

POST *Show* REPORT


**NEPAL ELECTRIC,
POWER AND LIGHTS**
INTERNATIONAL EXPO 2023

**20-21-22
JANUARY 2023**

Bhrikuti Mandap, Kathmandu,
Nepal

ORGANISED BY: _____

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Opening Ceremony

A group of men, including Mr. Rajendra Prasad Lingden, are gathered for a ribbon-cutting ceremony. Mr. Lingden, wearing a traditional Nepali cap and a white shirt with a red and blue striped shawl, is in the center, smiling and holding a pair of scissors to cut a red ribbon. Other men in suits and traditional attire are standing around him, some clapping. The background is slightly blurred, showing an outdoor setting with trees.

MR. RAJENDRA PRASAD LINGDEN

Deputy Prime Minister
& Minister of Energy,
Water Resources and
Irrigation.

Show Statistics

EXHIBITORS

100+

VISITORS

10,000+

PRODUCT & SERVICES

150+

Top Reasons of Exhibiting



**EXPLORE
NEW
OPPORTUNITIES**



**FIND NEW
BUYERS**



**NETWORKING
WITH INDUSTRY
COLLEAGUES**



**BRAND
BUILDING**



Exhibitor's Feedback

94%

of the Exhibitors
established
useful Business
Contacts

90%

of the Exhibitors
expect orders
as a Result
of Exhibiting

88%

of the Exhibitors
Indicated
the Visitor Quality
was Good

82%

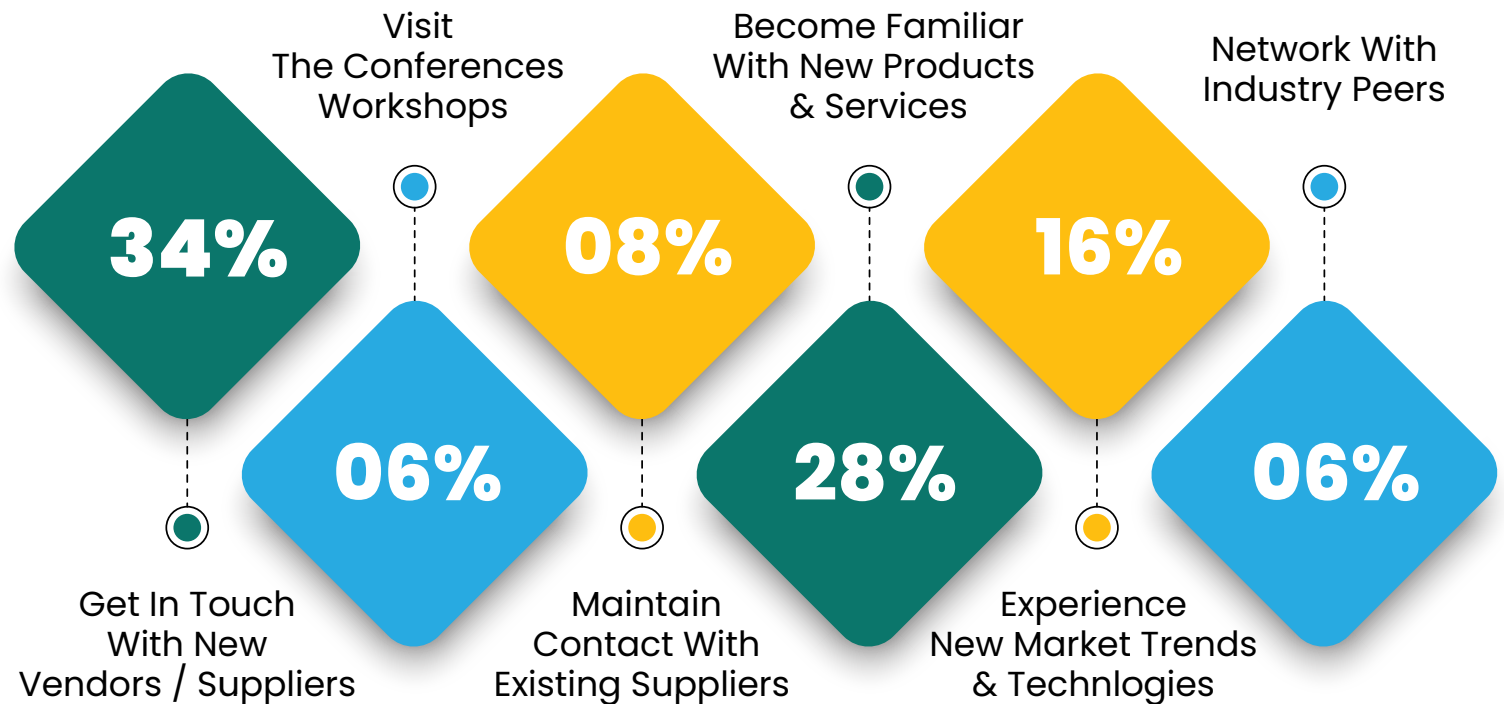
Plan to
Exhibit at the
2023 Edition



visitor Survey

- » Over 8 out of 10 visitors say they are satisfied with their Visit to the trade show and would like to return the next time.
- » 82% of the Visitors are Planning to contact an Exhibitor after the Show.
- » 79% are Looking for New Products and New Market Trends.

Main Reason for Attendance



Marketing Campaigns



INDUSTRY
MAGAZINES



ONLINE
ADVERTISEMENTS



WEBSITE



RADIO



NEWSPAPER



E-MAILERS



SMS



VIP
ENGAGEMENT



PUBLIC
RELATIONS



PROMOTION AT
OTHER TRADE
EVENTS



SOCIAL MEDIA



TELE-MARKETING

MARK *Your* PRESENCE

2nd
**NEPAL ELECTRIC,
POWER AND LIGHTS**
INTERNATIONAL EXPO 2023

01-02-03
SEPTEMBER 2023

Bhrikuti Mandap, Kathmandu,
Nepal

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