



Shellac & Forest Products Export Promotion Council (SHEFEXIL)

1. Name of the Event : **18th China International Dye Industry, Pigments & Textile Chemicals Exhibition, Shanghai, China.**
2. Purpose of the event (with anticipated outcome) :
 - (i) To showcase Indian products suitable for the Chinese market of dyestuffs, pigments, catalysts and intermediaries for the Textile industry
 - (ii) To initiate relationships with potential buyers from China and other neighboring countries
 - (iii) To cement relationships with current buyers from China and other neighboring countries
 - (iv) To receive leads and business
 - (v) To study the market dynamics of Chinese and neighboring countries
 - (vi) To study the product development requirements of Dyestuff and Textile chemicals market to dovetail into the Manufacturing and Product development strategy of the industry
3. Country : China (P.R.C.)
4. Date of Event : April 11 to 13, 2018.
5. EC Approval (in brief) :
6. (a) Assistance Approved : Rs. 15,00,000/-
(b) Release of 1st installment (in Rs.) : Rs. 7,50,000/-
(c) 2nd instalment, if any (in Rs.) : Rs. NIL
(d) Remaining amount pending for release (in Rs.) :
7. Brief description of the event :

The 18th China International Dye Industry, Pigments and Textile Chemicals Exhibition (China Interdye) and China International Digital Textile Printing, Printing and Dyeing Automatics Exhibition (China Textile Printing), concluded successfully at the Shanghai World Expo Exhibition & Convention Center on April 13, 2018. The two exhibitions, one with a focus on technological innovation and the other on green development, were hosted by China Dyestuff Industry Association, China Dyeing and Printing Association and China Council for the Promotion of International Trade, Shanghai Sub-Council and co-organized by Shanghai International Exhibition Service. Coinciding with the 100th anniversary of China's dyestuff industry, the 40,000-square meter exhibition area attracted the participation of 630 exhibitors from 17 countries and regions and was attended by 69,663 professional visitors from 39 countries and regions around the world.

A robust roster of leading domestic and international firms participated in the exhibitions, with International giants Tanatex, Huntsman, Yorkshire, and domestic leaders Zhejiang Longsheng Group, Zhejiang Runtu, Hangzhou Jihua Group, among others, expressing high praise. Delegations of exhibitors from India and Korea also increased participation. In addition, opinion leaders from many industry associations, including China Petroleum and Chemical Industry Association, China National Textile and



Apparel Council, Council for the Promotion Of International Trade Shanghai, China Dyeing and Printing Association, China Cotton Textile Association, China Knitting Industrial Association, and China Dyestuff Industry Association's Organic Pigment Professional Committee, Additives Professional Committee and Master batch Professional Committee visited the event.

Chinese government emphasized the development of the environmental protection sector as part of its five year economic plan for the period 2006 to 2010 and since the start of that period, the environmental protection industry has been growing at a rapid rate. By the end of 2016, the National Development and Reform Commission and the Ministry of Environmental Protection confirmed that the country's environmental protection industry had maintained an annual rate of over 15% in terms of output value over the previous decade. Environmentally responsible consumption is becoming a new driver of sustainable development, for the textile printing and dyeing industry and industry wide efforts are on to transform the industry.

Interdye provided a stage for globalization of the industry, and to accelerate the transformation of China's dyestuff industry and implement the Chinese government's Going Global Strategy.

8. Details of the Indian Participants

- (i) No of participants : 12 firms all member exporters of SHEFEXIL i.e.
1. SHRI SATISH JOSHI , PROP., M/s. MARKETTIC (IEC No 0896000214)
 2. SHRI NAMAN PATEL, DIRECTOR, M/s. ADGUMS PVT LTD (IEC No 0800001800)
 3. SHRI ASHOK BURAD, PARTNER, M/s. SHREE SHANTI ENTERPRISES (IEC No. 1300013044)
 4. SHRI SANJAY SINGH BHADAURIA, GENERAL MANAGER, M/s.ENCORE NATURAL POLYMERS PVT LTD. (IEC No 0398058920)
 5. MS. NANDINI MERCHANT, DIRECTOR, M/s. HALCYON LABS PRIVATE LTD. (IEC No 393019934)
 6. SHRI MANOHAR SOMANI, PROP. , M/s. CHHAYA INDUSTRIES (IEC No 3111018539)
 7. Shri PIYUSH BARGALI, DY. GENERAL MANAGER, M/s. INDIA GLYCOLS LTD (IEC No.588001902)
 8. SHRI GIRISH JOSHI, MARKETING EXECUTIVE, M/s. KEPRA INDUSTRIES (IEC No. 388190043)
 9. SHRI JAI SONI, SALES HEAD, M/s. DABUR INDIA LIMITED(IEC No. 588002917)
 10. SHRI SRINIVAS RAO, SALES HEAD, M/s. V. V. ECO GUM MANUFACTURING PVT. LTD. (IEC No. 0302065679)
 11. Mr. DINESH K KASHYAP, M/s. HINDUSTAN GUM & CHEMICALS LTD. (IEC No. 0588080942)



(ii) Brief profile of each participant : All were Exporters of Guar Gum Powder, Guar Derivatives, Tamarind Kernel Powder, Textile Printing Auxiliary, Textile Printing Thickeners and Enzymes

(iii) Participants' feedback in brief : There is substantial market potential, as visitors from other and neighboring countries also attend the fair. Several new contacts were made and new enquiries generated. There could be need for some product development in some cases to garner the market better.

9. Details of Buyers/visitors:

(i) No of visitors / foreign buyers : 50

(ii) Brief profile of visitors / buyers : Distributors, Consumers, Importers of Textile chemicals, Process chemicals, Enzymes, Textile printing thickeners

(iii) Visitors' feedback in brief : Evinced interest in the Indian products

10. Business generated :

a. No of enquiries : $10+3+5+10+20+20+20 = 88$

b. No of MOU's negotiated / signed : 3

c. Orders booked / Leads generated ~ 12

d. Total business generated : Firm Orders \$ 259,600

11. Brief note on export potential of the country / product (as per industry feedback) :

Overall, good potential of Guar Gum powder and Tamarind Kernel powder in China and other countries.

However, Indian Guar Gum powder is at a grave disadvantage in China as Pakistan enjoys nil duty whereas for Indian product, the Chinese importers have to pay 17% import duty, making the Indian product unviable.

The following could provide relief to Indian exporters :

a) Persuade China to reduce or abolish the duty on the Indian product

b) If USA were to invoke Anti-dumping duty against China made products, India would benefit



Non inclusion of India as a source of Guar meal

As per the public web site in China as below that the latest rule for the import of meals and meals additives from overseas still have not included the anything from india. However, Pakistan has been permitted for the fish meal and rapeseed meal importing into China.

http://www.feedtrade.com.cn/fishmeal/fishmeal_forecast/2018-03-01/2136303.html

There is a lot of potential for Guar Meal and it should be included in permissible item from India.

12. Outcome analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc.)

- a. Indian products suitable for the Chinese market of dyestuffs, pigments, catalysts and intermediaries for the Textile industry were showcased successfully.
- b. New relationships with potential buyers from China and other neighboring countries were initiated – 126 new contacts established
- c. Old relationships with current buyers from China and other neighboring countries were consolidated – 103 existing relationships renewed
- d. Business leads and firm business – Firm orders of \$ 107,500 received, leads several times more
- e. Market dynamics of Chinese and neighboring countries studied, and potential of the market was assessed as being of high potential
- f. Need for product development to serve this growing market segment was felt by the Exporters

13. Specific inputs from the Council

When SHEFEXIL participates in exhibitions as a Partner Council in collaboration with a Lead Council, it does not get the benefit of choice of good location booths. This hampers the overall productivity and impact of participation. We request some intervention and help on this matter so that our exporters are truly benefitted.

14. Photos attached as evidence (SHEFEXIL Pavilion photo attached).

Due to the large size of the China Interdye Images, it is being attached to the email.