

POST SHOW REPORT

3rd India International Tea & Coffee Expo

14 -15 -16 March 2014

Milan Mela Grounds, Kolkata, India

2014



INDIA'S ONLY INTERNATIONAL TEA & COFFEE TRADE FAIR ELEVATED BY OVERSEAS PARTICIPATION

India's only largest and oldest International trade exhibition for Tea & Coffee Industries since 2009

THE 3RD EDITION of the country's leading Tea and Coffee event **INDIA INTERNATIONAL TEA & COFFEE EXPO** and hosts a wide range of Tea and Coffee suppliers, who demonstrate their latest products to the market. The event took place on **14 - 16 March 2014**, at Milan Mela Ground, Kolkata- India.

As organisers of India International Tea & coffee expo and many other events, **Alex Event , Mumbai - India** has a commitment to bring buyers and sellers together in a professional environment that generates business. To measure the success of each show and to monitor the audience quality generated by promotional campaigns, Alex event , Mumbai-India commissions a survey of visitors and exhibitors and presents the results in this Show Report.





EVENT @ A GLANCE

Exhibitors : 53 Companies

International Exhibitors : 12 Companies from 9 countries

Domestic Exhibitors : 41 Companies

Unique Visitors : 2538 attendees including 15 countries

Exhibition Area : 20000 sqft (Gross)

Machinery & Packaging : 18 Companies

Display Product : more than 110 products

New Product Launch : 4 companies more than 10 products

Activity : 4 seminars/workshops 3 awards 1 special award

Supported by : 7 associations 21 media partners 2 sponsors





Successful 3rd Edition of supporters

Supported by





Opening Ceremony

The Exhibition was inaugurated by following officials :

Md. Abdus Salam Khan - Chairman Bangladesh Tea Board

Joydip Biswas - Deputy Director-Tea Board of India

Viswajit Chakraborty- Famous Tollywood Actor



More than 300 guests attended the opening ceremony.
and product launch by Delight Tea.



Product launch by Delight Tea:

Fashion show - Ramp walk by Models

Famous Tollywood Actor - Biswajit Chakraborty

Launched the product



Workshops / Seminar / Awards

Conducted by Ian Bresten (Australia) :

Famous author - Coffee, Sex & Health
Coffee Floats, Tea Sinks

Subject - Brew your tea in 30 seconds - conference
with live demonstration

AWARDS

Best Display Award - **IMA Industries India Pvt. Ltd**

Best Consumer Service Award - **T&I Global Pvt.Ltd**

Appreciation Award - **Mr. Hasmukh Shah (Preimer's Tea)**

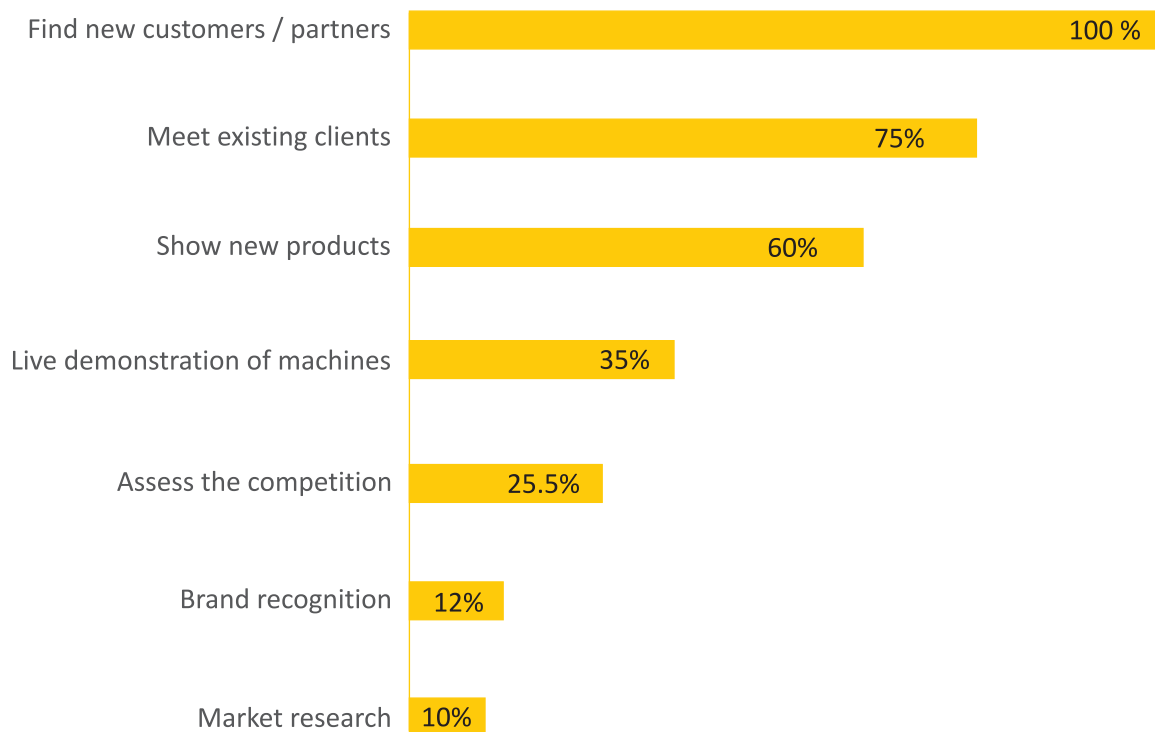
Darjeeling Dance and Nepali Dance performances
conducted by **Perimer's tea**

More than **10** performances of Dance of Tea Culture
States done by professional and attracted Domestic
and International Tea Lovers.



The following graphs shows their reasons for participating

Exhibitors by reason for participation:



Exhibitors Corner

90% exhibitors confirmed or plan to confirm **next participation** as a result of the exhibition

60% exhibitors rated the quantity of visitors as **average**. **40%** rated as **above average**.

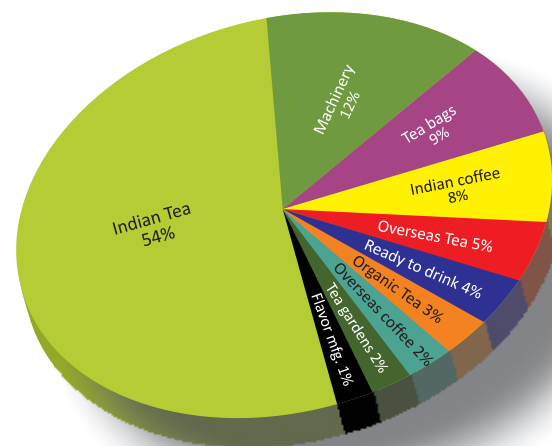
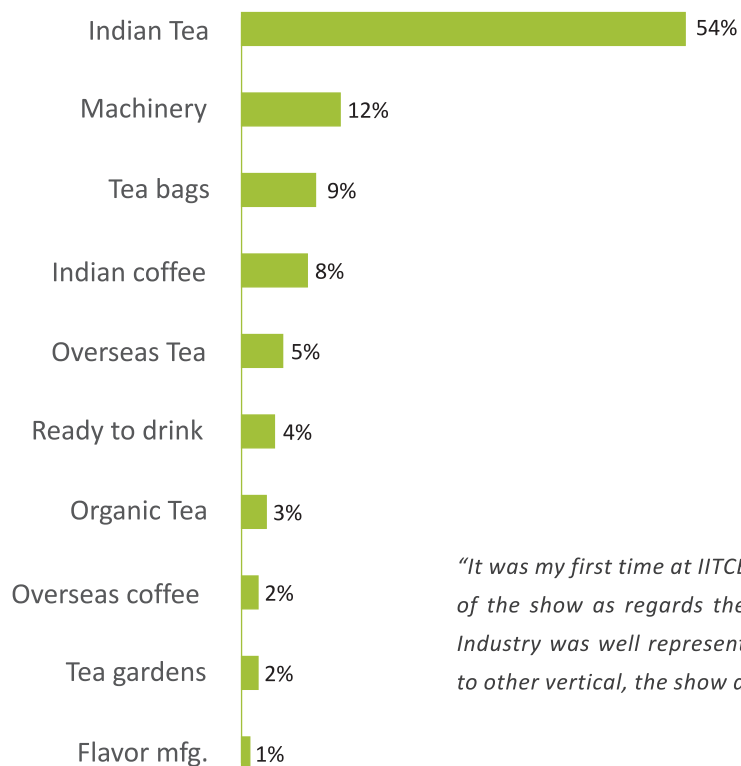
95% exhibitors rated the quality of visitors as **good or above good**.

75% of exhibitors state the event met or **exceeded their expectations**.

75% of exhibitors would **recommend** the exhibition to others.

WHERE THE TEA & COFFEE INDUSTRY GATHER

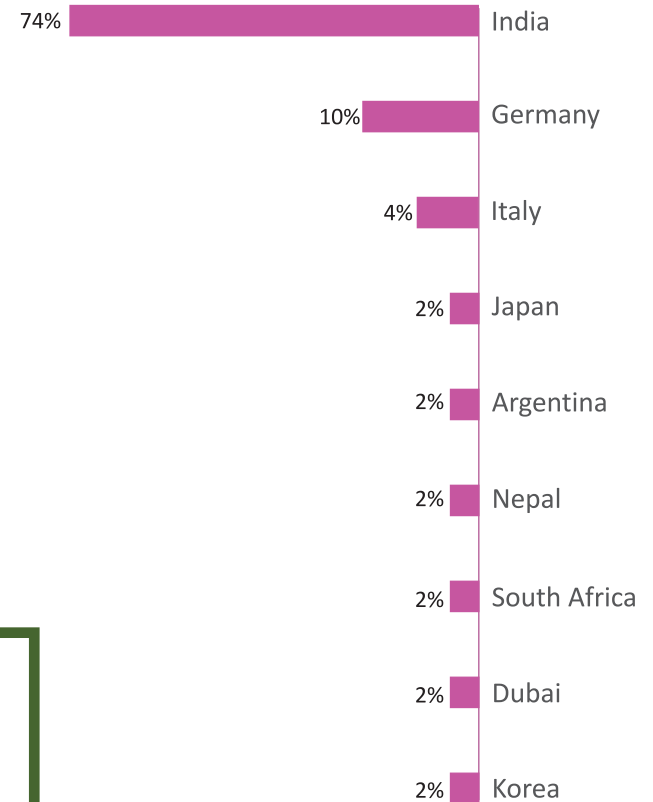
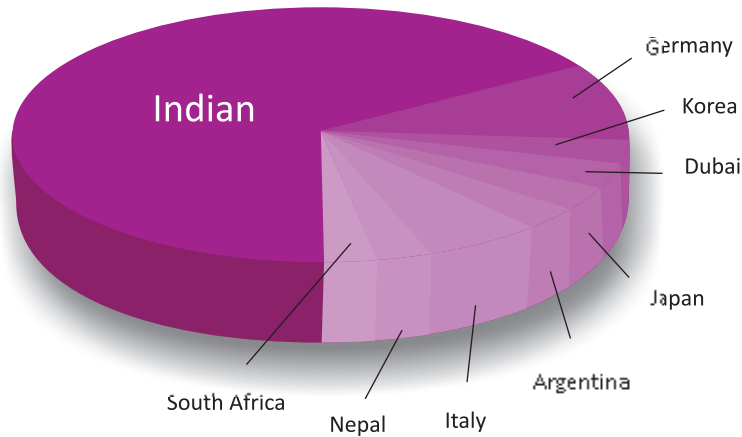
More than 110 categories were displayed from Tea & coffee Industries exhibitors.



"It was my first time at IITCE, and I would say that I was surprised at extent and coverage of the show as regards the Tea & coffee Industry. Every segment of the Tea & Coffee Industry was well represented and while there is room for more growth when it comes to other vertical, the show and its conferences overall are definitely worth the visit."

The following graphs shows their region of participatans

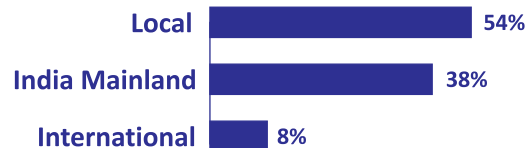
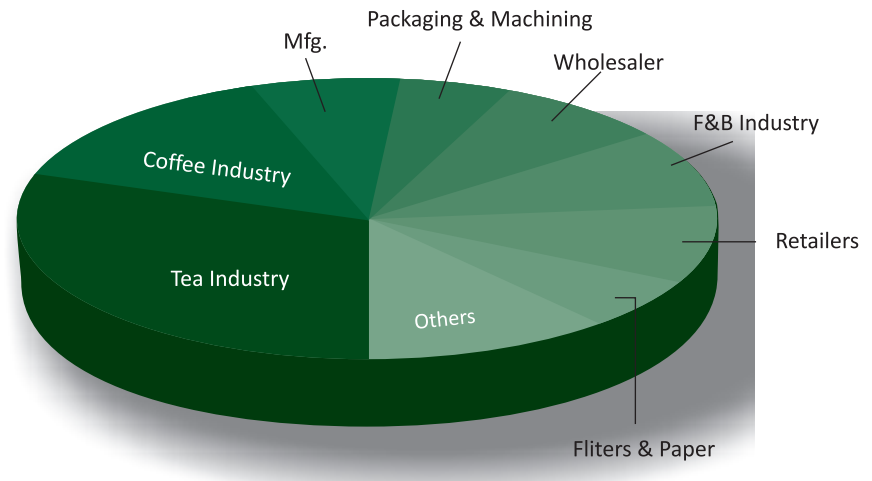
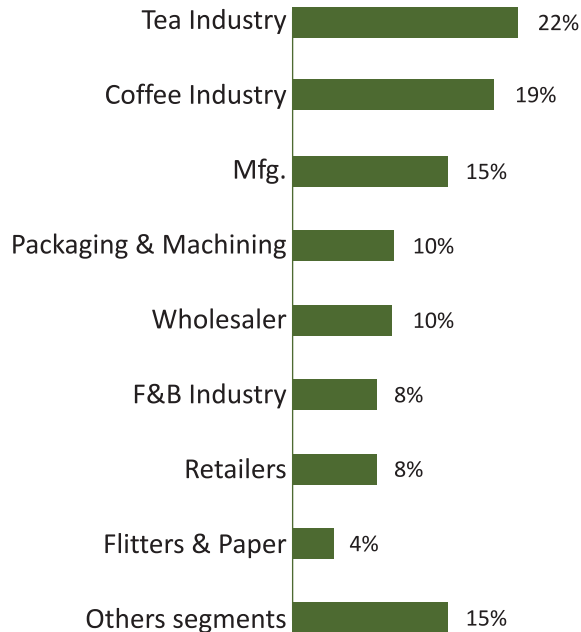
Exhibitors by region - country wise :



*As the first year at kolkata, IITCE has build a strong reputation as the perfect platform for International representations. This year, there are **9** countries represented at the trade fair. Some of them brought the machine and sold at fair. **4** companies launched their products as it was the perfect way to launch in front of direct buyer.*

2538 visitors attended the exhibition over three days from various segment, **8%** visitors came from overseas.

Visitors by segment wise :



44% of visitors were a **MD/CEO/Director**

33% of visitors were a **manager/entrepreneur**

72% of visitors influenced or were responsible for **purchasing decisions**.



MEDIA COVERAGE

IITCE- extensive media coverage with **21** online media partners,
6 newspapers, **5** magazines, **5** Hoarding, Local press and media
 coverages.





We are happy that the show exceeded our expectations. It gave us opportunity to demonstrate our product and meet many important industry people under one roof.

Siddharth Lohia | Apurva Organics Ltd

We have participated in IITCE previously. It has given us the opportunity to connect with distributors, wholesalers and buyers from the region. We have also received more feedback & enquires.

B.K.Mishra | CEO Delight Tea



We participated at the India International Tea & Coffee Expo 2014 for the first time and it provided us a good opportunity to promote our sales with existing distributors and establish new contacts. It was a good platform for us to connect with our existing and new customers."

Mr. Sajjan | Managing Director
TI Global Ltd



Asia marks a huge potential for growth and India is a very important key market. IITCE is the right platform to capture Indian market as well as surrounding countries market. We are very pleased with participation, where we got excellent response & queries and hope to double the participation by 2015.



We look forward to see you at



4th INDIA INTERNATIONAL TEA & COFFEE EXPO

26-27-28 Feb - 1 March 2015

Science city exhibition grounds, Kolkata-India

NEW to India International Tea & coffee Expo - 2015.

- 4 days Exhibition
- 6 countries participation
- 35000 sqft Area
- 3 Industry Awards
- 5 Category Awards
- 10 Hardcore Conferences

FOR STAND BOOKINGS

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