

Approfal Fair, 2007

20th to 25th January, 2007

Paris, France

Report on Coir Board's participation

The Approfal Floor furnishing fair 2007 was held at Porte de Versailles, Paris, France from 20th to 25th January, 2007. Shri. M.Kumararaja, Secretary, Coir Board and Shri. C.Govindaraj, Deputy Director (SFURTI) represented the Board at the fair by Government of India.

- ❖ **France:** Although ultimately a victor in World Wars I and II, France suffered extensive losses in its empire, wealth, manpower, and rank as a dominant nation-state. Nevertheless, France today is one of the most modern countries in the world and is a leader among European nations. Since 1958, it has constructed a presidential democracy resistant to the instabilities experienced in earlier parliamentary democracies. In recent years, its reconciliation and cooperation with Germany have proved central to the economic integration of Europe, including the introduction of a common exchange currency, the euro, in January 1999. At present, France is at the forefront of efforts to develop the EU's military capabilities to supplement progress toward an EU foreign policy.



- ❖ **Economy:** France is in the midst of transition from a well-to-do modern economy that has featured extensive government ownership and intervention to one that relies more on market mechanisms. The government has partially or fully privatized many large companies, banks, and insurers, and has ceded stakes in such leading firms as Air France, France Telecom, Renault, and Thales. It maintains a strong presence in some sectors, particularly power, public transport, and defense industries. The telecommunications sector is gradually being opened to competition. France's leaders remain committed to a capitalism in which they maintain social equity by means of laws, tax policies, and social spending that reduce income disparity and the impact of free markets on public health and welfare. The government in 2006 focused on introducing measures that attempt to boost employment through increased labor market flexibility; however, the population has remained opposed to labor reforms, hampering the government's

ability to revitalize the economy. The tax burden remains one of the highest in Europe (nearly 50% of GDP in 2005). The lingering economic slowdown and inflexible budget items probably pushed the budget deficit above the eurozone's 3%-of-GDP limit in 2006; unemployment hovers near 9%. With at least 75 million foreign tourists per year, France is the most visited country in the world and maintains the third largest income in the world from tourism.

- ❖ **About the organization:** The fair was organized by Salon Du Meuble Paris. The main objective of Appropal fair 2007, was to “Make Way for Furniture”, a new concepts that places the furniture sector firmly at the heart of the news for 6 days. By metamorphosing completely, in both its form and content, this well established show was being taken to a new level. The exhaustiveness of the product offering and the development of the international dimension make it a genuine platform for business and dialogue that is vital to the sector’s manufacturers, distributors and opinion leaders. With the creation of Future Interior, the show devoted to high-end contemporary furniture and aimed at the general public. But Future Interior is not just a show; it is an event that places consumers with an exclusive, highly qualitative product offering. The rebirth of the Salon Du Meuble and the launch of Future Interior, dedicated to furniture including floor furnishings. A genuine business tool for the sector’s professionals and an opportunity for the general public to discover what the industry has to offer.



- ❖ About 30 countries have been participated in the fair and displayed its products like wooden furniture, glass wares, sophisticated office/home furnishings, leather, cotton, woolen, hairy/grass made products etc. in the fair.
- ❖ **Display:** The Board has displayed various coir products like door mats, mattings, carpets, rugs, garden articles, coir geo-textiles, rubber backed mats, pith products etc. in the Boards Pavilion.



- ❖ **Imports:** France stands 7th place in import of Coir & Coir products such as Fibre, rugs, carpet, pith products, rope, yarn, geo-textiles, handloom mats/ mattings, tufted mats etc. During the year 2005-06, France imported a total quantity of 3530 tones coir products at a total cost of Rs. 17.93 crores.
- ❖ **Exporters participation:** The coir exporters, M/s. Coir Floor Furnishing Company, Alleppey & M/s. Coco Flora, Karappadi, Pollachi, were participated in the fair and displayed their variety of products in the Board's Povallian.



- ❖ **Visitors:** Among the visitors visited in the Board's Pavilion, about 31 interested buyers enquired about the coir products displayed in the exhibition. The list of visitors is attached.



- ❖ **Enquiry generated:** From the above 22 export enquiries were generated. Out of which 3 importers have placed firm business orders at a total quantity of 64 tonnes coir and coir products to the tune of Rs. 17.00 lakhs.
- ❖ **Expected business order:** The rest of them have informed that they will contact the coir exporters after having discussions with their associates for import of coir and coir products. Most of the buyers have shown their interest in import of pith products, tufted mats, door mats, organic manure, husk chips, pith briquettes, garden articles, rubber backed mats, rugs, carpets etc. rather than the mattings.
- ❖ **Future prospects:** In the fair, it has been informed to the buyers that the coir composites which are now using as woods substitutes their by we can arrest

deforestation. The visitors have shown their interest to buy these products for interior decorations, wood paneling, manufacturing of furnitures for office/home etc. Therefore, it is imperative that based on the buyers interest, economy of the country, the rates of the products compared to their currency (Euro) our products are much cheaper than other products being used by them for the above purpose.

- ❖ **Indian Embassy:** The Secretary, Coir Board visited the Embassy and met the Ambassador and discussions on various subject for boosting the coir exports in France, IICF etc. The Embassy assured to make necessary efforts to participate the buyers of coir and coir product of France to India to attend the fair. The Embassy officials also visited the Board's pavilion and assured that the commercial department will extend whole-hearted support for coir & Coir products import. They have given a list of importers of coir and coir products which is also enclosed.



- ❖ The interested buyers have also been informed that the board is proposed to organize India International Coir Fair during October, 2007. The main objective of the fair is to make avenue to interact with the exporters of coir in India by the buyers from various part of the world who are importing coir and coir products.
- ❖ It is expected that minimum 5 real importers will participate the IICF, 2007.
- ❖ **Conclusion:** The Board's participation in the Approfal fair at Paris was successful and it attracted many of the importers, different users, office/home furnishers etc which will increase the export of coir and coir products to France as well as European Union. It is also necessary to have road shows and delegations to France to marketize the innovative products in various user areas. The mattings and fibre mats attracts very less attention. Hence, more R&D efforts are required to diversify the applications and to improve the quality standards and designs of coir and coir products to boost up coir exports in these countries.

**Shri. C.Govindaraj,
Deputy Director**

**Shri. M.Kumararaja,
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