



Shellac & Forest Products Export Promotion Council

1. Name of the Event : 17th 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 12 to 14, 2017
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.) : Rs. 10,13,702/-

7. Brief description of the event :

The 17th China Interdye was held from April 12th to 14th, 2017 at Shanghai World Expo Exhibition & Convention Centre. The expo had 630 exhibitors from 17 countries and regions. Exhibits included a variety of advanced environmentally friendly dyestuffs, organic pigments, catalysts, intermediaries, etc.. China Interdye with 16 years of experience has become the world's largest dyestuff exhibition and an indicator of the industry. The exhibition creates a platform for the transformation of the industry while environmentally responsible technologies move into the spotlight.

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 DILIP SARDA, PARTNER, M/s. SARDA GUMS & CHEMICALS (IEC No. 0388091851)
 2. SHRI SATISH JOSHI , PROP., M/s. MARKETIC (IEC No 0896000214)
 3. SHRI NAMAN PATEL, DIRECTOR, M/s. ADGUMS PVT LTD (IEC No 0800001800)
 4. SHRI ASHOK BURAD, PARTNER, M/s. SHREE SHANTI ENTERPRISES (IEC No. 1300013044)
 5. SHRI SANJAY SINGH BHADAURIA, GENERAL MANAGER, M/s. ENCORE NATURAL POLYMERS PVT LTD. (IEC No 0398058920)
 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 NILESH RAWAL, PROPRIETOR, M/s. JENI POLYCHEM INDUSTRIES (IEC No. 804009678)
 9. MS. Nandini Merchant, DIRECTOR, M/s. HALCYON LABS PRIVATE LTD. (IEC No.393019934)
 10. SHRI GIRISH JOSHI, MARKETING EXECUTIVE, M/s. KEPRA INDUSTRIES (IEC No. 388190043)
 11. SHRI GURPREET SINGH BAKSHI, MANAGER, M/s. SUNITA HYDROCOLLOIDS PRIVATE LTD.(IEC No. 1307006442)
 12. SHRI JAI SONI, SALES HEAD, M/s. DABUR INDIA LIMITED(IEC No. 588002917)
- (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 : 200
- (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 : $25+25+4+10+15+9+5+5+6+2+15= 121$
- b. No of MOU's negotiated / signed : 3
- c. Orders booked / Leads generated ~ 16
- d. Total business generated : Firm Orders \$ 107,500



11. Brief note on export potential of the country / product (as per industry feedback) :
Good potential of Guar Gum powder and Tamarind Kernel powder in China and other countries.
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 – 111 new contacts established
 - c. Old relationships with current buyers from China and other neighboring countries were consolidated – 152 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. Photos attached as evidence (SHEFEXIL Pavilion photo attached).

Due to the large size of the China Interdye Images, it is being uploaded via dropbox. Please see the link below:

<https://www.dropbox.com/sh/d5hl815fel5z0me/AAC0oYPIPwitdr2BjNWQJZsda?dl=0>