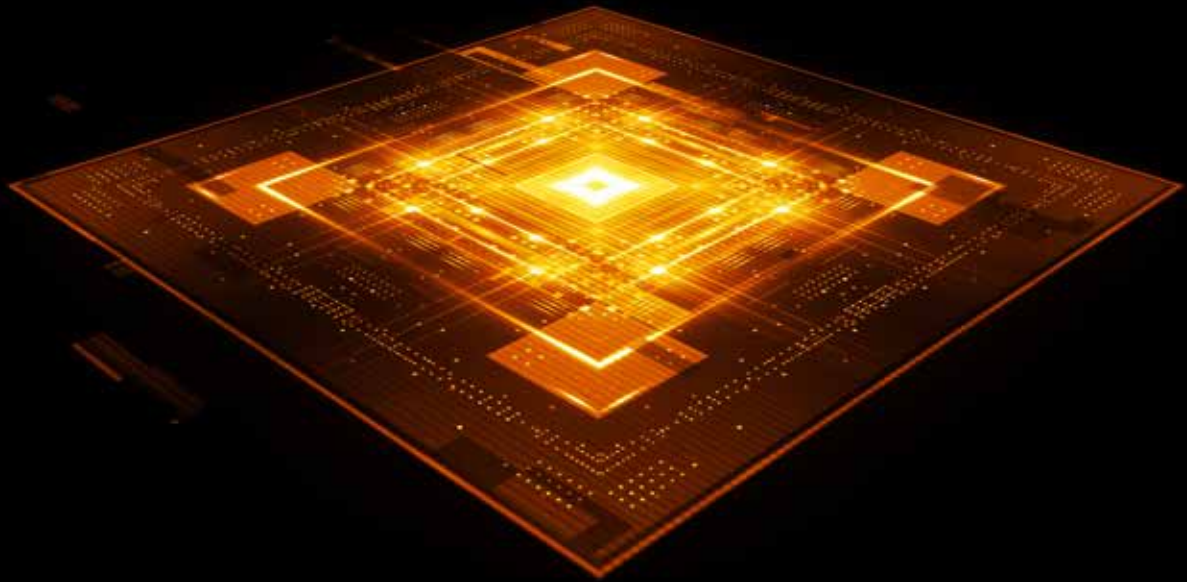


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EAST AFRICA

Tanzania | Kenya | Uganda | Rwanda | Burundi

PLASTICS | PACKAGING | PRINTING & CONVERTING |
FOOD PROCESSING & LIGHT ENGINEERING ITEMS

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Contact: Rajat Sharma, Assistant Director, EEPC India HO Cell, New Delhi
rsharma@eepcindia.net/eepcho@eepcindia.net; M: +91 9910445432

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.

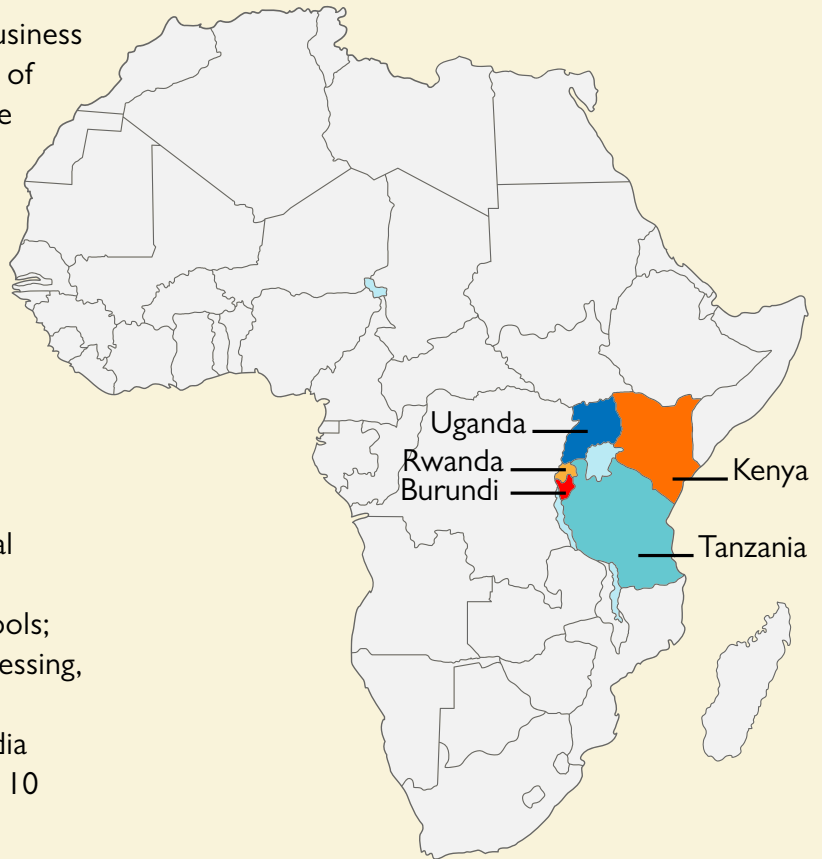
Kenya with 47% share

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, iCOMPACT AND iCOMINDEX

EVENT	Product Profile
iCOMPLAST	<ul style="list-style-type: none"> Plastics Processing machinery Recycling M/C Printing & Converting M/C Auxiliaries
iCOMPACT	<ul style="list-style-type: none"> All types of Packaging Machines & Systems

EVENT	Product Profile
iCOMINDEX	<ul style="list-style-type: none"> Machine Tools General engineering items Hydraulics & pneumatics Tools , Fasteners & Hardware Electrical – Motors, Cables, Transformers, Welding Machines, Switch Gears & Control Panels, Instruments Material Handling Equipment



WHAT IS 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.

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.

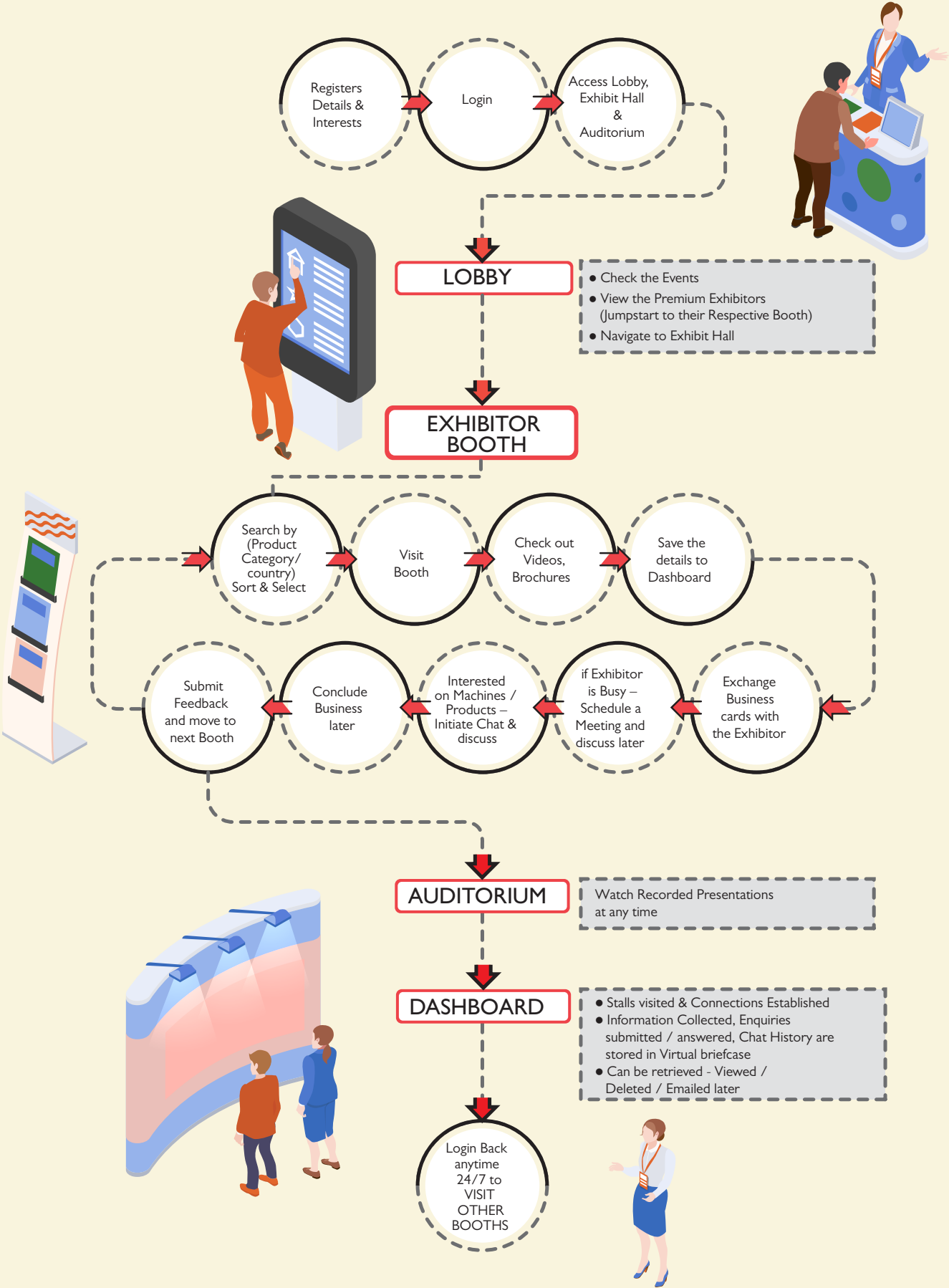
NO RESTRICTIONS

- 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.

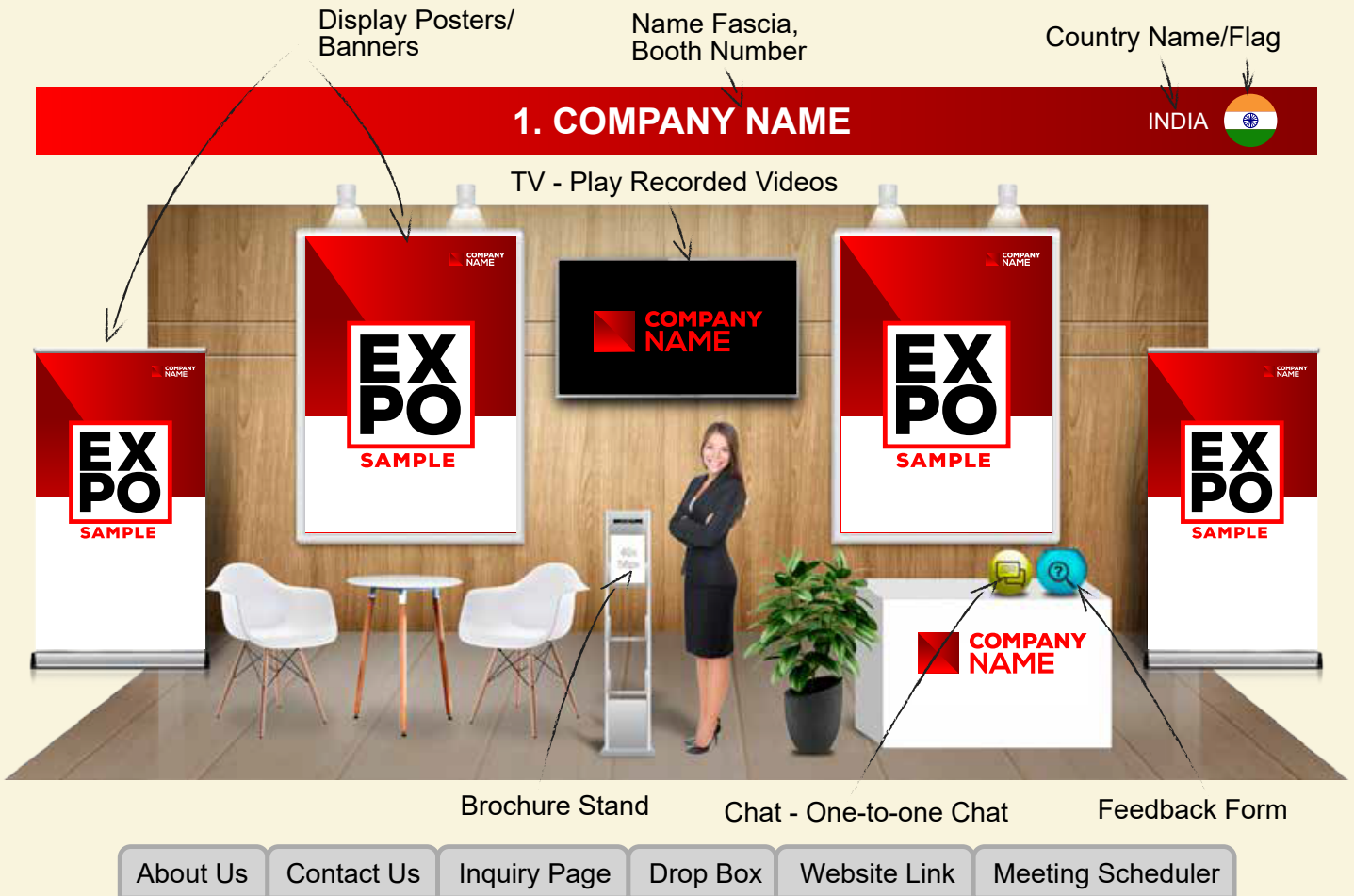
GO GREEN

- A virtual event contributes to a cleaner ecosystem,
- Exhibitors and visitors stay connected... just from their work desks.

HOW IT WORKS FOR THE VISITOR



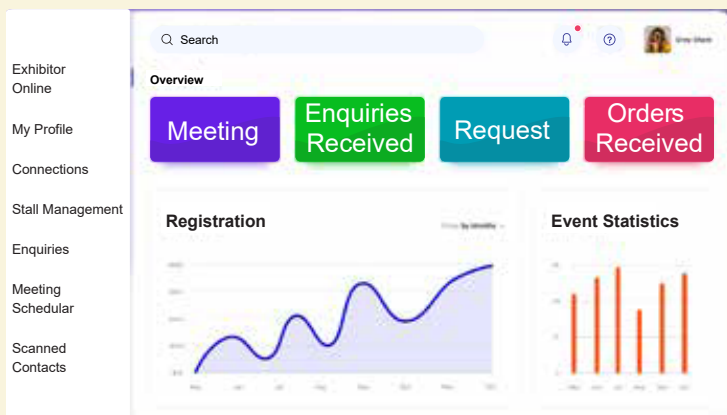
FOR THE EXHIBITOR



CHOOSE YOUR BOOTH DESIGN

- Select your booth from a library of designs
- Even customise your booth or have your own design at extra cost

NAME/BOOTH NUMBER POP UP WHEN SEARCHED IN CATEGORY



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