

5.2 Details

(x) SHELLAC EXPORT PROMOTION COUNCIL

Organisation : Shellac Export Promotion Council

Objective : Participation at the Expo India 2001, so as to facilitate India for lac and lac-based products and to ascertain the level of interest in shallac consumption in the Latin American region

Date : 25 to 29 September 2001

Country : Sao Paulo, Brazil

Summary Report

Brazil has the largest number of shopping malls and super markets in America and rank fifth in the world with 57,000 shops having sales of US\$33 billion. There are 480 shopping centres and 180 more are under construction. About 2,500 Brazilian firms are ISO9000.

Establishment of joint venture is a common practice in Brazil. Setting up a joint ventures can be accomplished through a variety of business entities, the most common of which are “sociedades anonimas” and “limitadas”. Also licensing agreements are common forms of accessing to the Brazilian market. Indian companies supplying to the USA and Europe have better chances to succeed in Brazil. This country has overall customs duty is 14 per cent and the maximum duty is 40 per cent.

Shellac EPC's participation at Expo India 2001, Sao Paulo has proved to be successful in garnering a substantial number of qualified leads and contracts for participating member firms. Participants had the opportunity to contract with potential buyers and to promote their company within the industry.

Expo India 2001, did not generate much response in shellac and lac based products. Shellac industry beyond 2001 will rely on innovative promotional strategies and developing industry wide contacts and increasingly market place.

Trade fair will be the premier platform to explore an invaluable opportunity to establish new contacts and generate sales.

Members of Delegation

1. Ms Debjani Roy, Secretary, Shellac EPC, 14/1B, Ezra Street, Kolkata-700 001.
2. Mr. R.L. Sharma, M/s. Tajna Shellac Pvt. Ltd., 37A, Bentinck Street, Room No. 411, Kolkata-700 069.
3. Mr. P.K. Shaw and Mr. Brijesh Kr. Mourya, Hindustan Shellac Industry, 38/42, Fakir Bagan Lane, Howrah-711 101.
4. Mr. Prakash Thaker, M/s. Jamnadas International, 12A, Lord Sinha Road, Room No. 208, Kolkata-700 071.
5. Mr. Bhagwati Prasad Agarwala, M/s. Lexportex (India) Pvt. Ltd., Flat No. 16, 10/4C, Elgin Road, Kolkata-700 020.
6. Mr. Anup Kr. Agarwala, M/s. Raj Kumar Shellac Industries, Bhagat Chamber, 12A, N.S. Road, 5th Floor, Room No. 1, Kolkata-700 001.
7. Mr. Rohit Singhanian, M/s. Renshl Exports Pvt. Ltd., 27, Sarat Bose Road, Kolkata-700 020.
8. Mr. Vivek Kr. Saraogi, M/s. Tolaram Overseas Corpn., Ganapati Chambers, 122A, Chittaranjan Avenue, Room No. 3B, 3rd Floor, Kolkata-700 073.
9. Mr. Naveen Mehta, M/s. Niveda International, 5 Fancy Lane (Ground Floor), G.P.O. Box No. 2882, Kolkata-700 001.
10. Mr. Rajesh Kr. Saraogi, M/s Parwati Lakh Udyog, 135A, Chittaranjan Avenue, 3rd Floor, Room No. 30, Kolkata-700 007.
11. Mr. Sanjay Kr. Saraf and Mr. Vikas Kr. Saraf, M/s Mahabir Shellac Factory, "Kamalaya Centre", Room No. 203, 156A, Lenin Sarani, Kolkata-700 013.
12. Mr. S.S. Saraf, M/s. Sitaram Saraf, 86, Raja Basant Roy Road, Kolkata-700 029.

Conclusion

Latin America is a potential region for Indian products. For products like shellac and lac- based products, there is a need for market research and data base of shellac importers in this region. A concerted effort is needed for entry into the Brazilian market then other countries of the region.

- Organisation** : Shellac Export Promotion Council
- Objective** : Participation at the Baghdad International Fair 2001 so as to explore more opportunities for shellac products
- Date** : 1 to 14 November 2001
- Country** : Baghdad, Iraq

Summary Report

India's participation at the Baghdad International Fair has been meaningful in terms of supply of quality products and services in a most competitive rates.

Iraq is a country of immense opportunity for Indian exporters. The top five items of exports from India to Iraq are tea, pharmaceuticals and drugs, plastic and linoleum products, engineering goods, and textiles. Imports from Iraq are crude oil, mataliferrous ores, and metal scrap.

Nature of goods referred to Indo-Iraq Credit Agreement of 1999 includes capital goods, equipments and other engineering goods. Items eligible for coverage under this credit also include consumer durable, pharmaceuticals and consultancy services.

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5. Mr. S.S. Saraf, M/s. Sitaram Saraf, 86 Raja Basant Roy Road, Kolkata-700 029.
6. Mr. R.L. Sharma, M/s. Tajna Shellac Pvt. Ltd., 37A Bentick Street, Room No. 411, Kolkata-700 069.
7. Mr. Sushil Saraf, M/s. Tirupati Overseas Corpn., 97 Park Street, Ground Floor, Kolkata-700 016.

Conclusion

Participation at the Baghdad International Fair was to create fresh avenues for exploring the much needed diversification and to highlight the potential and capabilities of India shellac and lac-based products.