



global  sources

Gifts & Home Products

China Sourcing Fair

April 20 - 23, 2007
AsiaWorld - Expo
HONG KONG



**REPORT ON
COIR BOARD'S
PARTICIPATION**



global sources

**Gifts & Home
Products**
China Sourcing Fair

April 20-23, 2007
AsiaWorld-Expo, Hong Kong

REPORT ON COIR BOARD'S PARTICIPATION

“China Sourcing Fair”, the Global Gift and Home Products Fair, was held at Asia World Expo Center, Hong Kong from 20th to 23rd April, 2007. The Government of India accorded approval for the Board's participation in the fair vide letter No. 4 (7)/2007-Coir/277 dated 19.04.2007 and the deputation of the Board's officials Sri. K.K.Ramakrishnan, Administrative Officer and Sri. Suresh Pandit, Manager, SR & SD, Hyderabad.

Asia World Expo is Hongkong's newest and most advanced exhibition and events venue located Hongkong near the International Airport. Asia World –Expo is offering over 70,000 square metres of rentable exhibition space, including 10 ground-level, column-free, high specification halls and the largest indoor seated Areana in Hong Kong which can accommodate upto 13,5000 seats. The centre well centered with air, land and marine transport network connecting Hong Kong with China's Pearl River Delta and the world's business capitals. Asia World-Expo is suitable for all types of exhibitions, conventions, concerts, as well as sport and entertainment events. Asia World-Expo is a public-private partnership involving funding from the Hong Kong SAR Government and a private sector consortium including Dragages Hong Kong Limited and Yu Ming Investments Limited, with the Airport Authority Hong Kong.

It is well known economically and technologically advanced country in the world particularly in the field of electronic and civil engineering. It is the International hub of Business activities. In this fair, around 200 participated in the fair from different part of the world.



In the China Sourcing Fair, the Board's stall was located in Prime location and displayed beautifully 75 coir products viz door Mats, Matting, Rugs, Coir Pith, Coir Chieps, Cureld Coir, Coir fibre Geo textiles, Wall hanging, Rubberized Coir with price tagged, products name, code etc. The poster in connection with “India International Coir Fair”, Kochi, 19-21, October 2007 displayed.

M/s. Sakthi Coir Exporters, Pollachi, M/.s Sree Kumaran Industries, Pollachi, M/s. Sri Durga Exports, Cherthala, M/s. Agro Brothers Coir Co. Cherthallai, and M/s. Fibre Family exhibited their products in the Coir Board pavilion, and also to canvass orders for their products. The representatives of the export firms M/s. Liso Coir Tex, Alleppey, M/s. Techno Exporters, Kochi, M/s. Indian Emporium, Kochi, M/s. Malabar Coir Manufacturing Co., Alleppey attended the fair for canvassing orders without direct participation with the Coir Board. The fair was strictly intended for business class people and only importers with valid document were allowed to attend the fair. The visitors representing various international companies from USA, Continental countries, South – east Asian countries etc. visited the Coir Board pavilion and appreciated the products exhibited at our stall. There had been lot of enquiries, however the real business transacted was only to the tune of Rs. 64 lakhs worth Indian rupees. This is only an opening for the Indian coir products to the Chinese continent who has started importing large quantities of coir fibre for value addition. Hongkong, being the business hub, the important business centre has the scope for developing international market for coir and coir products. The Hongkong market is a virgin market where all the buyers visited the stall were genuine of nature and need to be followed up for promoting coir in their country. Similar exhibitions conducted in Hongkong and attended by other major coir exporters has informed that the market for coir and coir products can be expanded by generating an awareness among the business community of Chinese continent especially in the Home Décor, Horti agri, Garden materials and upholstery use. The China Sourcing Fair attended by the Board was also an eye opener to the importers who visited the stall and they appreciated the products displayed and lot of enquiries were received by Coir Board as well as the co-participant exporters. The important buyers visited the stall and had business negotiations with the Coir Board officials and co-participant exporters.

- (1) Mr. Steen Lykke Skovtoted, Managing Director
- (2) M/s. Mart'n' Art Ltd, Super Luck Industrial Center, Tsui Road, Hong Kong impressed with the products particularly by Co-Co-Pith and placed several queries about Coir Pith. All his enquires re-played and he was fully convinced and then he asked to quote rate. M/s. Sakthi Coir Exports quoted the rate for supply of Coir Pith. He also shown interest to participate in 99CF to be held in Kochi from 19-23, October, 2007.
- (3) Mrs. Kylie Wang of M/s. Cissino Commuland (H.K) Ltd, Wanchai, Hong Kong,



- (4) Mr. Liu Feng, General Manager of M/s. Tanan Hanzhou Handicraft products Company Ltd, 91, Fuwen East Road, Taonan City, Jilin Province, China
- (5) Mr. Migule Rubio Garcia, CEO, M/s. Nireo Corporation, Los Majanos, Noblejas, Spain were serious buyer and requested for quotation. M/s. Fibre Family and M/s. Agro Brothers Coir Company has furnished the quotation and likely to receive order.
- (6) Mr. Stjepan Trantnjak of M/s. X Estra D.o.o, R.Kancara 39, 40000 Cakovec, Croatia, has selected 4 designs of doormat and requested to quote price for bulk purchase. M/s. Fiber Family has taken the photographs of those mat for quoting the rate and supply. The exporter may get the order is bulk.
- (7) M/s. Polaris World (Asia) Ltd, 370 Kwun Tong Road, Kwon Tong, Kowloon, Hong Kong, required 3000 to 5000 PVC Tufted Mat with their specific Logo. The rate furnished by M/s. Fiber Family and M/s. Agro Brothers Coir Company.
- (8) M/s. Steel Tek, 381, Blair Road Avenel, New Jersey
- (9) M/s. N.E Workd Brook Fard House, Arkwright Road, Coir brook, Berkshire and M/s. PMS International Group PLC 1644 Partham Street, North Carolina, USA.
- (10) M/s. Empire Centre, 68 Mody Road, Kowloon Hong Kong

The above mentioned list of visitors are the important buyers who have envisage interest in importing coir pith and other coir products from India. These importers are at present meet their requirement of these items from Sri Lanka and China. They are satisfied with the quality of the products exhibited at the stall however the rate is more important as these importers supply the material to the retail market.

The above-mentioned buyers should be taken care with more interest to secure good volume of Exports of Coir Products.

The list of interested importers who are engaged in the business of floor covering as well as gardening materials is attached herewith. The exporters who participated in the Fair along with Coir Board have informed that they have been able to obtain a number of business enquiries which can be transferred into actual business in due course. They all are satisfied with the support and facilities provided by the Board for organizing this exhibition and this has been an opening to them for coir and coir products. It was also informed that they have received orders from various importers worth INR 335.40 lakhs. Coir Pith, coir fibre, coir door mats were the most important items that have become the products suitable for the Hongkong and Chinese markets. The Board's attempt to organize this Fair has delivered the results and the success story of these types of fairs in new area are to be promoted further for expanding the market for coir and coir products.

The Board's officials have been in a position to deliver the expertise gathered by them by their long services under the Board for the promotion of coir and coir products to this new virgin market and venture attended has been found successful and also the work entrusted has been accomplished.

The Board's participation in the China Sourcing Fair was a great success in terms of the business generated and business transacted to the co-participant exporters who have been satisfied with the quantum of business generated for the coir and coir products. The following are the recommendations and suggestions that may be useful for the future participation of Coir Board in this particular fair.

- a. The Board's participation in the fair may be finalized at least one month back in order to make necessary arrangements for exhibiting the products needed for the particular market and also to make the co-participant exporters the facilities and support for making necessary arrangements for arranging one to one meeting to the prospective buyers at the Coir Board stall.
- b. The other coir exporters who have visited the Fair may also be provided with facilities for meeting the importers and prospective buyers in the Coir Board's stall in order to make the participation more vibrant.
- c. A market study need to be conducted by the Board for the Hongkong and Chinese market in order to assess the requirement and forecast the market potential for coir.
- d. The participation of Coir Board in this fair should be of a continuous nature at least for a period of 5 years to take stock of the follow up action that being organized during the previous fairs. The regular feature of attending the fair will create an awareness among the importers and also it shall be a venue to display new and attract products which can enhance the market for these type of products.

A part from the above, other Exporters who participated along with Coir Board have received good numbers of enquiry as well as order worth Rs.35.40 Lakhs.

There are ample scope for developing Hong Kong and China Market for Coir Door Mats, Coir Fibre and Coir Pith. The Exporters who participated along with Coir Board were fully satisfied with the business enquiries and response from the buyers.

The report is submitted for your information, consideration and approval.



(Suresh Pandit)

Manager,
Coir Board Showroom and Sales Depot
Hyderabad.

(K.K.Ramakrishnan)

Administrative Officer
Coir Board
Kochi.