

The **14th** China Products (Mumbai India) Exhibition 2016 **15th-17th** November 2016

Venue: Hall No. V, Bombay Convention & Exhibition Centre,
Goregaon (East), Mumbai, India



POST SHOW REPORT

Organised by



**CHINA COUNCIL FOR THE PROMOTION OF
INTERNATIONAL TRADE (CCPIT)**

GUANGDONG PROVINCIAL COMMITTEE | COMMERCIAL INDUSTRY



广州世展米兰展览有限公司

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Industry Partners

**Federation of Industries & Associations (Gujarat)
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For Exhibitor's Profile and Visitor's Registration, log on to:
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The 14th China Products (Mumbai India) 15th-17th November 2016 Exhibition 2016

POST SHOW REPORT

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EXHIBITION REPORT

Venue

Bombay Convention & Exhibition Centre, Hall No. V,
W.E. Highway, Goregaon (East), Mumbai

Date

15th-17th November, 2016

Organised by

China Council for the Promotion of International Trade
Guangdong Provincial Committee,
Commercial Industry Sub-Council,
Hong Kong Trade Development Council
Macao Trade and Investment Promotion Institute
Department of Commerce of Guangdong Province
Sichuan CCPIT
The People's Government of Huizhou Municipality
Department of Commerce of Shaanxi Province

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SME Chamber of India
Consulate General of the People's Republic of China in Mumbai

Industry Partners

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The Tamil Chamber of Commerce

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309, Parvati Premises, Sun Mill Complex, Lower Parel (West), Mumbai – 400 013, India
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ABOUT THE SHOW

The 14th China Products (Mumbai, India) Exhibition was the largest exhibition till date. A renowned and successful show in India since 2004, the 2016 fair saw above 340 exhibitors from Guangdong, Sichuan, Huizhou, Fujian, Shanxi, Liaoning, Hong Kong and Macau regions of China.

The show comes on the back of a surging Indian economy which is now the fastest growing economy in the world. The Indian economy is being fuelled by the massive consumer demand that the large Indian population is exerting as well as the increasing number of infrastructure projects by Government, private and a combination of Public-Private-Partnership projects.

These factors ensure that trade between India and China keeps growing at a steady pace. There are dips in spending but the average spend – discretionary and otherwise – is on the rise by the consumers as the 'saving' mindset is fast disappearing in favour of a consumerist one.

The show this year received a very good response from established entrepreneurs who visited the show in order to explore new lines of business in partnership with exhibitors. The overall response was positive with many business people already looking forward to the next show to interact and source new products.

VISITOR ANALYSIS

The 14th China Products (Mumbai India) Exhibition was held at the Bombay Convention & Exhibition Centre, W.E. Highway, Goregaon (East), Mumbai from 15-17 November, 2016.

The exhibition saw a larger number of serious and professional buyers with targeted business interests. The large number of visitors from outside Mumbai proved without a doubt that The 14th China Products (Mumbai India) Exhibition was one that strongly attracted entrepreneurs from across India.

Buyers from 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 was 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 November, 2016 attracted a total number of 6,743 business visitors, which clearly shows the interest and brand recall of the show.

This year the quality of the visitors in terms of professionals and decision makers was higher which pleased the exhibitors as well. The targeted visitor promotion strategy saw good results in terms of the business visitors who attended the exhibition.

The Business Matching Programme saw 2,157 qualified buyers sign up over the course of the 3-day event to meet with Chinese businesses that matched their own interests.

The exhibition also hosted seminars on doing business with China. The topic covered was the 'Fujian-India Trade & Investment Promotion Conference' and the 'Zhangzhou Key Industry Business Matching Meeting'.

120 buyers registered to attend these seminars and gain firsthand knowledge about doing business with different sectors in the China.



ADVERTISING & PUBLIC RELATIONS CAMPAIGNS

The 2016 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 colour 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 appraise 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:

Name of magazine	Category
99 Auto Flash	Automotive
99 Electronics World	Electronics
Food & Beverages Processing Magazine - Processing, Packaging & Technology	Food
Electrical & Power Info	Electrical
Hardware Today	Interior/Home décor & furniture
The Inside Track	Interior & design
Lighting India	Lighting
Electronics Maker	Electronics
Bombay Chamber Review (BCCI)	Association (General)
Interiors & Décor	Interior
Beverage & Food World F & B Processing & Packaging Industry	Food



NEWSPAPER COVERAGE

Newspapers were selected on the basis of largest national and local circulation in various languages. Large advertisements were placed multiple times for maximum impact and visibility across India and especially key centres of industry and commerce.

HINDU BUSINESS LINE		
Sr. No.	Date	Editions
1.	07-Nov-16	Ahmedabad
2.	07-Nov-16	Kolkata
3.	07-Nov-16	Noida
4.	07-Nov-16	Kozhikode
5.	07-Nov-16	Kochi
6.	07-Nov-16	Thiruvananthapuram
7.	07-Nov-16	Vijayawada
8.	07-Nov-16	Visakhapatnam
9.	07-Nov-16	Hyderabad
10.	07-Nov-16	Tiruchirapalli
11.	07-Nov-16	Madurai
12.	07-Nov-16	Coimbatore
13.	07-Nov-16	Hubli
14.	07-Nov-16	Mangaluru
15.	07-Nov-16	Chennai
16.	16-Nov-16	Mumbai

TIMES OF INDIA + ECONOMIC TIMES		
Sr. No.	Date	Editions
1.	03-Nov-16	TOI – Delhi
2.	03-Nov-16	TOI – Mumbai
3.	03-Nov-16	TOI – Bangalore
4.	03-Nov-16	TOI – Chennai
5.	04-Nov-16	TOI – Hyderabad
6.	08-Nov-16	TOI – Mumbai
7.	10-Nov-16	TOI – Delhi
8.	14-Nov-16	TOI – Mumbai
9.	03-Nov-16	ET – Chennai
10.	03-Nov-16	ET – Mumbai
11.	03-Nov-16	ET – Bengaluru
12.	03-Nov-16	ET – Hyderabad
13.	04-Nov-16	ET – Delhi
14.	10-Nov-16	ET – Mumbai
15.	10-Nov-16	ET – Delhi
16.	14-Nov-16	ET – Mumbai



GUJARAT SAMACHAR		
Sr. No.	Date	Editions
1.	08-Nov-16	Gujarat - Kutch
2.	08-Nov-16	Gujarat - Bhavnagar
3.	08-Nov-16	Gujarat - Rajkot
4.	08-Nov-16	Gujarat - Ahmedabad
5.	08-Nov-16	Gujarat - Vadodara
6.	08-Nov-16	Gujarat - Surat
7.	15-Nov-16	Mumbai
8.	16-Nov-16	Mumbai

BUSINESS STANDARD		
Sr. No.	Date	Editions
1.	15-Nov-16	Mumbai

DNA		
Sr. No.	Date	Editions
1.	16-Nov-16	Mumbai

DIRECT MAIL & E-MAIL CAMPAIGN

A concentrated 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 50,000 direct mailers were sent to each and every corner of India while two to three rounds of e-mailers to more than 2,70,000 were sent. These focused mailers ultimately resulted in the extremely positive response we saw at the show from qualitative buyers, who came with the idea of doing concrete business with their Chinese counterparts.



PRESS RELEASE

The China Products Exhibition — To Boost Manufacturing and Trading Opportunities for Indian Entrepreneurs

The last few years have seen India emerge as the world's fastest growing large economy with GDP growth rates reaching 7% and above. Thus, the economic focus of the world has gradually shifted towards India and China. By 2030, China and India are expected to be the first and third largest economies in the world, with the largest consuming populations that global companies would wish to attract.

In 2015-16, India's exports to China were \$9 billion while the imports were \$61.7 billion leaving a trade deficit of \$52.7 billion. To balance this, Commerce Ministries of both the countries have signed a Five-year Development Programme for Economic and Trade Co-operation to lay down a medium-term roadmap for promoting balanced and sustainable development of economic and trade relations which will give a positive impetus to the India-China bilateral trade.

China has also started investing in Indian infrastructure, industry parks and SEZ sectors with Chinese investments rising to \$ 870 million in 2015, six times that in 2014. More investments are in the pipeline thanks to low investment restrictions and favourable tax and land rent policies in India.

The 14th China Products (Mumbai India) Exhibition will further assist the escalating bilateral trade by bringing together more than 400 exhibitors to network and interact with Indian entrepreneurs at the Bombay Convention and Exhibition Centre (BCEC), Goregaon East, Mumbai from November 15-17, 2016.

The exhibition has special pavilions for networking receptions, one-to-one business matching for buyers, industry seminars and much more to derive maximum benefit in a more defined and meaningful manner.

Products showcased will range from Auto Parts & Accessories, Consumer Electronics, Home Appliances, Household products to Furniture and fixtures, LED and Lighting products, Fashion Jewellery, Apparel and Textiles to Machine Tools, Industrial goods, Building material and equipment, etc.

The exhibition is organised jointly by The China Council for Promotion of International Trade (CCPIT), CCPIT Guangdong Province Committee, CCPIT Commercial Industry Sub-Council and Worldex FM.

The exhibition is co-organised by Hong Kong Trade Development Council (HKTDC), Macao Trade and Investment Promotion Institute, Department of Commerce of Guangdong Province, Sichuan CCPIT, The People's Government of Huizhou Municipality and Department of Commerce of Shanxi Province and managed in India by Worldex India Exhibition & Promotion Pvt. Ltd.

This, the 14th edition of the expo will have special pavilions from Guangdong province, Sichuan province, Hong Kong, Macau, Fujian province, Shanxi Province, Liaoning Province and Huizhou City. Also, present will be the Hong Kong Trade Development Council.

The China Products (Mumbai, India) Exhibition has been endorsed and supported by leading trade bodies in India including the All India Association of Industries, India-China Chamber of Commerce and Industry, Indian Merchants' Chamber, SME Chamber of India and the Consulate General of the People's Republic of China in Mumbai. Our industry partners are the Federation of Industries & Associations (Gujarat), the Goa Chamber of Commerce, Organisation of Plastic Processors of India and The Tamil Chamber of Commerce.

To access a world of opportunities and take the next step towards global expansion, visit the 14th China Products (Mumbai India) Exhibition. For further details please log on to www.chinamumbaiexpo.com

The 14th China Products (Mumbai India) Exhibition 2016

15th-17th November 2016

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Photo Gallery



The 14th China Products (Mumbai India)

15th-17th November 2016 Exhibition 2016

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Photo Gallery



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15th-17th November 2016

POST SHOW REPORT

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Mainstream Newspapers Advertisement

The Economic Times | 3rd November 2016 | Mumbai

THE ECONOMIC TIMES
www.economictimes.com

Clinton, Trump Warn of Dire Consequences if Rival Wins
Ozil Fires Arsenal into The Last 16 in Champions League

MODULAR GOES MAINS
Ultra-svelte Moto Z may not be the first to offer modular accessories, but they have supply power if needed.

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Range of Products
CPVC | SWR | uPVC | Column
Underground | Drainage Systems | Floor

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DOING BUSINESS WITH CHINA
AT SEMINAR ROOM, EXHIBITION VENUE

• Fujian - India Trade & Investment Promotion Conference
• Shanghai Key Industry Business Matching Meeting
• Shanxi - India Investment & Promotion Conference

16th November 2016 | 9.00 pm | 18th November 2016 | 11.00 am

LIMITED SEATS | NO REGISTRATION FEE | FIRST COME FIRST SERVED
For Exhibitors profile, one-to-one business matching & registration log on to:
www.chinamumbaiaexpo.com

Important Notes:
• Entry strictly for trade buyers on production of valid business cards
• Only for Trade
• Rights of admission reserved
• No registration fee
• No cash back

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INDIA CHINA CHAMBER OF COMMERCE & INDUSTRY
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CHINA TRADE AND INVESTMENT PROMOTION CENTRE
DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE
DEPARTMENT OF COMMERCE OF SHANGHAI MUNICIPALITY
DEPARTMENT OF COMMERCE OF SHANXI PROVINCE

The 14th China Products (Mumbai India) Exhibition 2016

15th-17th November 2016

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Mainstream Newspapers Advertisement

The Times Of India | 3rd November 2016 | Mumbai

THE TIMES OF INDIA
PRICE: ₹7.00 ALONG WITH MUMBAI MIRROR OR THE ECONOMIC TIMES OR MAHARASHTRA TIMES*

Champions League: Bayern Munich slams a brace as Pep's Man City mauls his old side Barca 3-1; Cristiano Ronaldo guides Arsenal into pre-quarters, P23

Static trials of maiden AC train today?
Static trials of AC Electrical Multiple Unit rake is expected to begin on Thursday as an RDSO team has reached Mumbai. The AC rake, which arrived in April, was kept at the Kurla car shed as there were technical problems in the software. "The issues have been resolved and the rake did ply in the car shed," said a Central Railway (CR) official. After static trials, CR will hold dynamic trials on main and harbour lines and then hand it over to Western Railway for trials. "A passenger run may be held before this fiscal-end," said the official. 1144

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PARTICIPATE IN SEMINARS ON DOING BUSINESS WITH CHINA AT SEMINAR ROOM, EXHIBITION VENUE

- Fujian - India Trade & Investment Promotion Conference
- Zhangzhou Key Industry Business Matching Meeting
- Shandong - India Investment & Promotion Conference

15th November, 2016 | 3.00 pm
16th November, 2016 | 11.00 am

LIMITED SEATS | NO REGISTRATION FEES | FIRST COME FIRST SERVED
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- No retail sale

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WORLDVIEW
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DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE

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AIN All India Association of Industries
ICCI India-China Chamber of Commerce & Industry
Indian Business Chamber
Small & Medium Business Development Chamber of India
Executive Council of the People's Republic of China in Mumbai
Federation of Industries & Associations (F&A)
Sole Chamber of Commerce Organisation of Private Promoters of India
The South Chamber of Commerce

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Mainstream Newspapers Advertisement

Gujarat Samachar | 8th November 2016 | Mumbai/Ahmedabad/vadodara/Surat/Rajkot/Bhuj

ગુજરાત સમાચાર સહિયર

અમુલે દહીંના કિલોદીઠ ભાવમાં ૫ વધાર્યા, પણ દૂધના ભાવ નહિ વધે

(પ્રતિનિધિ તરફથી) અમદાવાદ, તા. ૭ ગુજરાત મિલ્કમાર્કેટિંગ ફેડરેશને તેના દહીંના કિલોદીઠ ભાવમાં રૂ. ૫નો એક એક ભાવ વધારો કરી દીધો તે પછી દૂધના ભાવમાં વધારો આવી રહ્યો હોવાની વાત વહેતી થઈ હતી, પરંતુ તેના મૅનેજિંગ ડિરેક્ટર આર. એસ. સોઢીનું કહેવું છે કે અત્યારે દૂધના ભાવમાં વધારો કરવાની કોઈ જ ઝુંજાયશ નહિ. આગામી બે મહિના સુધી તો દૂધના ભાવમાં કોઈ વધારો થવાની ઝુંજાયશ નથી. દહીંના કિલોદીઠ ભાવમાં કરવામાં આવેલા વધારા અંગે વાતચીત કરતાં તેમણે જણાવ્યું હતું કે મે મહિનામાં જ્યારે દૂધના ભાવમાં વધારો કરવામાં આવ્યો ત્યારે દહીંના ભાવમાં કોઈ જ વધારો કરવામાં આવ્યો નહોતો. પરિણામે આ લાભાસમયથી પેન્ટિંગ ભાવ વધારો અત્યારે કરવામાં આવ્યો છે.

આર. એસ. સોઢીનું કહેવું છે કે મે ૨૦૧૫માં અમે દૂધના ભાવ વધાર્યો તે વખતે દહીંના કિલોદીઠ ભાવ રૂ. ૬૩૦ હતા તે ઘટાડીને ૫૦૦ કરી દીધા હતા. હવે તે જ ભાવ વધારીને કિલોદીઠ રૂ. ૫૫૫ કરવામાં આવ્યા છે. આમેય શિયાળાની ઋતુમાં દૂધનો પુરવઠો ખાસો ઊંચો રહેતો હોવાથી આ ગાળામાં દૂધના ભાવમાં ખાસ કોઈ વધારો કરવામાં આવતો નથી.

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PARTICIPATE IN SEMINARS ON DOING BUSINESS WITH CHINA AT SEMINAR ROOM, EXHIBITION VENUE

Fujian - India Trade & Investment Promotion Conference & Zhongzhou Key Industry Business Matching Meeting

15th November, 2016 | 3.00 pm

LIMITED SEATS | NO REGISTRATION FEE | FIRST COME FIRST SERVED

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The Times Of India | 8th November 2016 | Mumbai

THE TIMES OF INDIA

PRICE ₹7.00 ALONG WITH MUMBAI MIRROR OR THE ECONOMIC TIMES OR MAHARASHTRA TIMES*

EVENTS & EXHIBITIONS

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DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE
DEPARTMENT OF COMMERCE OF SHANGHAI PROVINCE

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Consulate General of the People's Republic of China in Mumbai

Co-organizers:

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BCCI
ASSOCIATION OF CHAMBERS OF COMMERCE (ACC)

Co-organizers:

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THE TIMES OF INDIA

The 14th China Products (Mumbai India) Exhibition 2016

15th-17th November 2016

Mega China Expo comes to Mumbai

The 14th China Products (Mumbai India) Exhibition is expected to increase bilateral trade by bringing more than 400 exhibitors to India.

VISIT THE MEGA CHINA TRADE SHOW

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15th-17th November 2016

OPENS TOMORROW

OPPORTUNITY TO NETWORK WITH OVER 400 CHINESE EXHIBITORS

Venue: Hall No. V, Bombay Convention & Exhibition Centre, Goregaon (East), Mumbai, India

Time: 10.00 a.m. to 6.00 p.m. (Last day open till 4.00 p.m.)

PARTICIPATE IN SEMINARS ON DOING BUSINESS WITH CHINA

AT SEMINAR ROOM, EXHIBITION VENUE ON 15TH NOVEMBER, 2016 | 3.00 PM

Fujian - India Trade & Investment Promotion Conference | **Zhangzhou Key Industry Business Matching Meeting**

LIMITED SEATS | NO REGISTRATION FEE | FIRST COME FIRST SERVED

For Exhibitors profile, one-to-one business matching & registration log on to: **www.chinamumbaiaexpo.com**

Important Notes:

- Entry strictly for trade buyers on production of valid business cards
- Only for Trade
- Rights of admission reserved
- No registration fee
- No retail sale

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Sponsored by: CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE (CCPIT), GUANGDONG PROVINCE COMMITTEE / COMMERCIAL INDUSTRY SUB-COUNCIL, HONG KONG TRADE DEVELOPMENT COUNCIL, MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE, DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE, SHENZHEN CCPIT, THE PEOPLE'S GOVERNMENT OF HONGKONG MUNICIPALITY, DEPARTMENT OF COMMERCE OF SHANGHAI PROVINCE.

Co-organised by: All India Association of Industries, India-China Chamber of Commerce & Industry, Indian Merchant Chamber, South & Western Regional Development Chamber of India, Consulate General of the People's Republic of China in Mumbai, Federation of Industries & Associations (Federation), Organisation of Peoples Promotions of India, Goa Chamber of Commerce, The Tamil Chamber of Commerce.

Organised by: WORLDEX, PRAJWAL, PRAJWAL MILAN, CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE (CCPIT), GUANGDONG PROVINCE COMMITTEE / COMMERCIAL INDUSTRY SUB-COUNCIL, HONG KONG TRADE DEVELOPMENT COUNCIL, MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE, DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE, SHENZHEN CCPIT, THE PEOPLE'S GOVERNMENT OF HONGKONG MUNICIPALITY, DEPARTMENT OF COMMERCE OF SHANGHAI PROVINCE.

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The Economic Times | 15th November 2016 | Mumbai

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Gujarat Samachar - Businessplus | 16th November 2016 | Mumbai

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DNA | 16th November 2016 | Mumbai

16th November 2016

DAILY NEWS & ANALYSIS **DNA**

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The Hindu | 16th November 2016 | Mumbai/Pune

BusinessLine

WEDNESDAY - NOVEMBER 16, 2016
MUMBAI/PUNE, 16 November 16
Pages 28 + insert 22 (Number 17)

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