



Shellac & Forest Products Export Promotion Council

1. Name of the Event : 19th 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 10 to 12, 2019.
5. EC Approval (in brief) :
6.

(a) Assistance Approved	:	Rs. 15,00,000/-
(b) Release of 1 st installment (in Rs.)	:	Rs. 7,50,000/-
(c) 2 nd instalment, if any (in Rs.)	:	Rs. NIL
(d) Remaining amount pending for release (in Rs.)	:	Rs. 7,30,418/-
7. Brief description of the event :

The 19th 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 12, 2019.

CHINA INTERDYE is an international event involving dye industries worldwide. The event involves all textile, garments and dye industries gathered under a single roof. The event involves various seminars and training sessions to train and educate the newly established dye businesses. This event shows products like Pretreatment Auxiliaries, Dyeing Auxiliaries, Finishing Auxiliaries, Printing Auxiliaries, Acid Dyes, Azoic Dyes, Basic Dyes, Direct Dyes, Disperse Dyes, Mordant Dyes, Reactive Dyes, Sulphur Dyes, Vat Dyes, etc. in the Chemicals & Dyes, Textile, Fabrics & Yarns industries. 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. 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.

The textile industry has destocked for several years, increasing the development of the printing and dyeing industry. From January to November 2018, printing and dyeing enterprises above designated size produced 44.496 billion metres of printed and dyed cloth, up 2.26 per cent year on year. Printing and dyeing enterprises above designated size realized 265.725 billion Yuan in main business income, up 4.55 per cent year on year. The total profit was 13.657 billion yuan, up 13.06 per cent year on year. The cost of the main business was 232.984 billion yuan, up 4.77 per cent year on year.

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 Masterbatch 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 : 11 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 PRAVIN JAIN, MANAGING DIRECTOR, M/s. MICROCHEM (IEC NO. 0810010801)
4. SHRI SUDHIR A. MERCHANT, DIRECTOR, 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. DR. SUBODH SHARMA, HEAD – OPERATIONS (NGD), M/s. INDIA GLYCOLS LTD (IEC No.588001902)
7. SHRI DILIP KUMAR SARDA, PARTNER, M/s. SARDA GUMS & CHEMICALS (IEC NO. 0388091851)
8. SHRI DILIP KUMAR SARDA, DIRECTOR, M/s. SARDA STARCH (P) LTD. (IEC NO. 0300006993)
9. SHRI PRADEEP D. TRIVEDI, PARTNER, M/s. KEPRA INDUSTRIES (IEC No. 388190043)
10. SHRI CHETAN CHOTALIA, SHRI RUSHABH CHOTALIA, DIRECTOR, M/s. V. V. ECO GUM MANUFACTURING PVT. LTD. (IEC No. 0302065679)
11. SHRI. DINESH K. KASHYAP, ASST. VICE PRESIDENT (Exports) M/s. HINDUSTAN GUM & CHEMICALS LTD. (IEC No.0588080942)

(i) 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

(ii) Participants' feedback in brief : Currently the market is dull and tough. However, 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 : 158
- (ii) Brief profile of visitors / buyers : Distributors, Consumers, Importers of Textile chemicals, Process chemicals, Enzymes, Textile printing thickeners
- (iii) Visitors' feedback in brief : Evincing interest in the Indian products



10. Business generated :

- a. No of enquiries : 57
- b. No of MOU's negotiated / signed : 6
- c. Orders booked / Leads generated ~ 18
- d. Total business generated : Firm Orders \$ 107,500.

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

Currently the market is very tough. In the last year or so, significant part of the Dye market has shifted to Vietnam, and the response of visitors was barely lukewarm.

However, on the whole, there is 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. Photos attached as evidence (SHEFEXIL Pavilion photo attached).