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BRICS TRADE FAIR

12-14 October, 2016, Pragati Maidan, New Delhi

DAY 1

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BRICS Road**
President, FICCI,
Harshavardhan Neotia **3**



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Nirmala Sitharaman,
Minister of State (Independent Charge)
Commerce & Industry, Govt of India

Deepening and strengthening trade and economic cooperation is the key objective for members of the BRICS grouping. The strategy for BRICS Economic Partnership adopted last year at Ufa, Russia, sets the tone and direction for the steps that we need to take for deepening Intra-BRICS trade, economic and investment ties. The first BRICS Trade Fair being organized at New Delhi from October 12 to 14, 2016 marks a significant milestone in working towards the fulfillment of these objectives. The Fair will contribute immensely to the promotion of intra-BRICS economic cooperation. It provides an excellent opportunity for companies both from the public and the private sector to showcase their goods, services and technologies. I am confident that members of the business fraternity from the BRICS countries and all the participants will find this platform relevant and useful, and wish all participants success in fostering mutually beneficial partnerships.



From LtoR: Vice Chairman, SUN Group, Shiv Khemka; Chairman, Sun International Ltd, Vikramjit Singh Sahney; Chairman & CEO, Apollo Tyres, Onkar Singh Kanwar; Prime Minister, India, Narendra Modi; Union Finance Minister, Arun Jaitley; Chairman, Max Financial Services & Senior Advisor Advent, Private Equity, Naina Lal Kidwai; Executive Director, United Phosphoros Ltd, Jai Shroff during the BRICS Summit in Ufa Russia

BRICS Trade Fair 2016 – Towards Deeper Ties

Organised by Ministry of Commerce & Industry, Ministry of External Affairs and the Federation of Indian Chamber of Commerce and Industry (FICCI), the BRICS Trade Fair, Business Forum & Business Council held at Pragati Maidan, New Delhi from October 12-14, 2016 aspires to energize the BRICS Strategy for economic partnership.

Экспо-шоу BRICS 2016 - Углубление связей

Выставку, бизнес-форум и деловой совет представители стран BRICS в 2016 году проводят в Pragati Maidan, Нью-Дели, с 12 по 14 октября. Событие направлено активизировать Стратегию BRICS с целью достижения экономического партнерского взаимодействия. Организаторы: Министерство торговли и промышленности Индии, Министерство иностранных дел Индии, Федерация торгово-промышленных палат Индии (FICCI).

BRICS Trade Fair 2016 - 深化雙邊關係

由BRICS貿易展覽協會、經濟論壇與經濟諮詢等組織，預計於今年的十月12日~14日，於位在新德里Pragati Maidan會展中心舉辦展覽會。而本次活動的宗旨，意在加強金磚國家之間的產業策略交流，以實現經濟夥伴合作關係。主辦單位：工商部，外交部，以及印度工商協會商會聯合會 (FICCI)。



Rita Teatia, IAS,
Commerce Secretary, Govt of India

The first BRICS Trade Fair is a major initiative proposed by the Hon'ble Prime Minister of India Narendra Modi last year during his address at the BRICS Summit in Ufa, Russia.

The Fair will showcase start-ups and innovators from BRICS countries to share knowledge and expertise in dealing with common development challenges of emerging economies, in areas such as healthcare, education, energy efficiency, waste management, urbanization, etc. I am confident that this will form an excellent platform for our companies to showcase the best technologies and advances in their respective fields.

The BRICS Trade Fair will provide tremendous thrust and impetus to intra-BRICS economic engagement and will certainly foster deeper ties amongst members of our business communities and innovators. I wish all participants and organizers success in this endeavour.

Continued from page 1

In over a decade since its inception, BRICS, a grouping of emerging economies of Brazil, Russia, India, China and South Africa, has today emerged as a powerful global economic bloc. BRICS has evolved as a serious, competent and responsible grouping, addressing issues and challenges with global and regional ramifications. BRICS cooperation has two pillars – consultation on issues of mutual



Chairman, Board of China Ocean Shipping (Group) Company (COSCO Group), MA Zehua; Chairman India BRICS Business Council, Onkar Singh Kanwar; Chairman Russia BRICS Business Council & President, CCI, Russia, Sergey Katyrin; Chairman Brazil BRICS Business Council & CEO, Marcopolo, José Rubens de la Rosa and Group Chief Executive, Transnet SOC Ltd, South Africa BRICS Business Council, Brian Molefe during Ufa Russia.

interest through meetings of leaders as well as of ministers of finance, trade, health, S&T, education, agriculture, communication, labour, etc; and practical cooperation in a number of areas through meetings of working groups and senior officials.

A growing power

The engagement of BRICS countries with the rest of the world in terms of trade flows has increased over time. Merchandise imports from the world into the BRICS countries have gone up from USD 2.95 trillion in 2012 to USD 3.03 trillion in 2014. Likewise, the global merchandise exports of the BRICS countries have gone up from USD 3.2 trillion in 2012 to USD 3.47 trillion in 2014. Intra-BRICS trade has also been on the rise. In 2012, intra-BRICS trade stood at USD 281.4 billion and this increased to USD 297 billion in 2014. This encouraging trend needs to be strengthened as trade amongst BRICS nations is less than 5 percent of their total global trade. The programmes planned at the BRICS Trade Fair (October 12-14, 2016), BRICS Business Forum (October 13, 2016) and BRICS Business Council (October 14, 2016) are steps to deepen intra-BRICS economic engagement, trade and investment ties.

BRICS Trade Fair

The fair is the medar around the concept - 'Building BRICS – Innovation for Collaboration' and is expected to give an impetus to intra-BRICS economic engagement and foster connects amongst members of the business community. Serving as the best platform to the exhibitors, delegates and visitors from the BRICS nations, the show proudly presents a wide array of state-of-the-art technologies from 20 key sectors ranging from aerospace, agro-processing, auto and auto components, chemicals, green energy and renewables, healthcare

С момента его создания уже более десяти лет назад, BRICS - объединение пяти развивающихся экономик Бразилии, России, Индии, Китая и Южной Африки - на сегодня превратилось в мощный глобальный экономический блок. BRICS развивалось в качестве серьезной, компетентной и ответственной группы, обращаясь к вопросам и проблемам глобального и регионального характера. Сотрудничество стран BRICS держится на двух столпах - консультациях по вопросам, представляющим взаимный интерес, в рамках совещаний руководителей, а также министров финансов, торговли, здравоохранения, науки и технологий, образования, сельского хозяйства, связи, труда и т.д.; и практическом сотрудничестве в ряде областей, в рамках совещаний рабочих групп и старших должностных лиц.

Сотрудничество стран BRICS держится на двух столпах - консультациях по вопросам, представляющим взаимный интерес, в рамках совещаний руководителей, а также министров финансов, торговли, здравоохранения, науки и технологий, образования, сельского хозяйства, связи, труда и т.д.; и практическом сотрудничестве в ряде областей, в рамках совещаний рабочих групп и старших должностных лиц.

Растущая сила

Участие стран BRICS в мировой торговле с течением времени значительно возросло. Импорт товаров со всего мира в страны BRICS увеличился с 2,95 трлн долл. США в 2012 г. до 3,03 трлн долл. США в 2014 г. Аналогично, глобальный экспорт товаров из стран BRICS вырос с 3,2 трлн долл. США в 2012 г. до 3,47 трлн долл. США в 2014 г. Торговля внутри блока BRICS также отмечалась подъемом: в 2012 г. показатель составил 281,4 млрд долл. США, и эта цифра возросла до 297 млрд долл. США в 2014 г. Данная обнадеживающая тенденция должна быть усилена, поскольку торговля между странами BRICS составляет менее 5% от их общего объема международной торговли. Программы, запланированные для Выставки BRICS (12-14 октября 2016 г.), Бизнес-форума BRICS (13 октября 2016 г.) и Делового совета BRICS (14 октября 2016 г.), являются шагами по углублению экономического взаимодействия, торговых и

Большое значение имеет то, что с момента его создания уже более десяти лет назад, BRICS - объединение пяти развивающихся экономик Бразилии, России, Индии, Китая и Южной Африки - на сегодня превратилось в мощный глобальный экономический блок.

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Непрерывно растущая экономика

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The Yellow BRICS Road

President, the Federation of Indian Chambers of Commerce and Industry, Harshavardhan Neotia apprises on how FICCI is acting as a technical secretariat for the BRICS Business Forum and waxes on the strengthening ties between BRICS nations at present as well as future outlook.



Harshavardhan Neotia, President, FICCI

The BRICS nations have spoken with one voice about the most important global economic and financial challenges like co-ordination of monetary and fiscal policies, macro prudential regulations, economic development, and so on. Formation of the New Development Bank (NDB) and establishment of the Contingent Reserve Arrangement has only strengthened BRICS as a grouping. BRICS is being increasingly recognized as a reckoning global force economically as well as on the socio-developmental front. BRICS countries represent over three billion people and account for about 43 percent of the world population. Their economies have a combined nominal GDP of \$16 trillion, which is equivalent to about 23 percent of the gross world product, with an estimated \$4 trillion in combined foreign reserves. It is widely expected that the BRICS economies might become the most dominant economies in the world by 2050.

Intra-BRICS trade

Trade amongst BRICS countries was US\$168 billion in 2008 and currently stands at US\$242 billion (2015). This year, under the Indian Presidency of BRICS, the first BRICS Trade Fair is being organized, where a large number of companies across several sectors are going to participate. We are

expecting huge business being transacted during this three-day event at New Delhi. The BRICS governments along with the NDB and the BRICS Business Council have been working on facilitating greater trade and investment flows. Important among these is the plan to promote trade in local currencies.

India beckons

FICCI, in partnership with the EXIM Bank of India has organized a series of capacity building programmes for Indian enterprises to make them aware about the various trade instruments and financing frameworks that are available to trade more with BRICS countries. The network of Export Credit Agencies, which is led by ECGC from India, is also playing an important facilitating role in promoting trade. India has been consistently faring well on the macroeconomic front and FICCI's Economic Outlook Survey estimates growth to be 7.8 percent in 2016-17, which is actually higher than previous projections. Consumer demand is expected to pick up with good monsoons and as benefits of the pay commission award percolate.

Russia was the first country to invest under the 'Make in India' initiative in the defence sector. HAL has entered into a Joint Venture with Rostec of Russia to manufacture Kamov choppers in India, while Uralvagonzavod and the Kalyani Group have agreed on joint production of self-propelled artillery within the framework of the 'Make in India' program.

Future ready

It is widely believed that the scale of infrastructure investment required in emerging market economies is immense at present. It is estimated that multilateral banks like NDB, AIIB etc. are planning to disburse close to \$10-15 billion of loans every year over the next few years in the

emerging market economies.

Going forward, we believe that with the gradual increase in the participation of emerging-market funds in infrastructure build-outs among emerging market economies, a credit rating agency whose evaluation is reliable, transparent and independent will proactively carry forward the development agenda of the emerging market economies. We are quite optimistic that a BRICS Rating Agency will be established soon.

in promoting stability and reliability of the global financial system through the BRICS Contingent Reserve Arrangement (CRA), through which countries have agreed to provide short-term liquidity support to members through currency swaps to help mitigate any external contingency. With the help of NDB as well as various initiatives by the respective BRICS country governments, intra-BRICS cooperation is now expanding to encompass new areas.

Together in growth

BRICS nations have worked together

Source: FICCI



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It is widely expected that the BRICS economies might become the most dominant economies in the world by 2050."

President, the Federation of Indian Chambers of Commerce and Industry, Harshavardhan Neotia



Show Your Business!

Industry specific exhibitions and trade shows can bring huge benefits to companies who know how to make the most of them.

T K Ramesh, CEO, Micromatic Machine Tools Pvt Ltd lists the opportunities and helpful strategies.

priorities and the measurement system for the exhibition.

Evaluate

After the exhibition is complete, do have an in-stall debrief meeting. Yes, all are tired and want to close and leave the minute an exhibition is done, but a short de-briefing session with all stand staff is an important learning step while it's fresh. Write a brief key points report.

Once the team gets back to the office, they can summarize the results so far, but keep the books open – new business can come in for weeks and months after an event. The show report should be updated to reflect that. The best exhibitors don't just measure the number of leads generated, but also consider long-term value of new business.

Repeat

Consistent presence at the best shows goes a long way into building up a company's market presence. Exhibition reports should be shared with key managers from sales, marketing and top management. By the time the next year's show comes up, all will have a pretty complete idea of the value of their participation. The target is to improve the company's exhibition marketing over time.

The measuring and reporting should become second nature – an integral part of the company's exhibition activities. Once that happens, the improvements will follow.

Source: rameshtkr@gmail.com

Striking up business relations doesn't get any more direct than participation at industry focused exhibitions and shows. Sneak a peek into the strategies and budgets of the world's most successful companies and you're bound to find exhibitions figuring strongly.

No other medium physically showcases the value proposition of a company the way exhibitions do.

Set a measurement framework

To make informed decisions, it is easy to see why measuring exhibition results is not only very important, but essential:

- **Investment justification:** Measurements help in identifying the best shows that align with a company's business targets.
- **Improving activities:** Measurements guide management before, during and after

each exhibition to improve team performance.

Target-driven activities:

What gets measured gets done. The team should be told what results management seeks – and that they are measuring!

Identify

Measuring Exhibitions is not as simple as counting the visiting cards that have been collected or the visitors registered in the stall. Several things need to be measured at the same time: the market, the exhibitor's activities (Product & service, Promotion, Price) and the competition on the same parameters.

The exhibitor needs to identify their objective of participating in an exhibition and set targets against the objective. Then using the simple framework, develop the measures that are appropriate to

these needs and targets.

Quantify

The best targets are quantified, as quantifiable targets drive action. When it comes to hazy qualitative targets, we should find possible ways to measure and build the metric into the target itself. Example: Instead of a target "to get media coverage", say, "have five articles or product reviews printed in the show newsletter".

Prioritize

The list of targets will have to be realistic and prioritized. So instead of just sales-lead targets, companies should capture all of the value they can get from their exhibition activities by listing (and pursuing) as many targets as could apply.

Everyone on the stand must understand these targets, the

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Key Goals

Probable Sales Goals	Probable Channel Support Goals	Probable Customer Relationship Goals
Generate sales leads	Identify / Recruit new distributors or partners	Build relationships with current customers
Make direct sales	Support current sales / service channel	Educate customers
Build customer database	Build reputation as a partner	Upsell / Cross-sell customers
		Collect customer testimonials
		Re-sell to lost customers
Create or raise market awareness	Market test new product, Research marketing campaign	Get on the 'media radar generate coverage,
Position or re-position your brand	Test market awareness and perceptions	Build relationships with key editors and journalists
Educate by demonstrating		
Boost financial perceptions		

BRICS Trade Fair 2016 – PROGRAMME

The theme for BRICS in 2016 is 'Building BRICS – Innovation for Collaboration'. The programmes planned at New Delhi – BRICS Trade Fair (October 12-14, 2016), BRICS Business Forum (October 13, 2016) and BRICS Business Council (October 14, 2016) – are designed to help member nations of Brazil, Russia, India, China and South Africa work towards achieving common objectives of growth, reforms and global recognition.

TIME	DETAILS
October 12, 2016 – Wednesday	
10.00 – 18.00 hrs	BRICS Trade Fair
10.15 – 11.15 hrs	Country Seminar - Session on Investment Opportunities in Brazil – Organized by APEX Brazil Conference Room in Hall 8, Mezzanine Floor
11.15 – 12.15 hrs	Country Seminar - Session on Investment Opportunities in South Africa – Organized by DTI, South Africa Conference Room in Hall 8, Mezzanine Floor
12.15 – 13.15 hrs	Country Seminar – Fast Companies from the BRICS Go Global – Regulatory Framework and Government Support - Organized by RVC JSC, Agency for Strategic Initiatives, Russia Conference Room in Hall 8, Mezzanine Floor
13.30 – 18.00 hrs	Seminar on Financial Sector Cooperation amongst BRICS Countries – Organized by BRICS Business Council Financial Services Working Group Conference Room in Hall 8, Mezzanine Floor
18.00 – 19.30 hrs	Session on Investment Opportunities in States of India - Organised by FICCI Conference Room in Hall 8, Mezzanine Floor
October 13, 2016 – Thursday	
10.00 – 18.00 hrs	BRICS Trade Fair
09.30 – 18.00	BRICS Business Forum
October 14, 2016 – Friday	
10.00 – 18.00 hrs	BRICS Trade Fair
10.15 – 11.15 hrs	Country Seminar - Session on Investment Opportunities in China – Organized by CCPIT, China Conference Room in Hall 8, Mezzanine Floor
11.15 – 12.15 hrs	Session on Women Entrepreneurship Conference Room in Hall 8, Mezzanine Floor
12.15 – 13.15 hrs	Session on Indian Steel Industry Conference Room in Hall 8, Mezzanine Floor

Continued from page 1

and pharmaceuticals, railways, textiles and apparel, infrastructure, IT, engineering goods, tourism, gems and jewellery and skill development. Besides, business leaders from BIMSTEC countries (Bangladesh, Bhutan, Myanmar, Nepal, Sri Lanka and Thailand) have also been invited by the organizers to witness the maiden BRICS trade fair in India.

Concurrent Activities

Housed under the same exhibition roof, the BRICS Business Forum and BRICS Business Council is slated to witness participation from around 1000 business delegates from all BRICS countries.

Woven around focused seminars and workshops, the conference is expected to bring forth valuable suggestions to take forward and implement the action plan contained in the BRICS Strategy for economic partnership.

инвестиционных связей внутри объединения BRICS.

Выставка BRICS

Тематика экспо-шоу основополагается на концепции «Строительство BRICS. Инновации для целей сотрудничества», которая, как ожидается, даст импульс к расширению экономических связей внутри BRICS и поспособствует более тесным деловым отношениям между членами сообщества. Выступая в качестве наилучшей платформы для экспонентов, делегатов и гостей из стран BRICS, экспо-шоу с гордостью представляет широкий спектр новейших технологий из 20 ключевых секторов, включая: аэрокосмический, переработки сельскохозяйственной продукции, автомобилей и автокомпонентов, химикатов, “зеленых” и возобновляемых источников энергии, здравоохранения и фармацевтики, железных дорог, текстиля и одежды, инфраструктуры, информационных

технологий, инженерно-технических товаров, туризма, драгоценных камней и ювелирных изделий, а также повышения квалификации. Кроме того, организаторами были также приглашены бизнес-лидеры из стран блока BIMSTEC (Бангладеша, Бутана, Мьянмы, Непала, Шри-Ланки и Таиланда), чтобы почтить свидетельством дебютную выставку BRICS в Индии.

Параллельные мероприятия

Размещенные под одной крышей выставки, Бизнес-форум BRICS и Деловой совет BRICS планируют стать свидетелями участия более 1000 бизнес-делегатов из всех стран BRICS. Как ожидается, сплетенная из тематических семинаров и рабочих совещаний, конференция внесет ценные предложения для продвижения вперед и осуществления плана действий, содержащегося в Стратегии BRICS с целью достижения экономического партнерского взаимодействия.

最佳的訊息溝通平台，從金磚國家的參展商，與會代表和參觀人士；展會將為您呈獻：航太領域，農產品加工，汽車及汽車零組件，化工，綠色能源、可再生能源，醫療保健、醫藥衛生，鐵路，紡織服裝，基礎設施，IT，機械產品，旅遊，寶石和珠寶技職發展，等等共20幾個關鍵技術展，和更廣泛的先進技術特展，此外，BIMSTEC國家（孟加拉，不丹，緬甸，尼泊爾，斯里蘭卡和泰國）的商界領袖也同時被主辦單位邀請來共同見證第一屆的印度金磚國家貿易展覽會。

展覽會平行活動

在同一個展覽的訊息平台之下，金磚國家的工商論壇和五國家商業理事會，計劃將邀請所有金磚國家中，共同見證的1000多名企業代表，來共襄盛舉。預計規劃了組織專題研討會和課程講習班；此會議中並提出各方的寶貴建議來深化交流與發展，以落實包含金磚五國間的策略協同計劃，以實現經濟上的夥伴合作關係。

New wines in new markets

COUNTRY: SOUTH AFRICA | SECTOR: AGRICULTURE & AGRO PROCESSING

Building up on existing growth momentum, Robinson & Sinclair expects to break into new markets and reinforce existing relationships through participation in the BRICS 2016 Trade Fair.

Wine is the most fragmented product within the beverage industry. Daily the consumer is faced with a new wine, equally as good and well-packaged as the one next to it on the shelf. Unless one has a brand strategy in place, securing a point of difference in culture and offering it becomes just another new bottle of wine.

An upward curve

Robinson & Sinclair assists in formulating the brand i.e. identity, rationale, culture, the home, volumes, target market, and price



Sales Manager, Robinson & Sinclair,
Cyril Meidinger



This show will provide us an opportunity to connect with our existing and potential clients. India is a fast growing country and this in turn will potentially promote large volume orders."

Sales Manager,
Robinson & Sinclair,
Cyril Meidinger

pointing. It has experienced growth of sales year on year averaging an increase of 11 percent per annum. The company takes pride to share that its producer's wines are currently going to over 20 markets around the world, including four out of the five BRICS countries. Currently representing 3.61 percent hectares of total wine grown in South Africa, it has 216 importers across the world and its largest contributing countries are Germany, China, Japan, Americas and the UK.

Fresh avenues

Speaking on the fair Sales Manager, Robinson & Sinclair, Cyril Meidinger apprised, "the exhibition will allow us to get our various producer's wine brands out and known in India. BRICS countries often require much attention with regards to personal relationships and face time. Hence, this show will provide us an opportunity to connect with our existing and potential clients. India is a fast growing country and this in turn will potentially promote large volume orders." He further elaborated, "meetings with potential importers play a large role in the expansion of our client base. Sample tastings are held in such meetings; thereafter intensive follow up is done on potential qualified leads. The wine samples are sent to existing clients as well in order to promote our various winery brands."

Hope and vision

"Our attendance in the BRICS Trade Fair itself speaks of our plans to expand our customer base. India is an entirely new market for us. With other countries attending the fair, our opportunities to strengthen ties with Brazil, China and Russia is more which subsequently will help us expand our customer base," apprised Meidinger.

Robinson & Sinclair
Hall 18 / Stall G37



In the Pink of Health

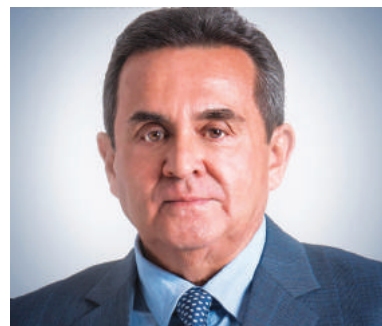
India and her neighboring countries offer a ripe market for skin care solutions. Spanish Skincare brand Sesderma looks forward to making inroads into these markets through their base in India.

COUNTRY: INDIA | SECTOR: HEALTHCARE AND PHARMACEUTICALS

BRICS Trade Fair provides an opportunity to network with competent collaborators across the border. Sesderma India Pvt Ltd being the only prominent direct base in Asia Pacific region of the parent company from Spain (Sesderma S.L.), looks forward to make the best use of this platform and aims to firm its footprint in select countries including Myanmar, China, Bhutan and Sri Lanka for safe and effective management of beauty and health of skin care business.

Riding the Lion

The company foresees to be part of "Make In India" campaign offering innovative



President, Sesderma,
Dr Gabriel Serrano Sanmiguel



The format of the trade fair helps exhibitors, especially those who are new to India and find it tough to reach to out to right partners within the industry or corporate world."

President, Sesderma,
Dr Gabriel Serrano Sanmiguel

ingredients or composition to other pharma companies, in order to help them grow their market in respective regions as well. "We expect Sesderma to be perceived as valued solution provider for those who would like to establish themselves in the world of aesthetics market," said President, Sesderma, Dr Gabriel Serrano Sanmiguel. The company is also open to share its innovative technology with its counterparts to add value to their existing portfolio and grow their business.

Widening prospects

Additionally, the company is looking for collaborators to establish its business in the subcontinent including Myanmar, Sri Lanka, Bhutan & China. With this objective of business expansion Sesderma has participated in the show. Sharing his expectations from the fair, Dr Sanmiguel said, "the exhibition will help us gain access to relevant players from the market who are ready to invest their resources with us and enter into a mutually profitable venture."

Reaching the right people

Further he added, "the format of the trade fair helps exhibitors, especially those who are new to India and find it tough to reach to out to right partners within the industry or corporate world. Such a platform may fortunately help companies like us to collaborate with those who bear like mindset and business acumen."

Sesderma India Pvt Ltd
Central Hall / Stall C25

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Towards an open society

General Manager, Shanghai Jingyuan Environmental Protection Equipment Co Ltd, Renjian Bai envisions a larger role of the forum in the development of civilization through environmental responsibility in business.

COUNTRY: CHINA | SECTOR: GREEN ENERGY

"BRICS Expo is the first commodity exposition of BRICS countries, and we have high hopes for it. HEADSPRING is committed to polluted indoor air purification and its global governance. We look forward to participating at the exhibition, and in-depth communication and exchange with the professionals from the relevant industry of BRICS countries; also, to reaching for business cooperation, and achieving common economic and social interests.

BRICS Show in comparison with other global exhibitions definitely has its distinct characteristics, a certain degree of the futuristic, scientific, technological, and practical features. We look forward to further expand the scale of the exhibition and take

promotional efforts to attract more attention to the show.

For HEADSPRING, air pollution is a global issue, and we are happy to share our products and technologies with other countries around the world to promote human respiratory health. This exhibition is the first for BRICS countries in terms of forming business conditions, and it's very likely to have chance to establish business co-operations with some delegates from the participating countries, which undeniably is of great significance to us.

The more human society is developed, the more it is opened; the more it is opened, the more it tends to promote civilization and progress. Business is a form of civilization, thus for the promotion of cultural exchange and sharing of benefits, it is of great significance. There is no doubt, BRICS Trade Fair has built a good platform for communication, so that economies can have more opportunities to enhance mutual exchanges and cooperation, and in the process of building the consensus on the ways of development of the global economy, it will assist to form a better solution."



General Manager, Shanghai Jingyuan Environmental Protection Equipment Co Ltd, Renjian Bai

Networking for future prospects

General Manager, Lathamani Traders (OPC) Pvt Ltd, Aravinth Harihar sees the forum as a space for forging new bonds on a foundation of trust and mutual benefit.

COUNTRY: INDIA | SECTOR: AGRICULTURE & AGRO PROCESSING

"Compared to other countries BRICS trade partner, India offers huge human resource at a competitive price with all advanced technologies and India is suitable to produce all kinds of things. This trade fair is showcasing all the opportunities to manufacture with most cost effective manner and connect their products all over the world. As a delegate, I would like establish relationships with BRICS Business partners and will see the technology they use and would like to compare where my product stands with their product, to develop fusion technologies which can improve and minimize the resource. In the BRICS exhibition almost 400-600 companies are participating from partner



General Manager, Lathamani Traders (OPC) Pvt Ltd, Aravinth Harihar

countries. In three days we can almost catch up with 60-80 percent and explain my business. In future we can assist them as a business or trading partner. Such networking in a variety business pool will help to place foot mark in new businesses in future."

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Maximizing gains

Chief Representative, Gazprombank Representative Office in New Delhi, Sergey Mitreykin aspires to capture new opportunities and collaborate with like-minded professionals.

COUNTRY: RUSSIA | SECTOR: FINANCE, IT AND ENERGY

"Our goal will be to network and establish contacts to leverage our corporate and other relationships in India, Russia and other BRICS countries. Besides promotion of the Gazprombank franchise, we shall also seek to generate business for the corporates where the bank is a stakeholder, as well as deliver potential synergies

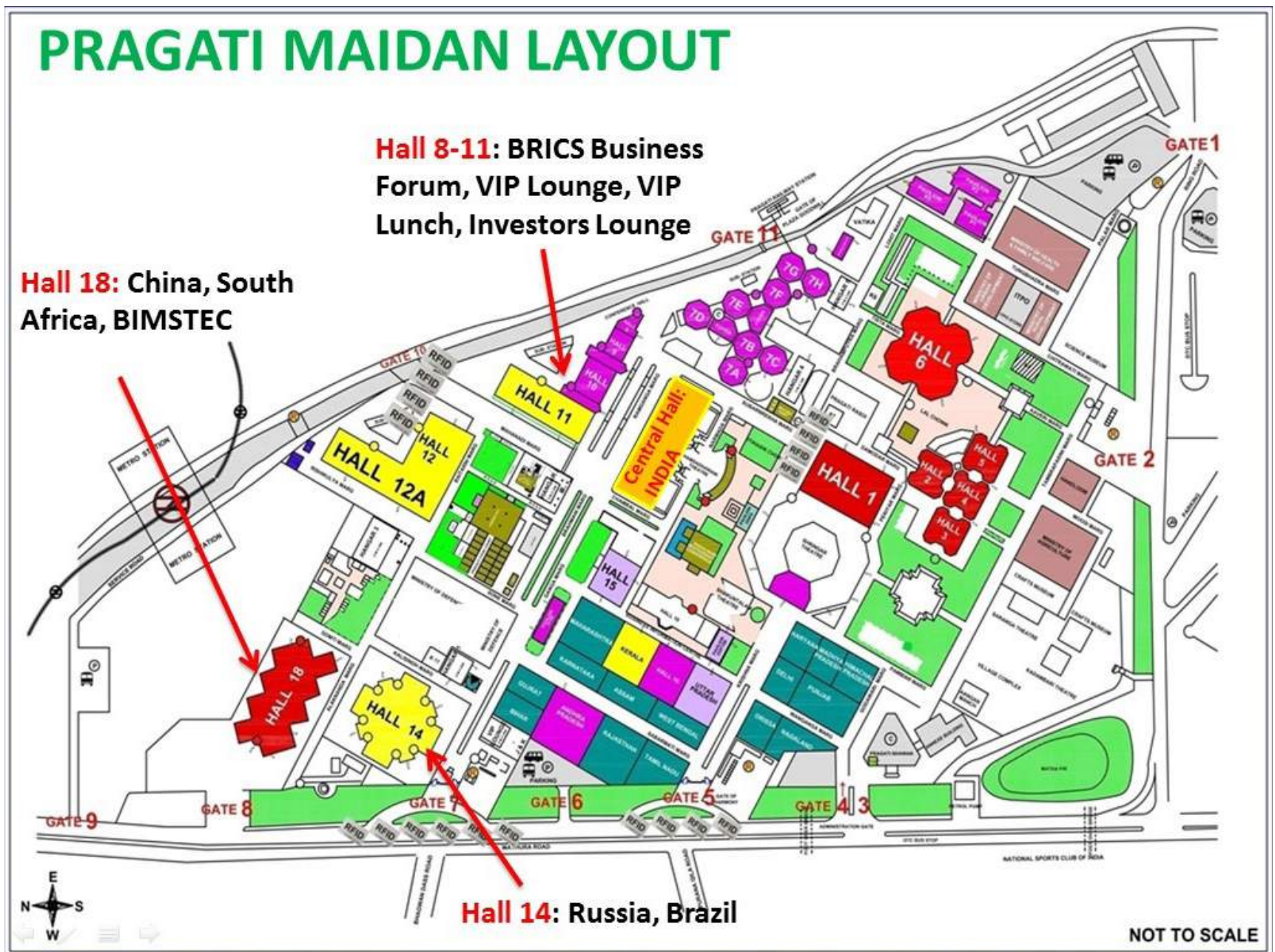
for our customers in general, regardless of country or sector. I am sure I shall be meeting a lot of new people, come across new opportunities and ideas. After all, business is always about people. Human relationships drive economics. I tend to see it more as an opportunity to work within the group of five nations, to capitalize

on the enormous potential of the emerging economies.

The event provides space for seeking solutions, not singlehandedly, but in a community of like-minded professionals coming from very diverse backgrounds with common goals."



Chief Representative, Gazprombank Representative Office in New Delhi, Sergey Mitreykin



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