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Ministry of Food Processing Industries
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International Exhibition & Conference on
Refrigeration, Air-conditioning, Ventilation and Cold Chain

4 5 6 October 2018 | **NSIC Grounds, Okhla, New Delhi**



Post Show Report

One Exhibition, One Platform
that works for your business!

Organised by



NATIONAL APEX CHAMBER

PHD Chamber of
Commerce and Industry



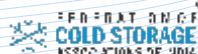
Northern India Refrigeration &
Air-Conditioning Trades Association



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www.racindiaexcon.com



RAC India ExCon is North India's only international Event targeted at HVAC&R and Cold Chain Industry for the development of this very important Industry Sector. This event will aid the government objective of doubling the farm income by 2022.

The event was an outstanding success which saw an overwhelming response from the exhibitors and Visitors in the three day event. The exhibition saw **75 exhibitors** showcasing their products and services to **1976 focused trade visitors**.

Marketing Reach

An extensive marketing was being done since the inception of the show. A 360 approach helped seed the information amongst the prospects and was thus, extensively populated.



DIRECT MARKETING
Email and Mails



Social Media Marketing



CHANNEL MARKETING
Engaging exhibitors/
Trade bodies/Media Partners



PRINTS ADS
Mainline Newspaper &
Trade Media



TELE MARKETING



Commercially Important BUYER PROGRAMME



OUTDOOR PUBLICITY



RADIO

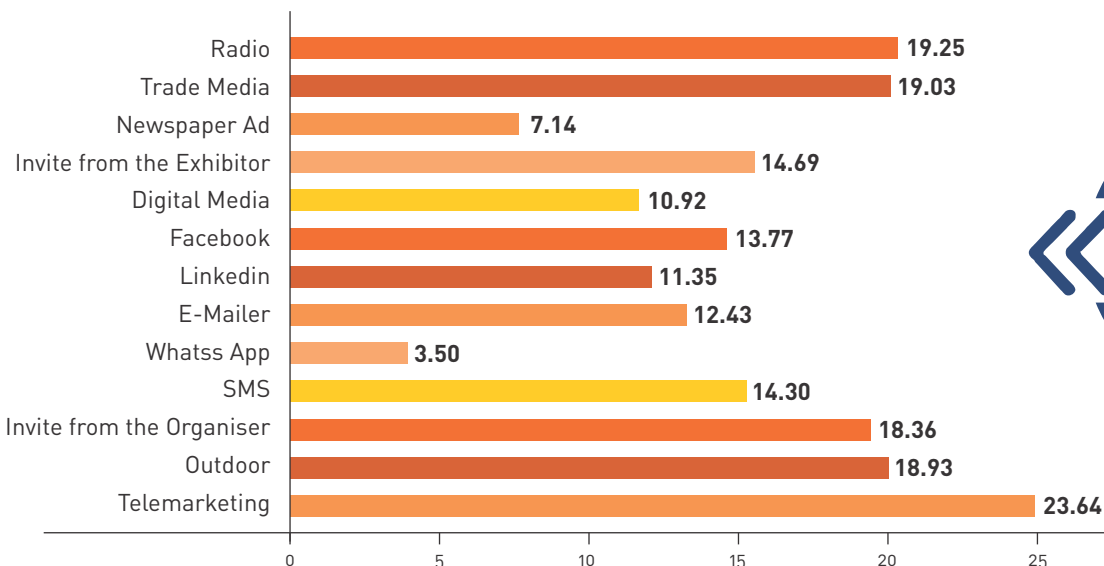


ROAD SHOWS
in key region to
connect directly

**It's Not
WHAT WE DO,
It's The Way
THAT WE DO IT**

VISITOR ENDORSEMENT

The entire campaign was well vetted and the visitor endorse the effort



**How did
you come
to know?**

Visitor Registration

DAY 1
23%

DAY 3
22%

1976
BUSINESS
VISITORS

DAY 2
55%

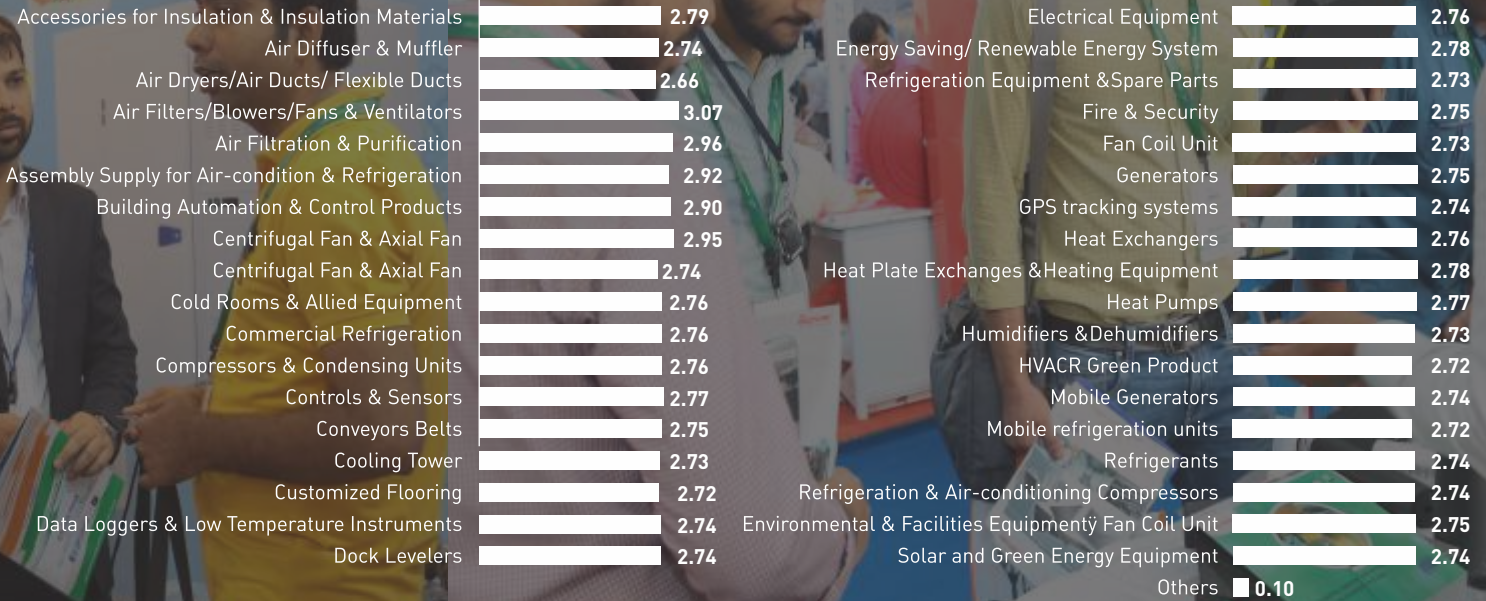
STATE WISE VISITORS

DELHI	506	UTTARAKHAND	53	WEST BENGAL	13
UTTAR PRADESH	312	KARNATAKA	16	UNION TERRITORY	22
HARYANA	309	MADHYA PRADESH	56	TAMILNADU	12
PUNJAB	178	GUJARAT	24	KERALA	4
MAHARASHTRA	63	HIMANCHAL PRADESH	34	ANDHRA PRADESH	4
RAJASTHAN	223	JAMMU & KASHMIR	13	BIHAR	21
				GOA	1
				TELEGANA	11

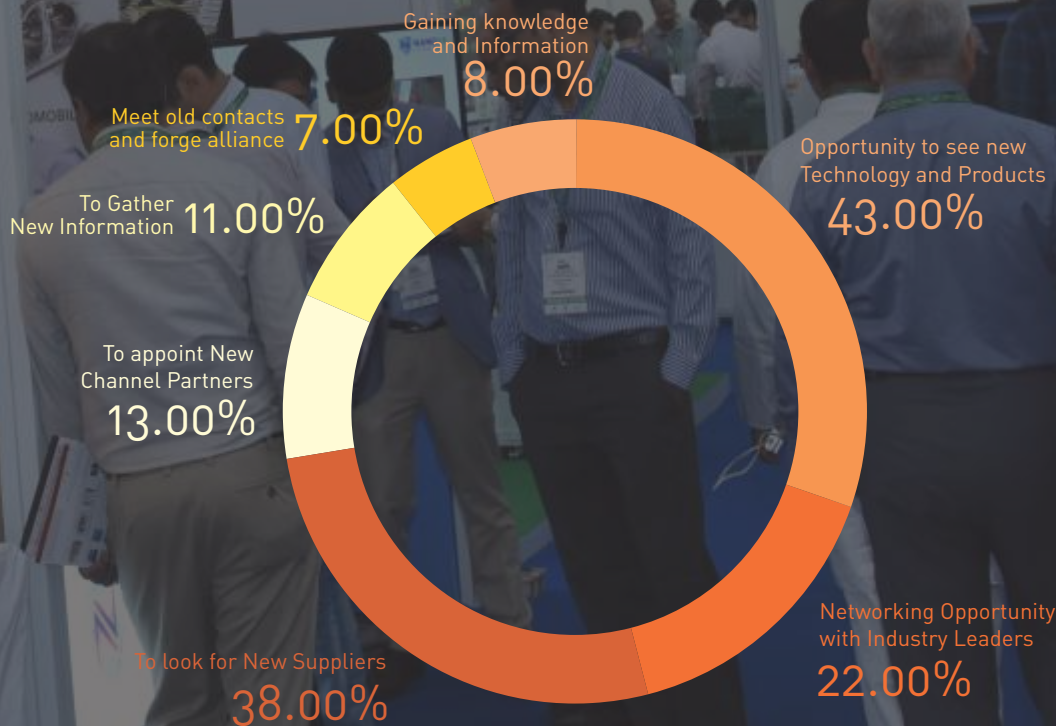
TOP-20 CITY WISE VISITORS

NEW DELHI	503	CHANDIGARH	11	RAJPURA	31
GURUGRAM	152	GREATER NOIDA	69	MEERUT	28
NOIDA	102	PUNE	29	PALWAL	27
LUDHIANA	72	JAIPUR	28	SONIPAT	43
FARIDABAD	87	MUMBAI	33	BANGALORE	5
GHAZIABAD	89	AGRA	24	AHMEDABAD	4
				AMRITSAR	34
				JALANDHAR	41

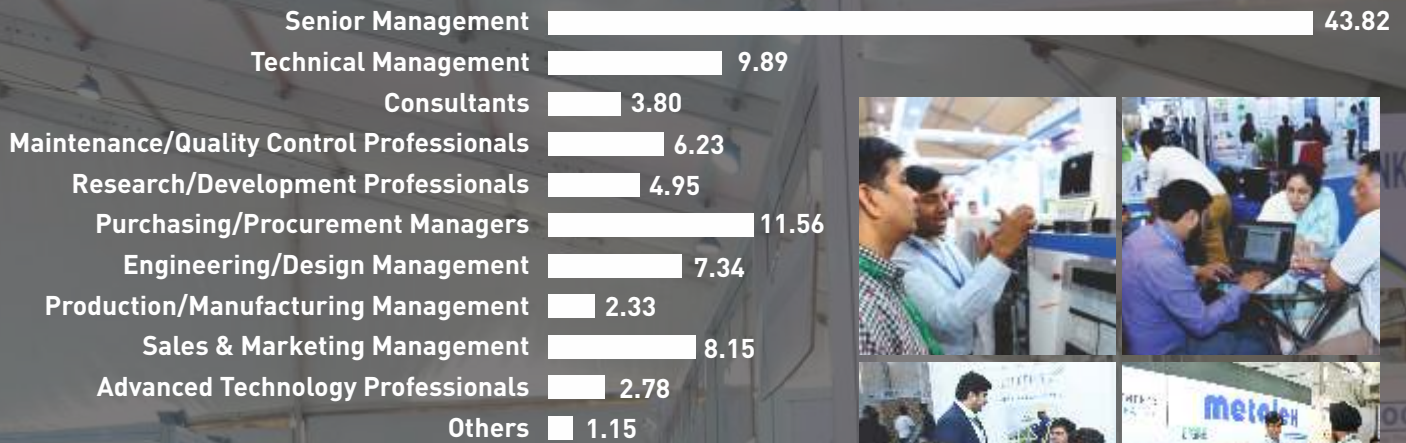
Area of Interest



Main Reason to visit



A powerful audience of influential buyer



Visitor Purchasing Behaviour

8 out of 10 visitors to the show were involved with purchasing decisions.
 47% of visitors had made a purchasing/specifying decision that they would not have considered or been aware of had they not attended
 44% of visitors found a new supplier they wouldn't have otherwise considered

PURCHASE RESPONSIBILITY



**INFLUENCED PURCHASING/
BUYING DECISIONS**

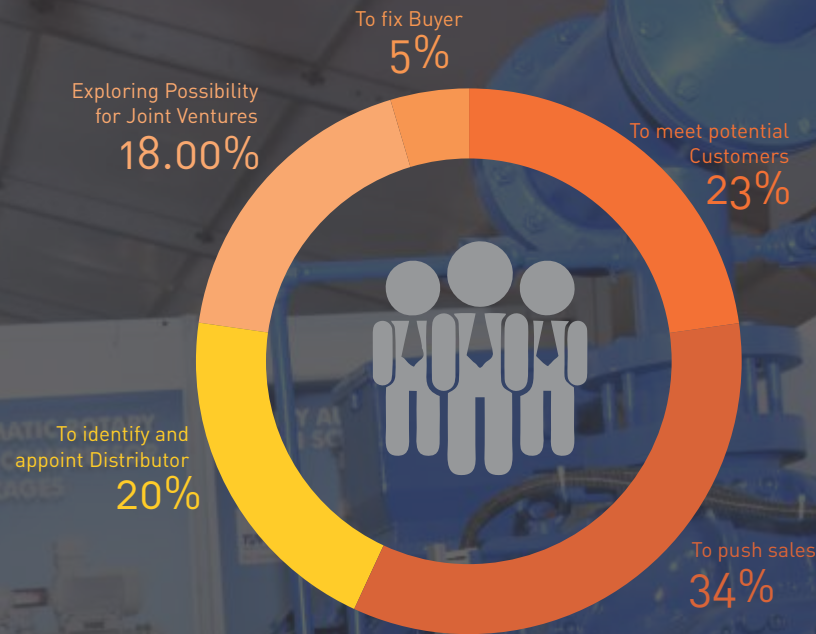
44%

found a new supplier they wouldn't have considered

Final decision-maker	44%
Strong influence	27%
Consulting role	19%

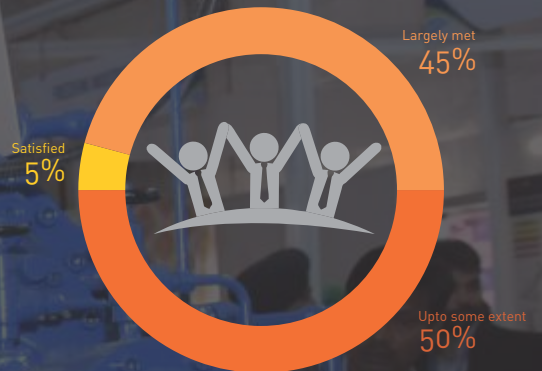
EXHIBITOR SURVEY

Objective of participation



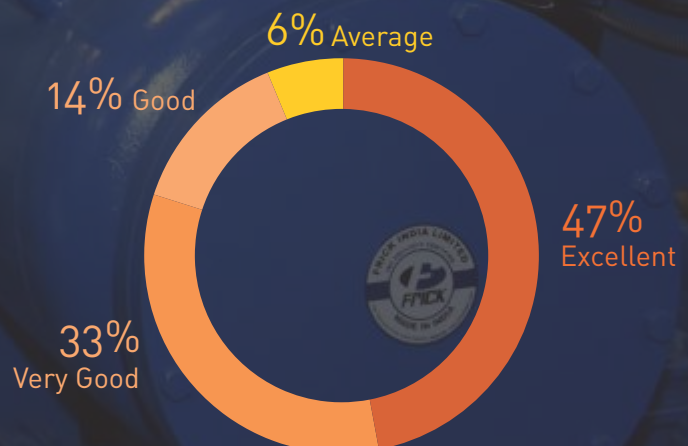
Target Group Accuracy

95% Reached their Target group



Visitor Quality

94% found the visitors Meaningful



EXHIBITOR SURVEY



Expected
Business Transaction

414

Business Lead

Exhibition
Arrangements

32%
Excellent

26%
Very Good

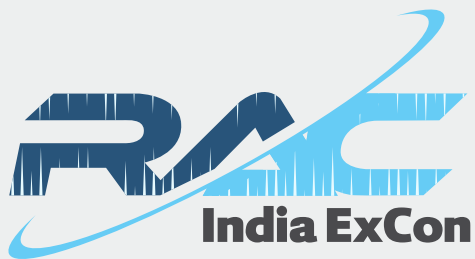
37%
Good

5%
Average

KEY EXHIBITORS



and many more...



Business events

To provide one-stop shopping for all inputs in HVAC & Cold Chain domain, the international exhibition was complimented by a 3-day conference of topics having relevance to the ever changing dynamics of this industry, especially in India where it evolving by itself. The conference had three technical sessions in addition to the main inaugural session.



INAUGURAL SESSION

The formal inauguration of the conference and exhibition was organized on the forenoon of the first day- moderated by Dr Ravinder Kumar Sharma, former Director of National Horticulture Board and Consultant Advisor, NIFTEM, MOFI - who showed the perspective through a brief about the cold chain history and related developments in India. Former welcome was extended by PHD chambers' Vice-President (Mr D K Agarwal). Another dimension to this event was revealing activities of Northern India Refrigeration and Air-Conditioning Traders Association that is quite effective in taking its message through their dealers' network in every nook and corner of the region.

The effectiveness of International Institute of Ammonia Refrigeration (IIAR) - a technical members' organization - was also explained for areas like advocacy, education and standardization of this industry in different countries and India to take advantage of its rich experience. On this occasion, a MoU was also signed between PHD chamber (Mr Saurabh Sanyal, Secretary-General) and IIAR (Mr Samir Shah, Regional Vice-Chair) for further follow-up.

Delhi Cold Storage Association - a constituent member of Federation of Cold Storages Associations of India also revealed their initiative to make their members' units more viable and exploring other storable commodities also to run longer. Likewise, Association of Ammonia Refrigeration also explained its activities for members' advantages including draft standards under consideration by Bureau of Indian Standards through its President (Mr Anil Gulanikar).

Most important was the special Address by Shri Bijay Kumar (former MD, NHB and Additional Chief Secretary, MH) who indicated how qualitative changes triggered pioneer the cold chain developments in India through technical standards, vendors' services improvement, and leveraging rate of subsidy with the level of technology employed, etc during 2009-2012. Present MD of NHB (Mr M Ariz Ahamed) presented case study of NHB schemes and how new changes made in the project template can help to make viable projects, and offered to work with the industry. NCCD CEO also explained his experiences and literature developed in this regard.



Finally Shri VK Mishra, Chairman Agribusiness Committee PHD Chamber explained activities and proposed vote of thanks.

TECHNICAL SESSIONS

First Technical session was conducted by the Federation of Cold Storage Association of India, and two important topics discussed were: (1) Cold Chain Logistics Synchronization with retailer and suppliers alignment wherein Mr Kanwar Charanjit Singh (Director, Kartarpur Cold Chain made very important practical hints for profit enhancement; and (2) Economics of Solar Energy based solutions and technological options, followed by B2B round table meeting with delegation from solar Energy Society of India. This session also had a very special event – workshop by International Institute of ammonia refrigeration, USA through its ammonia management program for small and medium facilities that dominate Indian scene. This workshop was specially designed to take IIAR experience in this regard and help Indian industry of ammonia based units to grow better.

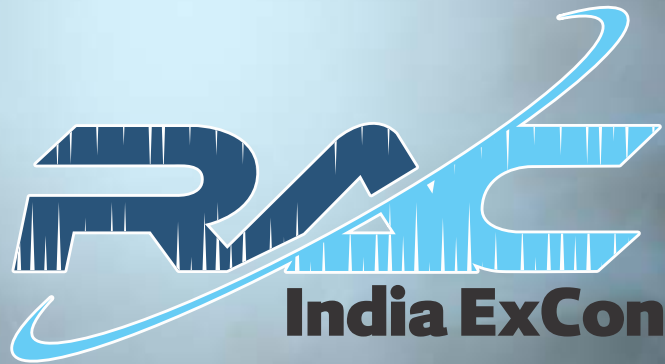
Second technical session, on different perspective, was through panel discussions on All-India Small scale Ice-Cream manufacturers Association to discuss interventions to harness the potential of energy efficiency and green cold chain in India including policy measures.

The third technical session on day three was focused on HVAC in malls, commercial hubs, hotels and hospitals as well as AC & R domestic and commercial perspectives.

Another attraction was the networking dinner hosted in the beautiful PHD Chamber’s lawn and parking area. The overall impact and conduct of the conference was highly appreciated by the people of standing. The conference session conducted by IIAR provided a Trade platform to deliberate and discuss the challenges and opportunity in the field of Ammonia Refrigeration. The Knowledge sharing was extremely useful to Indian counterparts and was helpful in adapting to global practices.

RAC India ExCon actively works with its supporting associations to represent key challenges faced by industry in India and also enables the same for global companies in India. The event was able to transact business more than 20 Crore INR and also aid the foreign investment in India in HVAC&R and Cold Chain Industry.





2nd International Exhibition & Conference on
**Refrigeration, Air-conditioning,
Ventilation and Cold Chain**

17-18-19 OCTOBER 2019
NSIC Grounds, Okhla, New Delhi

For Stand Booking & Sponsorship

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