

Report on the participation of the Coir Board in the South Africa International Trade Exhibition (SAITEX) 2006, Johannesburg, South Africa from 10th - 13th Oct. 2006

Ministry of ARI has approved Board's participation in the 14th International exhibition held from 10th - 13th October 2006 at Gallagher Estate, Midrand,



Johannesburg, South Africa. Govt. of India has deputed Shri G Pradeep Kumar, Section Officer, and Shri G Poobalan., Asst. Director, for organizing Board's participation in the Fair. One booth measuring 9 Sq. mtr. Space with pre fabricated stall was hired by the Board in hall No.2 through ITPO for the display of coir products, . Various coir products ranging from door mats, carpets, rugs, coir garden articles, coir geo textiles, rubber backed mats etc. were displayed in the pavilion.

The South African economy accelerated in the second quarter of 2006, with gross domestic product increasing by 4.9% - marking a sustained 31 quarters of economic growth since 1998, the longest upswing in the country's history.

World-class infrastructure-including a modern transport network, low-cost energy, and sophisticated telecommunications facilities. The country's stock exchange ranks 10th largest in the world. South African economic policy is physically conservative, but pragmatic, focusing on targeting inflation and liberalizing trade as means to increase job growth and household income.



India's corporate presence in South Africa has been growing with the recent



investments in a range of Industries. South African's investment in India has also increased significantly in various fields. Bi-lateral trade between India and South Africa presumed since the lifting of trade sanctions against South Africa in 1993 and has increased significantly since then. India's exports to South Africa grew at a Compound

Annual Growth Rate of 38% during 1994 -2005. However South Africa still accounts for less than 1% of India's overall merchandise exports. India is yet to figure prominently in the list of top exporters to South African markets. India is ranked at 15th of South Africa's total imports. South Africa is the gate way of African continent and the business of the African Sub-continent is being transacted through this country. There is virgin market for coir in the African ghut which have to be tapped for expanding the market of Coir. South Africa occupies the 16th position among the countries imported coir from India. The major items of exports of coir and coir products from India to South Africa mostly consists of coir rugs., coir pith, hand loom mats, matting, power loom mats, matting, rubberized coir and PVC tufted mats. The details of exports of coir and coir products for the last five years annexed. (Annexure - I)

The South African International Trade Exhibition, SAITEX, is the most experienced international trade platform in Southern Africa. It is the only multi-sector trade fair of its size and kind on the continent and annually plays host to hundreds of exhibitors showcasing products, services and opportunities from all over the world. 2005 sees the start of a drive to showcase parallel sector-specific (vertical) features alongside and within the trading halls.



Since its inception in 1993, SAITEX has successfully promoted increasing trade between South African, African and foreign companies. Over a decade ago, SAITEX was

host to more than 40 countries who had never done business with South Africa before. Today the show is well known for making export, import, development and investment opportunities translate into transactions, and the event has become an important annual milestone for Africa's trade relationships with the world.

SAITEX is organized by South Africa's leading exhibition company, Kagiso Exhibitions, which owns the nation's foremost trade and consumer exhibitions-including The Rand Easter Show, Auto Africa and a number of other highly niche fairs. The company is also well known for organizing and promoting major international conferences and events on behalf of clients, including South African Tourism's Indaba.

Participants from different countries exhibited their products including stuff hand made products, agriculture, house furniture's and decoration, nutrition and food, industry in two halls. The participants attended the exhibition from the following countries;

1. Bangladesh(5 companies)
2. Botswana(1 company)
3. Brazil(37 companies)
4. China(57 companies)
5. Egypt(26 companies)
6. Hong Kong(2 companies)
7. India(24 companies)
8. Iran(16 companies)
9. Korea(1 company)
10. Malaysia(1 company)
11. Mozambique(2 companies)
12. Namibia(1 company)
13. New Zealand(1 company)
14. Nigeria(21 company)
15. Pakistan(20 companies)
16. Poland(20 companies)
17. South Africa(182 companies)
18. Sri Lanka(2 companies)
19. Taiwan(17 companies)
20. Tunisia(1 company)
21. United Arab Emirates(2 companies)
22. Zambia(2 companies)
23. Zimbabwe(1 company)
24. Lesotho(1 company)



The exhibition was inaugurated on 10.10.2006 at 11.00 AM. The Coir Board pavilion was beautifully arranged with various coir products. All types of brochures, exporter's directory, Geo textiles album, coffee table book, list of machinery manufacturers etc. were displayed (Photographs enclosed). Interested parties were explained the processing of coir and coir products. Lap top presentation was also made and brochures supplied. Video presentation of Golden Fibre, manufacturing process etc. was also shown in the big plasma TV arranged in the Theme Park of the entrance of the Indian Pavilion which was also a main attraction. 32 visitors



from various countries visited our stall in person and enquired about the business. The details of the visitors shown in the Annexure-II.

The display of the Coir Board stall was very attractive and different from all the Indian stalls. The Coir Board stall was the only stall in the Indian Pavilion which displayed natural products. Some of the visitors showed much interest in curled coir, coir ply, coir geo textiles, fibre mat, carpets, garden articles, fibre extraction machineries, coir pith etc. The details of enquiries shown in Annexure-II.

The confirmation of the Boards participation was communicated late and hence the organizers could not print the name and details of the Coir Boards participation in the exhibition catalogue and list published by them.

32 buyers from various countries visited our stall. The High Commissioner to South Africa, Consul General of India, Joint Secretary to Ministry of Commerce and



various VIP'S from different countries visited the stall. One visitor from South Africa Mr.Yunus Essack proposes to open a showroom cum sales centre exclusively for coir products in Sandan (SA). Mr.Grovide Loo Sydney wants to import coir pith from India. Mr.Vhiboo wanted to import the raw materials for Mattress. Mr.Rajen Ghasi a supplier of seven products to the chain markets in

South Africa wants to include coir products also in the list of products being supplied. Mr. Dain Van Zul an importer of coir fibre wants to import PVC mats and door mats. He proposes to visit the Coir Board in December, 2006. Mr.Wim. Vorster an importer of building materials likes to include coir also in his list. Mr.Tony Patricio Mozambique wants to import coir machineries. Mr.Petubansladin is having an order for 20,000 coir mattress in the month without cloth covering. He proposes to do the finishing work at South Africa. The details of all the requirements along with their full address are given in Annexure-II.

We also went in person to a few Malls and furnishing people and distributed our brochures and pamphlets and explained the natural, eco friendly, biodegradable quality of our products. Some of them are interested in the products. To those who are interested the exporters' directory was also given. They promised to consider including coir products also in their list of products sold by them in due course.

From the interest shown by the visitors of the Coir Board stall and the parties contacted it is expected that the exports of coir and coir products from India will increase in the coming years. The good market potential of coir products, coir ply, coir pith etc. in South Africa if promoted with adequate publicity and other promotional programmes will go a long way. Participation in such fairs in South Africa will definitely boost the sale of coir and coir products in Africa.



Sd/-
(G Poobalan)
Assistant Director

Sd/-
(G Pradeep Kumar)
Section Officer