

REPORT ON THE PARTICIPATION OF COIR BOARD
IN

DOMOTEX INTERNATIONAL TRADE FAIR 2008

HANNOVER, GERMANY

FROM 12TH TO 15TH JANUARY, 2008



12.-15.1.2008

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Domotex is the top tradeshow for rugs and carpets and people come to trade fair to renew business contacts and relationships. Coir Board has been participating in the Domotex International Trade Fair for the past fifteen years consecutively and participation through Coir Board set new records with fifteen major coir exporters including Coir Board, apart from tens of other major coir exporters participated independently for locational advantage.

Coir Board had reserved 210 sq.mtr space in stand F 04, Hall no. 05 through ITPO, for participation of Indian Coir Sector in Domotex 2008.

Participants details in Domotex 2008 with space allotted are appended as annexure.1 An analysis of statistics of the participation of Domotex by Coir Board for the past few years will reveal the recurring enthusiasm shown by some of the exporters either by joint or individual participation year after year in Domotex. This is a testimony for the trade as well as the Government that Domotex is merely not a product show but a show by the Importers for their business renewal and followup work. The IICF2007 was a catalyst for the Domotex 2008.

Representing ITPO, three Officers were present in the Domotex 2008. The fair started on 12th Jan, 2008 and ended on 15th Jan, 2008.

Mr. Rajat Sarkar, Consulate General of India, Hamburg, Mr. Lennart Ringstrom, Managing Director, European Soil and Water Engineering Group, Sweden, Mr. H Bittcher, President, German Coir Association, Hamburg, Ms. Verena Schatzlein, German Designer, Berlin, Mr. Peter Clasen, Hamburg, are among the major visitors to the Coir Board stand besides a couple of major exporters who independently participated including Coir Board Members viz, M/s. V.R.Prasad and Kalyana Sundaram.



After the fair, Chairman, Coir Board had informed to H.E. the Consul General of India, Hamburg, Importers and their Associations and other prominent visitors and ITPO Officials his inability to make a schedule to visit to Hannover and garnered their support for a better marketing network of coir products. Consulate General of India, Hamburg had quickly replied emphasizing their support and to co-operate with Coir Board in all its future endeavors. Chairman, Coir Board agreed to keep posted with all product information to the Resident Director(EU Region), ITPO, India House, Frankfurt, Germany for being published in Die Messe journal published from Germany. The ITPO has also been advised to browse the website of Coir Board for more details for listing.

His Excellency, the Consul General of India, Hamburg has been requested to provide commercial reports periodically to Coir Board. The Indian Mission at Hamburg has been requested to send trade enquiries to Coir Board and sought the support to hold a meeting with all concerned viz., large department stores, catalogue companies, mass merchants, shopping chains, home improvement centers, catalogue companies on line retailers etc at Hannover during Domotex 2009.



With the feel the trends of tomorrow, Coir Board this year showcased the latest products such as coir geo textiles, Coco liner , coir pith, coir tray, coir garden articles, coir fibre basket, coir plant pot, coir plant climber, coir folding cushion, coir cushion, coir chain, and a wide range of innovative products.

There has been overwhelming response and enquiry for coir garden articles and coir geotextiles and coir pith briquettes. A powerpoint presentation carrying the activities of Coir Board and the complete overview of coir products and innovations at the Board's two Research Institutes of the Board and various other Offices were highlighted with a view to selection of latest products from exhibitors who participated along with Coir Board.

One of the major handicap is the presence of only one official from Coir Board unlike in the past sending two or three members for an effective participation. As the theme of Domotex is absolutely a trade show of choice for those who want more than just an overview of the market, and with its vast array of innovative product displays, interaction with major Importers, Associations, Exhibitors, Agents, Reputed local research institutes, local chain stores, representative from Indian

Missions, coupled with extensive special events during the fair aimed at specific target groups, absence of senior Officers especially Chairman, Coir Board cut a sorry picture among the visiting dignitaries, Importers and agents.

Chairman, Coir Board had personally mailed a couple of letters to major Importers in and around Germany much ahead of the fair for a meeting during the fair at Hannover specifically for product information and a discussion. He has also personally got in touch with Importers Associations at Germany, Indo German Chamber of Commerce and Industry for a good marketing network. Chairman, Coir Board had also sought the help of the Indian Missions in Germany, at Berlin, Frankfurt, and Hamburg to link the website of the respective Embassies/Consulates to the Coir Board websites with a view to aggressively popularize marketing and promoting the wide range of coir decorative products in global market. He had appealed all Chief of Missions of India in abroad as well as foreign Missions in India and across the Globe to make the IICF 2007 a grand



success and the pre event marketing approach had a cascading effect for a result oriented success both in the domestic and international fronts. This was evident from the reactions/suggestions of some of the visitors to the Coir Board stand at Domotex 2008 and they were extremely satisfied over the outcome of their visit to India for IICF 2007. During Domotex2007 at Hannover adequate publicity were given for IICF2007. Follow up meeting with representatives of Importers and Indian Coir Exporters at Hannover and discussion with Centre for Environmental Research &Technology(UFT), University of Bremen, Germany could not be done during the current year.

Domotex has become indisputably the event of the year ; every year for the industry worldwide. Domotex is the ideal springboard to the fast growing global markets offers good opportunities for easy penetration into competitors' access market.

A complete overview of products and innovations can be gauged at Domotex stands only. At the Domotex Stands one will find a selection of the latest products only from the Exhibitors. Exporters participated through Coir Board in Hall No.05, stand 04 demonstrated the world high class range of coir products with the result they were able to procure orders worth Rs.7.00 crores and orders worth Rs.14.00 crores were under pipeline/negotiation.

The 20th Domotex Hannover set new records with exhibitors in the hall5, stand 04 presented the whole diversity of products on the world market ranging tufted,woven mats and mattings, carpets, needled felt,floor coverings, rubber backed products and coir garden Articles, geotextiles, coir yarn, coir fibre, etc.

Drawing attendance to a record number of trade visitors to all 15 Coir Board stands, the Domotex 2008 breaks record in terms of exhibitors in terms of volume and numbers. There were reportedly as many as 1442 exhibitors from over 60 different nations thronged current years Domotex 2008 for exclusively for global showcase of carpets,textile and resilient floor coverings plus



laminate and parquet flooring; never before in the annals of Domotex had they booked so much space for display. This is an ample evidence to market Coir Board's innovative range of products like coir composite boards, coir laminated particle doors, coir needled felts, coir cushions and coir seats and coir garden articles etc. The Exhibitors participated expressively highlighted tomorrow's trends, featuring new materials and creative designs, including the latest colors and patterns. Domotex 2008 surpassed all expectations as well as last year's statistics in many respects, reflecting the current positive trends in virtually every segment of the carpet and floor coverings industry. Domotex once again demonstrated its monopoly as a role model for the coir industry. The excellent overall quality of this year's Domotex represented by more exhibitors from Coir Board side and increase in number of trade visitors with outstanding presentations of exhibitor products and trends.



As this year's Domotex also met one of its most important strategic goals by significantly boosting attendance by skilled trade people, Exhibitors and trade associations awarded Domotex 2008 top marks in the closing survey. Domotex is the most important trade show, which mainly used as a platform to reach international export customers directly. The mood at Domotex 2008, particularly among coir sector has been good. There had been wide



range of environmentally friendly coir products on display and many customers are quite prepared to pay more attention to these changes. As the Domotex is the flagship tradeshow for floor coverings, regular participation in it will definitely play a major role in coir sector to boost domestic as well international markets .

R.Gopalakrishna Pai
P.S to Chairman
07/02/2008