



Venture into the World of Opportunities

www.gujexim.com
Virtual Exhibition Portal

iNDEXTb

INDUSTRIAL EXTENSION BUREAU
(A GOVT. OF GUJARAT ORGANISATION)

ISO 9001:2000 Certified

Gujarat - Hub of World Trade

Gujarat, a maritime State, has a rich history of trade and commerce with outside world. The adventurous and exploring nature of people of Gujarat coupled with keen business acumen are the forces behind the global presence of Gujaratis in business and trade world over, be it USA, UK, Belgium, East Africa, South Africa or far flung places like Papua New Guinea and Fiji

Gujarat situated on the western tip of Indian subcontinent, is gifted with the longest coastline of more than 1,600 km, dotted with 41 ports to handle liquid, solid, bulk and containerized cargo. All these ports are backed by well-knit crisscross of railways and roads, catering to the vast hinter lands of Northern and Western regions. No doubt, Gujarat, thus is the Gateway to Western, Middle East and African Markets.

Gujarat is shaping fast as a **port led economy** as focused attention is provided with augmentation of facilities at ports, development of specialized ports, setting up of SEZs, upgrading of inland facilities at airports and inland container depots to ensure timely delivery and quality.

Today, Gujarat has 21% share in exports from the country, and is a quality producer in pharmaceuticals, gems and jewellery, textiles, marine products and agricultural produces like mango, chickoo, psyllium husk, castor oil... just to name a few.

Not only the physical infrastructure is taken care of but also the timely information needs in international trade through State level trade promotion council, private and public joint research centres for international trade etc. This approach is further taken up by developing a **virtual exhibition portal**, which will act as an easy launching pad for business promotion world over.



Gujarat - Enticing the Entrepreneurs

- Strategically located
- World-class infrastructure
- Business friendly policies
- Uninterrupted power supply
- Rich natural resources
- Skilled and peaceful workforce



Corporates - Dotted the Industrial Map

+ ABB	+ Cadila	+ L & T
+ Amul	+ Cairns Energy	+ Nirma
+ Arvind	+ El Dupont	+ Reliance
+ Ashima	+ Essar	+ Sanghi Cement
+ AT & T	+ GE Plastics	+ Shell
+ Bayer	+ General Motors	+ Tata
+ Birla	+ Gujarat Ambuja Cements Ltd.	+ Torrent
+ British Gas	+ Ingersoll Rand	+ Zydus Cadila

INDEXTb

Investment Promotion Arm

Profile

- Investment promotion in industrial & infrastructure projects, NRI and foreign direct investments, by acting as a single point contact.
- Coordination with various State and Central level government departments.
- Maintenance of rapport with Chambers of Commerce and Industries Associations
- Computerized monitoring system for implementation of all industrial approvals.
- Handling of joint publicity campaigns of the State Industries Administration.
- Organization of investment promotion campaigns at potential centers in India and abroad
- Identification of new investment opportunities and preparation of feasibility reports
- Publication of status reports on different industrial groups regularly
- Publication of area potentiality survey reports
- Assistance to the prospective entrepreneurs in technology sourcing
- Running of a medium sized computer centre to cater to the computerization needs

Services with a Smile

- Assisting entrepreneurs from concept to commissioning of their dream projects.
- Catering to information needs of entrepreneurs
- Assisting entrepreneurs in investment decisions and undertaking formalities during project implementation
- Assisting entrepreneurs in acquisition of infrastructure facilities
- Assisting the State Government in formulation of policies
- Providing feedback to the Government from time to time for strategy planning
- Setting up of a state-of-the-art industrial data bank
- Preparing & publishing of common promotional literature on behalf of the State Industries Administration
- Maintaining a library
- Providing extension services through its branch offices in Mumbai, Delhi and Kolkata
- Acting as Secretariat to Gujarat Industrial Promotion Board (GIPB) and Gujarat International Trade Promotional Council (GITPC).



The Virtual Exhibition Portal (www.gujexim.com)

Showcase of Gujarat's accomplishments - Feast on a platter

This Virtual Exhibition Portal is launched for creating awareness about the industrial development of Gujarat among the global community, especially among the Non-Resident Indians and Non-Resident Gujaratis. The key idea behind this Portal is to give a visual 3D feast on a platter to the viewer with use of latest digital technology. It provides an opportunity for multiple product launch with disseminated information on the design concept, manufacturing, technology, R & D, quality control measures, etc. It will also serve as a platform for a detailed information of various products manufactured in Gujarat for increasing the market share with global presence. Not only this, it will help the importers and foreign buyers to match their requirements with the qualities and standards of the products, just by a click on the web address.

Business deal just a click away - Travel Online

- The Portal site is especially created for the Manufacturers' / Buyers' / Sellers' interactions.
- The portal is linked with the website of **INDEXTb** making it a focal point for the manufacturers and exporters seeking an exposure to national and international markets, as also to help the importers seeking to import products from Gujarat.

- This E-Business Portal will be an innovative and unique concept in the area of exports and would help to narrow down the bridge between the exporters and the importers.
- This online exhibition will be a natural extension of the marketing solution for the members of the Portal and will offer a competitive advantage to all those desirous to exhibit their products and services at fraction of the cost of publicity through other media.

Benefits at a Finger-Tip - Win Win Solution

- Reach and extend visitor attendance through accessing visitors who would not normally attend personally due to non-availability of time, cost and travel difficulties.
- A cost effective marketing tool. No cost for stand construction, freight, insurance, travel and hotel bills of sales team.
- Easily accessible on all days 24 x 7 basis.
- Presents product in various appealing formats.
- Provides dynamic and innovative ways of conveying key messages and product data not confined by the walls or floor space
- Helps establishing Corporate identity and increasing brand awareness
- Bulky or complex products could be displayed with inner details e.g. a car, with navigated explorations of the internal engine components.

Compressing Distance with Communication Online

At the heart of EXIM Portal, your business presence on the Net is much more than a simple window to the world. Rather, it's your presence in a totally different world with no boundaries.

The EXIM Portal provides a host of services viz., promotion of your brand online, create product catalogue online, legal services, buy/sell exchange, chat room, bulletin board, trade web cast, travel, factory tour online.

In addition, the Portal will promote the brand online in four easy steps which allows the member to create the business home page by using a user-friendly wizard. This also helps in creating customized product catalogue online highlighting manufacturing facilities, quality standards, export certificates, customer lists, commercial terms, financial, photo gallery, etc. The portal also includes legal services such as customs procedures, finance, insurance, etc., which helps the user greatly. Over and above, the Portal with the latest information on the development scenario of Gujarat, various industrial clusters existing in Gujarat, linkages to various industrial associations, Chambers of Commerce/Government Institutions will be of immense help to the members. In addition, information about the existing infrastructure like ports, airports, rail / road network, Government institutions promoting exports, maps, travel, district / city maps of Ahmedabad, Vadodara, Surat, Rajkot, Jamnagar, Bhavnagar and Kutch are incorporated as supplementary information to the Portal. Thus it is a platform where the member can easily reach and understand Gujarat in a better way.

Above all, the member can also communicate with the business partners, associates, other users etc., create business presentations online, and avail the facility of Free Trade Alert by SMS or through e-mail.

REACHING THE TARGET GROUP

Advertising on the Portal : Money saver package

This Portal is fast becoming popular with the business community consisting of manufacturers, exporters, importers, etc. On an average, the **Portal is recording 3,000 hits a day** and therefore it is having a high rate of hits. In the last six months of its existence, **more than 5 lacs hits have been recorded on the Portal.**

We invite you to get your Company registered on the Portal and also to advertise on it to reach out to the target audience at a nominal cost. The tariff structure is given on the next page.



Banner Advertisement for one year *

Sr.No.	Advertisement Category	Rate (Rs.)
1.	Banner in size 460 x 60 pixels (horizontal) In one category i.e. (Gems & Jewellery, Handicrafts, etc.)	10,000.00
2.	Small Box in size 120 x 120 pixels (Vertical) In one category i.e. (Gems & Jewellery, Handicrafts, etc.)	7,500.00
3.	Banner in size 60 x 60 pixels In one category i.e. (Gems & Jewellery, Handicrafts, etc.)	4,500.00
4.	Text print on Website (Max. 400 characters) In one category i.e. (Gems & Jewellery, Handicrafts, etc.)	3,000.00

* (Rate includes one time designing charges of banner)

Product Highlights in Search Category

Exclusive 'N Exciting for Specials :

Sr.No.	Advertisement Category	Rate (Rs.)
1.	1 st Listing in Category	750.00
2.	Top 10 listing	500.00
3.	Top 11-20 listing	250.00

(All listings will be valid for a period of three months only. Listing rate is for only one product in each category.)

Sponsorship for One year

Sr.No.	Advertisement Category	Price (Rs.)
1.	Gold Sponsor	50,000.00
2.	Associate Sponsor	25,000.00
3.	Member Sponsor	10,000.00

About Membership

(Bonding family relationship)

The Membership for Trade Leads was free for one year up to 31st March 2004. Existing registered members may avail this facility for a further extended period up to 30th September 2004. However, the members registering from 1st October 2004 onwards will be required to pay Registration Fees as mentioned below :

Annual Membership**

(Registration includes : One FREE Web page, One Email Address, One User Name/Password limited to 5 MB Space)

Sr.No.	Service Description	Price (Rs.)
1.	Registration Fees (Annual)	1,000.00
2.	Renewal Fees (Next Year Onwards)	500.00
3.	Additional Username/ Password	250.00

Additional Disk Space

(Stretch your business without stretching your budget)

On the Webserver for putting up photographs, Product Demo, Product Downloads, Movie/animation

Sr.No.	Service Description	Price (Rs.)
1.	10 MB additional space	1,000.00
2.	25 MB additional space	2,000.00
3.	100 MB additional space	3,500.00

Additional Services for Webpage / Product Catalogue

Sr.No.	Service Description	Price (Rs.)
1.	Web Page Designing & Development (Per Page)	750.00
2.	2D Animation per product	1,000.00
3.	3D Animation per product	2,500.00

**Product Display in Virtual Exhibition Material Specifications

1. For Product Display (2D Scanned Image)
Scanned image in JPG format in the size of 250 x 300 pixels and the photograph of the product to be provided along with application.
2. For Product Display (3D scanned Image) :
Animation/Movie in AVI/MPEG/Flash format to be provided with application.
3. For Quality Certificates/Other Details (2D Scanned Image) please provide scanned image in IPG format in the size of 400 x 600 pixels. Also please attach the photograph of the product.
4. Designing, Developing and Processing Charges would be charged extra.
5. Rates are subject to change without prior intimation.
6. Subject to Ahmedabad jurisdiction.

For further information contact :

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