



**Report on the Participation of Coir Board in  
International Fair of Horticulture  
02 – 06 October, 2013  
Belgrade, Serbia**

The Ministry of Micro Small and Medium Enterprises, Govt of India vide letter No.4(19)2013 Coir dated 27-9-13 approved the proposal of the Coir Board for participation in the International fair of Horticulture from 2-10-13 to 6.10-13 and approved the deputation of Shri.S.Venkataraman, Asst.Showroom Manager, Visakhapatnam for organizing Board's participation in the fair at Novi Sad, Belgrade.

**The Organisers**

The fair was organized by the “Master” Congress centre of the Novi Sad. The fair facilitates professional promotion, presentation, seminars, international exhibitions etc.

**About the Fair**

The fair was organized at Congress Centre, Novi Sad, Belgrade. Coir Board participated in the international fair of Horticulture from 2-10-13 to 6.10-13 by reserving 24 Sq.Mtrs space in Hall No.3 and made a beautiful display of different varieties of coir products, which attracted most of the visitors. It is for the second time that Coir Board participated in the fair in Belgrade.



Being a Horticulture show, the Board focused on exhibiting the coir Garden Articles, such as coir pith, coir pots, geotextiles other allied products such as coir handicrafts and coir mats. Attractive posters depicting diversified uses of coir and coir products, especially for gardening etc were made and exhibited. Publicity pamphlets and brochures on coir and coir products enlightening diversified uses of coir were also distributed to visitors during the course of fair. The products exhibited were highly appreciated by the visitors. Board was able to create an awareness among the visitors regarding diversified uses of coir for horticulture particularly coir pith as a growing media for plants. In the fair Coir Board highlighted the advantages of Coir pith for agricultural purposes on account of its water retention capacity and as organic manure. A total number of 2 enquiries were received in the fair. The total volume of export likely to be materialized from these enquiries cannot be quantified at this stage though. The enquiries are capable of bringing a handsome prospective business deals. More than 5000 visitors passed through the stall and most of them were Belgradians. Board's stall attracted a large number of visitors who evinced keen interest in Coir products, especially in coir pith and other garden articles and expressed their desire for import from India. The details of name and address of the interested people have been recorded in the visitors book for pursuing with them.



The undersigned contacted Shri.Vinay Kumar, Second Secretary in Indian Embassy at Belgrade over phone and checked the availability of the Ambassador to Belgrade from India for inviting her Excellency to Board's stall. He informed that he received invitation from the Coir Board, Kochi for her Excellency to visit Board's stall. But due to her preoccupied official meetings, her Excellency may not be visiting. He also informed that due to his busy schedules with delegates, he wouldn't be possible to visit Board's stall either. The displayed items were handedover to Indian Embassy at Belgrade after conclusion of exhibition.

## Bottlenecks of the Market

Most of the people that visited the fair were in need of Coir Pith, garden articles and door mats in small quantity for their use. Owing to lack of distribution network, we are unable to facilitate the coir and coir products to the people in Belgrade. In the fair we will try to encourage business community to take wholesale dealership in Belgrade so that the required coir products be made available.



## Cost Benefit Analysis

In regard to the cost benefit analysis, it may please be noted that there is vast potential for coir pith, garden articles and door mats. The Board was successful in creating a very good image about the diversified uses of coir products among the visitors. It was emphasized that coir products are eco-friendly, bio-degradable and natural. The Second Secretary, Sri.Vinay Kumar, Indian Embassy at Belgrade informed that every year International Agricultural Expo will be held during June month in which 13 European Countries will participate. Coconut being agricultural by product, the Board stall will generate good demand and focus on coir products. The expenditure incurred for the event seems to be reasonable because the purpose of popularizing the coir products to the entire satisfaction of the exhibitor/visitors/buyers as been achieved.



**Suggestions/Recommendations:**

1. Exporters may be encouraged to participate in the fair.
2. Feasibility of exhibiting some live plants grown in coir pith may be examined to make the stall more attractive.
3. It is suggested that instead of participating in Horticulture show it would be better if Board participates in International Agriculture Expo at Belgrade where the Board can perform excellently in achieving a good business.

**Conclusion:** It is to inform that though the fair is called Horticulture show there were no stalls in relation to Horticulture subject. Only fishing, sports, weapons, military dresses, forest department stalls participated.

Therefore, if we participate in International Agriculture show, the Board can achieve the desired goal.

S.VENKATARAMAN,  
ASST.SHOWROOM MANAGER,  
COIR BOARD,  
VISA KHAPATNAM.