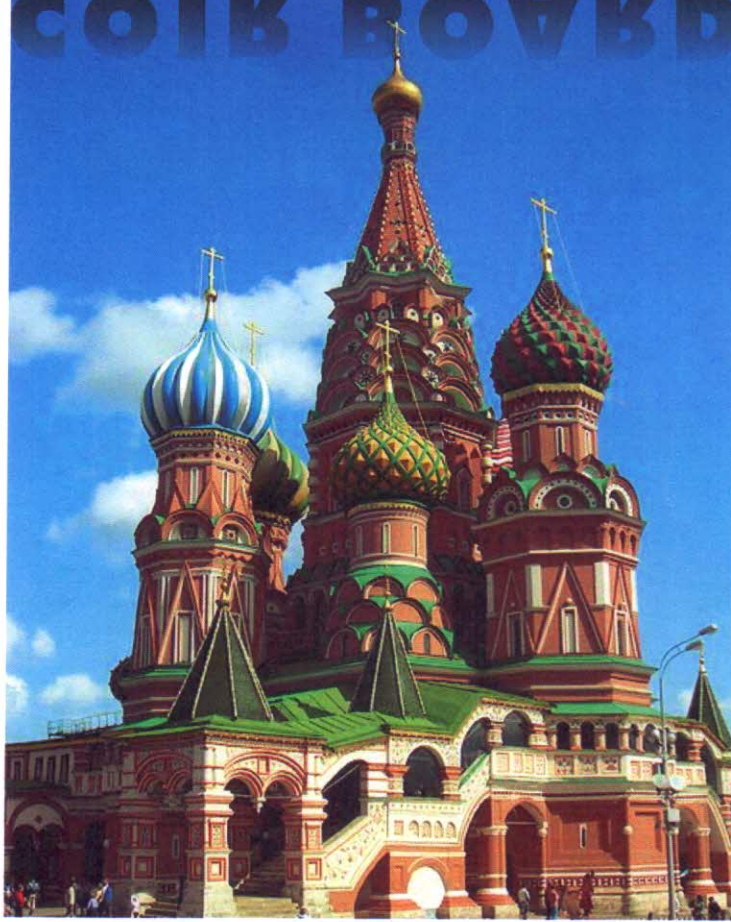


PARTICIPATION OF
COIR BOARD



IN

DOMOTEX
Russia

Moscow . 1-3 April 2014



सत्यमेव जयते

MSME

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



COIR BOARD

Report on Board's participation in
DOMOTEX Russia
held at Moscow
from
01.04.2014 to 03.04.2014

The DOMOTEX Russia 2014 was organized by Deutsche Messe RUS, Bolshoi Partriarskiy Per., 6 bld. 1, 123001, Moscow, Russia from 01.04.2014 to 03.04.2014. DOMOTEX Russia 2014 presented numerous market leaders to more than 2,700 professionals from Russia and CIS. DOMOTEX Russia 2014 – covered 3 pavilions at the ARTPLAY Design Center. 54 companies from 10 countries around the world, including Russia, Germany, Belgium, Belarus, Iran and India, presented their cutting-edge projects and most recent collections of product range.



This specialized exhibition for flooring, DOMOTEX Russia took place for the first time from 26-28 September '13 in IEC "Crocus Expo". The organizer of the exhibition is a company named Deutsche Messe RUS which is a Russian subsidiary of the well-known exhibition company Deutsche Messe AG. The list of exhibitors included major international and Russian manufacturers of flooring materials and accessories. Tarkett,

Beaulieu International Group, Forbo Eurocol, Kährs Group, Balta Group, DECORA, Classen, IVC Group, Russkiy Profil, Coswick, Bauwerk Parkett AG and others were the prominent.

Coir Board constructed the Indian Coir Pavilion in Hall No 2A through the organizers by hiring raw space. The area was divided into 3 stalls i.e., P1, P2 & P3. There were seven exporters who expressed their



willingness and booked their space requirements through the Board to participate in the above Fair. However, five of them withdrew from participating in the fair apprehensive of the possible dullness of the show consequent on the internal problems in the country, due to the revolution in Ukraine following the separation of Crimea from Ukraine and its merger with Russia, which was at its peak during the exhibition period. Considering that the preliminary arrangements and investments already made by the Board, the Board had to participate in the Exhibition along with the willing exporters. In the wake of the

above background, the grandeur of the show did not rise to the expected levels. The exporters who participated in the exhibition along with the Board were as below:

1. M/s Floor Gardens
2. M/s Vasundaralayam Coir Products

They were allotted with a space of 9 Sq. Mtr. and 12 Sq. Mtr. respectively and the remaining space was utilized by the Board with theme pavilion, VIP Lounge and display area. Shri. D. Rajendran, Showroom Manager-Gr- I,

