



## Shellac & Forest Products Export Promotion Council

1. Name of the Event: Interdye Asia Exhibition 2017, Bandung, Indonesia.
2. Purpose of the event (with anticipated outcome) :
  - (i) To showcase Indian products suitable for the Indonesian and Chinese market of dyestuffs, pigments, catalysts and intermediaries for the Textile industry
  - (ii) To initiate relationships with potential buyers from Indonesia, China and other neighboring countries
  - (iii) To cement relationships with current buyers from Indonesia, China and other neighboring countries
  - (iv) To receive leads and business
  - (v) To study the market dynamics of Indonesian, 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 : Indonesia
4. Date of Event : November 1<sup>st</sup> to 3rd, 2017.
5. EC Approval (in brief) :
6. 

|                                                     |   |                 |
|-----------------------------------------------------|---|-----------------|
| (a) Assistance Approved                             | : | Rs. 13,50,000/- |
| (b) Release of 1 <sup>st</sup> installment (in Rs.) | : | Rs. 6,75,000/-  |
| (c) 2 <sup>nd</sup> instalment, if any (in Rs.)     | : | Rs.             |
| (d) Remaining amount pending for release (in Rs.)   | : | NIL             |
7. Brief description of the event :

With the aim of formulating a strategy in response to and in support of the 21st Century Maritime Silk Road initiative, the Chinese Government's program to further develop commerce and trade with the countries of Southeast Asia as well as those that border the Indian Ocean, in tandem with constructing a platform for China's textile printing companies who seek to grow their business outside of the home market, 2017 Interdye Asia, hosted by Shanghai International Exhibition Co., Ltd., was organized in Indonesia.

Interdye Asia has, during the last six years, successfully been held in India, Turkey, Indonesia and Vietnam, and, in the course of doing so, has become the ideal communication platform for dyes and chemicals companies looking to expand into international markets, transform themselves into global brands and improve their competitiveness on the world stage.

Interdye Asia is an annual exhibition for the Dyes and Dye Intermediates, Pigments and Textile Chemical industry. This was the 7th edition of the exhibition. The Interdye Asia exhibition was earlier organized for 6 times since 2011 in important dyestuff imports and exports countries, such as Turkey, India, Indonesia and Vietnam. This year, the show was held in Bandung, Indonesia, which is the one of the biggest dyestuff import countries in the world. Bandung is the main textile manufacture center in Indonesia. Indonesia is ranked among the top ten largest textile producing countries. The textile and garment industry is one of Indonesia's oldest industries. This show aimed to bridge the upstream and downstream firms in dyestuff industry. Indonesian Textile Association is the local partner responsible for visitor promotion. Apart from India pavilion, more than 60 exhibitors from China, Germany, Malaysia, UK, Hongkong SAR and Taiwan province participated in this show.

#### **8. Details of the Indian Participants**

- (i) **No of participants : 10 firms, all member exporters of SHEFEXIL i.e.**
  1. **MR. DILIP SARDA, DIRECTOR, M/s. SARDA STARCH (P) LTD.( IEC No.'0300006993)**
  2. **MS. Nandini Merchant, DIRECTOR, M/s. ENCORE NATURAL POLYMERS PVT. LTD. ( IEC No. '0398058920)**
  3. **MR. MANOHAR SOMANI, PROP. , M/s. CHHAYA INDUSTRIES ( IEC No 3111018539 )**
  4. **MR. GIRISH JOSHI, MARKETING EXECUTIVE & MR. ASHOKE ATHALE, SALES MANAGER , M/s. KEPRA INDUSTRIES ( IEC No. 388190043 )**
  5. **DR. DINESH KR. SINGH, UNIT HEAD, M/s. DABUR INDIA LIMITED( IEC No. 588002917 )**
  6. **MR. JASWANT MAHESHWARI, PARTNER, M/s. JD GUM AND CHEMICALS (IEC No. 6313001117)**
  7. **MR. VIKRAM CHOTALIA, DIRECTOR, M/s. V. V. ECO GUM MANUFACTURING PVT. LTD. (IEC No. 0302065679)**
  8. **MR. PRANAY AGARWALA, M/s. RAJ KUMAR SHELLAC INDUSTRIES ( IEC No. 293002304)**
  9. **MR. ASHISH GAJANAN AGRAWAL, PARTNER, M/s. VIJAYA SHELLAC & CHEMICALS (IEC No. '0394044339)**
  10. **MR. SANDEEP VERMA, AUTHORISED SIGNATORY, M/s. SHREE NATHJI EXPORTS (IEC No. '0210015616)**
- (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, however it was felt that the market was very price sensitive. 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 : 46**
- (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 :  $4+4+3+2 = 13$**
- b. **No of MOU's negotiated / signed : - Nil**
- c. **Orders booked / Leads generated ~ 4**
- d. **Total business generated : Firm Orders \$ 20,000**

**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 Indonesia and other countries. However market seems price sensitive.

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

- a. Indian products suitable for the Indonesian market of dyestuffs, pigments, catalysts and intermediaries for the Textile industry were showcased successfully
- b. New relationships with potential buyers from Indonesia and other neighboring countries were initiated – 25 new contacts established
- c. Old relationships with current buyers from Indonesia and other neighboring countries were consolidated – 21 existing relationships renewed
- d. Business leads and firm business – Firm orders of \$ 20,500 received, leads several times more
- e. Market dynamics of Indonesian, Chinese and neighboring countries studied, and potential of the market was assessed as being of high potential though price sensitive.
- f. Need for product development to serve this growing market segment was felt by the Exporters

**13. Photos attached as evidence (Glimpses of SHEFEXIL Pavilion attached).**