First Virtual India Pavilion

Interactive. Always Online. Always Accessible

Step into a New Reality

10 – 15 August 2020 | Open 24x7

East Africa

Tanzania | Kenya | Uganda | Rwanda | Burundi

Plastics | Packaging | Printing & Converting | Food Processing & Light Engineering Items
India and East African nations enjoy a vibrant business and commercial relationship. Engineering is one of the major sectors of bilateral trade between the two.

India’s engineering exports to these five East African countries in 2018-19 reached US$1,190 million.

- Kenya with 47% share
- Tanzania with 29% share
- Uganda has a share of 16%
- Rwanda with 7% share

India’s major exports include motor vehicles, two/three-wheelers, wires and cables, industrial machinery, electrical machinery/equipment, articles of iron & steel, Hand Tools, Machine Tools; Machinery such as plastic, packaging, food processing, etc., and Electrical items such as pumps, valves, motors etc. Exports of these products from India to these five East African nations stood at US$110 million in FY 2018-19.

PRODUCT PROFILES OF iCOMPLAST, iCOMPACK AND iCOMINDEX

<table>
<thead>
<tr>
<th>EVENT</th>
<th>Product Profile</th>
<th>EVENT</th>
<th>Product Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>iCOMPLAST</td>
<td>• Plastics Processing machinery</td>
<td>iCOMPACK</td>
<td>• All types of Packaging Machines &amp; Systems</td>
</tr>
<tr>
<td></td>
<td>• Recycling M/C</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Printing &amp; Converting M/C</td>
<td>iCOMINDEX</td>
<td>• Machine Tools</td>
</tr>
<tr>
<td></td>
<td>• Auxiliaries</td>
<td></td>
<td>• General engineering items</td>
</tr>
<tr>
<td>iCOMPACK</td>
<td>• All types of Packaging Machines &amp; Systems</td>
<td></td>
<td>• Hydraulics &amp; pneumatics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Tools, Fasteners &amp; Hardware</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Electrical – Motors, Cables, Transformers, Welding Machines, Switch Gears &amp; Control Panels, Instruments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Material Handling Equipment</td>
</tr>
</tbody>
</table>
WHY HAVE A VIRTUAL TRADE SHOW?

Virtual trade shows are a fairly new phenomenon, so if you’re still not adequately informed about how it works, you’re not alone. But virtual events are increasingly being embraced by industries as a cost-friendlier and more efficient alternative to physical marketing activities.

Virtual trade shows are the online counterparts of physical trade shows, where exhibitors can connect with visitors in a virtual space and showcase their products through a virtual trade show software or platform. High-resolution 3D visuals are employed to replicate the environment and format of a physical trade show. Exhibitors can have customized exhibition booths, and visitors can explore the surroundings, stopping by any booth and browsing its products.

Visitors can view product demos, videos, chat with booth representatives, flip through brochures, etc. Virtual trade shows provide a rich and engaging platform for real-time marketing and lead generation activities without the hassle that comes with physical events.

WHAT IS A VIRTUAL TRADE SHOW?

Virtual trade shows are the online counterparts of physical trade shows, where exhibitors can connect with visitors in a virtual space and showcase their products through a virtual trade show software or platform. High-resolution 3D visuals are employed to replicate the environment and format of a physical trade show. Exhibitors can have customized exhibition booths, and visitors can explore the surroundings, stopping by any booth and browsing its products.

Visitors can view product demos, videos, chat with booth representatives, flip through brochures, etc. Virtual trade shows provide a rich and engaging platform for real-time marketing and lead generation activities without the hassle that comes with physical events.

WHY HAVE A VIRTUAL TRADE SHOW?

COST-EFFECTIVE
• Great saving in travel costs, especially now during the pandemic,
• Positive return on investment,
• Free from logistical hassles.

REACH NEW TARGET GROUPS
• Digitisation of the event means reaching whole new audiences,
• Generate more valuable and serious enquiries.

NO RESTRICTIONS
• 24x7, any time of the day or night,
• Space and distance are no longer restrictions,
• Exhibitors can reach global audiences from a PC from anywhere in the world.

GO GREEN
• A virtual event contributes to a cleaner ecosystem,
• Exhibitors and visitors stay connected… just from their work desks.
HOW IT WORKS FOR THE VISITOR

**LOBBY**
- Check the Events
- View the Premium Exhibitors (Jumpstart to their Respective Booth)
- Navigate to Exhibit Hall

**EXHIBITOR BOOTH**
- Search by (Product Category/country) Sort & Select
- Visit Booth
- Check out Videos, Brochures
- Save the details to Dashboard
- Submit Feedback and move to next Booth
- Conclude Business later
- Interested on Machines / Products – Initiate Chat & discuss
- If Exhibitor is Busy – Schedule a Meeting and discuss later
- Exchange Business cards with the Exhibitor

**AUDITORIUM**
- Watch Recorded Presentations at any time

**DASHBOARD**
- Registers Details & Interests
- Access Lobby, Exhibit Hall & Auditorium
- Login
- Login Back anytime 24/7 to VISIT OTHER BOOTHS
- Stalls visited & Connections Established
- Information Collected, Enquiries submitted / answered, Chat History are stored in Virtual briefcase
- Can be retrieved - Viewed / Deleted / Emailed later
1. COMPANY NAME

Display Posters/Banners

Name Fascia, Booth Number

Country Name/Flag

TV - Play Recorded Videos

Brochure Stand

Chat - One-to-one Chat

Feedback Form

FOR THE EXHIBITOR

CHOOSE YOUR BOOTH DESIGN

• Select your booth from a library of designs

• Even customise your booth or have your own design at extra cost

OWN DASHBOARD WITH ACCESS & CONTROL

• Track real time each and every visitor to your booth

• Gauge their activities – views, downloads, inquiries

• Retrieve all details about visitors

• Follow up with inquiries

• Conclude business