



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

An International Exhibition and Conference on
**Fine, Specialty Chemicals, Agro Chemicals, Colorants
and Chemical Technology**



POST SHOW REPORT



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

INDIA CHEM Gujarat -2009

A Brief Report-

To promote the Indian Chemical Industry, the Govt. of India, Department of Chemicals & Petrochemicals, along with FICCI every second year organized India Chem series of event. Over the years, India Chem emerged as a truly global show on Chemicals in our country . The last event was held in October 2008 at Mumbai and the next one will be held from 28-30 October, 2010 again at Mumbai. This mega event is widely supported by various relevant Industry Association. These events provide a platform to the Indian chemical industry to showcase its potential to an international audience as also the participation of major international players exposes the Indian industry to the international developments. The resultant is sustained growth of the Indian chemical sector.

Responding to the suggestions from the chemical industry for also having focused events covering important segments of chemical industry and to give further boost to this growing sector, Department of Chemicals and Petrochemicals , Govt. of India, along with Government of Gujarat, iNDEXTb and Federation of Indian Chamber of Commerce and Industry(FICCI) had organized First International Exhibition and conference **on Fine, Specialty Chemicals, Agro Chemicals, Colorants and Chemical Technology** ie INDIA CHEM – Gujarat 2009 from 12th -14th December ,2009 in Ahmedabad, Gujarat. at Gujarat University Ground and the Inauguration was held at Hotel Pride .



India Chem Gujarat 2009 was an overwhelming success and the participants benefited by the enthusiastic business response. The event was inaugurated by the Hon'ble Chief Minister of Gujarat Shri Narendra Modi in the presence of Shri Bijoy Chatterjee ,



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

Secretary ,Deptt of Chemicals and Petrochemicals , Govt of India December 12th, 2009. around 550 industry representative attended the inauguration ceremony

General Information

Show Name:	India Chem Gujarat 2009
Dates:	12th – 14th December, 2009
Venue:	Gujarat University Ground, Ahmedabad
Organizers:	Department of Chemicals & Petrochemicals, Govt of India. Govt of Gujarat iNDEXTb, Govt of Gujarat . Federation of Indian Chambers of Commerce and Industry (FICCI)
Gross Exhibition Area:	5400 sqm
Total No. Exhibitors:	108
Foreign Participants:	7
National Participants:	101



Deptt of Chemicals & Petrochemicals
Government of India
Government of Gujarat

iNDEXTb

Federation of India Chambers of commerce and industry

Countries Represented: Italy ,USA , UAE ,China ,UK and Singapore

Highlights of the event INDIA CHEM Gujarat -2009

FAIR STATISTICS

Exhibitors : 108
Foreign Participants : 07
Business Visitors: : 25 countries
Gross Area : 5400
No of Business Visitors : 6024

ON THE SPOT BUSINESS GENERATED

Estimated Business Generated at the event Rs.205 crore(43.77 USM Dollar), anticipated orders would be much higher.
(Figures based on survey)





Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

Trade Visitors STATISTICS:-

Total Trade Visitors: 6024

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, business visitors and buying delegation

- Approximately 71 % of the total exhibitor have shown interest to participate in the India Chem 2010 in Mumbai
- Almost 85% of the total exhibitor have shown interest to participate in the India Chem 2011 in Ahmedabad .



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

Other Business Platforms at India Chem Gujarat 2009

Conference Statistics

Theme:- Business Opportunity in the chemical sector in Gujarat

- Conference attended by 175 delegates with 27 speakers including 7 overseas speakers.
- Buyer-seller meets were organised by Chemexcil with over 53 international buyers from various countries
- Gujarat Dyestuff Manufactures Pavilions(GDMA) pavilion.
- Special session by Indian Chemical Council (ICC) along with ETAD on dyestuff Manufactures on Environmental issues.
- Inauguration was attended by over 550 persons.
- 275 guests attended the India Chem ,Business networking dinner on the 12th evening the gathering consisted of senior officials of Government of India, diplomats, CEOs and top officials from the chemical companies from India and abroad.





Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

➤ PR, ADVERTISING and PROMOTION

Media Representatives (Who came to the show):

75

- INDIA CHEM Gujarat 2009 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:-

Chemspec 2009 in Spain.
BCPC Glasgow UK

Delegation Lead by Government for India Chem Gujarat -2009

UK

Domestic Road shows-

In Mumbai, Ahmedabad , Vapi, Vadodra and , Ankleswar

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



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

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)	2
Business Standard (All)	3
Business Line	1
Economic Times (All Editions)	5
Gujarat Samachar	5
Business Line	2
Times of India	3
DNA(Mumbai)	3
Dainik Bhaskar	3
Amar Ujjala	1
Indian Express	2
Asian Age	2
Pioneer	1
Total	33

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

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



Deptt of Chemicals &
Petrochemicals
Government of India



Government of Gujarat



iNDEXTb



Federation of India Chambers of
commerce and industry

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.



Deptt of Chemicals & Petrochemicals
Government of India
Government of Gujarat

iNDEXTb

Federation of India Chambers of commerce and industry

Next Step to success:-



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

After the grand success of INDIA CHEM 2008 and India Chem Gujarat 2009 **Federation of Indian Chambers of Commerce and Industry (FICCI)** in association with **Department of Chemicals & Petrochemicals, Govt. of India** is glad to announce the sixth of **INDIA CHEM** ie **INDIA CHEM -2010** from **28th -30th October, 2010** at Bombay Exhibition Center , Mumbai .

INDIA CHEM 2010 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 2010 is the ultimate worldwide sales platform and a “must exhibit” event for providers of information and communications technology

FOR MORE INFORMATION:

Mr. Manoj Mehta

Sr.Assistant Director

Trade Fair Secretariat

Federation of Indian Chambers of Commerce and Industry

Federation House, Tansen Marg

New Delhi - 110 001

Tel: 91-11-32910411 (D); 91-11-23738760 - 70 (11 Lines),

Ext. – 440

Fax: 91-11-23359734, 23721504

E-Mail: manojmehta@ficci.com, www.indiachem.in