



Report on
The participation of
Coir Board
in



DOMOTEX

INTERNATIONAL TRADE FAIR
14 - 17 JANUARY, 2012
HANNOVER, GERMANY

REPORT ON
**COIR BOARD'S PARTICIPATION IN THE
DOMOTEX INTERNATIONAL TRADE FAIR**

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The Ministry of MSME (Govt. of India) and the Coir Board were represented in the Fair by S/Shri. V.K.Wadhwa, Deputy Secretary, Ministry of MSME and P.R.Ajithkumar, Senior Accounts Officer (IA), Coir Board.

About the Fair

The fair held at Deutsche Messe was its 24th edition. As many as 1371 exhibitors from 59 countries participated in Domotex 2012. As per the reports, 40,000 professionals attended the trade show to sample the latest trends and innovative product in the carpet floor covering industry. The lion share of visitors was buyers from the retail and wholesale trade. The statistics of exhibitors and visitors are as follows:

	2010	2011	2012
Total Number of Exhibitors	1376	1350	1371
Number of Indian Exhibitors	280	266	274
Number of Visitors	40,000	40,000	45,000
Number of participating Countries	65	70	59

The Coir Board Pavilion

The Coir Board pavilion was situated in Stall No.E-52 of Hall No.4. In this edition of the Fair 15 exporters joined Coir Board as co-exhibitors. The list of co-exhibitors is furnished elsewhere *ibid*. A total floor space of 270 Sq.Mtrs. was hired



by the Coir Board and as was done during the previous two occasions, the construction of the stall was made after inviting global response and identification of contractor after following due procedures. After having reached at Hannover late in the night of 12th January 2012, both the officers took stock of the progress of stall construction in the early hours of 13.1.2012. The completion of the construction and dressing up of the stall was ensured by the evening of 13th January 2012. All the 16 stalls were accordingly ready well before the formal commencement of the fair.



Arrangements at the stall

The stall after dressing up and displaying gave an elegant look which was appreciated by all the fellow participants other individual stall holders on coir, the visitors, the key functionaries of other stalls of Indian products and others.

Apart from the display of blow-ups, publicity pamphlets, leaflets, etc. the following were also done as part of the efforts to improve the overall performance in participation.

- 1) One LCD TV was put up in Board's stall and CDs on product profile, manufacturing technologies, advantages of the products, etc. played throughout the fair timings.
- 2) Internet facility was provided through the Board's booth which was accessible to all the fellow participants.
- 3) Internet facility for the exclusive use of individual participants was arranged through the contractor on direct payment basis.
- 4) Literature on export procedures, formalities, etc. was made available for the use of needy.
- 5) Direct on-the-spot contact with Director (Marketing) and Export Market Development Section of Coir Board was made through internet and telephone to sort out issues for offering clarifications, additional information, expert opinion etc. wherever required. This step was well appreciated by the information seekers.
- 6) A slideshow on coir products and its manufacturing was prepared and presented through the laptop positioned in the Board's booth.
- 7) A separate cubicle with proper seating arrangements was provided in the Board's booth to hold meetings with the buyers and exporters and other prominent visitors.
- 8) A special brochure on profile of the participating exhibitors and the range of products was brought out and distributed to the visitors.

Visit of the officials of the Indian Consulate

A team headed by Sh.Dalbir Singh, Vice Consul (Admin) visited the Board's pavilion on 16.1.2012. They went around the stall along with the officer deputed



by the Ministry and held discussions with each and every exporter. The officials of the Consulate were extremely happy with the arrangements, the stall construction, etc. of the Board. They noted with satisfaction, the very much positive results explained by the exporters.

Visit of the Hon'ble Minister for Coir, Govt. of Kerala.

Shri. Adoor Prakash, the Hon'ble minister for Coir, Government of Kerala visited the Board's pavilion on the concluding day i.e. on 17.1.2012. He was accorded a warm reception at the entrance of the hall and at the Board's pavilion. The Minister after visiting all the stalls recorded his happiness over the initiatives of



the Board and took note of the encouraging business responses received by the participants. The Minister was kind enough to go around in the hall to meet other leading exporters who have put up stall of their own and to meet and greet the leading buyers of coir and stakeholders present in the fair.

Trade enquiries/business prospect on account of the fair

In spite of the economic recession in Europe and USA and the general economic slowdown being witnessed world over, the Domotex 2012 proved to be worthwhile to the coir sector. The overall responses of the co-exhibitors of coir Board were really good enough to justify the participation. The initial statistics as per the feedback received from the participants is as follows:

Sl. No	Name of the firm	Area Occupied in Sq.mtr.	No. of Visitors	No. of Export Enquiries received	Business immediately quantified	Remarks
1	M/s. Seven Seas, South of Vellakinar, Alleppey – 688 001, Kerala, India	12	46	11	--	Not quantified
2	M/s. Lords Exports, CMC 3, 79 H, Madakkan's Buildings, North of Manorama Junction, Cherthala, Alappuzha – 688 524, Kerala, India	12	25	25	--	-do-
3	M/s. Vikas Rubbers, Rubber Board P.O., Kottayam – 686 009, Kerala, India	12	55	20		-do-
4	M/s. Vembanadu Rubbers, Door No. V/69, Holy Cross Church Building, Cherpunkal P.O., Kottayam – 686 584, Kerala, India	12	35	2	Rs.40 lakh	
5	M/s. Master Touch, Ashramam Ward, Alappuzha – 688 006, Kerala, India	12	20+	10+		Not quantified
6	The Foam Mattings (India) Ltd., P.O. Box 4619, Beach Road, Alappuzha – 688 012, Kerala, India	24	125	50	Rs.75 Lakh	
7	M/s. Regal Exports, 7-D Nedungadan Residency, Chittoor Road, Ernakulam North, Kochi – 682 018, Kerala, India	12	10	10		Not quantified
8	M/s. Tufko International, Kollamkulam Building, Anakal P.O., Kottayam – 686 508, Kerala, India	12	32	20		Not quantified
9	M/s. K S Gangadhara Iyer & Co. A C Street, Mullakkal, Alleppey	12	30	5	Rs.40 Lakh	
10	The Natural Floors, Sanathanam Ward, Alappuzha – 688 001, Kerala, India	12	50			Not quantified
11	M/s. Babu Coir Works, Thumpoli P.O., Alleppey – 688 008, Kerala, India	24	38	30	USD 60000/-	
12	M/s. Pobji Emporium, APG XIII/147, Thumpoly, Alleppey – 688 008, Kerala, India	12	40	25	USD 75000/-	
13	M/s. Ceakay Industries Ponpuzha, Ithithanam P.O., Kottayam – 686 535, Kerala, India	12	35	10	Rs.50 Lakh	
14	M/s. M V Joseph & Sons, P.O. Box: 86, Vazhicherry, Alleppey – 688 001, Kerala, India	24	50	30		Not quantified
15	M/s. T J P Industries, Industrial Development Plot, Poovanthuruth, Kottayam – 686 012, Kottayam, Kerala, India	12	42	30	USD 1000000/-	
	Total	216	633	280		



Besides the above, a total number of 6 trade enquiries were received in the Board's booth. All these enquiries have been passed on to the Export Market Promotion Section of the Board for dissemination to the co-exhibitors and the exporters in general.

Cost benefit factors on account of participation

An expenditure of ` 45,045/- was incurred towards cost of exhibits (` 12,000/-) and freight charges (` 33,045/-). The details of trade enquiries furnished above would stand as a testimony to the benefits derived from the participation. It can be said beyond doubt that value for money spent is obtained.

Suggestions of the Co-exhibitors

The co-exhibitors were extremely happy over the arrangements of the Coir Board. They gave the following suggestions also as steps towards continuous improvement.

- 1) The positioning of the Board's participation should be in a more advantageous portion in Hall No.5.
- 2) Internet connectivity should be made to all free of cost.
- 3) Buyers' details should be made available in advance to all exhibitors.

Conclusion

The Board's performance in the fair was a remarkable improvement and the industry could garner the opportunity to the maximum possible extent. However, the following aspects deserve a serious consideration while embarking upon future participation.

- 1) A change to Hall No.5 seems to be more advantageous.
- 2) The board's pavilion should be positioned near the main walkway between the adjoining halls.
- 3) Clustering of coir sector booths by the fair authorities in a particular area have to be discouraged.
- 4) The co-exhibitors have to give assurances beforehand that Coir items will be accorded prominence while displaying samples/exhibits.



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