

Report on the Participation of  
Coir Board  
in



May 8-10, 2007  
Orange County Convention Center  
Orlando, Florida



**Tour report on the participation of Coir Board in the Global Home Textiles held at Orange County Convention Centre, Orlando, Florida, USA from May 8<sup>th</sup> to May 10<sup>th</sup>, 2007 by Shri.M.Sudhakaran Pillai, Joint Director, Coir Board, Bangalore and Shri .V.Velayudhan, Director (Marketing), Coir Board, Cochin.**

The Global Home textiles Show 2007 was held at Orange County Convention Centre, Orlando, Florida, USA from May 8<sup>th</sup> to May 10<sup>th</sup>, 2007. The Global Home textiles Show co- located with The National Hardware show and The Gourmet house wares show .The combined Show attracted 43000 professionals from varies countries.

The Global Home textiles Show, May 8<sup>th</sup> to 10<sup>th</sup> May 2007 in Orlando, Florida is an extensive conference programme, encompassing a full range of educational programme and special events along with The Global Home textiles Show, The National Hardware show and The Gourmet house wares show.A full day, pre-show conference has been scheduled for May 7<sup>th</sup>, 2007 one day prior to the opening of the show. This pre-show event specifically targets off shore manufacturers, exhibitors and anyone interested in exporting home textiles to the U.S.





The Global home textile show is organized by GLM (George Little management), a leader of the trade show industry and today has become the largest producer and marketer of trade shows for consumer goods in North America. This programme is organized with GLM in Asia and Pointforce. The Global home textile show is co-located with the gourmet house wares show and the national hardware show. All these three events are concurrent events in the same premises.

The Gourmet house wares show is the only industry event, which focuses on high end, cookware, electrics, gadgets, and tabletop and kitchen textiles.

The National Hardware show represents the total retail home enhancement market place. Lawn and garden represents exhibitors from garden tools outdoors items, organic gardening products etc.

Around 43000 attendees attended the three events from various countries. Since all these three shows were organized in the same convention center, enormous participants were present in the show. The national hardware show has got very good response from the attendees. The coir moulded articles like moulded coir baskets in different shapes were displayed at the, Lawn and garden exhibition. Since the coir board stall was located in global home textiles there was less response from the attendees. All the three shows run concurrently.

This has indeed been a very good event as professionals from various categories visited the show. The board stall may relocate to The National Hardware show for the forthcoming

show. Exhibitors from Indonesia, Sri Lanka displayed their products like moulded coir baskets in this show

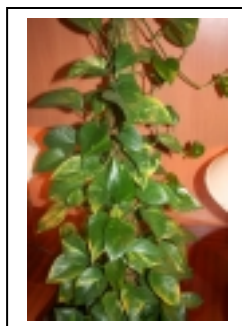


During the visit to orlando it was found that the moulded coir baskets were being used in the street light poles. It has also been noted that the flyovers, the infrastructure constructions have been using geo textiles for embankment protections, storm water drainage system protections etc. The response to the board stall were also limited to moulded coir baskets,geo textiles rather than coir mats and matting.

Coir Board participated in the Fair by availing two booths. Exporters Shri Balamurugan, M/s ECO Systems, Trichy and Shi K. S. Gangadhara Iyer, M/s K. S. Gangadhara Iyer and Co., Alleppey also participated through Coir Board. M/s Coco Mats International Alleppey, participated in the Fair by reserving separate booth.

## CONCLUSION

The U.S plays a major role in protecting the environment, as such the coir products in the field of garden articles, Geo-textile applications, mulch mats etc is having good potential. As such the board may participate in the forthcoming event at Las Vegas, U.S.A 2008 from May 6<sup>th</sup> to 8<sup>th</sup> in The National Hardware show along with the global home textile show and the government house ware show.



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