upraise and promote the exhibition and activities. The associations extended their support and co-operation by circulating the exhibition brochures as inserts in the trade publications and also through mass mailing.

List of trade magazines & publications in which advertisements were released  
 Newspaper Coverage

Large and detailed advertisements were placed in the leading newspaper publications in multiple languages across the country. Newspapers were selected on the basis of largest national and local circulation in various languages. Advertisements were placed multiple times for maximum impact and visibility. This brought about large scale awareness amongst the business community leading to increased interest for the 9th edition of the China Products (Mumbai India) Exhibition

### Magazine Category

Industrial Reference	Machinery
Assocham Bulletin	Association
CEAMA	Association
BAI – Indian Construction	Construction
Beverage & Food World	Food Processing
IPI Journal	Plastic Association
Storai	Retail Association



**THE  
CHINA PRODUCTS  
(Mumbai India) EXHIBITION**

**15 | 16 | 17**

**December, 2011**

**Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai**

## Media Coverage

Comprehensive advertisements were placed in the leading newspaper publications in multiple languages across the country. The Newspapers were chosen on the basis of national and local reach and circulation in various languages. These publications reached millions of people in the country creating large scale awareness amongst the business community thus leading up to the increased anticipation for the 9th edition of the China Products (Mumbai India) Exhibition.

<b>Business Standard:</b>	<b>Editions:</b>
15/12/11	Mumbai
<b>Economic Times</b>	<b>Editions</b>
29/11/2011	Kolkatta
30/11/2011	Ahmedabad
01/12/2011	Bangalore
01/12/2011	Chennai
01/12/2011	Hyderabad
02/12/2011	Chandigarh
02/12/2011	Lucknow
02/12/2011	New Delhi
07/12/2011	Pune
08/12/2011	Mumbai
15/12/2011	Mumbai
<b>Times of India :</b>	<b>Editions</b>
29/11/11	Ahmedabad
29/11/11	Bangalore
29/11/11	Chennai
29/11/11	Jaipur
29/11/11	Mangalore

th  
**THE**  
**CHINA PRODUCTS**  
**(Mumbai India) EXHIBITION**  
**15 | 16 | 17**  
**December, 2011**

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

29/11/11	Mysore
29/11/11	New Delhi
29/11/11	Pune
30/11/11	Goa
02/12/11	Hyderabad
02/12/11	Kanpur
02/12/11	Lucknow
02/12/11	Nagpur
05/12/11	Kolkata
07/12/11	Mumbai
13/12/11	Mumbai
<b>Gujarat Samachar (Gujarati):</b>	<b>Editions</b>
08/12/11	Ahmedabad
08/12/11	Baroda
08/12/11	Surat
08/12/11	Rajkot
08/12/11	Bhavnagar
08/12/11	Mumbai
15/12/11	Mumbai

th  
**THE**  
**CHINA PRODUCTS**  
**(Mumbai India) EXHIBITION**  
**15 | 16 | 17**  
**December, 2011**

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

## News Coverage across India

Ahmedabad	Date
Bhoomi	13/12/11
Economic Times - Goj	15/12/11
Indian Express	13/12/11
Jai hind	14/12/11
Karnavati Express	08/12/11
Nutan Saurashtra	13/12/11
Saurashtra Bhoomi	08/12/11
Sanj Samachar	13/12/11
Bangalore	Date
Deshabhimani	10/12/11
Kannad Prabha	14/12/11
Madhyaman	11/12/11
Shubodaya	14/12/11
Times of Karnataka	14/12/11
Udayavani	14/12/11
Vijay Karnataka	14/12/11
Mumbai	Date
Business Standard	12/12/11
Divya Bhaskar	07/12/11
Dophar ka Samana	14/12/11
Free Press Journal	08/12/11
Gujarat Samachar	15/12/11
Hindu Business Line	07/12/11

th  
THE  
**CHINA PRODUCTS**  
(Mumbai India) EXHIBITION  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

Janmabhoomi	07/12/11
Loksatta	09/12/11
Lokmat	13/12/11
Navshakti	08/12/11
Nava Bharat	14/12/11
Prahar	07/12/11
Vyapar-Guj	07/12/11
Vyapar- Hindi	12-18/12/11

th

THE  
**CHINA PRODUCTS**  
(Mumbai India) EXHIBITION

**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

---

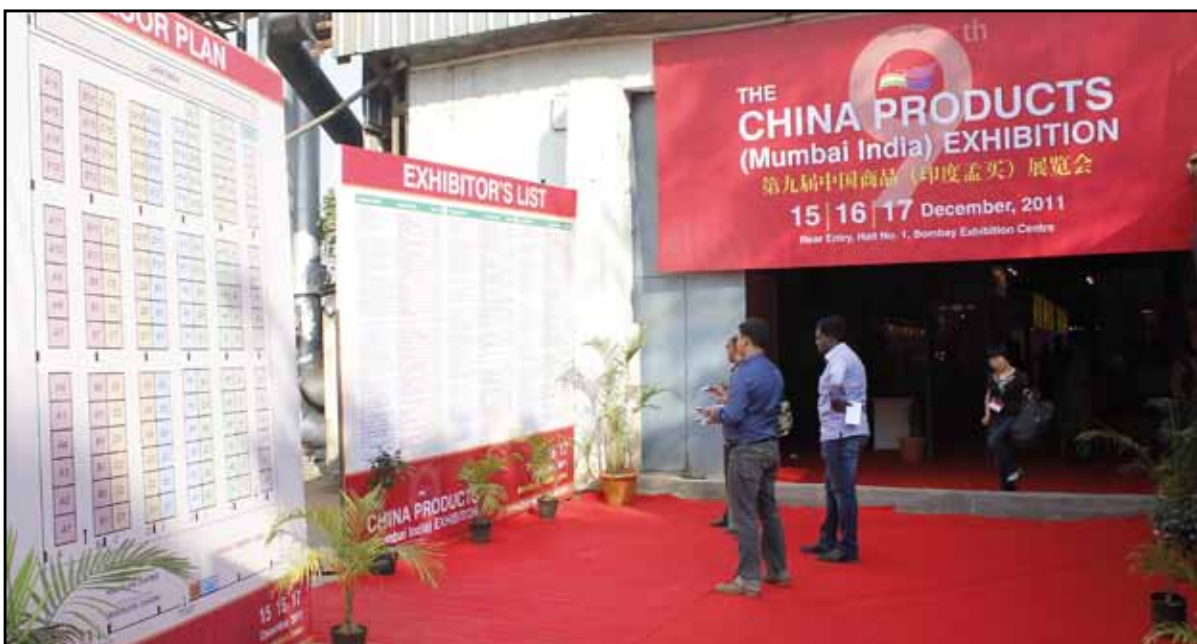
## Direct Mail Campaign

A concerted and focused direct and electronic mail campaign was devised and executed for this exhibition. Keeping in mind the large number and variety of products to be exhibited mailers were sent to every relevant trade body, association, all their members as well as independent businesses. In total more than 37,000 direct mailers were sent to each and every corner of India while two to three rounds of e-mailers saw more than 800,000 being sent. These focused mailers ultimately resulted in the extremely positive response we saw at the show.

th  
THE  
**CHINA PRODUCTS**  
(Mumbai India) EXHIBITION  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

**Photo Gallery**



th  
**THE CHINA PRODUCTS**  
**(Mumbai India) EXHIBITION**  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

**Photo Gallery**



th  
**THE CHINA PRODUCTS  
(Mumbai India) EXHIBITION**  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

**Photo Gallery**



th  
**THE CHINA PRODUCTS  
(Mumbai India) EXHIBITION**  
**15 | 16 | 17**  
December, 2011

Bombay Exhibition Centre, Hall No. 1, W.E. Highway, Goregaon [East], Mumbai

**Photo Gallery**

