

TM

# GLOBAL TRADE CONVENTION

**Edition I : 27<sup>th</sup> & 28<sup>th</sup> January 2022**

**Edition II : 2<sup>nd</sup> & 3<sup>rd</sup> March 2022**

**Edition III : 29<sup>th</sup> & 30<sup>th</sup> March 2022**

Success Report



# GLOBAL TRADE CONVENTION

Global Trade Convention (GTC) Series is an advancing virtual trade event, preferred by leading Global OEMs, Tier 1's for Supplier Development & Cost Reduction, and Indian Manufacturers for Business Development. The state-of-the-art digital platform of GTC connects leading Global OEMs, Tier 1's, and Indian manufacturers for business conferences, B2B meetings, and development of trade relations. The excellent communication features available on the digitally synchronised platform of GTC allow manufacturers to share their manufacturing capabilities & buyers to share their requirements with ease in a secure & robust environment.

## GTC Platform Features :

- High-End Interactive Real-Time Dashboard Access
- AI-Enabled Matchmaking and Interaction
- Virtual Reality & Augmented Reality Platform for Immersive Experience
- Live Communication & Digital Meeting Rooms platforms (Teams, G-Meet, Zoom, Skype)
- Live or Pre-recorded Conference Speaker Sessions Provision

## Benefits of Participation in GTC :

- Prescheduled one to one Virtual Meeting with Buyers & Decision Makers
- Connect, Collaborate & Grow with OEMs & TIER 1's Buyers from Focus Countries
- Dedicated Digital Conference Sessions by Buyer Companies
- Gain Market Knowledge & Future Projections
- Meet Government authorities of various countries
- Understand Import Export-related Government policies.
- Opportunity of Brand Building & Vast Digital Visibility
- Post Meeting Nurturing
- Real-time communication with the participating companies
- Easy Communication: Live Chat & Call facility



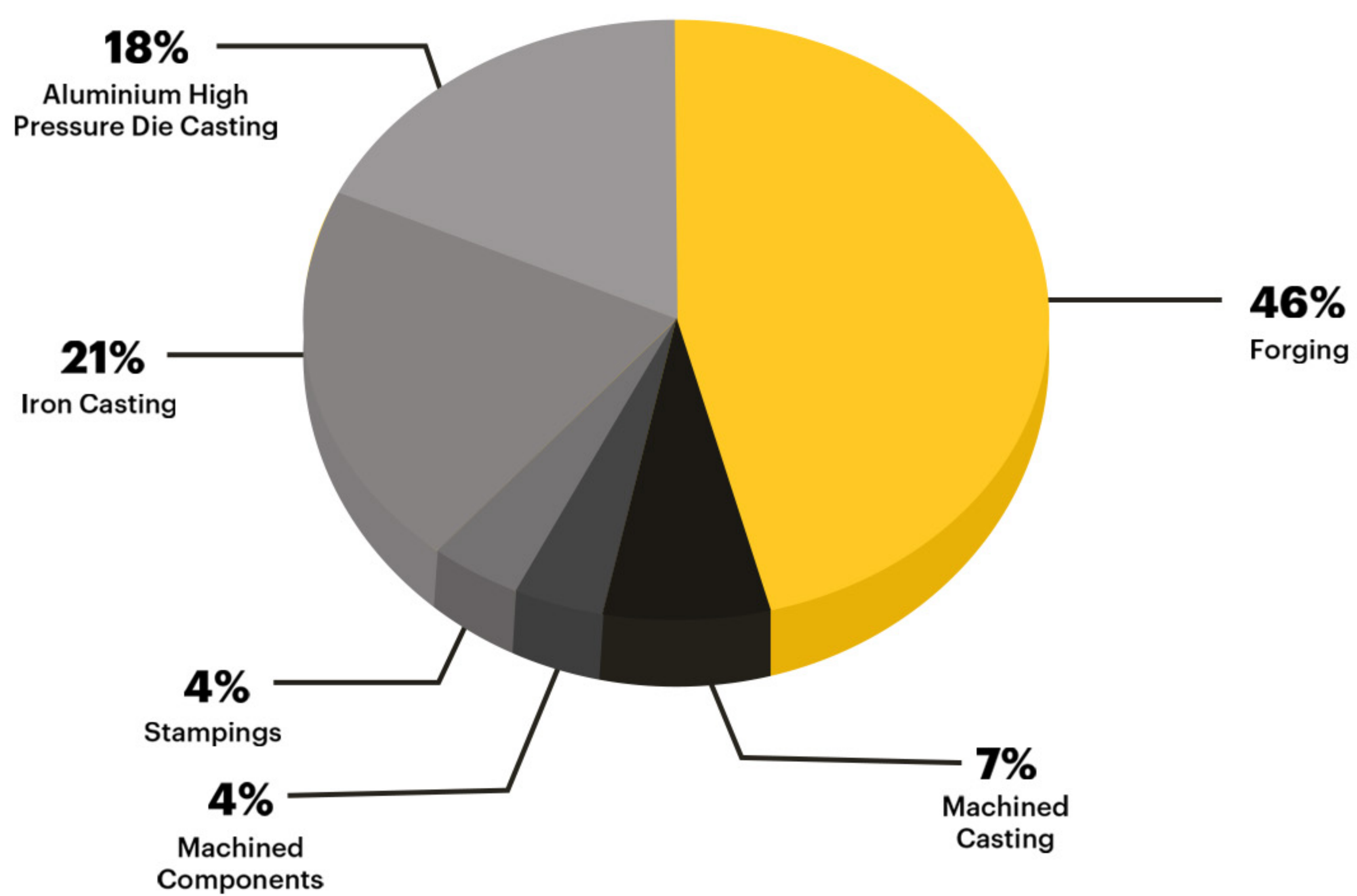


# Highlights of GTC Premier Edition

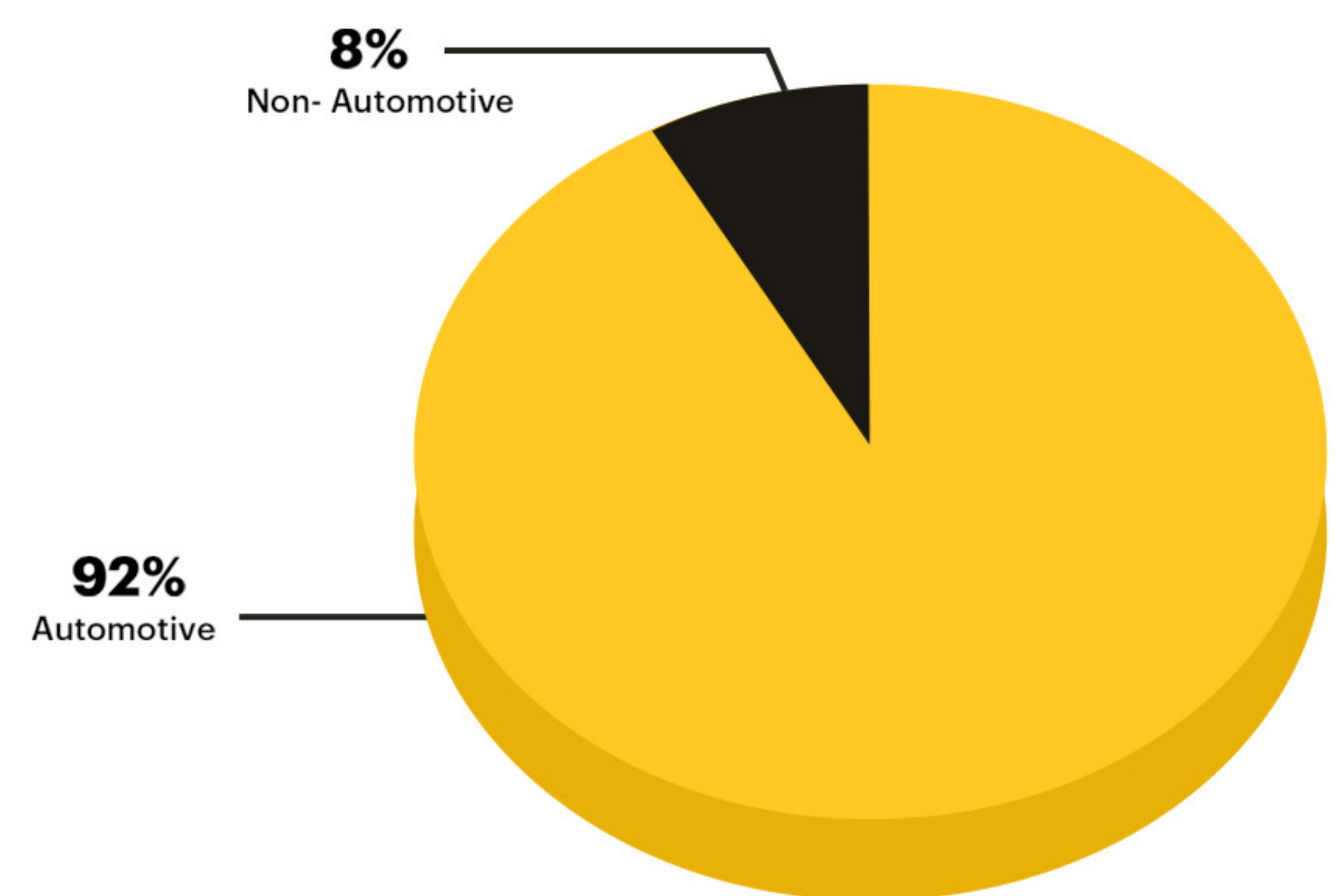
# \$ 6.08 Billion Trade Facilitation

# 164 B2B Meetings

The Premier Edition of the Global Trade Convention was multi-dimensional. Leading Global OEMs, Tier 1's, and Indian Manufacturers connected on one common digital platform of GTC for B2B meetings & business developments. The platform of GTC proved to be instrumental in proffering a real-time immersive experience of technological innovation and trade facilitation to event participants. The Premier Edition of the Global Trade Convention was promoted through widespread digital marketing efforts on Social Media platforms, YouTube, Search Engines, and Paid Campaigns. Widespread digital outreach played a crucial role in creating engagement, increasing visibility, and advancing business opportunities. The GTC Premier Edition proved to be a massive success with fruitful 164 B2B meetings & trade facilitation of \$6.08 billion between leading Global OEMs, Tier 1's, and Indian Manufacturers.



**Commodities**



**Sectors**

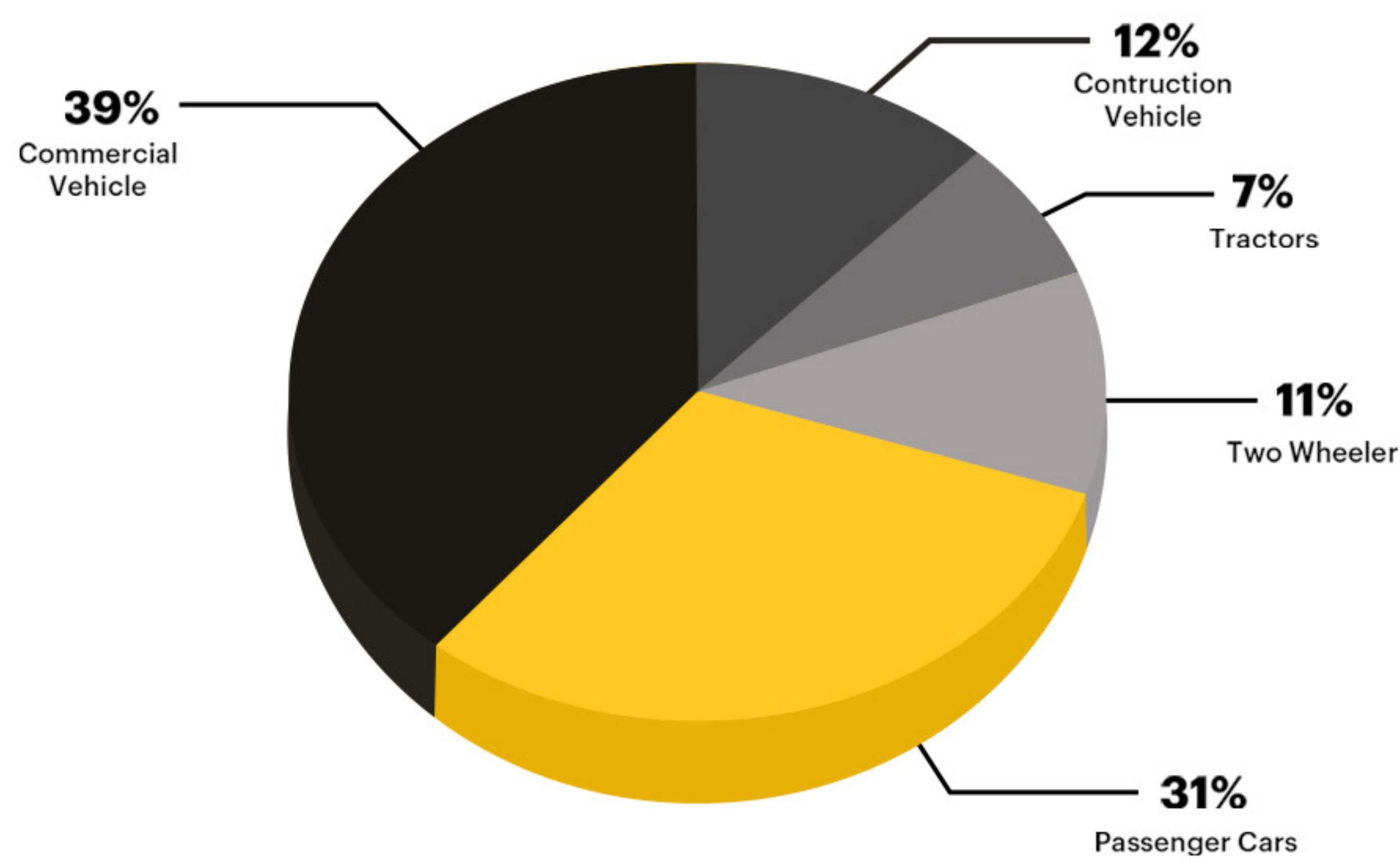


# Highlights of GTC Premier Edition

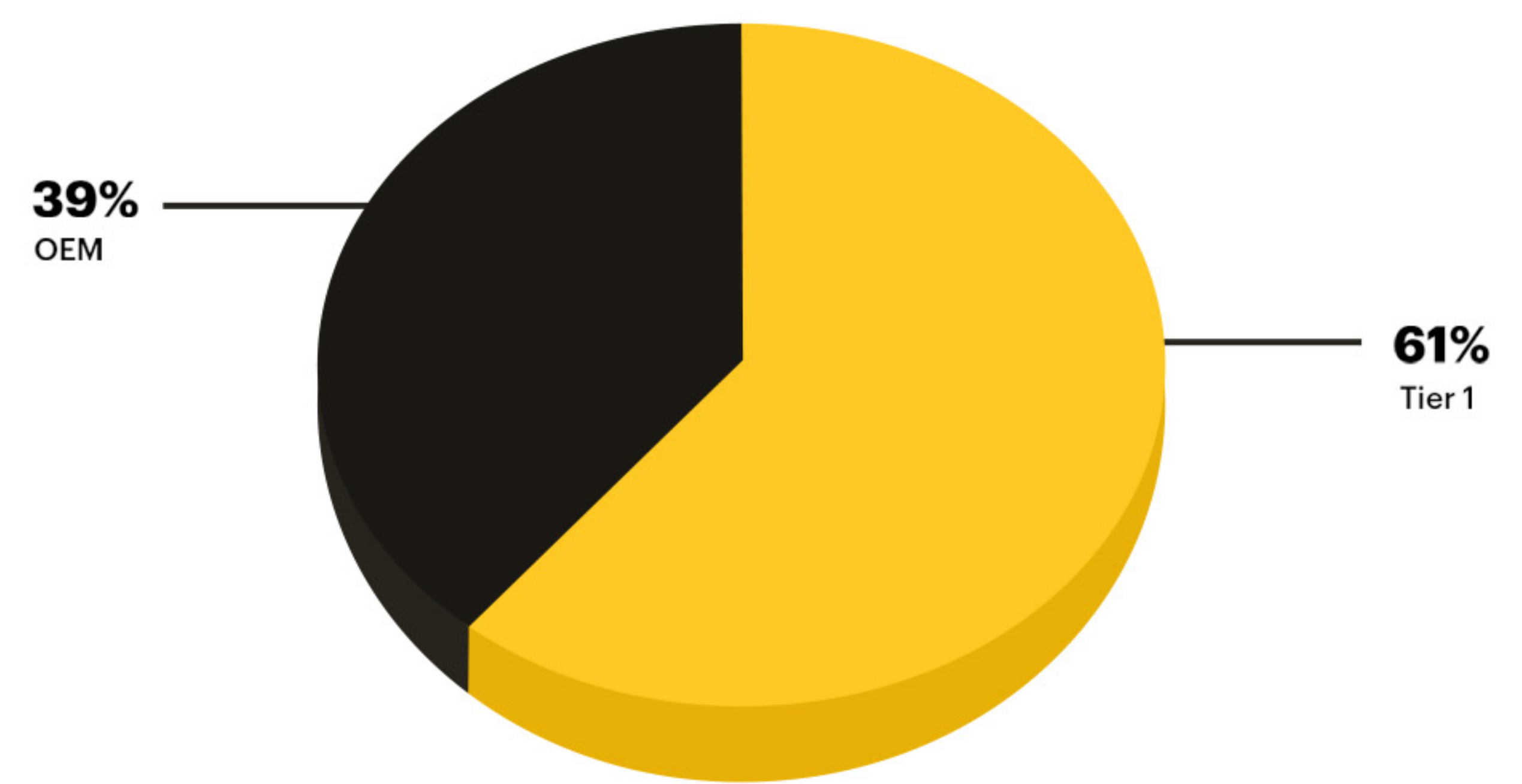
**125**  
Suppliers  
Participation

**25**  
OEM &  
Tier 1 Participation

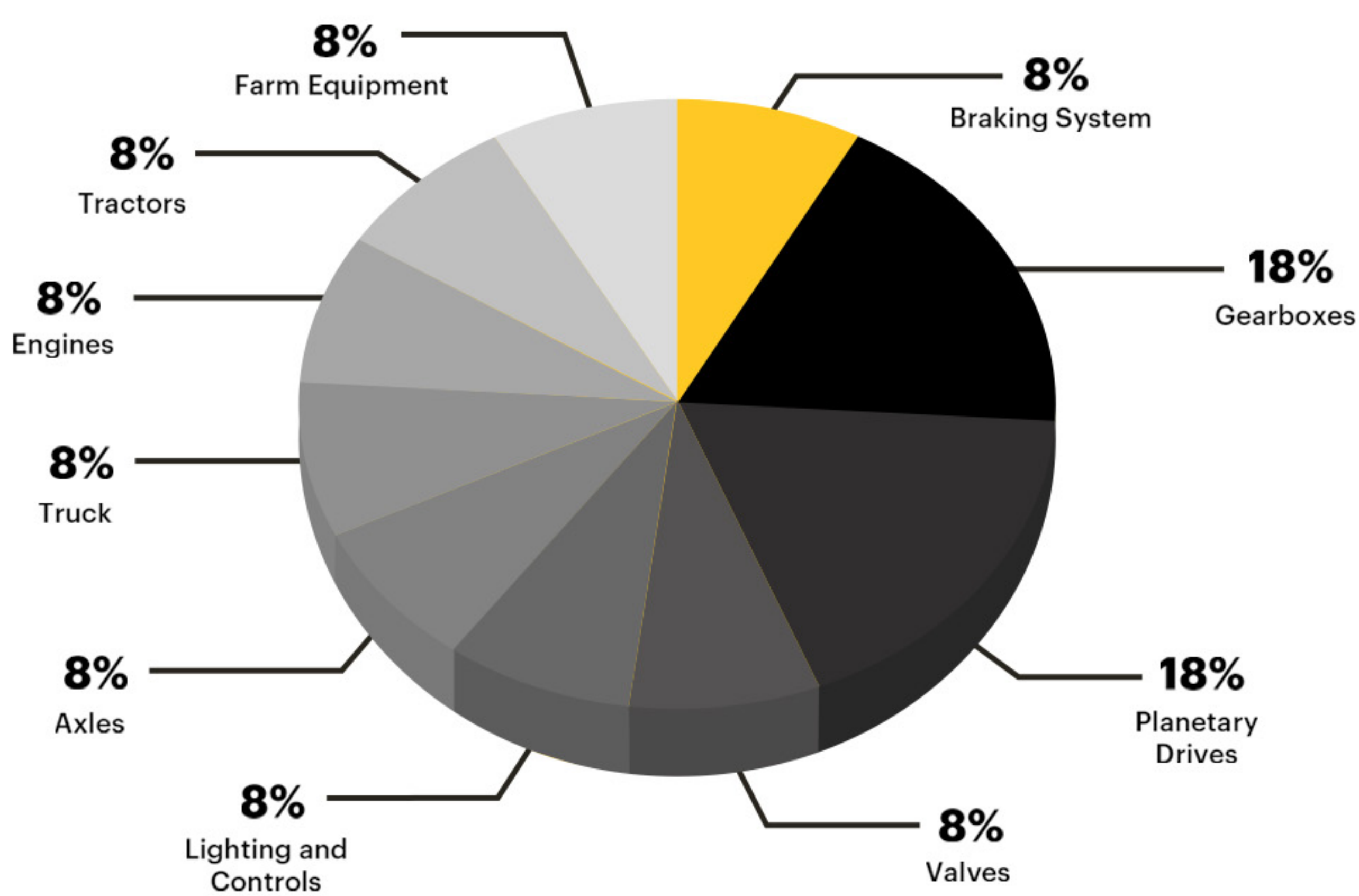
**Vehicle Segements**



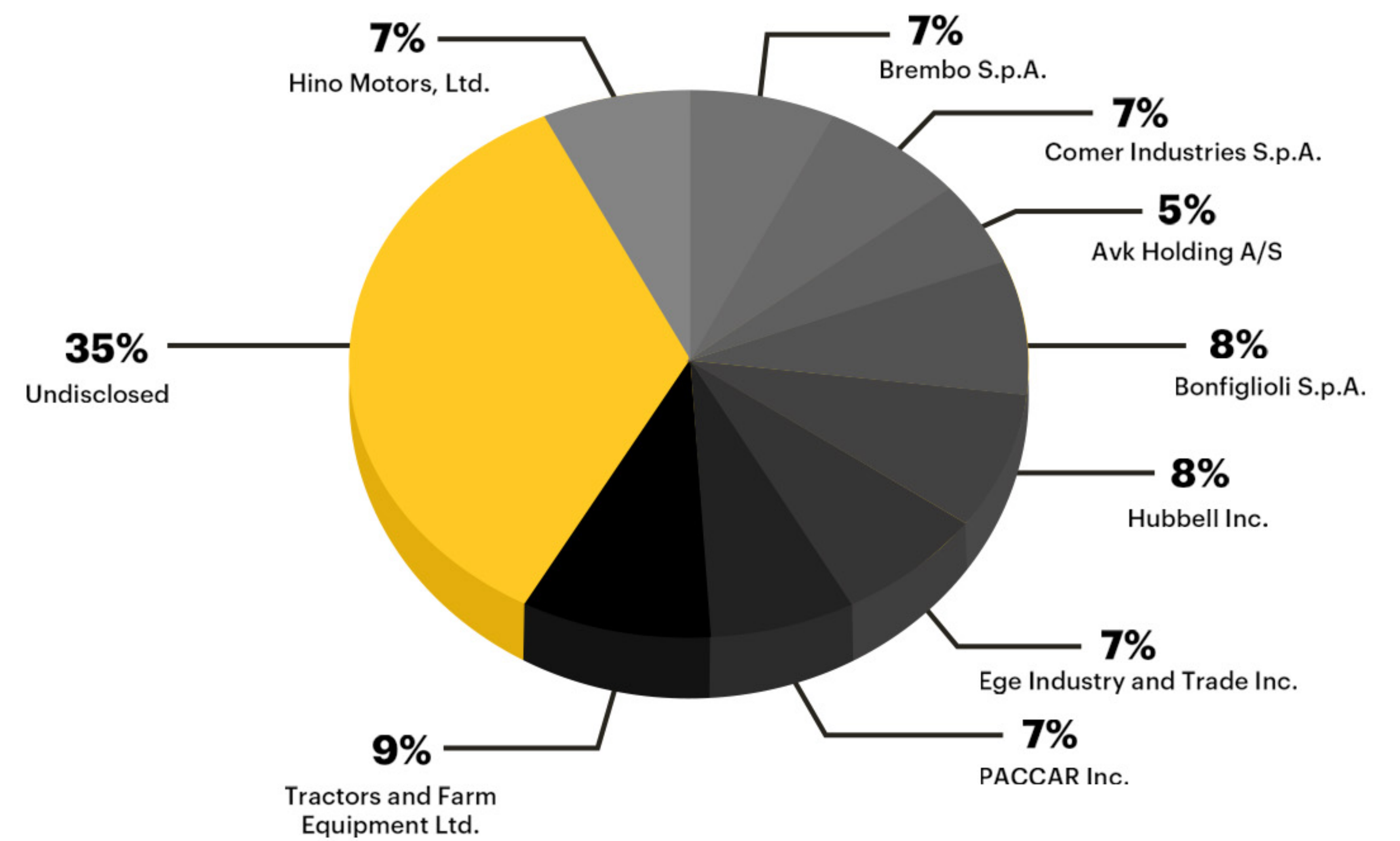
**OEM & Tier-I**



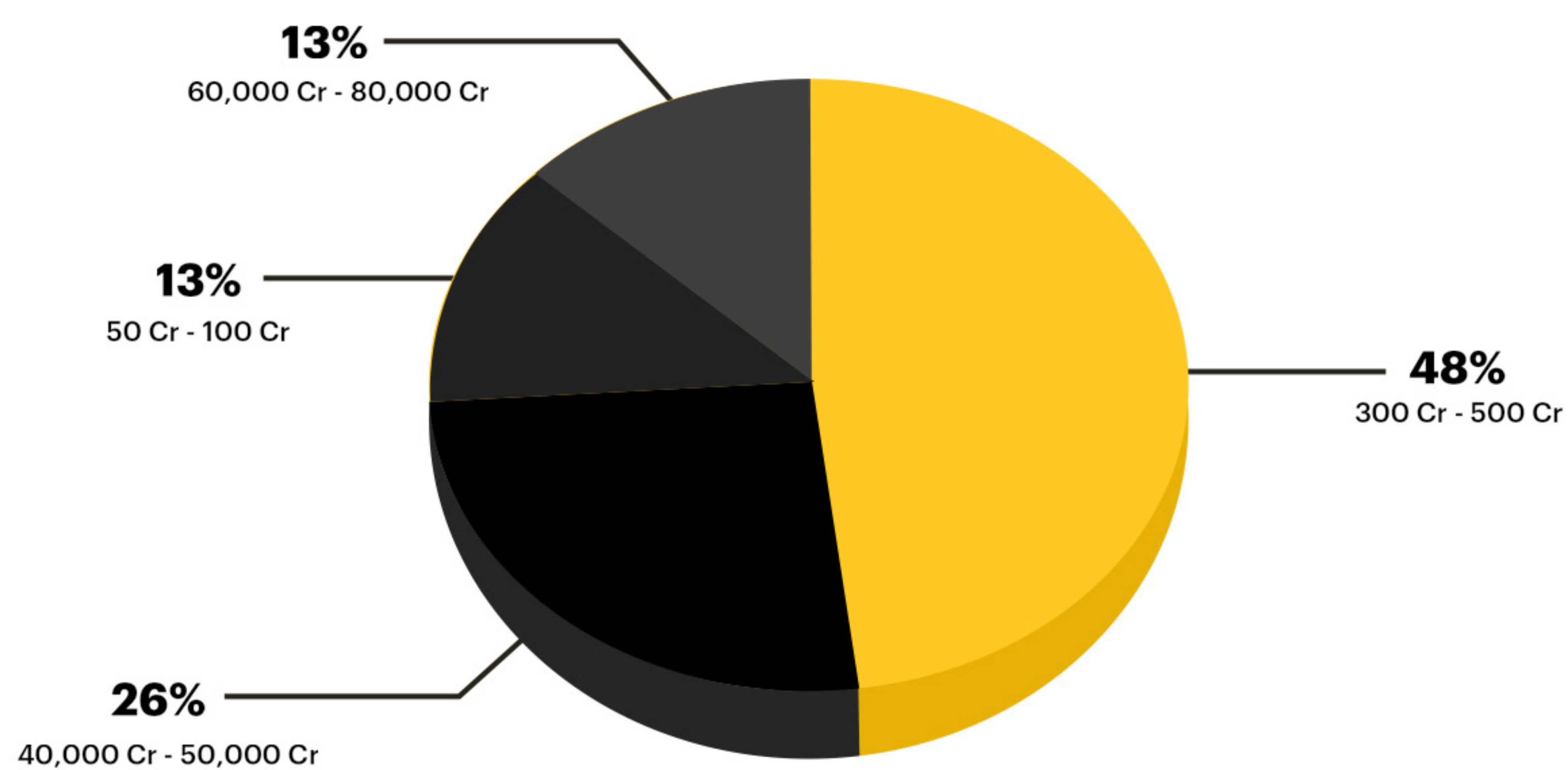
**Products**



**Buyer Meetings**



**Order Projections**





# Global Trade Convention

## Edition II

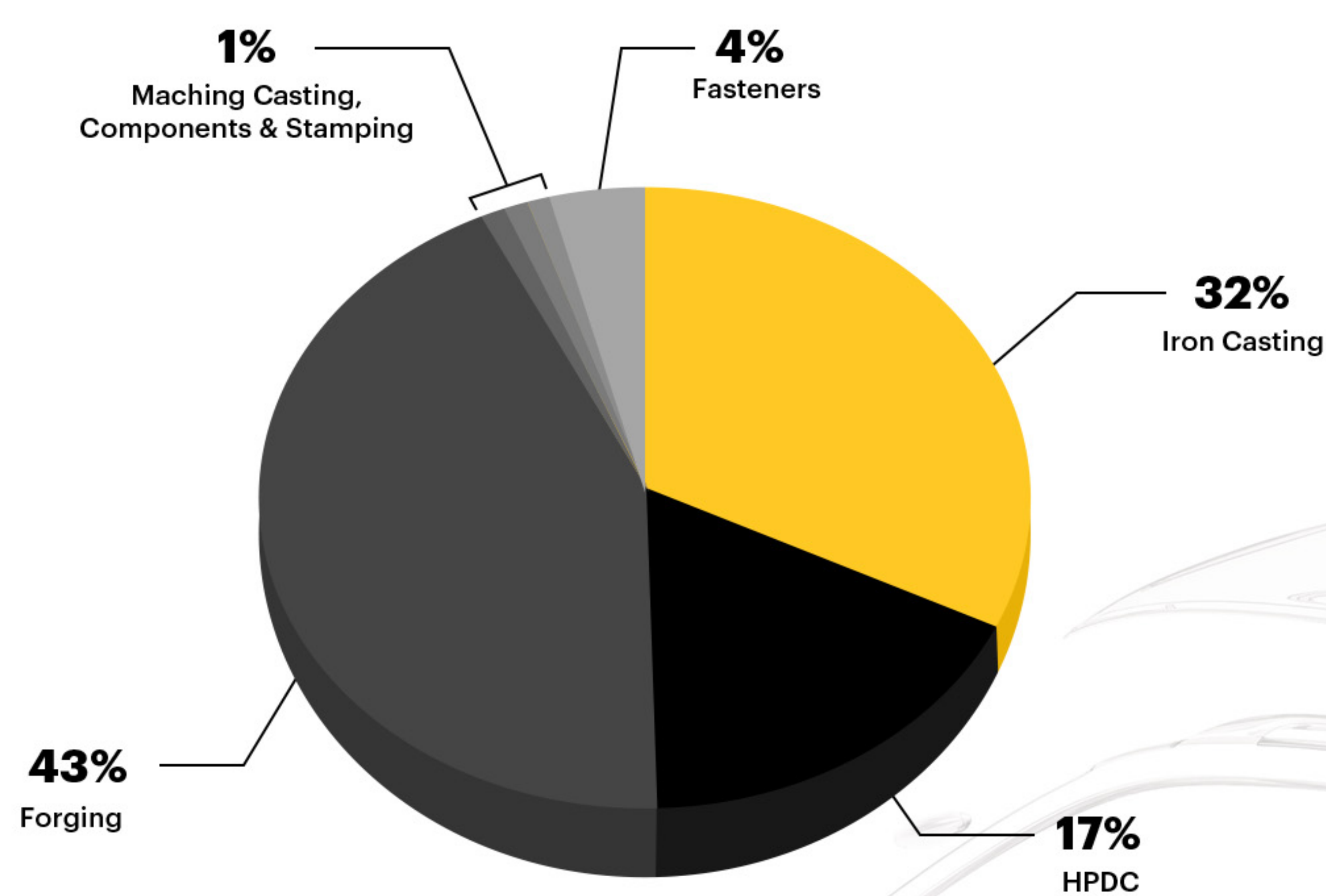
# \$ 12.04 Billion

## Trade Facilitation

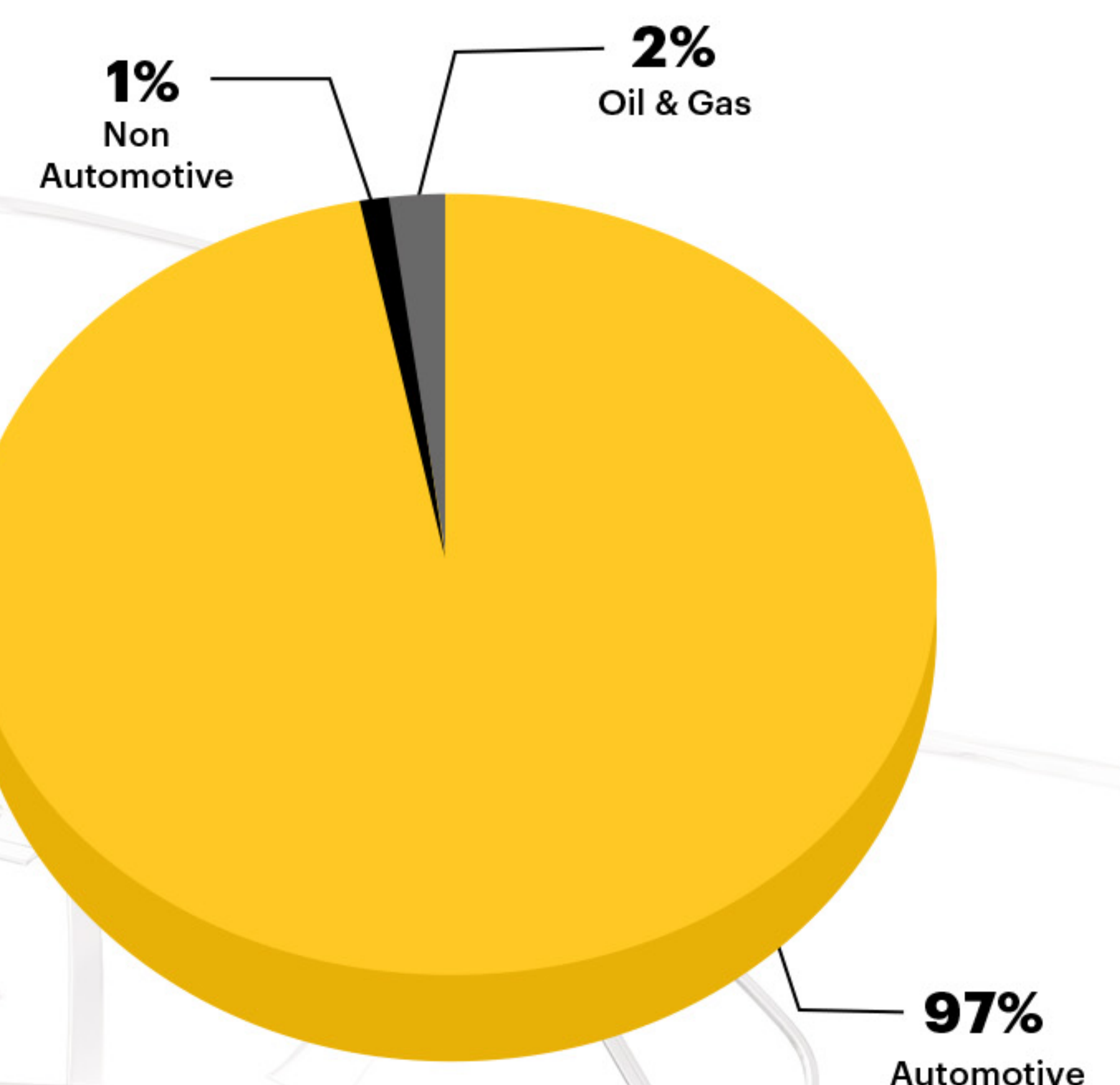
# 224

B2B  
Meetings

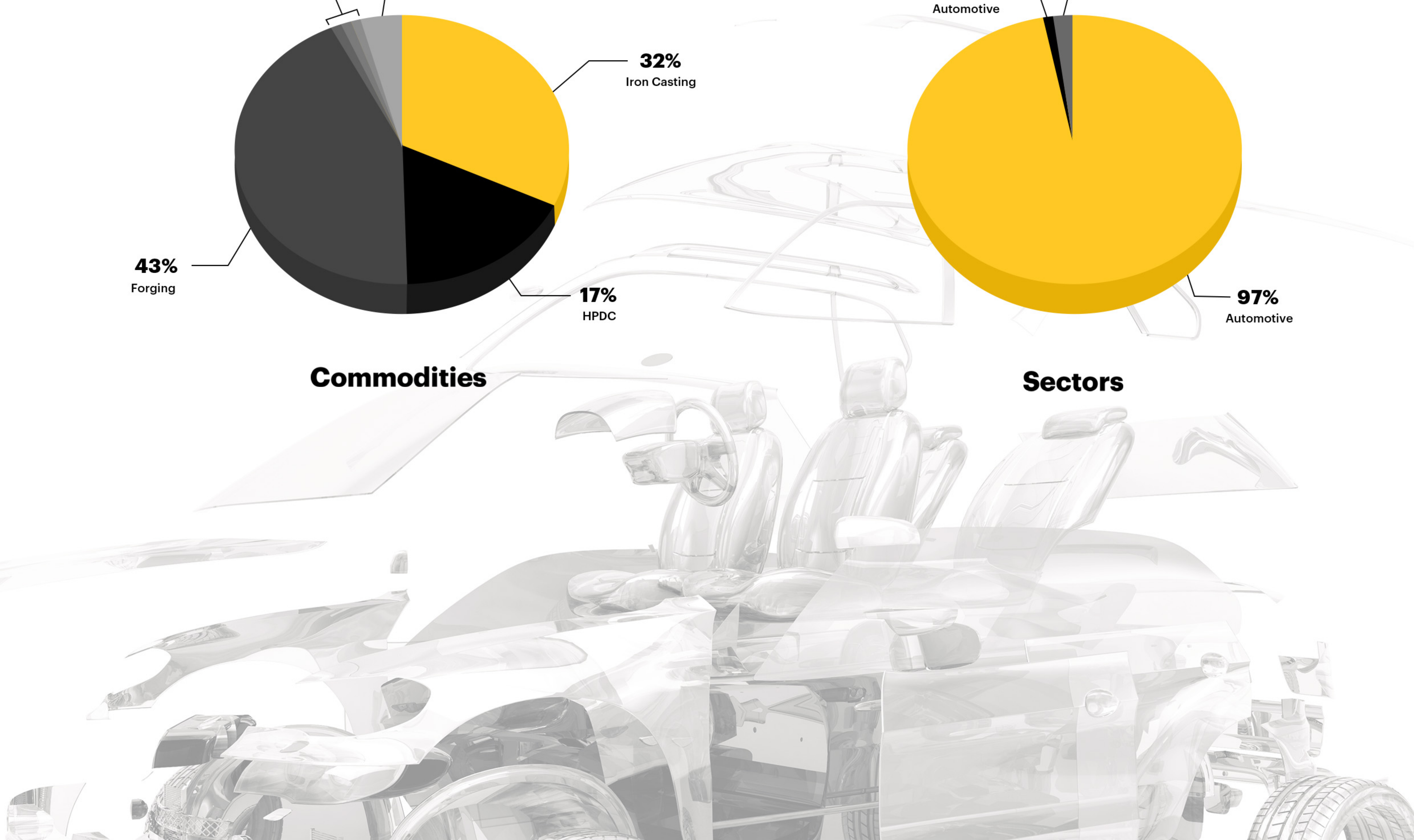
The Second Edition of the Global Trade Convention surpassed the success statistics of GTC Premier Edition. Leading Global OEMs, Tier 1's, and Indian Manufacturers collaborated on one common virtual platform of GTC to strengthen trade relations & expand industrial product outreach. The GTC Edition II presented a wide range of information in the form of Articles, Blogs, FAQs, Brochures, Podcasts, and promotional videos to event participants. Widespread digital marketing efforts on Social Media platforms, YouTube, Search Engines and Paid Campaigns played a veritable role in enhancing engagement, delivering an immersive experience, and advancing business opportunities for leading Global OEMs, Tier 1's, and Indian Manufacturers. The GTC Edition II proved to be a much bigger success than the previous Edition with fruitful 224 B2B meetings & trade facilitation of \$12.04 billion between leading Global OEMs, Tier 1's, and Indian Manufacturers.



**Commodities**



**Sectors**





# Global Trade Convention

## Edition II

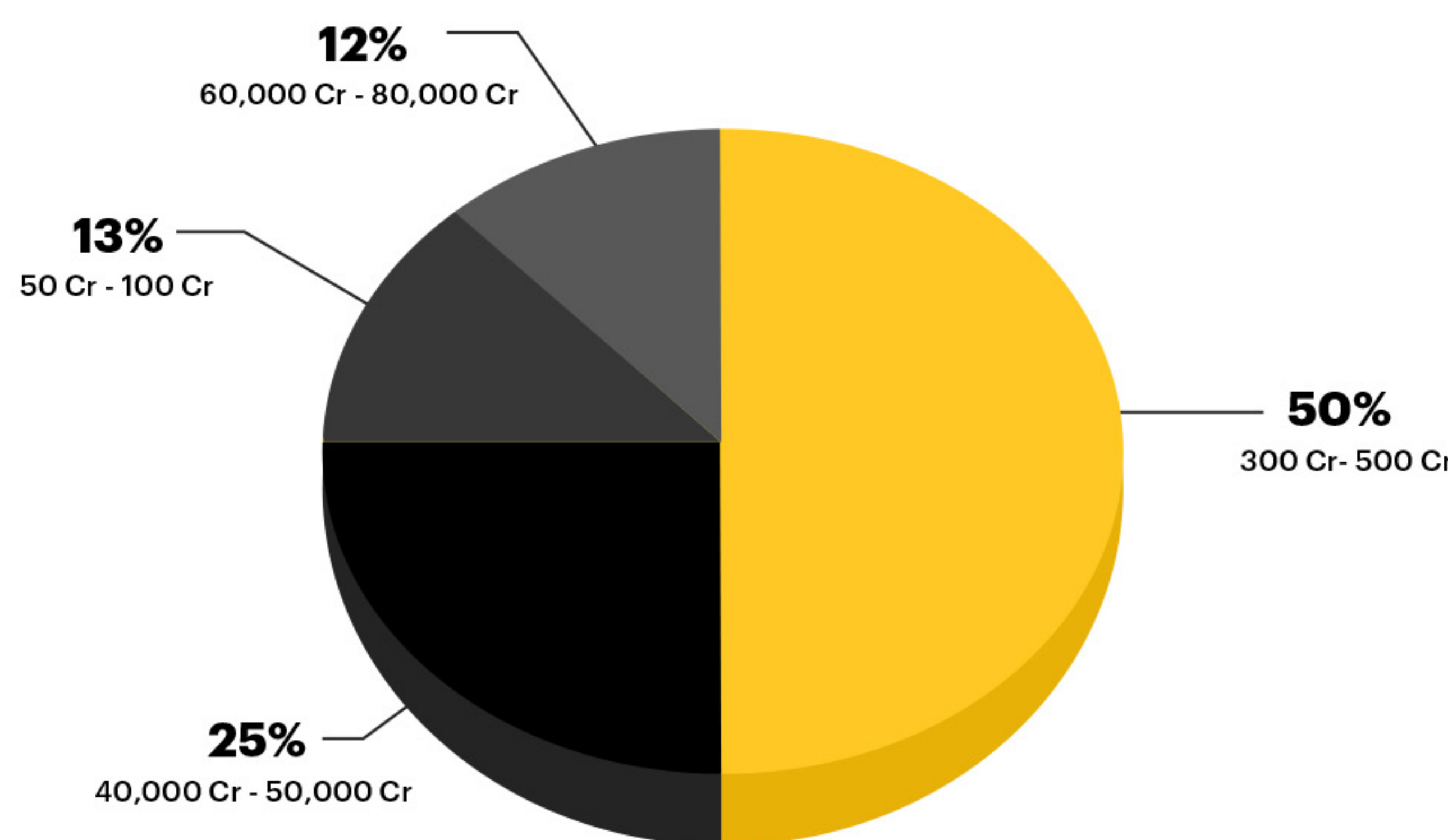
# 250

Suppliers  
Participation

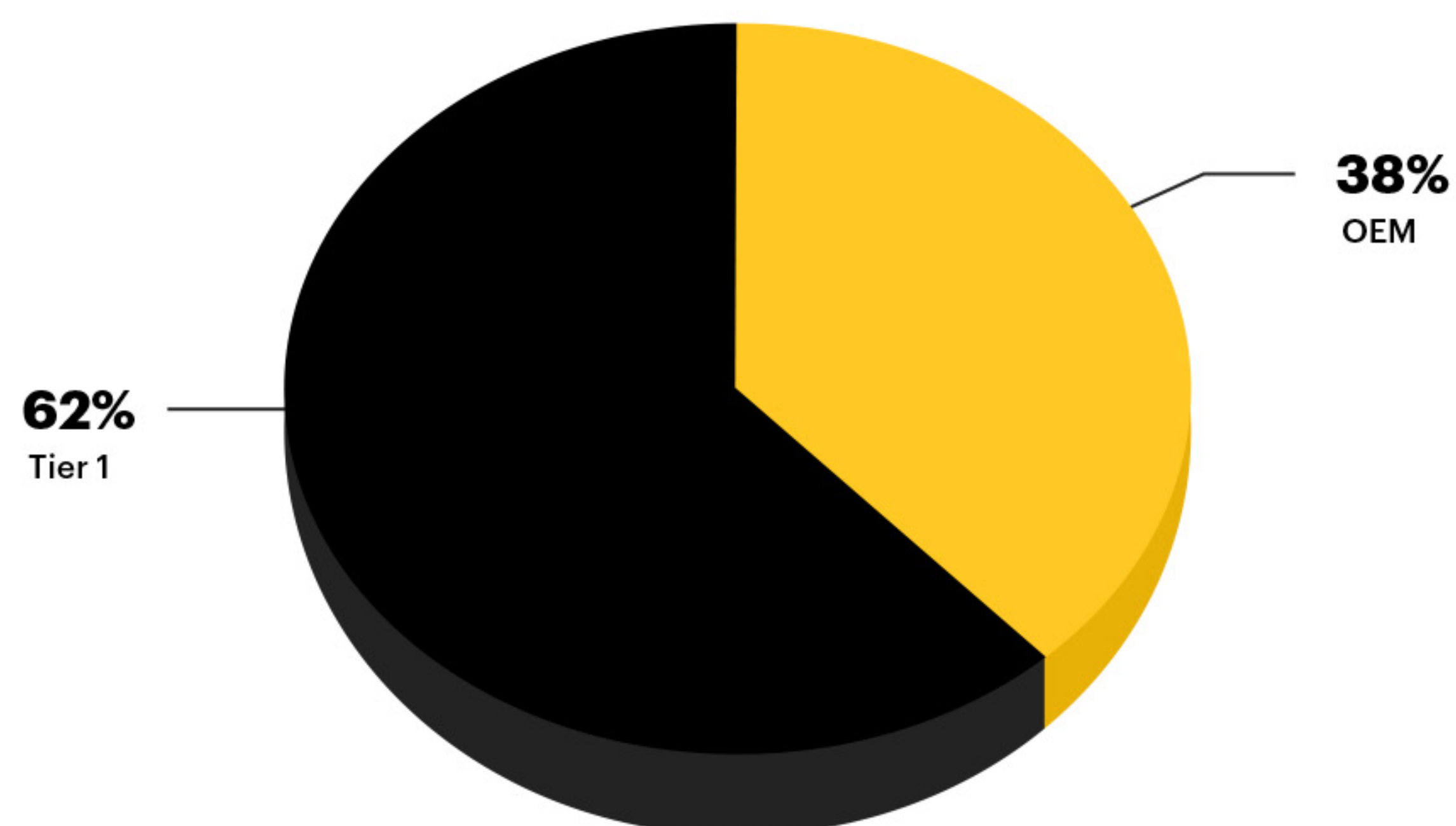
# 50

OEM &  
Tier 1 Participation

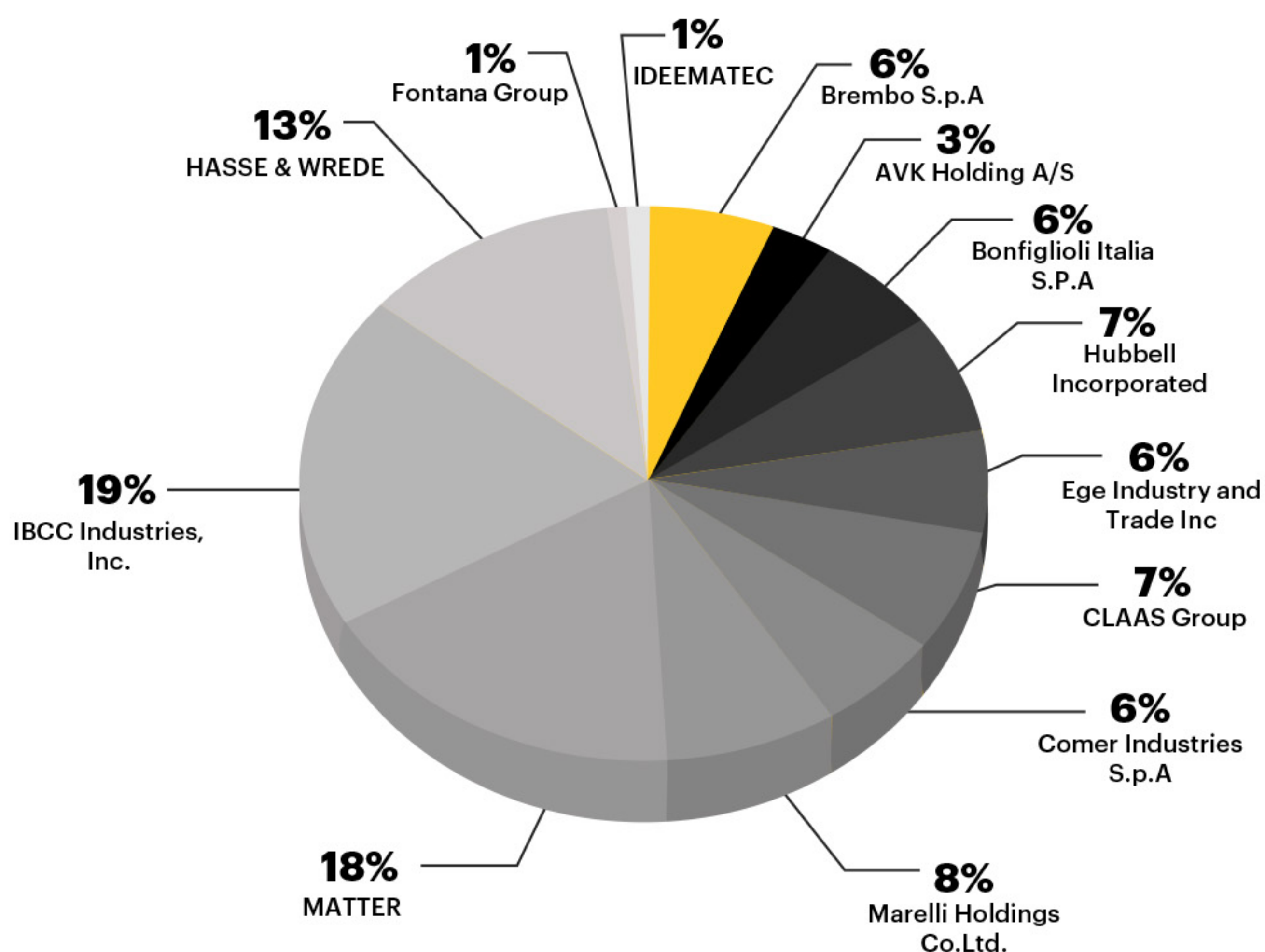
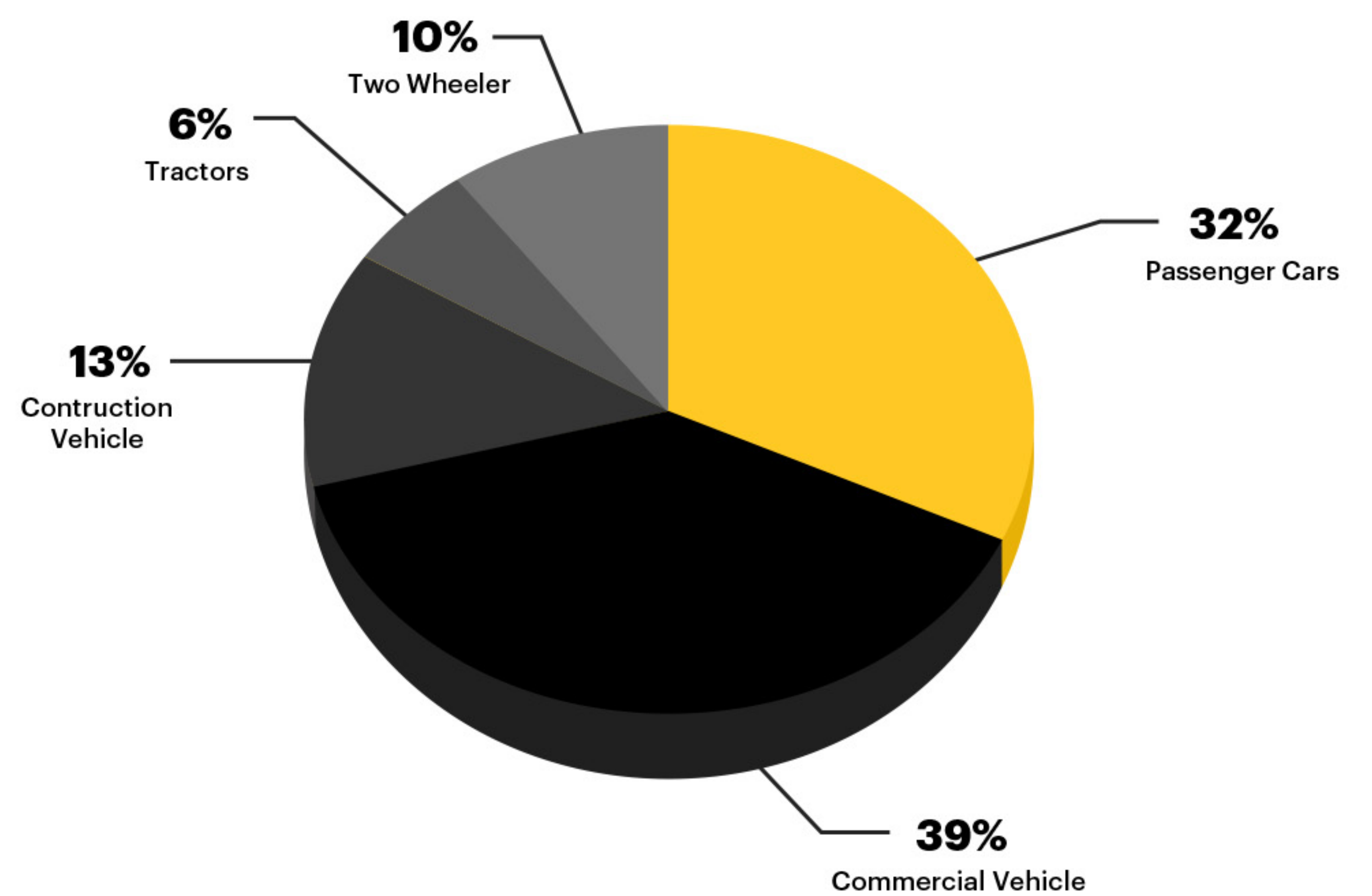
### Order Projections



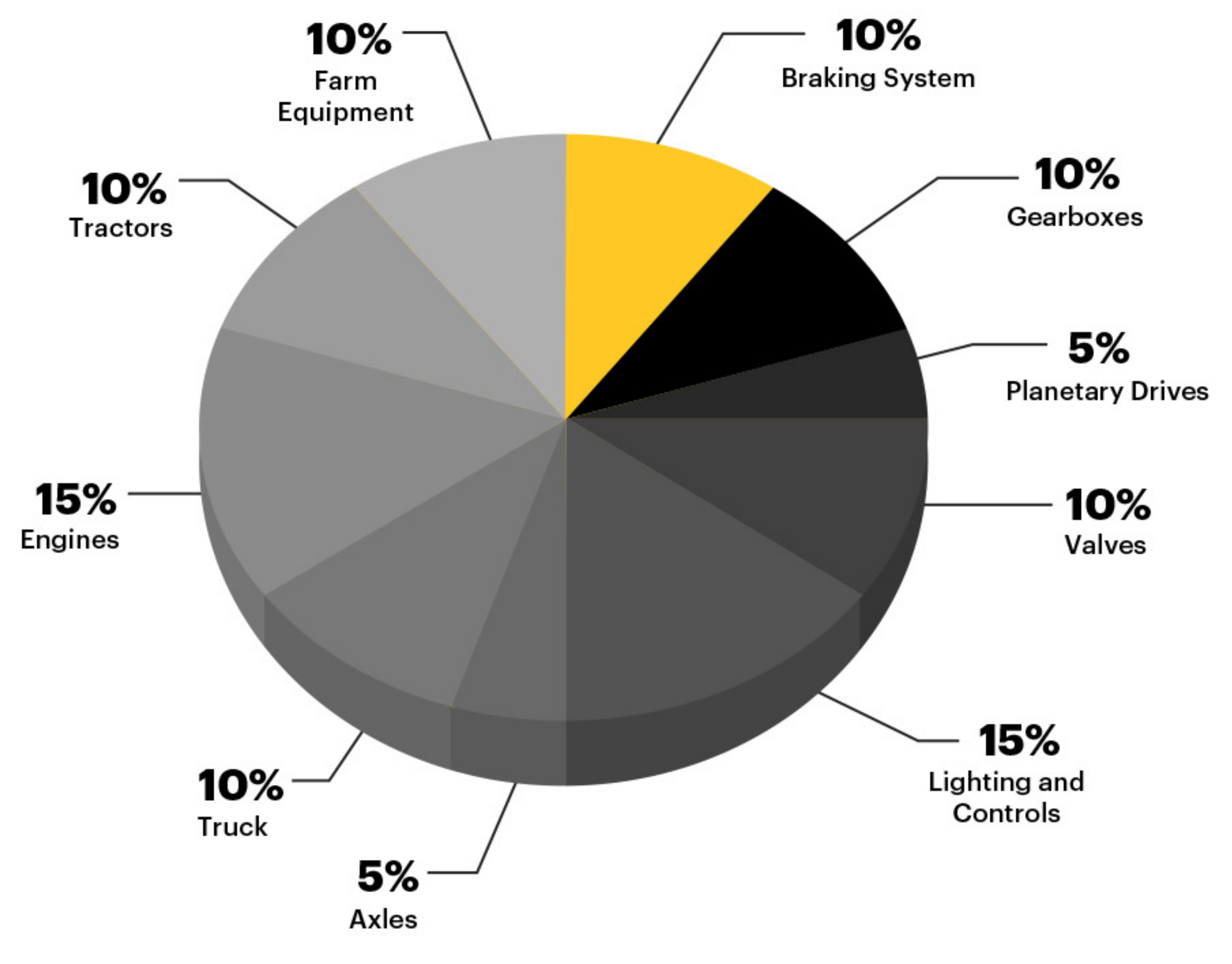
### OEM & Tier-I



### Vehicle Segements



### Buyers Meeting



### Products



# Global Trade Convention

## Edition III

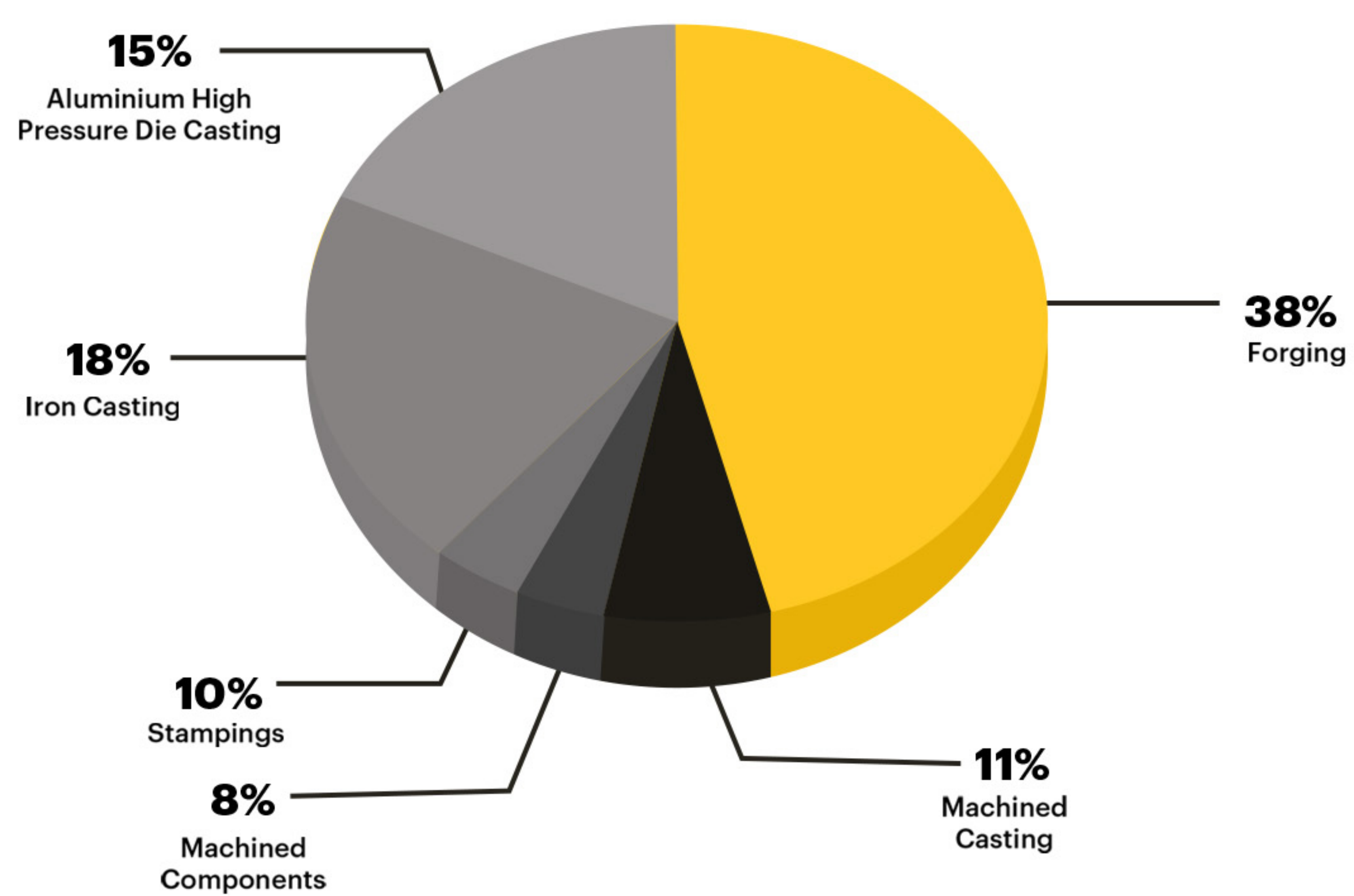
# \$ 5.06 Billion

## Trade Facilitation

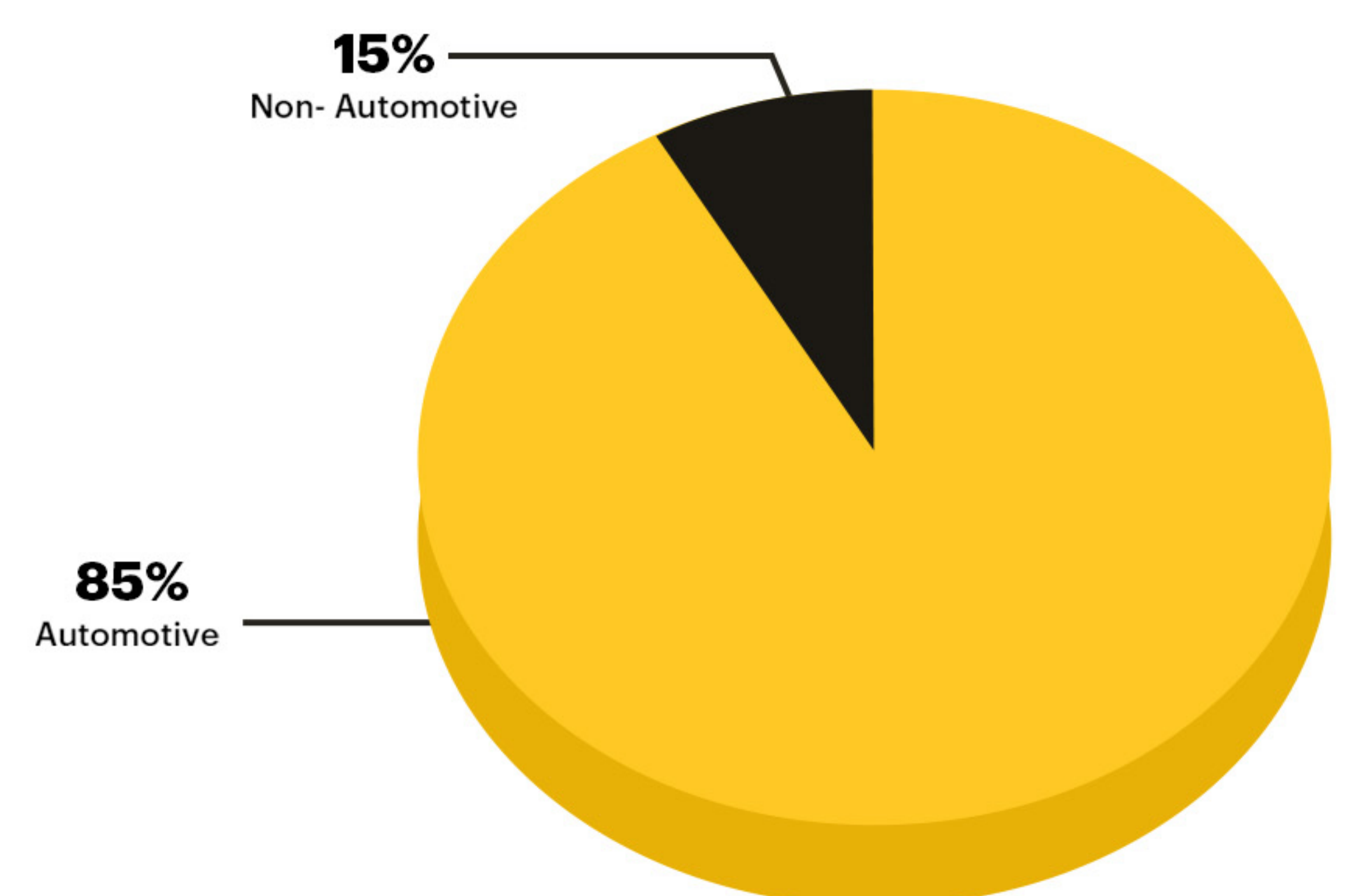
# 150

## B2B Meetings

The 3<sup>rd</sup> edition of the Global Trade Convention was a great success and led to have fruitful B2B meetings. Leading Global OEMs, Tier 1's, and Indian Manufacturers connected on one common digital platform of GTC for B2B meetings & business developments. The 3<sup>rd</sup> edition had 20 Buyer companies, 105 suppliers' companies participating from 12 countries marked their presence in the event. GTC created a successful business ambiance & partnerships for manufacturers, suppliers & buyers which facilitated a \$5.06 billion trade in the event. One to one meeting offered a great experience for the suppliers to interact within the platform. The promotion of the event was done through digital marketing efforts on Social Media platforms like LinkedIn, Twitter, Facebook, etc. Widespread digital outreach played a crucial role in creating engagement, increasing visibility, and advancing business opportunities.



**Commodities**



**Sectors**



# Global Trade Convention

## Edition III

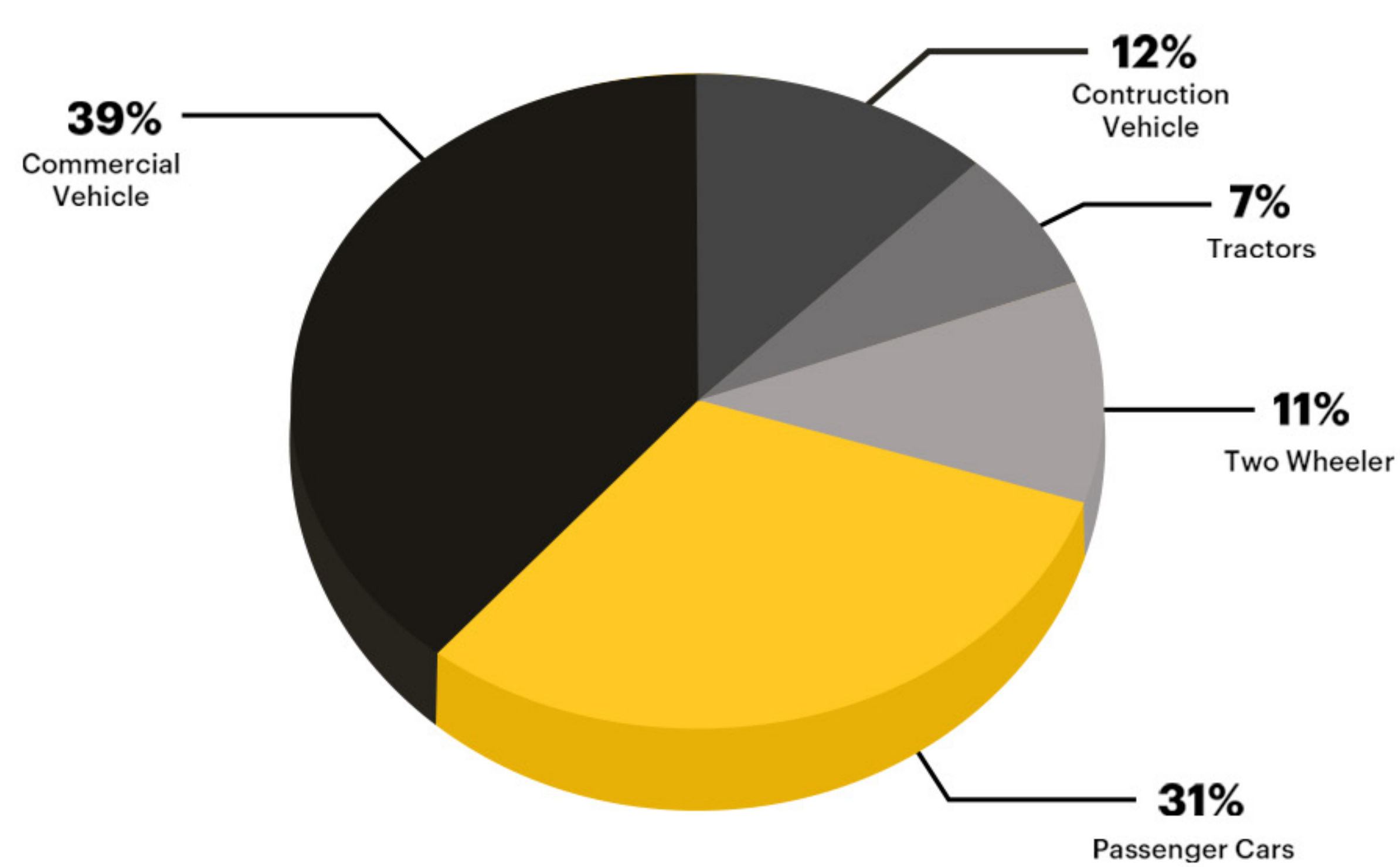
# 105

## Suppliers Participation

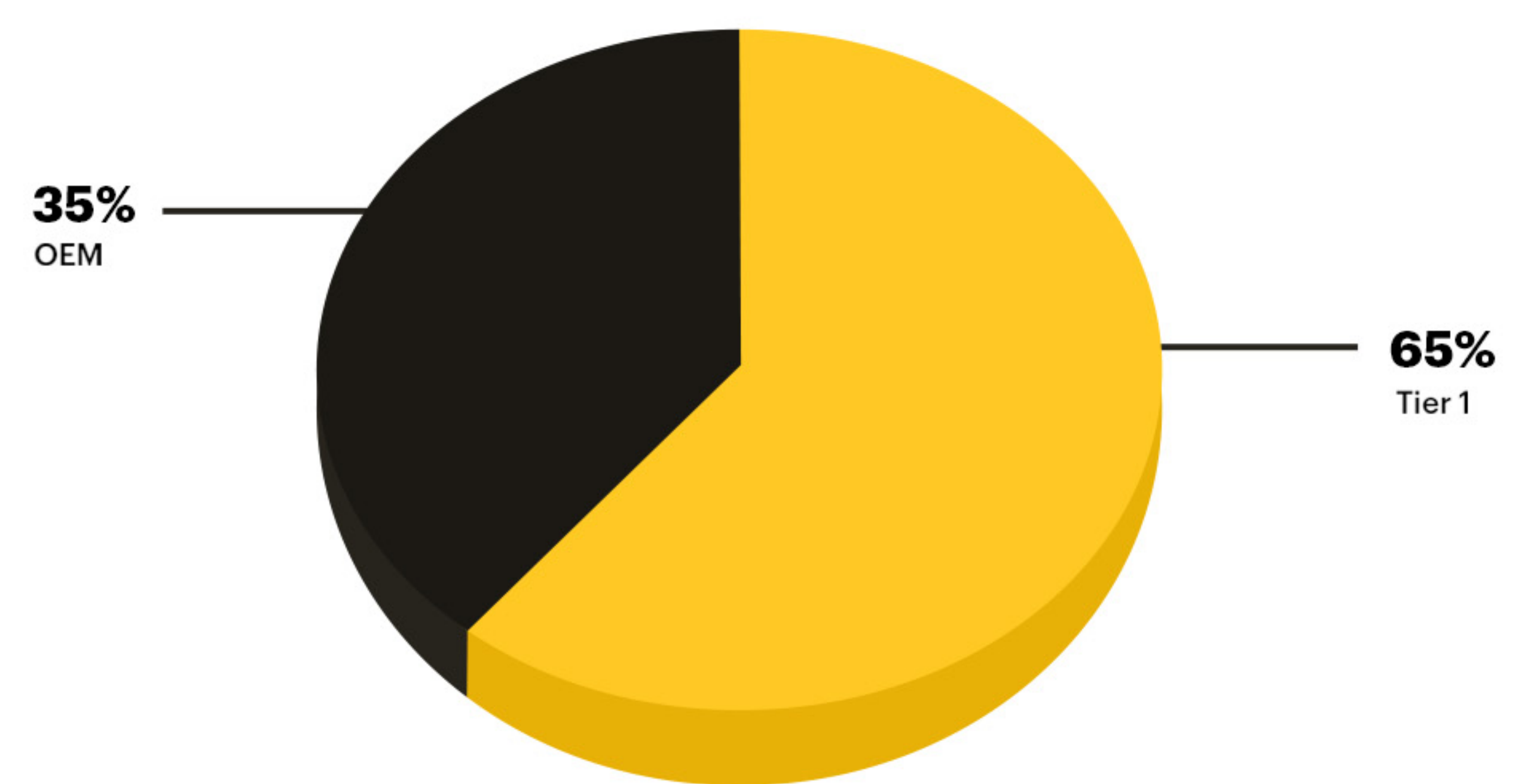
# 20

## OEM & Tier 1 Participation

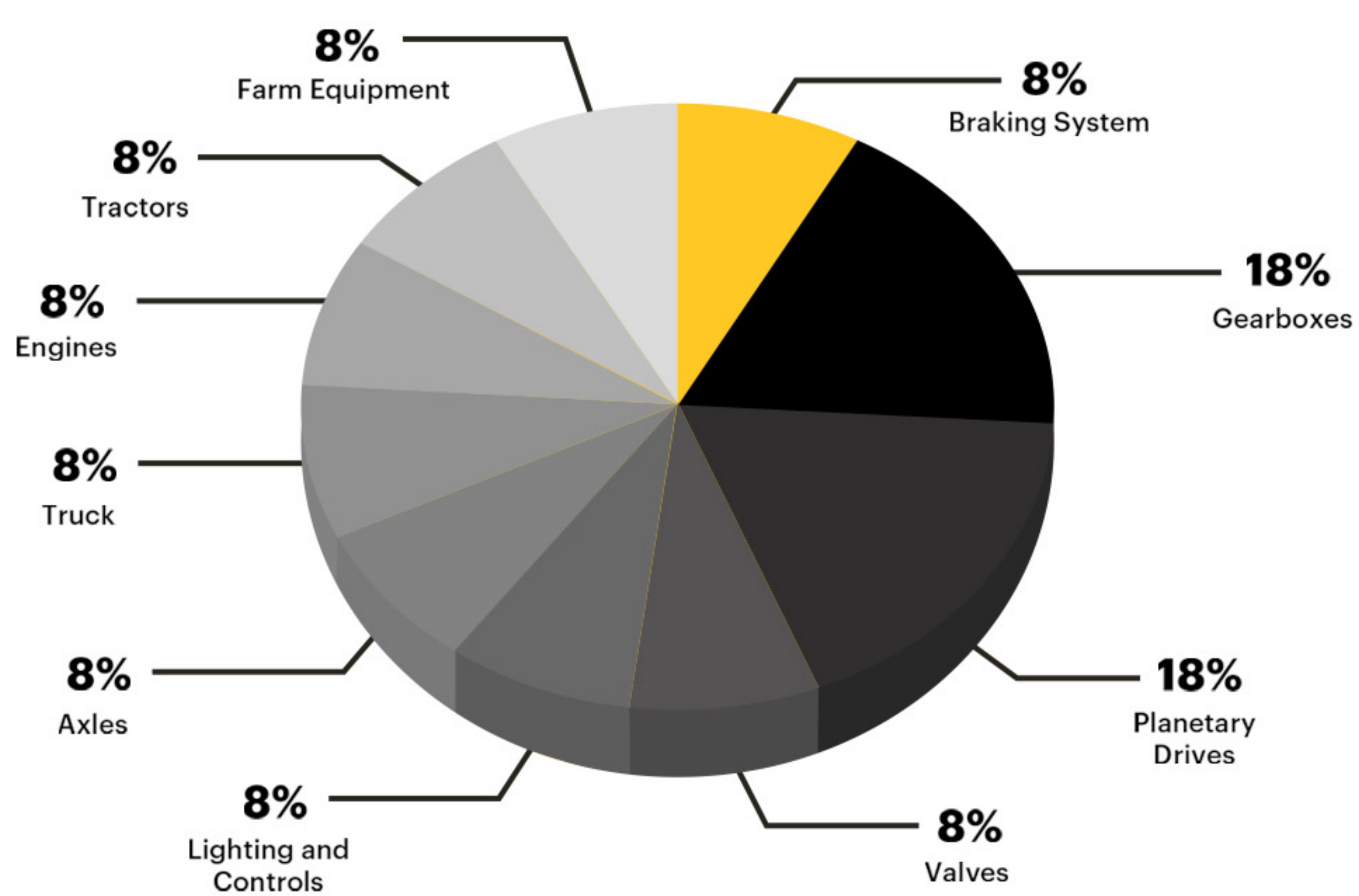
### Vehicle Segements



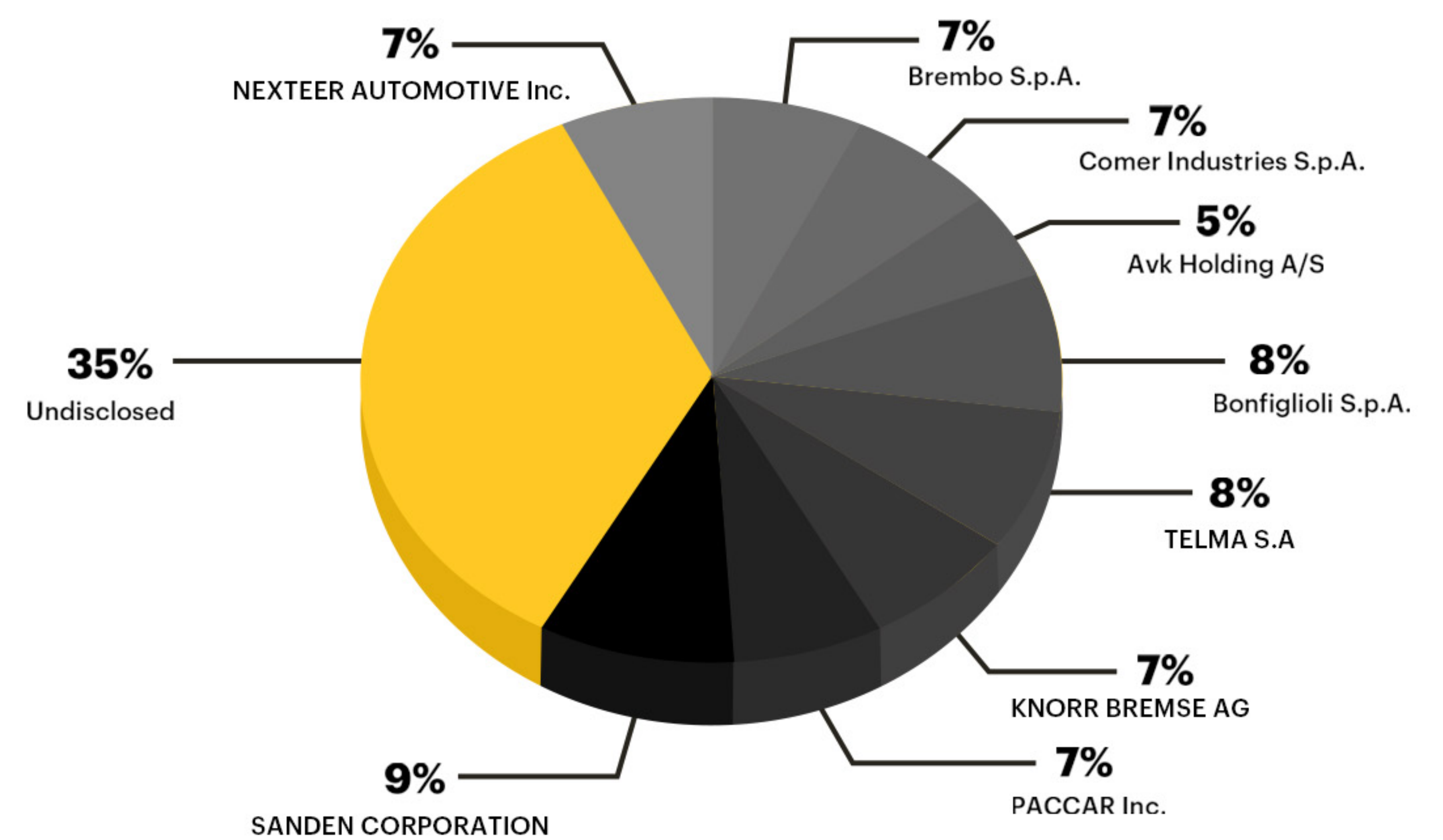
### OEM & Tier-I



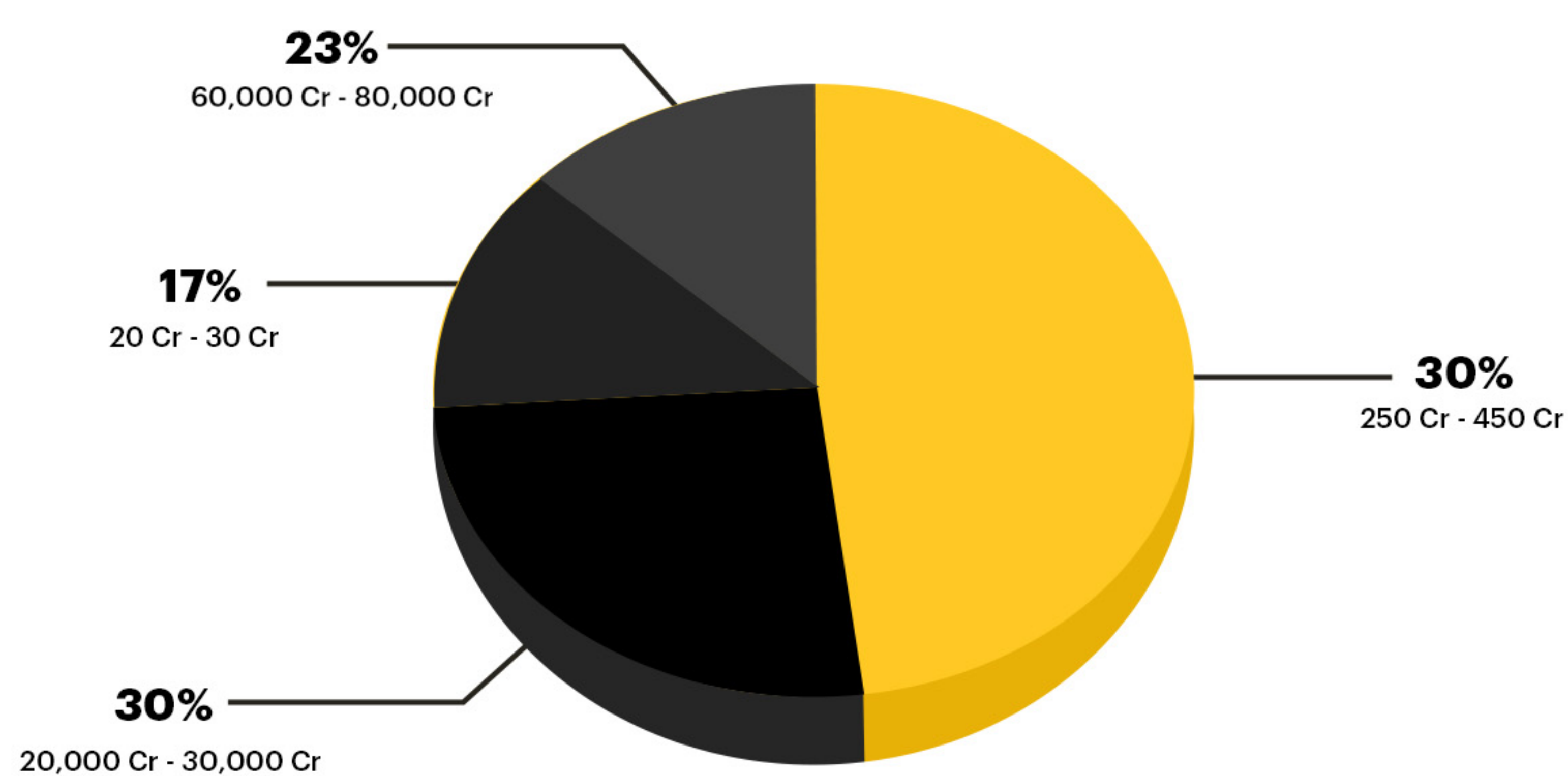
### Products



### Buyer Meetings



### Order Projections





# OEM & Tier 1 Participated

AVK VALVES	BONFIGLIOLI	BREMBO	CLAAS	COMER	EGE INDUSTRIES
FONTANA GROUP	HASSE & WREDE	HUBBELL	IBCC INDUSTRIES	MARELLI	MATTER
	TAFE	HINO MOTORS	PACCAR	MAHLE	

# Supplier Participated

		New Swan			
					Rui Steel India Private Limited
			Sivaramakrishna Forgings Pvt. Ltd		



# Event Glimpses:

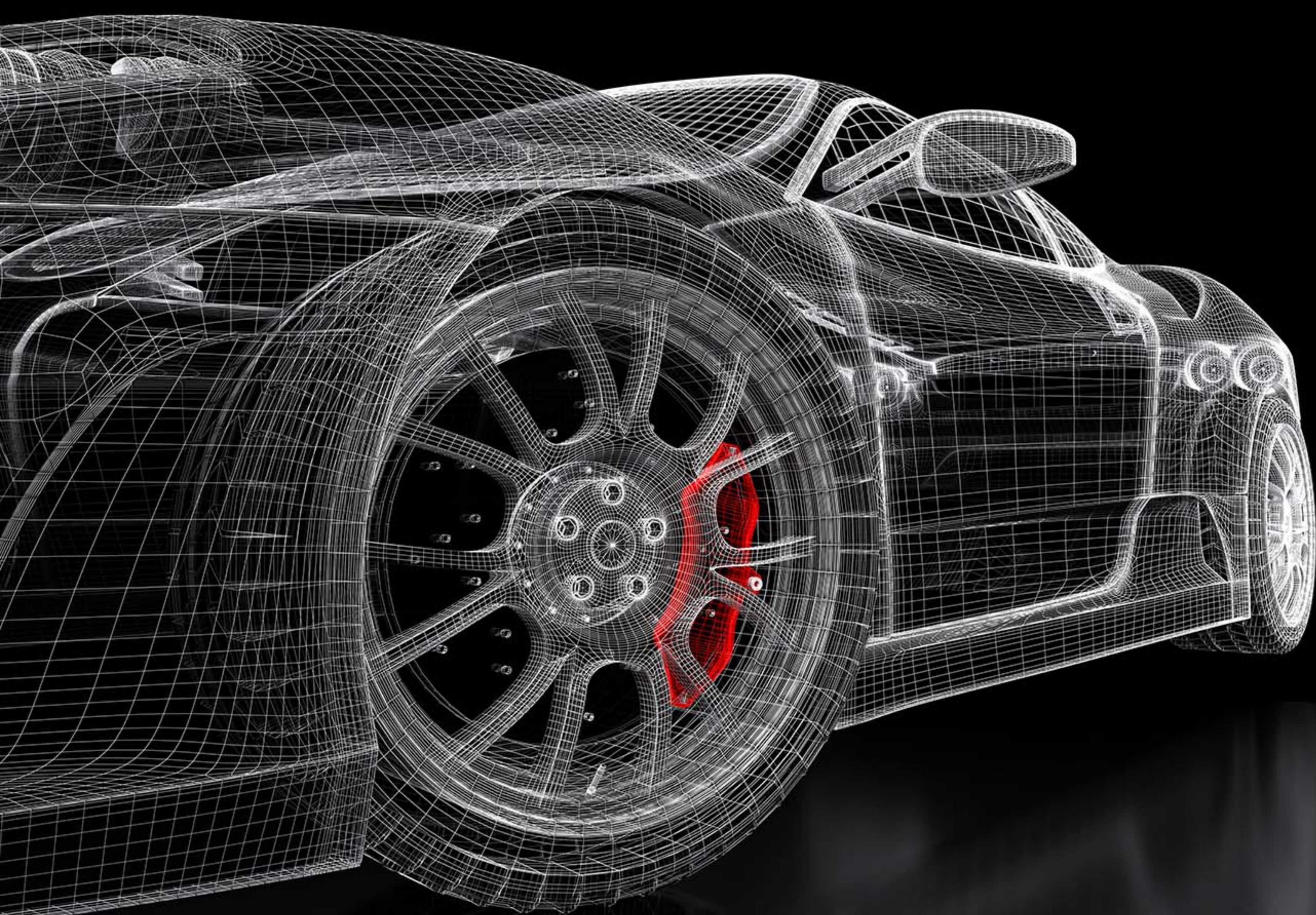
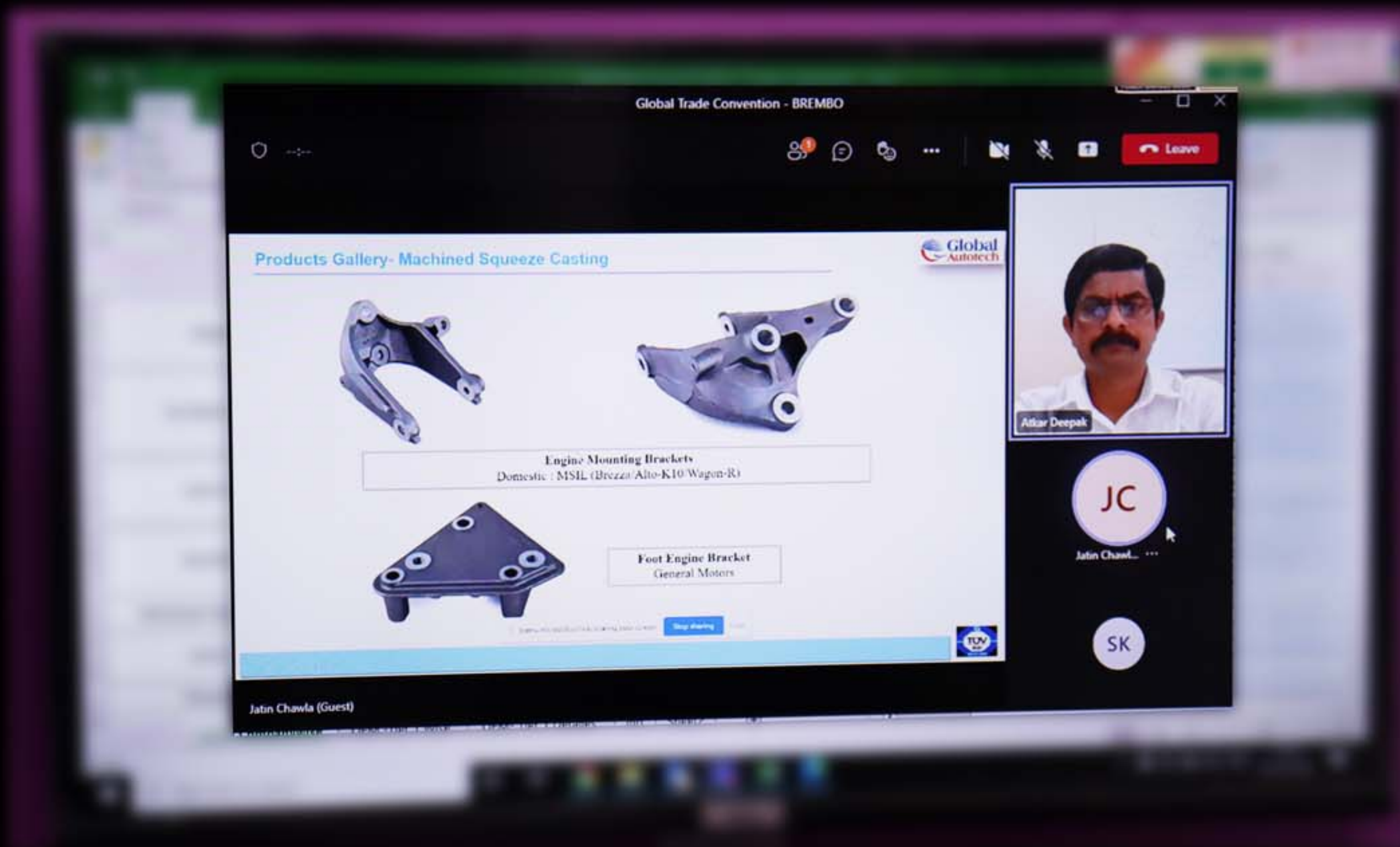


### Industry

- MARELLI is one of the world's leading global independent suppliers to the automotive sector.
- With a strong and established track record in innovation and manufacturing excellence, our mission is to transform the future of mobility through working with customers and partners to create a safer, greener and better-connected world.

### Key Facts

- Around **54,000** Employees Worldwide
- The MARELLI Footprint Includes **170** Facilities And R&D Centers Across Asia, The Americas, Europe, And Africa
- Revenues Of **USD 11.60 Billion** in 2020





"Coming together is a beginning, staying together is progress,  
and working together is success."

- Henry Ford



**THANK YOU FOR YOUR OVERWHELMING RESPONSE**

## Contact us

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