

**VIRTUAL
BRICS TRADE FAIR
2021
16-18 August 2021**

***INDUSTRY PARTNER
PROPOSAL***



**BRICS
INDIA 2021**

<https://bricsbusinesscouncil.co.in/tradefair/>

BRICS TRADE FAIR 2021: KEY ELEMENTS

Exhibition (Virtual) to have country pavilions from BRICS nations including BRICS Women Entrepreneurs pavilion

Business to Business Match-making

BRICS Investment Lounge (Virtual)

Buyer – Seller meets – Interactive B2B Portal

BRICS Business Forum (Virtual)

BRICS TRADE FAIR 2021: FOCUS AREAS

Private and public sector participation. Leading companies to showcase goods, services and technologies at the BRICS Trade Fair. A multi-product show with nearly 20 focus sectors.

Showcasing technologies. The Trade Fair will also bring together technology solutions providers that address some of the key development challenges such as sanitation, energy efficiency, healthcare delivery, education delivery, water management etc.

State and provinces participation. State / provincial governments from BRICS countries will also showcase their strengths and investment projects available.

BRICS TRADE FAIR 2021: FOCUS SECTORS

Aerospace	Gems & Jewellery	Machine tools
Agriculture and Agro processing	Green Energy	Mining and Metallurgical industries
Auto components	Handicrafts	Science and Technology
Chemicals	Healthcare & Pharma	Skills Development
Creative Industries	High Technology	Start ups
Digital Economy	Home textile and Furnishing	Textiles, Apparel and Sportswear
Electric mobility	Information and communication Technology	Transportation
Electronics	Infrastructure including Urban Infra	Water and Sanitation
Financial Services	Leather and Footwear	

BRICS INVESTORS LOUNGE

Investor facilitation lounge with exclusive pavilion for Investment Promotion Agencies of BRICS countries

Investment Promotion agencies will cater to:

- **Investors' queries**
- **Advice them on the investment opportunities in their respective country**
- **Advice them on the rules and regulations in their country with respect to the investors' preference of sectors**
- **May act as a one-point contact for investors for facilitating their investment in their country**

BRICS TRADE FAIR 2021: KEY TAKEAWAYS





सत्यमेव जयते

Ministry of Commerce and Industry
Government of India



सत्यमेव जयते

Ministry of External Affairs
Government of India



BRICS
INDIA 2021

BRICS TRADE FAIR 2021

16 - 18 August, 2021



BRAZIL



RUSSIA



INDIA



CHINA



SOUTH AFRICA

INDUSTRY PARTNER PROPOSAL



BRICS TRADE FAIR 2021

Sponsorship Opportunities

Participation Category	INR Rates	USD Rates	Max. No.of Sponsor
Convention Centre Sponsor	INR 10,00,000	USD 15,000	1
Virtual Information Desk Sponsor	INR 4,00,000	USD 6,000	1
Exhibition Hall Sponsor	INR 4,00,000	USD 6,000	5 (One per Exhibition Hall)
Industry Partner	INR 3,00,000	USD 4,500	Multiple
Advertisement in Show Souvenir	INR 50,000	USD 1500	Multiple
*Taxes additional as applicable(18% GST)			

Sponsorship Option 1: Convention Centre Sponsor



Convention Centre Sponsor (Exclusive)



Exclusive Sponsorship Opportunity



Sponsor Logo on the main convention centre building which will be the first entry point into the Virtual Platform.



Dedicated screen with Audio/Visual content or JPEG content in the main Lobby of the Convention centre



Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages



Logo to be acknowledged in the Webinar Hall



One Full page colour advertisement in the Show Souvenir which will be free to download for all participants



Logo to be Acknowledged in Thank you Sponsor Panel

Sponsorship Option 2: Information Desk Sponsor



Information Desk Sponsor (Exclusive)

The logo of Sponsor shall come on the Information Desk in the main Lobby where in all the documents can be accessed like Show directory, conference agenda, speakers profile etc and technical support chats can be initiated

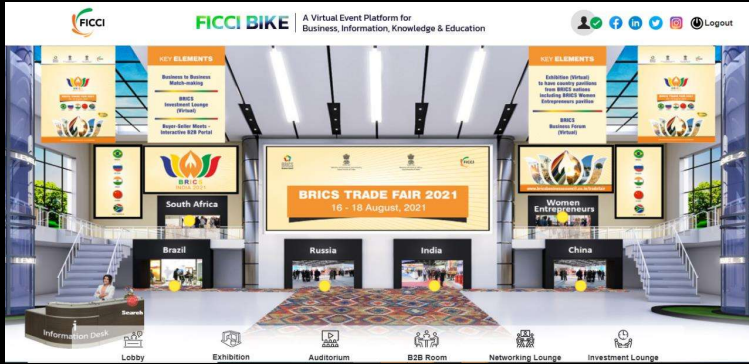
1 dedicated virtual exhibition pavilion will be dedicated to the Sponsor in this category

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location to be placed alphabetically

Sponsorship Option 3: Exhibition Hall Sponsor



Exhibition Hall Sponsor (One per Hall)

The logo of Sponsor shall come on back wall of the Exhibition Hall, Each country will have a dedicated Exhibition hall.

1 dedicated virtual exhibition pavilion will be dedicated to the Sponsor in this category

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location to be placed alphabetically

Sponsorship Option 4 : Industry Partner



**INDUSTRY
PARTNER**



1 dedicated virtual exhibition pavilion to showcase Investment Opportunities in the state to be given to Partner State



Logo/AV content to played in the virtual pavilion LED screen. Pre-Recorded film of the state to be played in the Conference Hall during breaks and prior to conference sessions from 16-18 August, 2021 in loop. (Video to be provided by the State)



Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages as Industry Partner and on the Virtual platform of BRICS Trade Fair & BRICS Business Forum



One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Virtual Pavilion Options





Exhibition Virtual Pavilion Specifications:

- Option to upload 5 posters
- Upload Company Logo on Front desk
- One LED screen for A/V content to be played(multiple videos in loop can be played)
- Display upto 10 Product Brochures in your stand
- Integrate your website & social media links to your booth
- Live interaction over text, audio or video chat
- Exhibitors staff can login from 5 separate systems (Laptop/Desktop) and can do simultaneous interactions
- Exchange E-Business Cards & many more features



BRICS TRADE FAIR 2021: VIRTUAL PLATFORM



BRICS VIRTUAL CONVENTION CENTRE



CONVENTION CENTRE LOBBY



EXHIBITION LOBBY



FICCI BIKE

A Virtual Event Platform for
Business, Information, Knowledge & Education



VIRTUAL CONFERENCE AUDITORIUM LOBBY



FICCI BIKE

A Virtual Event Platform for
Business, Information, Knowledge & Education

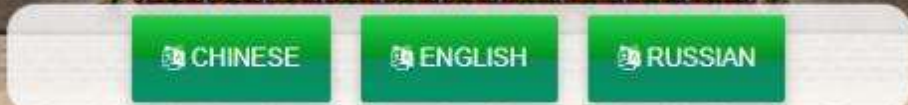


Virtual Conference Hall



FICCI BIKE

A Virtual Event Platform for
Business, Information, Knowledge & Education



Virtual Investment
Lounge/State Pavilion
/BRICS Province Pavilion



BRICS Trade Fair 2021: Point of Contacts

S.No	Country	PoC- Virtual Trade Fairs	Email	Mobile No
1	Brazil	Kunal Chaudhary	kunal.chaudhary@ficci.com	9650282444
2	Russia	Pallavi Thakur	pallavi.thakur@ficci.com	9953038483
3	India	Yash Ashish	yash.ashish@ficci.com	9971469227
4	China	Mehul Tyagi	mehul.tyagi@ficci.com	9999829252
5	South Africa	Vivek Mishra	vivek.mishra@ficci.com	9015830574

FOR MORE DETAILS, DO VISIT: <https://bricsbusinesscouncil.co.in/tradefair/>

BRICS PLATFORM VIDEO:

https://www.youtube.com/playlist?list=PLDVwLoQHbdQcZYOk2C_f0UvT5p0miuxSO



Thank You