



**REPORT ON THE PARTICIPATION OF COIR BOARD IN THE MEGA SHOW PART -I, IN HONG KONG CONVENTION AND EXHIBITION CENTER, HONGKONG, CHINA FROM 20-23 OCTOBER, 2010**

**Coir Board participated in the Mega Show Part I, in Hong Kong Convention and Exhibition Center, Hong Kong, China from 20-23 October, 2010 organized by the Kenfair International Limited.**



Hong Kong Convention and Exhibition Centre, Hong Kong

**The 18 sq.mtr space in booth # G43 & G45 in Hall 5E shared by the Exporters along with the coir Board.**

**S. Keshava Murthy, Manager, was deputed to represent Coir Board in the Mega Show.**

**The Mega Show Part I was inaugurated on 20 Oct,2010 in the Hong Kong International Convention Center.**

**Hong Kong is an ideal market platform for doing business in Asia especially mainland China. Hong Kong is a free port with virtually no duties or tariffs. Its strong rule of law and respect for property rights make it an ideal strategic platform for international and other multinationals, especially small and medium sized firms, seeking to do business in Asia. Hong Kong partners typically know and have close links to markets in mainland China and the rest of Asia.**

**Major trading partners like Mainland China, US, EU, Japan and Taiwan and other world class infrastructure like free flow of information, no restriction on inward and outward investment, no foreign exchange controls, no nationality restrictions on corporate or sectoral ownership, simple low tax regime and world financial center make Hong Kong as a main business hub in the Asia region.**

**The wide ranging business opportunities in Hong Kong includes its own common law legal system, currency and customs jurisdiction, financial marketing and technical expertise and sophisticated infrastructure combined with the Mainland's rapidly developing manufacturing base etc. Majority of Hong**

**Kong manufacturers have moved production to South China's Pearl River Delta, with Hong Kong functioning as the region's services and trade hub. Mainland China is Hong Kong's largest trading partner, and four thousand Asian and Western multinational firms with interests in Mainland China have their headquarters in Hong Kong.**

**With the free trade agreement CEPA (Closer Economic Partnership Arrangement) with Mainland China, Hong Kong's products and firms attract preferential access to the Mainland's market. CEPA goes beyond Mainland China's WTO (World Trade Organization) commitments, eliminating tariff and non tariff trade barriers and allowing earlier or preferential access to some service sectors. Another advantage is the overseas companies can partner with, invest in, acquire or buy into a CEPA qualifies firm in Hong Kong.**

**The Mega Show part I reflects the improvement in attendance numbers and business confidence over the previous shows. The Mega show part I focuses on industries such as bags, cases and boxes , tools and hardware, toys and a wide range of products of gifts, house wares, and toys. Coir Board can penetrate the market with its novel products like coir jewellery, coir bags, coir jackets, coir toys, coir handicrafts, eco-friendly coir composite products, coir garden articles etc through the market intervention of CCRI and CICT.**

**Mega show part I is the most important sourcing exhibition for the gift, house wares, premium and toy industries in the Asia-Pacific region and takes place every October at the Hong Kong Convention and Exhibition Center.**



**This premier Mega show offers international buyers a one stop showcase of over 5000 well merchandised stands displaying products from over 3500 exhibitors.**

**Three exporters were participated in the fair namely namely Seven Seas Trading Co, Global Exim India and Meta Classic Fibre**



**Photo's of Exporters**

**Decoration with World class design brings together the most exciting range of soft furnishing, interior suppliers from all over the world including India and china. The fair commenced with largest contingent of buyers from all over the world, including US, UK, GREECE, FRANCE, BELGIUM, ISTANBUL, RUSSIA AND CHINA who visited Board's stall with enquires for Door mats, Garden Articles, Geo-textiles, coir pith etc.**



**Photo's of Buyers in the Boards stall at Mega Show part-I, Hong Kong**



**More than 4000 exhibitors were participated in the Mega show Part-I, Hong Kong from all over the world exhibited their products in Hong Kong Convention and Exhibition Centre with the carpet area of 88,550 sq. mtr.**

**Most of the prospective buyers left the Hong Kong due to Tropical Cyclone, also the exhibition authorities declared to close the exhibition from second day and 3<sup>rd</sup> day, but usual exhibition was continued. Despite the threat of tropical cyclone, more than 26 genuine trade enquiries were generated from the fair which will be converted into business by the exporters.**

**Products from over 30 countries are represented at Mega Show Part I and the diverse and directional merchandise will be grouped into distinct sectors, each in a specific hall location to allow an efficient use of energy and time for easy navigation of the show.**

**The cost benefit analysis can be gauged from the market overview, market challenges, market opportunities, and market entry strategy exist in Hong Kong and the benefits accrued out of participation in the Mega show. The main export market is the US, Mainland China and Hong Kong. With the participation in the Mega show by the Coir Board along with major coir partners in the export front, there is every justification for a balanced strategy in securing a good number of export orders worth Rs.60 lakhs. This was possible on account of the participation under the banner of a Government firm and a lot of home work done from the Head Office for a planned participation. So while analyzing the CBA (cost benefit analysis) in respect of the Mega Show Part I, the cost of exhibits Rs.15,000-00, airfreight Rs. 26,835-00 and other contingent expenses Rs.93,013-00 appears to be normal and justifiable as can be assessed from**

**the level of participation and market intelligence gathered out of participation among the multinational giants for the benefit of Coir Industry as a whole.**

**The space taken at Hong Kong convention and Exhibition Centre is too small, not enough to display of products brought by Coir Board and Exporters. In this regard, the three exporters participated along with the Boards stall, suggested to take more space in future participation in the fairs, so that products brought from India can be displayed properly if more space is taken by the Coir Board.**

**The concluding day of the Expo, the local buyers were visited the Board's stall and enquiring about availability of coir products in Hong Kong. There is a great opportunity for marketing of coir products in Hong Kong. So, the necessary action may be initiated to find the buyer (Importer) for marketing of coir products for local buyers in Hong Kong.**



**(S. Keshava Murthy)  
Manager  
Coir Board, Guwahati.**