



SCOPE OF BCH SERVICES FOR A CORPORATE MEMBER

SHOWCASING MEMBERS' PRODUCTS IN THE BCH SHOWROOM

BCH showcase, a first and one of its kind in the industry, facilitates the display of the technical textile products (including nonwovens & composites) under various application areas and provides information of the existing as well as new products available in the global market. Besides the products, BCH showcase also exhibits journals & magazines pertaining to this specific industry and displays information about the industry events happening worldwide. Corporate members can showcase their products in the 365 days BCH showroom (detailed brochures in case of machinery) under their company name along with the specifications and other product details as per BCH showcasing guidelines.

Benefits

- BCH showroom is frequently visited by the industry leaders be it manufacturers, traders, converters or end users thus providing greater visibility for the member's products to a focused audience. Beside this, visitors also include representatives from the government, leading associations, institutes and media
- Information dissemination of member's products in the most productive manner.
- Enquiry generation through showcasing in BCH showroom

FORWARDING BUSINESS ENQUIRIES

Business enquiries if received by BCH for members' products are forwarded to the member keeping in mind the current product portfolio. However, if a member requests for BCH's intervention in materializing any enquiry into a business transaction, then BCH would charge a success fee for any accomplishments due to BCH's efforts. (This fee is defined as per the scope of business/service).

Benefits

- Since BCH is approached by a lot of companies from India as well as other parts of the world and has a strong networking in this industry, it strives to feed the needs of its member to the best of their advantage
- Members' existing business can be enhanced through added value and visibility

WEB BASED PROMOTION WITH DIRECT LINK TO MEMBER'S SITE

Corporate member's profile will be uploaded on the members' page of the BCH website along with the direct link to the member's site to provide a visibility to the global industry. The member company's name is also flashed on the home page of BCH website www.bch.in



Benefits

- BCH website is a well acknowledged web portal for information regarding technical textiles (including nonwovens & composites) thus giving extra visibility to the member
- Any important news related to its member company is uploaded on the news & events section of the BCH's website

PARTICIPATION IN EVENTS/ SYMPOSIUMS/ WORKSHOPS

BCH provides all kinds of opportunities for marketing, seeking information and networking during events which are either organized by BCH or others of which BCH is a part. Furthermore members are entitled to a discount on delegate fee for all the events solely organized by BCH which includes symposiums and training workshops. BCH also strives to avail discounts in other events which are not organized by BCH but where BCH is present or is associated with.

Benefits

- BCH members are well informed about important events of the industry and well advised on the extent of participation if need be by the member company
- BCH keeps its members' needs on top priority and networks on its behalf with prospective companies and make their presence felt even if they are not present during events in various ways
- BCH offers its members an opportunity to be an important part of events that are solely organized by BCH thus giving added visibility to them
- Enables the member to be a part of a selected network thus helping them to build close contacts
- It provides the member with the benefit of attending an event at a much discounted price
- BCH supports its members in logistical works if needed for participation in an event

VISIBILITY THROUGH BCH NEWSLINE - TECHTEX INDIA

Tech Tex India – The BCH newslines cover the latest events and happenings along with interesting articles related to technical textiles, nonwovens and composites and are provided to all BCH members every quarter. BCH's newslines provide information on latest events, happenings, new products and interesting facts along with industry related articles. A special page by the name of 'Members' Column' and otherwise invited articles provide insight into the latest developments and happenings of the member companies from time to time.

Benefits

- Visibility through Members Column and through invited articles in TechTex India
- Information regarding the technical textile, nonwoven & composite industry
- Opportunity to advertise at discounted rates to a very wide, focused and global audience



ACCESS TO INDUSTRY SPECIFIC NEWS

BCH members are e-mailed industry updates for all areas of technical textiles, nonwovens & composites on a fortnightly basis. All this information is gathered from various portals, magazines, journals, newspapers and direct contacts with the industry people from across the world.

Benefits

- BCH brings the news of the world from this industry at the member's doorstep
- Industry updates for all areas of technical textiles and nonwovens helps the member companies to keep a tap on the latest happenings (new product launch, market information, new technology, R&D, events, legal, mergers & acquisitions, competitor's move etc.) of the industry and thus enabling them to take wiser decisions

BEING A PART OF THE BCH NETWORK

BCH members' complete profile (company/individual) is fed in the database which comprises of channel partners, associates and vendors in India and overseas for future networking among the same. BCH is feeding this industry with its requirements on a one to one basis thus networking strongly with the stakeholders themselves. The member also gets to indirectly network with the required contacts by being a part of BCH. BCH is also constantly interacting and working closely with government, associations, institutes and media of the industry.

Benefits

- The member also gets indirect visibility by being a part of the BCH network

MEDIA PROMOTIONS

BCH maintains a presence of its member in the technical textile industry (including nonwovens & composites) by publicizing its press releases which are sent to BCH by its member through different media and ways.

Benefits

- Member company gets added visibility as BCH promotes its members' press releases through other media
- Gets counseling on required visibility through non BCH media