

POST SHOW REPORT

The 15th China Products (Mumbai India) Exhibition 2017

16-17-18
November 2017

Venue:
Bombay Exhibition Center



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The 15th China Products (Mumbai India) Exhibition 2017

16-17-18 November 2017

Venue:
Bombay Exhibition Center,
Mumbai, India

WORLDDEX
Exhibition & Promotion Pvt. Ltd. 



EXHIBITION REPORT

Venue

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

Date

16 - 18 November, 2017

Organised by

China Council for the Promotion of International Trade
Guangdong Province Committee,
Commercial Sub-Council,
Department of Commerce of Guangdong Province,
Hong Kong Trade Development Council
Macao Trade and Investment Promotion Institute
Worldex-SingEx Exhibitions (Guangzhou) Co., Ltd.

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

Industry Partners

Bombay Small Scale Industries Association

Managed by

Worldex India Exhibition and Promotion Pvt. Ltd.
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Telephone: +91 22 4037 6700 - 30, 2494 4672 / 73
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Email: info@worldexindia.com Website: www.worldexindia.com



ABOUT THE SHOW

The 15th China Products (Mumbai, India) Exhibition saw exhibitors from the Guangdong province, Sichuan province, Fujian province, Shanxi Province, Liaoning Province, and Huizhou City of China along with those from Hong Kong SAR and Macau SAR.

The recent geographical and political uncertainty between India and China led to a brief dip in bilateral trade and business relations. However, economic, business and commercial interests were considered of more importance than geopolitical concerns, which led to a defusing of the situation from both countries and resumption of trade.

In 2016-17, China's goods exports to India were valued at a huge US\$ 61.3 billion and Chinese goods are universally present across homes, marketplaces and factories in India. In fact, most of India's imports of high-value added goods like mobile phones, electronic equipment, solar modules and machinery parts are from China.

At the same time, with growing number of people willing to spend on durables, consumables, etc., trading is bound to increase. Taking all these factors into consideration – it is clear that trade between India and China will keep growing at a steady pace.

All the above were reflected in the show this year. Despite being a much smaller show, the number of buyers and visitors were very good. The drive to do business was also visible through the fact that there was an increase in the number of serious, professional visitors looking to do business with quality Chinese manufacturers.

VISITOR ANALYSIS

The 15th China Products (Mumbai India) Exhibition was held at the Bombay Convention & Exhibition Centre, W.E. Highway, Goregaon (East), Mumbai from 16 - 18 November, 2017.

The Exhibition in 2017, while being smaller compared to the previous year, saw a larger number of serious and professional buyers with targeted business interests. This was a positive sign for increased trade between India and China.

The number of serious buyers comprising business owners, and upper management was larger this year which was in contrast to the size of the show.

The exhibition dates of 16th, 17th and 18th November, 2017 attracted a total number of 6480 business visitors, which clearly indicates the importance of this show for Indian businesspeople as well as continued interest in doing business with China.

The visitor promotion strategy which targeted specific sectors saw positive results in terms of the 6480 business visitors who attended the exhibition.

The Exhibition hosted three seminars which were well attended. The seminar on doing business with China included the "Exploring Trade and Commerce with Guangdong" and the "China (Guangdong) - India Business Opportunities" seminars which took place on 16 and 17 November. Keeping in mind contemporary business opportunities taking place via the digital world, we also organized a specific seminar "Enhancing Trade & Business via Cross Border E-commerce Marketplace", which provided entrepreneurs guidelines in digital trade.

More than 3855 buyers or more than half of attending buyers registered to attend these seminars and gain firsthand knowledge about doing business with different sectors in the China.

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ADVERTISING & PUBLIC RELATIONS CAMPAIGNS

The 2017 exhibition was promoted in the top media houses comprising newspapers to ensure large coverage to attract target audience across sectors and states.

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.

We reached out to trade bodies including associations representing various industry segments and chambers of commerce personally in order to apprise and promote the exhibition and activities to them.

In return, the trade bodies and associations extended their support and co-operation by circulating the exhibition brochures as inserts in their trade publications and also through mass mailing to their members and subscribers.

List of trade magazines & publications in which advertisements were released:

MAGAZINE NAME	CATEGORY
Lighting India	Lighting & Electrical
Electrical & Power Info	Electrical & Power
FHRAI (Federation of Hotel & Restaurant Associations of India)	Hotel Supplies
Interiors & Décor	Interior
Food & Beverages Processing Magazine - Processing, Packaging & Technology	Food & Beverage Processing
Hotel Business Review	Hospitality
Electronics Maker	Electronics

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WEB BANNER

← → ↻ ⓘ electronicsmaker.com

productronica
November 14 – 17, 2017
Messe München

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www.chinamumbaiexpo.com

↻ ⓘ www.foodnbeveragesprocessing.com

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AIN
All India Association of Industries

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Building bridges of prosperity through industries. - Mission
The Association aims to promote entrepreneurship and facilitate industrial growth as trade and industry form an integral part of economic development of the country. Small and Medium Enterprises (SMEs) are the engines of growth in every region. Providing and assisting them to network within the country and overseas for strategic partnerships either technical or commercial, facilitating meeting with bankers, policy-makers, technocrats, international trade agencies, diplomats is the prime mission of the association.

Upcoming Events organised by AIAI in association with the World Trade Center Mumbai

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INDIA TRADE EXPO
25-26 October 2017, ANEC - Abu Dhabi

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4TH EDITION OF INDIAN MANUFACTURING SHOW 2017
30 October - 1 November, 2017, BEC, Bangalore

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SWACHI PINE ABHYAN
1-3 November, 2017, GANESH KALA MELA, SWASGATE, PUNE

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IMS 2017
INDIA INDUSTRIAL MARKET SHOW
30 Nov to 1 Dec 2017
Government of India

PUNE MUNICIPAL CORPORATION
PUNE
(Durbars and Conferences)
SWACHI PINE ABHYAN
1st, 2nd & 3rd Nov 2017

The 15th China Products (Mumbai India) Exhibition 2017
16th-18th Nov 2017
Bombay Convention & Exhibition Centre, Mumbai

Associates

The 15th China Product: x ForthComing Events | 5 | x

← → ↻ ⓘ www.smechamberofindia.com/event.php

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SUPPORTED EVENTS

16 - 18th November 2017 | 10 AM - 6:00 PM
Bombay Exhibition Center, Mumbai

The 15th China Products (Mumbai India) Exhibition
The 15th China Products (Mumbai, India) Exhibition is one of the renowned and successful multi-sector B2B trade show

[Read More](#)

www.smechamberofindia.com/member.php



NEWSPAPER COVERAGE

Exhibition advertisements were placed in India's most highly circulated general and business newspapers – both national and local editions – in English and various regional languages. Advertisements were placed repeatedly for better brand recall and for maximum visibility in relevant business and commercial cities across India.

Date	Newspaper	Editions
31-Oct-2017	HINDU BUSINESS LINE	Noida, Delhi
31-Oct-2017	HINDU BUSINESS LINE	Chennai
31-Oct-2017	HINDU BUSINESS LINE	Bengaluru
31-Oct-2017	HINDU BUSINESS LINE	Mangaluru
31-Oct-2017	HINDU BUSINESS LINE	Hubali
31-Oct-2017	HINDU BUSINESS LINE	Coimbatore
31-Oct-2017	HINDU BUSINESS LINE	Madurai
31-Oct-2017	HINDU BUSINESS LINE	Tiruchirapalli
31-Oct-2017	HINDU BUSINESS LINE	Tirupati
31-Oct-2017	HINDU BUSINESS LINE	Hyderabad
31-Oct-2017	HINDU BUSINESS LINE	Vishakhapatnam
31-Oct-2017	HINDU BUSINESS LINE	Vijayawada
31-Oct-2017	HINDU BUSINESS LINE	Thiruvananthapuram
31-Oct-2017	HINDU BUSINESS LINE	Kochi
31-Oct-2017	HINDU BUSINESS LINE	Kozhikode
31-Oct-2017	HINDU BUSINESS LINE	Kolkata
31-Oct-2017	HINDU BUSINESS LINE	Ahmedabad
16-Nov-2017	HINDU BUSINESS LINE	Mumbai
2-Nov-2017	TIMES OF INDIA	Delhi
2-Nov-2017	TIMES OF INDIA	Mumbai
2-Nov-2017	TIMES OF INDIA	Bangalore
2-Nov-2017	TIMES OF INDIA	Chennai
3-Nov-2017	TIMES OF INDIA	Hyderabad
14-Nov-2017	TIMES OF INDIA	Mumbai

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2-Nov-2017	ECONOMIC TIMES	Mumbai
2-Nov-2017	ECONOMIC TIMES	Bangalore
2-Nov-2017	ECONOMIC TIMES	Chennai
2-Nov-2017	ECONOMIC TIMES	Hyderabad
3-Nov-2017	ECONOMIC TIMES	Delhi
16-Nov-2017	ECONOMIC TIMES	Mumbai
31-Oct-2017	GUJARAT SAMACHAR	Ahmedabad
31-Oct-2017	GUJARAT SAMACHAR	Baroda
31-Oct-2017	GUJARAT SAMACHAR	Surat
31-Oct-2017	GUJARAT SAMACHAR	Rajkot
31-Oct-2017	GUJARAT SAMACHAR	Bhavnagar
31-Oct-2017	GUJARAT SAMACHAR	Bhuj
7-Nov-2017	GUJARAT SAMACHAR	Ahmedabad
7-Nov-2017	GUJARAT SAMACHAR	Baroda
7-Nov-2017	GUJARAT SAMACHAR	Surat
7-Nov-2017	GUJARAT SAMACHAR	Rajkot
7-Nov-2017	GUJARAT SAMACHAR	Bhavnagar
7-Nov-2017	GUJARAT SAMACHAR	Bhuj
15-Nov-2017	BUSINESS STANDARD	Mumbai

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VISIT CHINA TRADE SHOW

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Venue:
Bombay Exhibition Center, Goregaon (E), Mumbai, India
Time:
10.00 a.m. to 6.00 p.m.
(Last day open till 4.00 p.m.)

ATTEND SEMINAR ON
Enhancing Trade & Business via Cross Border E-commerce Marketplace

Date: 16 November 2017 Time: 3.00 p.m. Venue: Seminar Room Exhibition Venue

LIMITED SEATS | NO REGISTRATION FEES | FIRST COME FIRST SERVED

- Important Notes**
- Entry strictly for trade buyers on production of valid business card.
 - Only for Trade.
 - Rights of admission reserved.
 - No registration fee. No retail sale.

- Major Participating Provinces & Regions**
- Guangdong Province
 - Fujian Province
 - Zhejiang Province
 - Macao
 - Hong Kong

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VISIT CHINA TRADE SHOW OPENS TOMORROW

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ATTEND SEMINARS ON
"Exploring Trade and Commerce with Guangdong" 16th Nov. | 12:00 noon
"Enhancing Trade & Business via Cross Border E-commerce Marketplace" 16th Nov. | 3:00 pm
"China (Guangdong) - India Business Opportunities" 17th Nov. | 3:00 pm

Venue: Seminar Room, Exhibition Venue

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For Exhibitor's Profile and Visitor's Registration, log on to: www.chinamumbaiexpo.com

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VISIT CHINA TRADE SHOW OPENS TODAY

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PRE-COVERAGE ON MAGAZINE

PRE-EVENT INFO

The 15th China Products (Mumbai India) Exhibition 2017 is on its way

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.

India has a sizeable trade deficit with China and to balance this, Commerce Ministries of both the countries have signed a Five-year Development Programme for Economic and Trade Cooperation 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 cumulatively rising to \$ 1.67 billion till June 2017. Chinese companies have invested mostly in telecom, power, engineering and infrastructure. Several Chinese firms are also in the process of setting up industrial parks. More investments are in the pipeline thanks to low investment restrictions and favourable tax and land rent policies in India.

The 15th China Products (Mumbai India) Exhibition will further assist the escalating bilateral trade by bringing together quality exhibitors to network and interact with Indian entrepreneurs at the Bombay Convention and Exhibition Centre (BCEC), Goregaon East, Mumbai from November 16-18, 2017.

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 Hotel Equipment and Supplies, 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 Sub-Council and WorldEx-SingEx Exhibitions (Guangzhou) Co., Ltd.

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 Province Committee CCPIT and managed in India by WorldEx India Exhibition & Promotion Pvt. Ltd.

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.

To access a world of opportunities and take the next step towards global expansion, visit the 15th China Products (Mumbai India) Exhibition. For further details please log on to www.chinamumbaiaexpo.com

Glimpses from 14th China Products (Mumbai India) Exhibition 2016

ED NEWS AT A GLANCE

The 15th China Products (Mumbai India) Exhibition 2017

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Industry Contact
 Mitra Dave - +91 98333 85962
 WorldEx India, Tel.: +91 22 4037 6700 -16
 Email: communications@worlddexindia.com

DIRECT MAIL & E-MAIL CAMPAIGN

Our direct and electronic mail campaign was highly targeted, keeping in mind the size of the exhibition and products to be exhibited. To that end, multiple media was utilized in the best way possible for maximum results. Mailers were sent to independent businesses (traders and manufacturers) as well as all relevant trade body, association and their members. In total, more than 30,000 direct mailers were sent across the country. Mass mailing was a huge 1,500,000 mails sent to all relevant industry sectors across India. These well targeted mailers produced a good response which was visible at the show through the numbers of quality buyers attending the show in order to increase business with their Chinese counterparts.

We also used social media across highly accessed platforms like Facebook, LinkedIn and Twitter to reach out digitally to inform visitors about the uniqueness of our show and taking time out to visit our show.

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Photo Gallery

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- CCPIT GUANGDONG COMMITTEE
中国国际贸易促进委员会广东省委员会
- CCPIT COMMERCIAL SUB-COUNCIL
中国国际贸易促进委员会商业行业分会
- WorldEx-SingEx
Worldex-Singex Exhibitions (Guangzhou) Co., Ltd
世展和新展联合展览(广州)有限公司

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- MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE
澳门贸易投资促进局
- DEPARTMENT OF COMMERCE OF GUANGDONG PROVINCE
广东省商务厅

WELCOME 欢迎

第十五届中国商品(印度孟买)展览会
中国粤港澳商品印度孟买展览会

Supported by

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- AIN All India Association of Industries
全印产业协会
- India-China Chamber of Commerce & Industry
印中工商会
- IMC
印度商人商会
- IME CHAMBER OF INDIA
印度中小企业发展商会
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- Guangzhou Haisi Exhibition Co. Ltd.
广州海丝会展有限公司

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