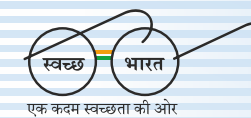




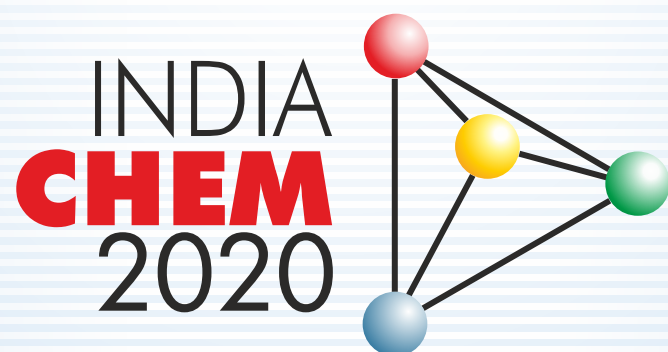
Department of Chemicals & Petrochemicals  
Government of India



Department of Chemicals & Petrochemicals  
Government of India



LOOKING  
FORWARD  
TO SEE  
YOU AT



8<sup>th</sup> - 10<sup>th</sup> October 2020  
Bombay Exhibition Centre, Mumbai, India

For more information, contact:  
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[www.indiachem.in](http://www.indiachem.in)

Theme: Chemicals &  
Petrochemicals - Advantage India

10<sup>th</sup>  
BIENNIAL  
INTERNATIONAL  
EXHIBITION &  
CONFERENCE



4<sup>th</sup> - 6<sup>th</sup> October 2018  
Bombay Exhibition Centre  
Mumbai, India

POST SHOW  
REPORT

[www.indiachem.in](http://www.indiachem.in)



## EVENT AT GLANCE

To promote the Indian Chemical Industry, Department of Chemicals & Petrochemicals, Government of India and Federation of Indian Chambers of Commerce & Industry (FICCI) have jointly been organizing the “India Chem” series of events.

The 10<sup>th</sup> edition of India Chem i.e. India Chem 2018 along with the concurrent events India Promach 2018 and International Exhibition and Roundtable on Agrochem Conclave was organized from October 4 - 6, 2018 at Bombay Exhibition Centre, Mumbai with a theme “Chemicals and Petrochemicals - Advantage India”.

# EVENT AT GLANCE



## INAUGURAL CEREMONY

The event was inaugurated by the Hon'ble Minister of Road Transport and Highways of India, Shri Nitin Gadkari on October 4, 2018 in Mumbai in the presence of Shri P Raghavendra Rao, Secretary, Department of Chemicals & Petrochemicals, Ministry of Chemicals and Fertilizers, Govt. of India; Shri Yousef Al-Benyan, Vice Chairman and Chief Executive Officer, SABIC; Shri Nikhil R. Meswani, Executive Director, Reliance Industries Limited; Mr. Deepak C Mehta, Chairman - FICCI Chemical Industry Committee and CMD, Deepak Nitrite Ltd.; Mr. Prabh Das, Chairman - FICCI Petrochemicals Industry Committee and MD & CEO, HMEL and Mr. Dilip Chenoy, Secretary General, FICCI.

# INAUGURAL CEREMONY





## EXHIBITION

285 exhibitors participated at the event

- International Participation - 147, National Participation - 138
- Partner States - Gujarat, Andhra Pradesh, Odisha and West Bengal
- International Participation from 24 countries namely Argentina, Bangladesh, Belgium, Brazil, Chile, China, Germany, Iran, Israel, Kuwait, Malaysia, Portugal, Qatar, Saudi Arabia, Singapore, South Korea, Taiwan (ROC), Trinidad & Tobago, Turkey, United Kingdom, USA, Vietnam and Japan
- State Pavilions - Maharashtra
- Concurrent Pavilions: Agro Chemicals and India Promach 2018
- 16,364 Business visitors from various countries
- Gross Area - 16,000 sq. meters



EXHIBITION

## CONFERENCE HIGHLIGHTS

Theme: Chemicals and Petrochemicals - Advantage India

- **Concurrent events as part of India Chem - 2018:**
  - Global CEOs Round Table;
  - INDIA - JAPAN Chemicals & Petrochemicals forum;
  - INDIA - GERMANY Chemicals & Petrochemicals forum;
  - FICCI Chemicals & Petrochemicals Awards Distribution Function;
  - Buyer Seller Meet by Chemexcil;
  - Conclave on Indian Petrochemical Industry;
  - Conclave on Process, Plant Machinery, Pumps & Valves;
  - Conclave on Agrochemical Industry.
- **Key Discussion Points:**
  - Investment potential in Indian Chemicals & Petrochemicals Industry to support "Make in India" initiative;
  - Scope of business expansion and collaboration in the sector;
  - Recent progress in Research and Development;
- Technology transfer for the development of Indian Industry;
- Improvement in bilateral trade between the countries;
- Skill development in the sector through knowledge sharing;
- Sectoral issues and the Way forward.
- **More than 60 esteemed speakers from manufacturing, end users and intermediates segments made presentations and deliberated on the various sector specific issues and developments.**
- **Above 200 delegates attended the Conferences.**
- **A Knowledge report released on Indian Chemicals & Petrochemicals Industry.**
- **FICCI Chemicals and Petrochemicals Awards 2018 were distributed with 27 award categories.**

## CONFERENCE HIGHLIGHTS





## ON THE SPOT BUSINESS GENERATED

### Estimated Business generated at the event:

**Total trade:** INR 525 crores (USD 71.92 million) approximately

\*Anticipated orders would be much higher. (Figures based on survey)

### Trade Visitors Statistics:

Total trade visitors - 16,364

Trade visitors from 25 countries: Singapore, China, Turkey, Spain, Japan, Vietnam, Malaysia, Hong Kong, Iran, Poland, Israel, South Korea, Germany, etc.

### Visitor Feedback

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

85% of the visitors surveyed were successful in meeting suppliers

60% of the visitors surveyed were successful in placing orders

70% of the visitors surveyed found the new products were good

### Exhibitor feedback

Approximately 75% of the total exhibitors have shown interest to participate in India Chem 2020 in Mumbai

Approximately 79% of the total exhibitors have shown interest to participate in India Chem Gujarat 2019 in Gujarat

## OTHER BUSINESS PLATFORMS AT INDIA CHEM 2018

### B2B Meetings / Buyer - Seller Meet

702 buyers participated at the buyer-seller meet. Buyers participated from the industrial hubs of Gujarat and Maharashtra.

50 International buyers participated at the Reverse buyer-seller meet. Buyers participated from the Industrial hubs of Kenya, Ethiopia, Tanzania, Sri Lanka, Bangladesh, Nepal, Bahrein, UAE, Saudi Arabia, Qatar, Vietnam, Thailand, Malaysia, Brazil, Russia etc.

## OTHER BUSINESS PLATFORMS AT INDIA CHEM 2018





## MAKE IN INDIA - INVESTOR LOUNGE

The event also showcased the opportunities in the chemicals & petrochemicals sector through "Make in India" Lounge/Pavilion and the sector specific strength in the manufacturing sector in India.



## BUSINESS NETWORKING DINNER

Business Networking Dinner was attended by over 500 industry representatives, top executives of the exhibiting companies, diplomats, senior government officials from the Ministry of Chemicals and Fertilizers, Govt. of India and Government officials from Maharashtra, Gujarat, Andhra Pradesh, Odisha and West Bengal.



## INDIA CHEM 2018 - A SNAPSHOT





## PR, ADVERTISING & PROMOTION

### Media Representatives (Who came to the show):

INDIA CHEM 2018 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: India | CHEMSPEC: Germany | ACHEMA: Germany

**Delegation Lead by Government for India Chem 2018:** Brazil & Argentina, Japan & Singapore

**Websites:** [www.ficci.in](http://www.ficci.in); [www.indiachem.in](http://www.indiachem.in); [www.pvpe-expo.com](http://www.pvpe-expo.com); [www.indiapromach.com](http://www.indiapromach.com); [www.chemicals.nic.in](http://www.chemicals.nic.in); [www.icmaindia.in](http://www.icmaindia.in); [www.biztradeshows.com](http://www.biztradeshows.com); [www.trade4india.com](http://www.trade4india.com); [www.tradeindia.com](http://www.tradeindia.com); [www.polymerupdate.com](http://www.polymerupdate.com); [www.tendertiger.com](http://www.tendertiger.com)

### Digital Mailing:

Distribution of over 350,000 complimentary visitor invitations, Exhibitor visitors ticket, requests, Email campaigns to Chemical trade professionals across the world.

### Special Invitations:

Special Invitations were mailed to VIPs and CEOs of Chemicals, Pharmaceuticals, Petrochemical and Process Plant & Machinery companies, Government officials and decision makers.

**Hoardings:** Hoardings had been put on various attractive locations.

**Newspaper:** Advertisement were published in various newspapers.

## THE PROMOTION CAMPAIGN CARRIED IN THE FOLLOWING MEDIA

Economic Times, DNA, Gujarat Samachar, The Hindu, The Times of India, Sandesh, Hindustan Times, Navbharat Times, Pratahkal, Dainik Jagran, Gujarat Vaibhav, Nav Bharat etc.

Publications: Chemical Weekly, Chemical Today, Global Enquiry, Magazine, Process Worldwide, Industrial Pharma Tech, 99 Pharma & chemical, OEM Update, Engineering Review, Flow-Line Industrial Pumps & Valves, Chemical Engineering World, Chemical Industry Digest.