

## REPORT ON COIR BOARD'S PARTICIPATION IN THE MEGA SHOW PART-1

### WANCHAI, HONG KONG- Oct-2014

Hong Kong officially known as Hong Kong Special Administrative Region of the People's Republic of China, is a region on the southern coast of China geographically enclosed by the Pearl River Delta and South China Sea. Hong Kong is known for its expansive skyline and deep natural harbour,



and with a land mass of 1,104 km<sup>2</sup>(426 sq mi) and a population of over seven million people, is one of the most densely populated areas in the world.[9] Hong Kong's population is 93.6% ethnic Chinese and 6.4% from other groups.[4] Hong Kong's Cantonese-speaking majority originate mainly from the neighbouring Guangdong province,[10] from which many of them fled to escape wars and communist rule in mainland China from the 1930s to 1960s.[11][12][13][14]

Hong Kong was established as a colony of the British Empire after the First Opium War (1839–42). Hong Kong Island was first ceded in perpetuity to Great Britain, followed by Kowloon Peninsula in 1860 and then the New Territories were put under lease in 1898. It was occupied by Japan during The Second World War (1941–45), after which the British resumed control until 1997. The

amalgam of British and Chinese culture during the colonial era shaped the current culture of Hong Kong. For example, the educational system followed the British model until 2009.



As one of the world's leading international financial centres, Hong Kong has a major capitalist service economy characterised by low taxation and free trade, and the currency, Honk Dollar is the eighth most traded currency in the world. Modern architecture and the vertical city caused due to lack of space. Hong Kong is one of the biggest sourcing centres for many of the worlds largest retailers and importers which is having a strong economy and GDP growth. Therefore the Mega Show organised every year since 1992 attracts the world.





The Mega Show Part 1 held at Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong from 20-23rd Oct 2014. The organiser's Mega Expo Hong Kong Ltd and Indian Representative of the organiser's Arien Advice, Mumbai made advanced arrangements for the well conduct of the exhibition.



The Government of India vide letter No.4(15) 2014-Coir dated has accorded approval of Coir Board's Participation and deputed Shri.K.A.Baby, Sr. Scientific Officer, CCRI, Kalavoor to he Mega Show at Wan Chai, Hong Kong from 20th to 23rd of Oct 2014. The exhibition was arranged in an amazing manner in a space which spread over in the 5th floor of the exhibition centre. Coir Board pavilion was located in booth Nos. 5E-E44&46 (Hall 5E) -Basic Booth (size: 3m depth x 3m Width). The following Coir Exporter's participated in the Mega Show along with Coir Board.



Exhibitors	Booth No
Coir Board Co-Exhibitor's: M/s Loom Craft, Alleppey M/s Seven Seas Trading Company, Alleppey	5E-E 44&46
M/s K S Gangadhara Iyer &Co	5E B 18
M/s Fibre World.	5E -D 15 &D17
M/S Natural Floors,	5E - D 41
Classic Floor Furnishing M/s Loom Craft,	5E - E 37

Coir Products viz Fibre Mats, PVC Tufted Mats, Lover's Knot Mat, Carnatic Mats, Coir Mourzouk, Hollender Mat, Coir Geo-Textiles, Needled Felt, Garden Articles, Plant Climber, Fibre pots, Wire Baskets Pith Block, SK 1 Mattings, Power loom and Hand loom Mattings, Bath Mats, Chair Cushion, Coir Tiles were displayed in artistic manner in the stalls. The products and its display at the stall were appreciated by the visitors and the VIP's. The fair attracted business class and buyers. Because of the ongoing strike of the student's in Hong Kong, the visitor's were less compared to the previous years. Even then the regular Exporter's in the Exhibition got good enquiries and orders.



The trend on the enquiry for the application and technology for the control of

soil erosion using coir geo-textiles and the use of coir garden articles showed that the items have to be highlighted in the exhibitions for good market.



Shri. Anil Madhavan, Shri.S. Ponnambalam, Shri.K.S.Gangadhara Iyer, Mrs. Teena Vilson, Mrs. Sheeba Joseph and Shri. Roby Francies represented M/s Loom Craft, M/s Seven Seas Trading Company, M/s Gangadhara Iyer &Co, M/S Natural Floors, Classic Floor Furnishing and M/s Fibre World respectively. M/s DC Mills, Alappuzha, R.L.Khanna&Co (Over Seas), Delhi, Saria Handicrafts (P) Ltd were also participated in the Mega Show and their stalls were also elegant with Coir Products and attracted the

buyer's. Lot of enquires were received for the products and the participants were well treated by the organisers. M/s Classic Floor Furnisher's reported that they have met 14 potential buyers of which 4 buyers favourably responded and expecting the order up to 7 containers value (80 lakhs approx). M/s Loom Craft reported that they have met 11 potential buyers of which 6 buyers favourably responded and expecting the order up to 6 containers value (70 lakhs approx), M/s Seven Seas Trading Company reported that they have met 13 potential buyers of which 4 buyers favourably responded and expecting the order up to 5 containers value (90 lakhs approx), M/s Gangadhara Iyer &Co, M/S Natural Floors reported that they have met 10 potential buyers of which 4 buyers favourably responded and expecting the order up to 7 containers value 9 lakhs approx) and M/s Fibre World reported that they have met 9 potential buyers of which 5 buyers favourably responded and expecting the order up to 8 containers value (75 lakhs approx) The event concluded in the evening on 23rd of Oct 2014.

The participation of Coir Boars along with the exporters of coir product was a grand success.

K.A.Baby

Senior Scientific Officer (PD)