

REPORT ON THE PARTICIPATION OF

**COIR BOARD**

IN

*Kenfair*  
**MEGA SHOW**  
**PART 2**

OCTOBER 28 - 30. 2006

HONG KONG CONVENTION AND EXHIBITION CENTRE



# Kenfair MEGA SHOW PART 2

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**HONG KONG**

## Report on Coir Board's participation



Hong Kong Convention and Exhibition Centre

Mega Show Part 2 - 2006 was held at Hong Kong Convention and Exhibition Centre, Hong Kong from 28th to 30th October, 2006. The Govt. of India accorded approval for the Board's participation in the fair and the deputation of the Board's officials viz;

Shri P.R.Ajithkumar, Accounts Officer(I.A.) and Shri V.R. George Roy, Designer vide letter No. F.H(28)/2006-Coir/820 dated 23.10.2006.

The Board's participation in a fair in Hong Kong was for the first time. Hong Kong is one of the economically advanced countries of the world where the people are following the highest standards of living. Moreover the country is an international hub of business activities, predominantly sophisticated consumer electronic items and other electronic equipments. The total area of Hong Kong is 1098 sq.kms. The population is around 7 million. The official languages are Cantonese and Mandarin. About 70% of the population speak Mandarin. The currency is Hong Kong Dollar.



## About the Organizers

The organizers of the fair is M/s. Kenfair International Ltd. They are the leading trade fair organizers in Hong Kong. Their flagship trade exhibition include Hong Kong International Toys & Gift Show and Asian Gift Premium and Household product show(" Mega Show Part



1"), Mega Show Part 2, Hong Kong Spring Fair, Hong Kong International Furniture Fair in Hong Kong Asia Expo in London, Kenfair Asian Expo in Las Vegas and Asia Expo, Poland. Besides, Kenfair International runs a trade portal Website [www.kenfair.com](http://www.kenfair.com) and publishes a tri annual trade magazine Meg Asia.

Mega Show Part 2 has become the only 16 Hong Kong based trade shows to earn the prestigious International recognition of "UFI Approved Event". Not only does this distinction reflect the shows adherence to exceptionally high standards, but also puts it among the best trade exhibitions in the world. The fair continues to provide international exhibitors and buyers with an excellent trade platform for households products, gifts, premiums and toys.

## Mega Show Part 2 - 2006 Highlights

Number of Booths	:	1015
Number of Exhibitors	:	885
Expected buyers	:	15000

### Exhibiting countries and Regions:

British Virgin Island, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea,, Malaysia, Myanmar, Pakistan, Philippines, Taiwan, Thailand, USA and Vietnam.



The Mega Show Part 2 2005 attracted 14357 international buyers . There were 825 booths featuring 715 exhibitors from Mainland China, Hong Kong, India, Korea, Philippines, Thailand, Taiwan, USA, Australia etc. While the Mega Show Part 2 - 2005 continued to highly attract the buyers from established market in Europe and North America, a significant increase of buyers from Eastern and Northern Europe as well as South America including countries such as Chile, Columbia, Sweden, Norway, Check Republic and Romania was also witnessed.

### Coir Board's Participation

Mega Show Part 2 - 2006 held from 28th to 30th October, 2006 at Hong Kong was the fourth of its kind. The Show was staged in the Hall Nos5 and 7 of the Hong Kong Convention and Exhibition Centre. This venue in Harbour Road Wanchai. Hong Kong is situated in prime location with all infrastructural facilities par international standard. The

Board took 27 sq. mtrs. of space in Hall No.7 in 3 standard booths of 3 m x 3 m.. Samples of coir products like different types of door mats, floor rugs, garden articles, mattings, geotextiles etc. were displayed attractively. Apart from



*Convention & Exhibition centre main Entrance*

the casual visitors there were 29 trade visitors from countries like Hong Kong, Taiwan, Singapore, Croatia, China, Egypt, USA, Philippines, New Zealand, Qatar, Lebanon etc.



Adequate number of publicity pamphlets, catalogues exporters directory and other literature on coir were also carried and distributed among the visitors. A total number of 6 trade enquiries were received by the Board. Eventhough the total volume of export likely to be materialised from these enquiries cannot be quantified at this stage the enquiries are capable of bringing about handsome prospective business deals. The exporter participated along with Coir Board has reported that he has received a total number of 20 enquiries out of which 9 are expected to be from genuine buyers(The communication in this regard received from the exporter is annexed to this report - Annexure I)



*M/s Leotex, Alleppey, the Exporter participated in the Fair*

### Visit by the official of the Indian Consulate



Shri Anil Burudkar of the Indian Consulate of Hong Kong visited the Board's stall on 29 October and appreciated the display of the coir products. He also shared his views about the market potential for the coir products in the countries like China and Japan, since Hong Kong is the right gateway to their vast market.

### Areas of export potential

Hong Kong and other far east countries are not importing substantial value of coir goods when compared with USA and European countries. Products like door mats of lighter varieties, area rugs etc. are some of the items on which the visitors showed keen interest.



Besides an aggressive promotional effort of coir Geotextiles and garden articles etc. can bring about good export prospects. Hong Kong being a country with lot of hill slopes and the public in general environment conscious immense scope for marketing coir Geotextile is felt. One or two field level demonstration of Coir Geotextile application can also be thought of.



### Suggestion for future Guidance

- 1) Coir handicrafts items may be tried greater emphasis in the fair so as to have a feel of market.
- 2) Visuals/Blowups etc. in local language can be tried for better looking response from the public.
- 3) More thrust may be thought of for items like coco-lawn, pith etc.

Participation in this fair is found to be worthy of continuation. As per the information gathered during the fair, there was much larger participation by the buyers in the Mega Show Part 1 held from 20th to 23rd October, 2006 at the same venue. Participation in Part 1 Show may be considered for getting more mileage for our efforts. The focus of this exhibition is to bring the buyer and seller together. Moreover the buyers are from different parts of the world.

Before concluding we take this opportunity to express our sincere gratitude to the Coir Board and the Ministry of Agro & Rural Industries, Govt.of India for having deputed us for Mega Show Part 2, Hong Kong to organise the Board's participation.

V.R. GEORGE ROY  
Designer  
Coir Board

P.R.AJITHKUMAR  
Accounts Officer(I.A.)  
Coir Board