



MSME

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



कपूर बोर्ड
COIR BOARD

REPORT ON PARTICIPATION OF COIR BOARD
IN THE

INTERNATIONAL FLORICULTURE & HORTICULTURE TRADE FAIR

4-6 November, 2015
Amsterdam, The Netherlands



**REPORT ON PARTICIPATION OF COIR BOARD
IN THE
INTERNATIONAL FLORICULTURE & HORTICULTURE TRADE FAIR
(IHT F EXPO 2015)
AT EXPO HAARLEMMERMEER- VIJFHUIZEN, HOLLAND
FROM 4TH TO 6TH NOVEMBER 2015,
AMSTERDAM, NETHERLANDS.**

Name of Govt Official : A. Radhakrishnan,
Asst. Director I/c.
Coir Board.
Deputation Period : 4th to 6 th November 2015
(excluding travel time).

As per the Order (File No. P-09002/3/2015-Coir/411 dated 6.11.2015 from the Coir Section , MSME, Govt. Of India, I have proceeded to Amsterdam, Nether lands on 3 .11.2015 for the participation of IHTF Expo 2015 at Vijfhuizen, Holland during from 4th to 6th November 2015. As per the tour programme , I have departed from Kochi Air Port by Etihad Air ways flight No. EY 281 to Abudhabi and from Abudhabi to Schiphol Air Port , Amsterdam on 3.11.2015. The same day I have arrived at the Coir Board Pavilion at IHTF which was constructed by M/s. Trident Exhibitors Pvt. Ltd, Noida as per the floor plan and design by Coir Board. I have completed the final arrangements of each section of the pavilion for Exhibition of the coir products and materials for the trade visitors. And returned back to Dorint Hotel on the same day.

Coir Board pavilion at IHTF expo 2015



The Ambassador of India , Kingdom of Netherlands, inaugurated the pavilion of Coir Board, MSME on 4th November 2015 at 10 .00 am . All the exporters, and trade participants from India also participated.



On 4th November 2015, The Pavilion of Coir Board was inaugurated by Shri. J.S.Mukul, Ambassador of India along with other participants from India and the Govt. Official Radhakrishnan. A.



Inauguration of Coir Board pavilion at IHTF Expo 2015 on 4.11.2015.



All the participants were provided the Exhibitor's Badge issued by the Organisers of the Expo. All the brochure, details also circulated among the visitors and other participants of IHTF Expo. The Official has arranged buyer seller meeting with the visitors for encouraging marketing their products and arranged meeting with trade enquiry representatives from different country at the meeting space of Coir Board pavilion. The visitors also have given utmost care to understand the benefit of the Pith and its Products for floriculture and Horticulture farming and its business.



The participants are explaining different properties of products, specifications of coir products as per the buyers choice and its business rates etc. during meeting at Coir Board Pavilion.



The following co- exhibitors has participated IHTF expo 2015.

1. M/s. Son Bio Systems, Coimbatore -4, Tamil Nadu.
2. M/s. Sri Ragavendra Coir Factory, P.O.Tiruppur ,Tamil Nadu.
3. M/s. Sri Vari Fibres, Vallalapalayam. P.O., Pollachi, Tamil Nadu.
4. M/s. Viva Agtech Products, Pollachi , Tamil Nadu.
5. M/s. Amman Coir Mills, Coimbatore , Tamil Nadu.



The traders are clarifying their doubts about the coir pith products at Coir Board pavilion.



An experienced woman host Miss. Sarinah Gitopairo was also engaged who is from Netherlands as interpreter and narration of the coir products to the visitors and traders at the Coir Board pavilion for three days from 4th to 6th November 2015.

Business and traders from India in Holland at the pavilion of Coir Board. 2015.



The visitors are made query about the coir products and the participants were clearing their doubts and explain the advantages of coir products and its end uses.



As per the objectives of the participation in IHTF Expo 2015 , Amsterdam, the participants are received good number of visitors and also gathered export enquiries from different types of farming organizations, as well as the importers of different parts of the world. As the Expo was strictly organized for traders related with the floriculture and Horticulture, there were no public audience or visitors reached at the pavilion.

100- 120 visitors came and inquired about the export facilities of coir products from India through the Exporters who participated at IHTF Expo under Coir Board, MSME.

60- 80 Value of export inquiries generated for each participant at Coir Board pavilion.

15 to 20 million worth products export canvassed by each participant under Coir Board.

The visitors also interested in joint ventures, technology transfer initiation with Indian partners for future business. The fruitful discussions were made with the buyer seller conversation under the guidance of Coir Board. MSME, Govt. of India.

All the exhibition items were arranged and transported through the Coir Board Office , Kochi except some holding items, brochures, wall hanging posters etc. The pavilion/ stalls construction , display aids and all furniture as per the specification and design by M/s. Trident Exhibitors Pvt. Ltd., H-89, Sector -63, Noida , Uttar Pradesh.

Mr. Harpreet Singh has come and finished the construction of Coir Board pavilion and all the works as per the Floor plan approved and the direction from Coir Board Officials and fulfilled all the entrusted works promptly. He was attended and extended his additional service at the pavilion very positively.

Relevant hand books, other brochures from the traders from different country, International traders reference books also collected from the expo which is to be benefited to all the exporters for their purpose in future. All the books, brochures were handed over to the Export section of Coir Board Kochi for reference.

Cost Benefit Analysis

There were 120 trade enquiries received and reportedly the co-exhibitors of the Board could convert 80 enquiries into export orders for coir pith and value added products worth INR 20 million and the actual export will take place after finalisation of the business agreement mutually between the exporter and buyer. This establishes that the expenditure incurred for organising the fair is worth more than cost. The participation in IHTF-2015 was a remarkable one in terms of money for value.

The tour was very effective and accomplished the objectives to fulfil the market exposure of the new participants from India, new partnership business with international traders, new avenue of export marketing with their coir Products from their factory to world market where the Floriculture and Horticulture by using coir pith as growing media , and find out new channel of business export untapped marketing which is high potential in Europe and other countries. It is very important to realize that the participation of this type of international trade fairs by the Indian exporters with the Officials will help to increase the Coir Products export to other countries. It will help to achieve the goal to receive sizable import order and Attraction from the world market which is not yet reached by the new exports and the traders of India. As the official of Coir Board, under MSME, Govt. of India, The participation of an International trade fare like IHTF was a good experience for understand the demand of coir Products. It can utilize to develop the industry and can give good information about the nature of products asked by the buyers from different part of the world.

23.11.2015
Kalavoor.



A.Radhakrishnan,
Asst. Director i/c.