



PARTICIPATION OF COIR BOARD

DOMOTEX

H A N N O V E R G E R M A N Y

15 - 18 JANUARY, 2011





REPORT ON THE PARTICIPATION OF COIR BOARD
AT
THE DOMOTEX 2011 FAIR
HANNOVER, GERMANY
15 - 18 JANUARY, 2011

Domotex is the largest conclave of Carpet manufacturers and traders from all over the world. All the major manufacturers, agents and buyers of carpets and floor coverings used to converge at the Domotex Fair every year for booking orders for their products for the whole year and therefore it always turns to be the largest fair in this section

held anywhere in the world. Domotex used to provide a golden opportunity for the sellers to meet the decision makers who visit the Fair to learn about the latest trends and innovations. These interactions lead directly to new business for the year ahead. Therefore, for the sellers, it turns out to be the world's largest market place for the carpet and floor covering industry.



This year, the Fair was held for the period of 4 days from 15-18th January, 2011 at Hannover, Germany. The weather in Germany was fair even it was the peak of winter during the fair period and the Domotex 2011 witnessed maximum number of visitors and professionals with a substantial rise in attendance compared to previous years. It has been reported by the organisers M/s. Deutsche Messe that over the four days of the show, some 40,000 professionals turned out to admire the products offered by 1,395 companies from over 87 different nations. 63% visitors were from outside Germany. A total of 1,350 exhibitors from 70 countries came to Hannover to display a raft of impressive interior decorating trends, featuring new materials, colors and patterns. DOMOTEX 2011 was a complete success in terms of being a trends barometer and business springboard for the international floor coverings industry.

Exhibitors expressed keen satisfaction with the credentials of the professionals in attendance as well as the business deals concluded. As many as 90 percent of the show's visitors indicated playing an "advisory" or "decisive" role in their companies' purchasing decisions.

DOMOTEX 2011 boasted a high rate of international attendance, with a total of 60 percent of all visitors coming from outside Germany

The majority of this year's DOMOTEX

attendees consisted of buyers from the retail and wholesale trade. The skilled trades were also again strongly represented, with 20 percent of all visitors consisting of parquet recliners and other floor layers as well as interior furnishers and painters.



"Floor coverings are design objects which set the tone for interiors and as a result, have evolved into lifestyle products," Kühne noted. Special shows and trend presentations like FLOORFORUM and Souk Deluxe once again drew in the visitors. The displays featured colors, materials and designs which will define floor fashions in the upcoming season. Interior decorators and furnishers as well as trade visitors from the high-end flooring segment were there to pick up on product innovations and engage in detailed discussions on the products on display at the surrounding exhibitor stands.

The upcoming season is likely to center on



four trends in particular: A preference for more naturalness was reflected in an unadulterated and "used" look for parquet, laminate and resilient floor coverings. The second trend consisted of combining ethnic patterns from Africa, South America and South Asia with the western European lifestyle. There was also a strong presence of glossy or ultra-matte painted surfaces, dominated by blue and white colors and a range of gray tones. And finally, the combination of romantic patterns with a discreet, pared-back Scandinavian look generated considerable attention among visitors at the event.

special theme each year, bringing selected product categories into the limelight.

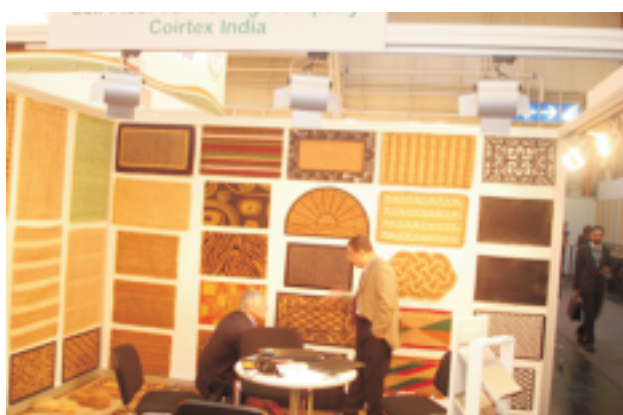
The Ministry of Micro Small and Medium Enterprises, Govt. of India have sanctioned the deputation of Shri. M. Kumaraswamy Pillai, Director (Marketing), Coir Board, Cochin for organising the Board's participation at the Domotex 2011 at Hannover, Germany. Like the previous year at Domotex 2010, this year also the Board directly participated in the fair. Coir Board reserved space of 240 sq. mtrs to be allotted to 10 exhibitors besides Board's theme pavilion. The following exporters participated in the fair along with Coir Board.

As of 2012, DOMOTEX will focus on a

Sl.No.	Name of participant
1	M/s. M.V. Joseph & Sons, P.B.No.86, Vazhicherry, Alleppey-688 001. Tel: 91-477-2244734; Fax: 477-2242910. Contact Person: Mr.Varghese Joseph Products: Coir mats, matting, rugs and carpets
2	M/s Babu Coir Works, Post Box No.4, Thumpoli P.O. Alleppey-688 008, Kerala Fax: + 91 477 2243689; Tel: + 91 477 2245973. Contact Person: Mr.A.T. Johnkutty, Proprietor. Products: Coir Mats, Matting, Rugs and Carpets
3	M/s Allakkatt International, Alakkattuseril House,2/304 Opp.Thumpoly Railway Stn. Thumpoly P.O., Alleppey, Kerala Fax: + 91 477-2243689, Tel: + 91 477 2246114 / 2244660. Contact Person: Mr. A.J. Thomas, Managing Partner Products: Coir Mats, Matting, Rugs and Carpets
4	M/s. T.J.P. Industries, Industrial Development Plot, Poovanthuruth, Kottayam-686 012. Tel: + 91-481-2342636, Fax: + 91-481-2341363 Contact Person: Mr. George P. Thomas, Managing Partner Products: Coir mats, matting, rugs and carpets

5	<p>M/s. Pobji Emporium, AGP/XIII/147, Thumpolly Post, Alappuzha – 688 008, Kerala. Fax: + 91 477 2248440. Tel: + 91 477 2244558,</p> <p>Contact Person: Mr.P.S. Joseph, Managing Partner, Products: Coir Mats, Matting, Rugs and Carpets</p>
6	<p>M/s Seven Seas Trading Co., Post Box No.64, Alleppey-688 001 Tel: +91-477-226263 Fax: +91-477 2251358</p> <p>Contact Person: S. Ponnambalam, Managing Director Products: Coir mats, matting, rugs and carpets</p>
7	<p>The `S` Exporters, VII/64-A, Nellipuzha Road, Aroor P.O., Alleppey-688 534, Tel: + 91 478 3290325. Fax: + 91 478 2874962</p> <p>Contact Person: Swami Gurumithran Jnana Tapaswi, Chief Executive Products: Coir Mats, Matting, Rugs and Carpets</p>
8	<p>M/s. Meenakshi Coir Works Charamangalam, Mayithara.P.O., Cherthala, Alappuzha, Kerala, India. Tel: +91 478 3208857, 98476 98331 (Mob) Fax: +91 478 2869607</p> <hr/> <p>Contact Person: Mr. P.S. Binu / Ms. Sunitha Sreemayan Products: Coir Mats, Matting, Rugs and Carpets</p>

9	<p>M/s. Coir Floor Furnishing Company Post Box No.15, 18/979-93, Coir Floor Buildings, V.C.S.B.Road Alleppey, Kerala 688 001 Tel: +91 477 2245582/ 2251578 Fax: +91 477 2251578</p> <hr/> <p>Contact Person: Mr.Sony J. Kalyan Kumar Products: Export Promotion Council for Coir Floor Coverings</p>
10	<p>M/s. Foam Mattings (India) Ltd. P.B.No.4619, Beach Road, Alleppey, Kerala 688 012 Tel : +91 477 2251172, 2264223, 2264216; Fax : +91 477 2251654, 2263948</p> <hr/> <p>Contact Person: Mr. Sathyaraj, Managing Director Products: Coir Mats, Matting, Rugs and Carpets</p>
11	<p>M/s. MGM Exports, Coir Park, Thiruvizha, Cherthala. Contact Person: Mr. M.Kalyana Sundaram, Chief Executive Products: Coir Mats, Mattings and Carpets</p>



The Deutsche Messe, organisers of the Domotex allotted space to the Board in a same place as given during 2010 in Hall No.5 in one block. In the 240 sq. mtrs, the participation was organised for Coir Board theme pavilion and 11 other exporters. All the participants reached well in advance on 14th of January, 2010 at the

Fair grounds and organised their display in a fasty manner. The Board's pavilion was also ready on the evening of 14th January as the exhibits of all the participants were delivered on time by the concerned agency.

Board's stand

The Board's stand was spread over 48 sq. mtrs. with an additional small conference area to facilitate exporters to hold meetings with the buyers and also video display. The novel R&D products of CCRI/CICT and the garden articles/coir tiles only were displayed at the Board's stand. Besides, continuous screening of video films on coir was also carried out for the benefit of the visitors. There was a pantry area at the Board's stand to provide coffee/tea and cookies to the exhibitors who were participating along with the Coir Board and also the visitors

who visited the Board's stand. Drinking water is also provided with the Board's stand for the visitors and co-exhibitors. The visitors to Board's stand could be categorised as

- I) The important buyers who have been in the business for quite long and wanted to have discussions with the Officer-in-charge of the Board's stand on the problems faced by them.
- ii) Prospective buyers who wanted to expand their business by including coir floor coverings.



All the queries made by the visitors were well answered by the Director (Mktg.).

This time also the Board's stand gave an elegant look with the banners flying high with letters "Indian Coir". The interiors of the stand were also looking good with the beautiful display of coir products. All the visitors from the coir community in India appreciated the display put up by the Coir Board.

There were a good number of visitors to the Coir Board stand and that of the co-exhibitors. Many of them renewed their contacts and a few new enquiries were also received. Mr. Bitcher, Chairman of German Coir Association also visited the Board's pavilion and held discussions with the Director(M) on the prospects of Indian Coir in Europe particularly the hand loom products. Mr. Bitcher re-iterated that unless the Coir Board takes up generic publicity on the coir products as done in the past the future of Indian coir is not so bright. The Board has also to ensure price stability at least for one year for handmade Products

Many of the importers complained that the prices of handloom coir products are going up and the delivery schedules are not strictly maintained by the exporters. It was informed that the scarcity of raw materials has been a past story and normalcy in supply of coir fibre has been attained. It was assured that there will not

be any problem in the coming days in shipping schedules.

In the evening of the opening day the Director (M) attended the "RED CARPET DINNER" hosted in honour of the participants by the Messee.



Mr. Momo Bouabida, from JVL Homeware Solutions, West Yorkshire, London visited the Board's stand and held discussions with the Director(M) on the latest developments in the Indian coir sector. He too had complaints on the rising prices of PVC mats and hand loom products. However he said that U K continues to import coir products in large quantities, but to sustain the same, the Govt. Of India has to take appropriate steps to contain the prices and maintain the delivery schedules.

Smt. M. Subashini, Consul General and S.R. Patnaik, Vice-Consul, Consulate General of India, Hamburg with his deputy visited the Board's stand and held discussions with the Director (M) on the possibilities of promoting the hand loom products made out of coir. She appreciated the R&D products exhibited at the stand particularly the Coir Ornaments, composite board and the tray made out of it. The Consul promised that she will try to promote the coir products in the country.



Observation on the Board's participation at the Domotex 2011

- 1.The Board's stand this year was appreciated by all the visitors and the coir exporters. They have opined that this is the best display the Board ever had at the Domotex.
- 2.As in the previous year, the Board's stand was a resource centre for the exhibitors not only those participated in the Fair along with the Coir Board but also for other coir exhibitors in the Hall No.5. The exhibitors were furnished with the details on the quality aspects, technical specifications and also samples of new and novel products developed by CCRI for which the buyers have shown interest.
- 3.The trend in the shift of the export business from the handloom products to the non-traditional products including PVC tufted mats continued this year also. Consciously, many of the exporters were also encouraging the buyers visiting them to place orders for PVC tufted mats in place of handloom products as according to them the supply schedule for handloom products cannot be ensured under the prevailing circumstances in the coir

industry in Kerala.

- 4.The Board has to plan an aggressive publicity programme to create a brand image for Indian Coir particularly the handloom product.



Conclusions

The Board may continue to acquire adequate space in advance directly from M/s. Deutsche Messe and allocate space for the exporters who are willing to participate. The space allocated at the Hall No. 5 this year was having better visibility and we may continue to occupy the same space in the coming years also.

M. Kumaraswamy Pillai
Director (Marketing),
Coir Board

