

Report from NPES India Representative

NPES at Print Pack India 2005

NPES made a kick-start in India with its participation in Print Pack India 05, one of the largest shows on Graphic Art Equipments, organized jointly by Trade Fair Authority India and Indian Printing and Allied Machinery Association (IPAMA). The show covered an area of over 17,000 sq. meters. More than 380 companies exhibited, including 16 overseas companies from 11 countries. Over 1, 25,000 people from various sectors of industry visited the exhibition.

Twenty NPES members took part in the Product Literature Display at the NPES stall where a video presentation on Print 05 & Converting 05 was also made. The NPES team gathered information about more than 70 Indian companies interested in becoming dealers for their members' products. The representatives of the U.S. Commercial Service were on hand to help facilitate contacts between Indian buyers and dealers and U.S. exhibitors.

It may be noted that the printing and packaging industry in India is one of India's fast growth areas. There are reportedly more than 1, 30,000 printing presses all over the country with a capital investment of over Rs. 80,000 million. Also, the growth of literacy will push up the demand for various inputs from and for the printing industry. India's print media production is being projected to double itself by 2010 and the industry's requirement for equipment, consumables and software could exceed US\$1 billion in 2005-06 itself.

31st All India Printers Conference

Concurrent with the Print Pack exhibition, seminars and conferences on topically relevant aspects of printing and packaging industry were also held.

Brand Print India – Road to Excellence was the theme of the two-day All India Printers Conference organized by All India Federation of Master Printers' (AIFMP) concurrently with Print Pack. Viren Chhabra, NPES India Trade Representative was the Chairperson of the Conference. Over 100 delegates from all parts of India and neighbouring countries attended the seminar and 32 speakers made their presentations.

NPES International Trade Director Michael Hurley delivered the Keynote Address on 'Challenges and Opportunities in the New Media Mix'. Announcing the opening of the NPES office in New Delhi, India, Mr. Hurley said that the All India Printers Conference and PrintPack provided an overview of both technical developments in the industry and the U.S./India trade relationship. "Demand for high quality U.S. systems will only expand as the Indian printing industry continues to grow."

Frank Cost from the Rochester Institute of Technologies (RIT) Print Industry Centre in his presentation expanded on the interactive or transactional qualities of a print product. Ms. Dawn Kawasaki of the US Department of Commerce, India Desk was a Special Invitee at the Conference.

NPES India Project Office Launched

A special reception was organized by U.S. Commercial Service & NPES to announce the opening of the NPES Office in India and also to promote PRINT® 05 and CONVERTING 05 Trade Show. Over 200 industry leaders attended the Reception hosted for the launch of the NPES Project Office in India. Mr. Donald Nay, Deputy Senior Commercial Officer of US Embassy in New Delhi welcomed the guests that included, amongst others, Mr. Vijay Chopra, President, All India Federation of Master Printers, (AIFMP) Mr. S.M. Shah, President, IPAMA.

Introducing the guests, Mr. Chhabra said that the NPES office in India would act as a bridge and build the relationship between NPES members and Indian printers. Mr. Hurley thanked the speakers and industry leaders for their enthusiastic support to the NPES Project Office launch. Mr. Hurley made a video presentation on Print 05 and answered questions from the members of Trade Press.

NPES President's Visit to New Delhi - Jan 31 – Feb 3, 2005:

NPES President Regis J. Delmontagne visited India in early February to review the general progress of the NPES Office India Project. A number of important meetings were set up for the NPES President. Mr. Delmontagne visited the US Commercial Office where he met with Deputy Senior Commercial Officer of US Embassy, Mr. Donald Nay and his colleague Ms. Preetha Nair. Later, at the headquarters of the Federation of India Chambers of Commerce and Industry (FICCI) a fruitful discussion took place with the senior members of the FICCI US Desk, which included Ms. Khanna who was on her way to head FICCI US Office in Washington. Mr. Delmontagne also called on the New Delhi office of the Indo American Chamber. Mr. Delmontagne visited the centrally located PHD Chamber where NPES has been fortunate to lease out its new premises. PHDC is a prestigious association representing leading industries in North India, currently in its centenary year. On the evening, prior to his departure to US, Mr. and Mrs. Delmontagne attended a social get together and had occasion to meet local industry leaders and media persons at the reception .

NPES Office in New Delhi.

While possession of the premises at PHDC building was taken in March, 05, the official approval from the Reserve Bank of India in Mumbai - a mandatory legal requirement for a multi-national company for setting up a Liaison Office in India- was not forthcoming until June 3rd, 2005. It required extensive follow up with the Reserve Bank of India and the Ministry of Finance and Economic Affairs Desk in New Delhi. A number of documents duly notarized and attested by the Indian Embassy in Washington had to be submitted. NPES being a Non-Profit organization added to the bureaucratic formalities imposed by the Indian Govt. officials. Meanwhile, the NPES activities continued to be carried out from Mr. Chhabra's personal office at his residence.

Personnel Requirement

A Senior Executive, Mr. V. Vinod, formerly with the IFRA office in Chennai was interviewed and hired with effect from January, 2005. At the Print Pack, Vinod helped with NPES arrangements and interacted with visitors and other exhibitors. He has also established a good rapport with members of the India Trade Fairs and printing firms, particularly from the Southern region. The appointment of the Secretary-cum-Office Manager is under finalization. An office helper has been appointed and is carrying out his duties satisfactorily. Shortly, a part-time accountant is to be hired

for maintaining account books as required by the auditors as per statutory requirements.

Print 05 & Converting 05 Promotion

A multi-prolonged strategy has been adopted to promote Print 05.

1. Proactively encouraging IPAMA members and other manufacturers to exhibit at Print 05.
2. For maximum number of quality participation from the Indian printers we have retained reputed travel agents who in the past have been taking large groups of Indian printers to DRUPA and other fairs, including recently to Print China in Beijing. Their reports are encouraging. They have been contacting printing associations for distribution of promotional literature and offering good packages to their members. SOTC have done brochure mailing to all important members of printing industry from our database.
3. Proactively working with AIFMP & regional associations.

Print 05 –Promotion at Indore

NPES India office invited SOTC representative to join at Indore, the venue of Governing Council Meeting of All India Federation of Master Printers, to make a presentation during April 16, 05. The Governing Body members were addressed by Viren Chhabra who answered a number of questions. During the meeting, Vinod distributed promotional literature to the members and also interacted with members and exhibitors. Travel Agents are now getting anxious queries from intending participants who are facing difficulties in getting visa dates from the US Embassy and are seeking assistance from the organizers for getting interview dates expedited.

Advertising in Trade Journals

We are also advertising Print -05 in leading Print Media Trade Publications and have obtained special rates from most of them. Their editors are responding and publishing the promotional material e-mailed by NPES.

- **Printing Times** - All India Federation of Master Printers'
- **Print Vision** - The Bombay Master Printers' Association
- **Coramandal Printer** – The Madras Printers' & Lithographers' Association
- **NIPA Print** (Punjab Print)- Official Journal of Punjab
- **KOPA News** - Karnataka Offset Printers' Association, Bangalore
- **Print Bulletin** – Mumbai Mudrak Sangh – Bombay Printers Association.
- **Printing Review**
- **Print Miracle** - Kerala Master Printers Association
- **Print & Publishing**
- **Indian Printer and Publisher (IPP)**
- **Delhi Printers** - Delhi Printers Association

Participation Confirmations at Print 05 by IPAMA and the AIFMP.

Doubtlessly, the most coveted achievement of the NPES India Representative Office will be the Indian print industry's participation at Print -05 for the first time ever. Though large number of Indian printers visit international events like DRUPA, IPEX etc., never before, have any of the print associations participated officially in any of these Fairs. So in a way we will be making history at 05!

IPAMA, the apex body of Indian Printing Packaging and Allied Machinery Manufactures have announced a special subsidy to those members who will travel to participate in Print 05, Chicago. IPAMA President plans to lead a delegation of the Indian manufactures, who apart from promoting their own companies are seriously looking for collaborations with American counterparts, especially in the small sector. IPAMA has booked 300 square feet of exhibition space to put up the IPAMA information booth.

All India Federation of Master Printers' (AIFMP) has confirmed participation at Print 05 and Converting 05 and also proposes to create an information booth for the benefit of AIFMP members. AIFMP President also will lead a large group of quality printers from various parts of India. These printers expect to look for the latest equipment and make deals for the purchase of new and used equipments.

The Madras Printers & Lithographers Association (MPLA) and the North India Printers Association (NIPA) are also officially promoting Print 05. Both regional associations are promising sizable delegations from their respective regions. A clearer picture will emerge by the month-end of exact numbers of printers/allied industries persons proposing to visit Chicago.

Altogether, in a very short span of time a considerable impact has been accomplished by NPES India Office.

Other Activities

Database of Indian Printers

A directory of Indian printers has been prepared and would be shortly uploaded to the NPES India website. This will give an opportunity for the NPES members to view the Indian Printers' lists.

Pantone visit to India:

Assistance was provided to Ms. Loretta Vaz of Pantone who visited India to meet printing industry users and dealers. Pantone is exploring Indian market for their products.

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