

# Participation of Coir Board in the Australian International Sourcing Fair, Melbourne, Australia

17-19 November 2010  
Melbourne Convention & Exhibition Center, Australia



## Report on the participation of Coir Board in the Australian International Sourcing Fair, Melbourne, Australia

The Ministry of Micro, Small & Medium Enterprises, New Delhi approved the Board's proposal for participation in the Australian International Sourcing Fair (AISF) by deputing Shri V.S Vijayaraghavan, Chairman, Coir Board and Shri P.K Ravi, Senior Scientific Officer (Poly), Coir Board for three days to organise Board's participation in the AISF held at Melbourne Convention & Exhibition Centre, Melbourne, Australia during 17-19, November 2010. The Australian International Sourcing Fair, 2010 is the first of its kind organized in response to the increasing demand for quality manufacturing and wholesaling opportunities. The AISF was held in conjunction with the China Clothing & Textiles Expo 2010 and AISF provided a forum where international companies can establish and consolidate enduring business partnerships with Australian organizations. The AISF was organized by the Australian Exhibition & Conference Pty Ltd (AEC) covering participants from 160 companies from across the world representing an exciting international collection of home wares combined with the latest in textile innovation, fashion trends, accessories and footwear.

The Melbourne Exhibition & Convention Center (MCEC), the venue is located at 2 Clarendon Street, South bank, Victoria, Melbourne, Australia is a true masterpiece of Melbourne's architectural originality. The MCEC is the first convention center to receive a 6 star Green Center environment rating by the Green Building Council of Australia and is a world class venue offering world class facilities and service with a free space of 30,000 sq mt.

The AISF provided all the information needed on country specific requirements and conducted highly informative, industry lead seminars to learn from a panel of experts and discover the latest tips of the trade. Presentations were made in the seminars by the representatives from Australia, India, Fiji, Thailand and Bangladesh during the three days. The national participation in the AISF was organized by the India Trade Promotion Organisation (ITPO). The Indian pavilion in the AISF has a participation of 33 companies besides the following 5 government bodies and associations.

India Trade Promotion Organisation, New Delhi  
Office of the Development Commissioner (Handicrafts), New Delhi  
Silk Mark Organisation of India, Bangalore  
The Cotton Textiles Export Promotion Council, Mumbai (TEXPROCIL)  
Apparent Export Promotion Council, Haryana

The Office of the Development Commissioner (Handicrafts) arranged the participation of 10 master craftsmen in the AISF.

The Coir Board was provided with a space of 24 sq meters in Booth G14 in the Australian International Sourcing Fair 2010.



The coir and coir products belonging to frame mats(Lovers knot mat, Sinner Mat, Mesh Mat, Corridor Mat), rubber backed and PVC tufted mat, fibre mat-inlaid and stenciled, power loom and hand loom mattings, coir geotextiles (H2M6, H2M5 & H2M9), coir bath mat, coir tray and garden articles from coir(coco pole, fibre tray, fibre basket with and without hanger, fibre pots, fibre disc), coir handicrafts (Coconut tree, Horse, Camel, Deer, Elephant, Tortoise, Giraffe, Nest with and without bird, Coir jewellery boxes containing coir ornaments(coir fibre chain, necklace, bangle, ring and earrings) besides brochures of coir products, Coco lawn, C POM, Coir geotextiles, Coir, service charges and other publicity materials, blow ups of coir composites, coir mat/matting, coco lawn, coir geotextiles, C POM and coir geotextiles sample kit were elegantly exhibited in the Coir Board stall for creating market promotion of coir and coir products in Australia. Coir Board's stall was the only booth where coir and coir products were exhibited in the Australian International Sourcing Fair, 2010.

Shri V.S Vijayaraghavan, Chairman, Coir Board inaugurated the Coir Board Booth in the Australian International Sourcing Fair, 2010 on 18<sup>th</sup> November 2010 in the presence of Mr. Donald Conolly, Exhibition Director, Australian International Sourcing Fair, Mr. Hukumchand.T, General Manager, India Trade Promotion Organisation (ITPO), Mr. V. Kumar, Dy General Manager, ITPO, Ms Nisha Patney, Dy Manager, ITPO, Mr. Michael Firman, Sales Manager, Exponets Exhibition and Event Services, Mr. A Ganavel, Vales Eximp and Shri P.K Ravi, Senior Scientific Officer, CCRI.



As the sanction was received only on 16 Nov. 2010 vide letter No: 4(21)2010 - Coir /831, the team from Coir Board was able to reach Melbourne on 17th November 2010 and arranged the exhibits and opened the booth in the Australian International Sourcing Fair only on 18<sup>th</sup> November 2010.

The entry to the AISF was free to bonafide trade visitors. Around 25000 professionals from various countries in 3 days made a visit to the shows of AISF/China Clothing & Textiles Expo 2010 as they were held concurrently in the Melbourne Convention and Exhibition Center. Special enquiries related to the coir handicrafts, mats, coir pith bricks, coir ornaments and coir bags were received from the trade visitors. Even though numerous people entered and visited the Coir Board Booth, the following showed keen interest in the purchase of coir and coir products.

Sl.No.	Name and Address	Contact Numbers
1.	<b>MELISSA WEBSTER</b> Designer. Director, Kate Willis Australia <b>All types of coir products</b>	Tel: 0402 093 682
2.	<b>Amanda Schunker</b> Textile /Graphic Designer, Pjd industries pty ltd a.b.n. 31 069 749 480, 61 teak street Coulfield south 3162 <b>All types of coir products</b>	Tel: 0425 735 266
3.	<b>Reg Chen</b> Purchase Manager Office add: (AU) 10/51 Kinkora Rd. Hawthorn VIC 3122, Melbourne, Australian : (CN) No.682 wuzhou street, Jinhua city Zhejiang, China <b>All types of coir products</b>	Aus. Mob. Phone: +61 0425790716(3G) China Mob. Phone: +86 13586975295 Fax: (CN) 0086-579-82382953 82060584
4.	<b>Georgie Clegg</b> Merchandise Controller, Henry Buck Pty Ltd 32 Cromwell Street, Collingwood, Melbourne Victoria 3066 Australia <b>Bags</b>	Tel: +613 8330 1849 Fax: +613 8330 1888 Mob: 0412 054 846
5.	<b>Bob Eden</b> BSc(Hons), Grad Dip Ed, MCIWEM, FRGS 12/342 Dryburgh Street, North Melbourne 3051 Australia <b>Handicrafts/ornaments</b>	Tel: +61 (0)3 9329 7310 Mob: 04 123 WATER(0412 392 837)
6.	<b>Jaason Turner</b> Don River, Whole sale, Tasmania <b>Tufted mats</b>	Mob: +61 4 1817 9373
7.	<b>Barbara Elkins</b> Wise Feet™ Foot patches, PO Box 890 Terrigal NSW 2260 <b>Handicrafts &amp; bags</b>	Tel: 02 4334 6868 Mob: 0419 742 388 Fax: 02 4334 6818
8.	<b>Bibi viro</b> 7/97 westgarth street Fitzroy Victoria 3065 Australia <b>Art/Design/Custom made rugs/ Carpets</b>	Tel: +61 3 9415 1277 Facsimile: +61 3 9417 2002 Mob: 0419 491 948
9.	<b>Michael Firman</b> Sales Manager-Melbourne, 44 white street, South Melbourne VIC 3205, P.O.Box 232, South Melbourne VIC 3205 <b>All types of coir products</b>	D: 03 9676 7736 P: 03 9676 7777 F: 03 9676 7788 M: 0413 209 662
10.	<b>George Thomas</b> 3 Governor Arthur Drive Pattersonlakes, VIC-3197 <b>All types of coir products</b>	Mob: 0419314109

Ms Anita Nayar, Consul General of India, Melbourne also visited the Coir Booth. Ms Anita Nayar, Consul General of India, Melbourne attended the closing ceremony of the Coir Board Booth on 19<sup>th</sup> November 2010 during the Australian International Sourcing Fair. Shri V.S Vijayaraghavan, Chairman Coir Board received the Consul General of India to the Booth and showed the coir and coir products exhibited in the Coir Board Booth.



He explained in detail to the Consul General of India about each and every coir product. She was attracted by the elegance of coir ornaments and handicrafts. She appreciated the efforts of the Coir Board in the market promotion of coir products in Australia. She agreed to the suggestion of the Chairman, Coir Board in display of all types of coir and coir products in the office of the Consul General of India, Melbourne along with the brochures and posters for making an awareness of coir among the visitors to the Counsel General of India. It was informed to the Consul General of India that India exported 8386.5 MT of coir and coir products valued at Rs.23.28 crores in the year 2009-10 in which coir pith, mats, geotextiles and fibre was the major items exported. The Coir Board Booth was also occupied by the exporters for exhibiting their products.



During the visit to the Conservatory of Melbourne, it was found that the coir basket with hanger was being used for cultivating nursery plants and coir pith for growing plants.

Sd/-  
**P.K. Ravi**  
Senior Scientific Officer (Poly)  
Coir Board  
Kalavoor

Sd/-  
**V.S. Vijayaraghavan**  
Chairman  
Coir Board  
Kochi