



2007

Report on the participation of Coir Board in Domotex Fair - 2007 at Hannover, Germany

DOMOTEX

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A.C.Jose Ex.M.P.
Chairman, Coir Board

Anita Jacob
Development Officer i/c (S&T)
Coir Board

V.Babu
E.S.O.
Coir Board

**REPORT ON THE PARTICIPATION OF COIR BOARD
IN
DOMOTEX INTERNATIONAL TRADE FAIR 2007
HANNOVER, GERMANY**

FROM 13TH TO 16TH JANUARY, 2007

The Ministry of Agro and Rural Industries, Govt. of India vide letter No.F.4(33)/2006/Coir dated 10th January, 2007 has approved the proposal of the Coir Board for participation in the Domotex International Trade Fair at Hannover, Germany from 13th to 16th January, 2007 and approved deputation of Shri. A.C. Jose, Chairman, Coir Board, Smt. Anita Jacob, Development Officer i/c and Shri. V. Babu, Extension Service Officer of Coir Board for organising Board's participation in the Fair at Germany.

About the Domotex Fair 2007

The Domotex Fair is organised by the Deutsche Messe, AG, Hannover, Germany. It is the mega international event organised for exhibiting carpets, floor coverings, furniture, carpet machinery, modern technology in carpet manufacturing etc. of the world. It is a meeting place of top decision makers from all over the world and an information platform that adapts to reflect the current needs of the visitors and exhibitors alike. The Domotex was first organised in 1989. In the Domotex, manufacturers of industrially produced floor coverings were exhibiting along side makers of hand woven and hand knotted carpets and rugs. For the carpet and floor coverings, Domotex is a completely autonomous showcase, the latest collections, new materials, modern designs, trends and traditions were featured in the fair that aimed at full market coverage of the floor furnishing industry. The aim of the Show's organizers is to create a flexible information platform that would respond both to the needs of the exhibitors and visitors and to changing market conditions. The manufacturers from all over the world come to Hannover to display their products in the halls to key buyers from the wholesale and retail rates. The result was that the no. of foreign exhibitors in the Show increase year by year. In the Domotex 2007, over 50,000 trade visitors from more than 100 countries attended. The no. of exhibitors has more than doubled since the first Domotex in 1989 and the no. of visitors has increased three fold. Manufacturers, wholesalers, designers and trade associations now display an array of products that is unrivalled anywhere in its range and diversity.



A whole mark feature of Domotex has always been its extra ordinary international appeal. Its foreign exhibitor quota of around 75% is by far the highest of any event on Hannover Exhibition Calendar. The largest foreign contingents come from Belgium, Turkey, The Netherlands and India and 60% of the trade visitors are coming from outside Germany. This global reach, the presence of all the industries leading needs worldwide, the range of exhibits and 100% focus on the trade have combined to make Domotex the industries top international event of the year. For any one in the trade, Hannover is the place to be. More so than exhibitors at any other trade show, Domotex exhibitors expect to come away with firm orders. 9 out of 10 exhibitors confirmed that they have reached their intended target groups in whole or in part. The exhibitors, trade associations and other organisations ensure that Domotex display concept is kept constantly updated. So in addition to its role as a flagship trade fair for the industry, Domotex today is also a centre for target group specific functions, events, forums, conferences, courses and training sessions. The whole of the interior design and furnishing industry now looks to Domotex for guidance on where the market is headed in the future.

Coir Board's participation in the Fair 2007

The Coir Board participated in DomotexFair 2007 at Hannover, Germany during the period from 13th to 16th January, 2007 through the India Trade Promotion Organisation, New Delhi (ITPO) by reserving an area of 200 sq. mtr. in Hall No.5 Stand No.F-04. Under the Coir Board's umbrella, 12 other exporters listed below, participated for exhibiting their products and canvassing business for coir and coir products.



- 1) The Kerala State Co-op. Coir Marketing Federation, Alleppey
- 2) M/s. Foam Mattings (India) Ltd. ,Alleppey.
- 3) M/s. Coco Fibre Tex, Alleppey.
- 4) M/s. Kollamkulam Agencies Pvt. Ltd., Kottayam
- 5) M/s. Cocomats International, Alleppey
- 6) M/s. M.V. Joseph & Sons, Alleppey.
- 7) M/s. Pobji Emporium Alleppey
- 8) The Kerala State Coir Corporation Ltd., Alleppey.
- 9) M/s. East West Coir Exports, Alleppey.
- 10) M/s. Coir Floor Furnishing Company, Alleppey
- 11) M/s. K.S. Gangadhara Iyer & Co., Alleppey
- 12) M/s. The 'S' Exporters, Alleppey.

Domotex Fair is the main attraction of the business visitors for carpet and floor covering industries of the world. 40 major exporters from the Indian coir sector participated in this Fair and major importers from all over the world especially UK, Germany, Netherlands, USA, Turkey which are the main exporting countries of Coir also attended the Fair. The major exporters build up attractive pavilions of international standards exhibiting various designs and patterns of coir products inclusive of handloom coir mats, coir mattings, PVC tufted mats, rubber moulded mats, coir rugs, carpets, garden articles and other natural fibre floor covering materials etc. The patterns and designs displayed at the stalls of the Indian coir exporters were an eye opening to the World Carpet and Floor Covering market. The participant exporters had brisk business transaction during the first two days of the Fair. They also informed that the prospects of business is generated during the fair in much more than the previous year.



The Board exhibited novel attractive patterns and designs of blended products, posters depicting diversified uses of coir viz. coir geotextiles, coir composites, etc. Coir pith and allied products produced by the Indian Coir industry. These products were highly appreciated by the visitors at the Fair. We were able to create an awareness among the business delegates the various diversified uses of coir other than as a floor furnishing material.



As a part of the promotion of international business in coir sector, Coir Board proposes to organise "India International Coir Fair 2007 (IICF 2007)" during the period October 17th - 19th 2007 at Kochi. The event being a buyer-seller meet need to be publicized in the international Fairs attended by the Board for providing information of the event for the importers and international business community engaged in coir sector. As an initiative the Board designed and circulated a descriptive Flier showing the details of the event. Domotex being the largest Floor Covering Expo organized internationally, an event organized by the Board with international participation was circulated among the importers for preparing themselves for making them convenient to attend the event.

The Coir Board distributed brochures incorporating the details of the exporters who had participated the Domotex Fair along with the Coir Board, Publicity pamphlets, catalogues and other literatures on coir among the visitors. From the feed back collected from those exporters who participated the fair along with the Coir Board. As per the information furnished by the participant exporters, around one thousand genuine traders visited the stalls and about 275 export enquiries were received by them and they were able to canvass Rs.600 lakhs worth orders for coir and coir products and more than Rs.10 crores worth business negotiations are under finalization.

The coir exporters who were independently participated the fair from India have also received good business as a result of their participation. Every year there is increase in no. of participants of coir exporters from India for Domotex fair. This is due to the business that is being received as a result of participation in the fair and this shows the importance of Domotex fair than any other Carpet Fair in the world.



The large scale importers of coir & coir products like Golze & Sohne GmbH otto Groz Becker Kg, Giacomini & Gambarova s.r.l.Luglio, Groz-Beckert Kg, Rino BV, Rileys Ltd. Triade SRL, Tuft Co International Corp, Orian Rugs, Balsan, Schar August Robusta Carpets, Mohawk Industries, Mellau – Tephich Lotherer etc. participated in the Fair.

The presence of these importers helped Indian Coir Exporters to have interaction with them and to know the market potential for various varieties of coir products for the next business year

The Chairman & Officers of Coir Board visited all the coir exporters and importers stall in the Domotex Fair in order to get first hand information on the market potential for coir and coir products in the international market. The Chairman, Coir Board had one-to-one discussions with the importers at the Board's stall. Chairman also had discussions with the representatives of Srilankan Coconut Development Authority on issues relating to the Development of international coir industry.



The Domotex at Hannover being the most important trade fair for carpet and floor covering industry the officials of the Board were able to understand the latest trends in the international floor covering industry and the modification required to be undertaken in the coir industry for developing the export market of coir & coir products. The greatest advantage of attending the Domotex Fair is that since all the large as well as small scale carpet and floor covering manufacturers, traders, canvassing agents etc are participating the fair, the interaction with the stakeholders in the manufacturing as well as in the marketing of coir and coir products under one roof give ample exposure to the international market as well as the trend of business that is taking place in the world market.

Meeting with representatives of Importers and Indian Coir Exporters

As a follow up of the last years experience, Chairman, Coir Board invited the representatives of the Coir Importers' Associations and major importers who were present during the Fair for a joint interactive session at the Hall No. 211 at the Convention Centre at Domotex Fair at 3.30.p.m. on 14.01.2007 in order to discuss the improvements to be made to increase the export of coir and coir products from India and also to assess the market situation of coir and for bringing out problems relating to the import of coir and coir products. The Chairman mentioned that the export oriented coir industry has a history of 150 years and the products were mainly exported to European continent countries.

The export of coir and coir products to Europe has steadily increased and it is also showing a progressive trend. This implies that there is a market potential for traditional coir products in the European continent. The coir industry has not been in a position to expand its market in the non-traditional areas or to penetrate into the interior parts of the continent where there is a huge untapped market based on the extreme climatic conditions that is prevailing in the parts of the European continent.



Mr. Herbert Bittcher, President German Coir Association opined that during 1989 there was strong Coir Association at Germany for promoting the coir & coir products. But now situation has been changed as there are many cheaper & attractive substitutes of coir in the market. Further the most important media for publicity is through television, since promotion through TV is very expensive they are not in a position to concentrate in TV publicity.

However, the representatives of the importers were of the view that since coir is a natural, biodegradable and eco friendly product it has got immense market potential. But the people are unaware of the products. Coir Board has to initiate action to get into the minds of the people by giving advertisements and products shall be made reachable in the interior parts of the countries through Department stores.



The meeting with importers representatives concluded with the following suggestion.

1. German Coir Association to be revived.
2. Identify a professional journalist and articles on coir shall be published in leading magazines and newspapers in Europe highlighting uses of coir & coir products in order to get into the minds of the people of Europe.
3. Coir & coir products to be made reachable in the remote places also through Department Stores by redesigning the supply chain system that exists in the traditional trading of the material.
4. Consult Indian Embassies in Europe to improve the export of coir.

The Chairman, Coir Board announced that Coir Board is organising an International Event "India International Coir Fair, 2007" during 19th to 21st October 2007 at Kochi. The event is organized as a buyer seller meet allowing the buyers as well as sellers to meet at a single platform for showcasing the capabilities of the Indian Coir sector and to create an awareness among the buyers that the Indian coir sector can meet any kind of challenge with other

competing products available in the market. The event will be attended by more than 100 manufacturing exporters, buying houses, technocrats, decision makers, etc. and invited the esteem importers to co-operate and make this international event a grand success. This will lead to the development of the international coir sector and also a helping hand to the coir industry which is providing employment to millions of workers.

Discussion at Centre for Environmental Research & Technology (UFT) University of Bremen

Mr. A.C. Jose, Chairman, Coir Board, Ms. Anita Jacob, Development Officer i/c and Mr. V. Babu, Extension Service Officer had discussion with Prof. W. Heyser, Prof. J. Warrchmann, Prof. H. Kochler, Dr. M.Schaefer University of Bremen on Jan. 15, at University of Bremen. The UFT is an institution linked to the university of Bremen, Germany which focuses on environmental research. The institute constitutes a broad methodical competence by a new structure of co-operation between the different disciplines. The entire spectrum of environmental research from microscopic to macroscopic scales is represented in the departments of the UFT. Molecular genetic processes of environmental interact as macroscopic monitoring of population and ecosystems as well as risk assessment and environmental friendly production processes are investigated in interdisciplinary working departments of this institution. Basic and applied researches are closely related within the UFT. The institute offers its inter disciplinary theoretic and methodical



competencies in the field of environmental research to all interested companies, authorities and research organizations and is also interested in the integration within international projects also by co-ordinating them. The UFT is open to all requests of companies which would either like to develop their methods and products in an environment friendly way, or to process them on base of new methods or processes. Prof. W. Heyser made a brief presentation about the University of Bremen and stated that University of Bremen is a place of research for 1,427 full time scientists and scholar, a place of study for some 20000 students and place of work for more than 910 full time employees.

The Chairman, Coir Board made a presentation on the various applications of coir and coir products, particularly emphasizing the use of coir geotextiles for bio engineering purpose and use of coir pith as a growing media for plants and the process & manufacture of C-Pom (bio-fertilizer) from coir pith.

Prof. Kochler made a presentation on Revi Tec the integrated technology to combat erosion, degradation and desertification. In co-operation with the Bremen based private partnership keko, scientists of the University of Bremen developed Revi Tec as a contribution to cope with the world wide threat of soil degradation and desertification substrate unsuited for plant growth is upgraded to fertile soil with compost, soil amendments and bioactivations. Biodegradable bags from jute prevent erosion, soil amendments and organisms stabilize nutrient cycling and water balance. Revi Tec initiates & accelerate ecological success.

The representatives of the Board visited a trial field of Revi Tec and also visited KNO, an experienced, certified enterprise producing marketing compost material. In the final discussion with the UFT, University of Bremen, Germany, the Chairman, Coir Board requested them to give their proposals for undertaking studies on the following for further consideration.

- (1) Use of coir geotextile for soil bio engineering purposes.
- (2) On use of coir pith as a growing media for plants.
- (3) Advantages of coco peat over peat moss

Suggestions and Recommendations for improving the participation of Coir Board in Domotex Fair, Hannover, Germany

The Coir Board is regularly participating in the Domotex Fair at Hannover. It is the major fair for the carpet and floor covering industry all over the world. The number of participants from Indian Coir Industry in Domotex, Hannover is increasing every year. This year more than 40 coir exporters participated in the fair whereas the last years participation was around 30. The business generating out of participation in Hannover Fair is also increasing year by year that makes this Fair more important for the coir sector of India. Domotex, Hannover is a contact point and precisely a platform for interaction between the buyer and seller for generating business and also to have an observation of the consumer demand, new designs, colours & patterns for the next year. The following suggestions are made:

1. The Domotex fair at Hannover is a major fair being participated by the Board regularly. Since Domotex is the major carpet & floor coverings fair in order to make the participation more fruitful, finalise the Board's participation by reserving the required space and allot the space to the exporters at an early date to prepare themselves for participating the fair along with the Board.

2. Separate stall No. to be given to each exporter participating the fair along with the Coir Board so that visitors can easily identify each exporter.
3. Advertisement material/posters in German language shall also be distributed/exhibited in the Board's stall.
4. In the Board's stall, only novel & attractive products specialized new generation products and new products and processing techniques developed under the R&D initiatives of the Board be displayed.
5. The Chairman Coir Board may organize a meeting with the coir exporters from India attending the Fair for assessing the outcome of the Fair on the closing day.
6. The interactive session with the major importers' association and representatives of major importing companies engaged in coir and coir products may be conducted as a regular feature on the second day of the Fair so as to enable the participants to make themselves prepared for the session.
7. The international events organized by the Coir Board for promotion of export of coir and coir products may also be made available to the importers so as to make them aware that the Indian coir industry is on its path for promoting export of the material.
8. The basic characteristics of the coir products viz. natural, bio-degradable, eco-friendly may be highlighted at the Board's stall with specific technical inputs so as to create an awareness internationally.

V.BABU
Extension Service Officer

ANITA JACOB
Development Officer i/c

A.C.JOSE
CHAIRMAN