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MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



करार बोर्ड
COIR BOARD

REPORT ON THE PARTICIPATION OF COIR BOARD IN



6-10 August 2015
Johannesburg, South Africa

DECOREX JOBURG 2015

Johannesburg, South Africa

6-10 August 2015

REPORT ON PARTICIPATION

Ministry of MSME, Govt. of India vide letter No. 4(4)2015-Coir dated 03.08.2015 approved the participation of Coir Board and the coir sector in the Decorex, Johannesburg from 6-10th August, 2015. The event was held at the Gallagher Convention Centre, Midrand. The timings of the Exhibition were 1 P.M. to 6 P.M. on 6th August, 2015 and from 10 A.M. to 6 P.M. from 7th to 10th August, 2015.

About the Exhibition

Decorex Johannesburg 2015 themed “The Home of great ideas” had the latest designs in kitchens, bedrooms to living rooms, home decor and a whole lot more.

Decorex Johannesburg 2015 had every household item for every part of the home. From the latest designs in kitchens, bedrooms, patios, bathrooms, living rooms, home decor, home appliances and a whole lot more. Over a five day period, every home owner was given the opportunity to choose from a variety of styles to suit their own personal preferences to keep their home on trend. There were designs for every design style and preference.





Coir Board Stand

Coir Board stand was in Booth No.16 in Hall No.2. The following three exporters were present along with the Board.

- 1) M/s. Sevensseas Trading Company, Alleppey.
- 2) M/s. K.S. Gangadhara Iyer & Sons, Alleppey
- 3) M/s. Coco Fibre Tex, Alleppey.

The Board's stall was dressed up with Coir products of attractive designs. Publicity materials depicting a wide range of coir products, its USPs, applications etc. were also made available in the Stall in sufficient quantities.

Visit of Consul General

Shri. Randhir K. Jaiswal, Consul General of India in South Africa visited the Board's stall. After seeing the products and the display arrangements, the Consul Gen. expressed his happiness.





Trade enquiry and business generation

The Coir Board's participation in this Fair is for the first time. The earlier participation and presence of the Board was through Saitex, another exhibition held at Johannesburg. In the Decorex, even though there were foot falls of visitors in large numbers, business enquiries were mostly of retail nature. This was the trend experienced all through the five days of the event and the other exhibitors were also more or less subscribing to the same opinion. A total no. of 9 enquiries were generated in the Board's stall. As per the feedback received from the exporters, a total number of 18 enquiries were received and the business immediately materialised works out to Rs. 80 lakhs. Some of the trade leads obtained could bring in tangible results in the near future. The trade enquiries received by the Board directly were disseminated to the exporters in the first week after conclusion of the exhibition..



Exports to South Africa

The item-wise details of exports of Coir products from India to South Africa over the last three years are given under:



	2014-15		2013-14		2012-13	
Product	Qty (MT)	Value (Rs. Lacs)	Qty (MT)	Value (Rs. Lacs)	Qty (MT)	Value (Rs. Lacs)
Coir Pith	3305	530.09	2608	402.80	1509	202.28
Coir Other Sorts	2	1.34	0	0.00	0	0.00
Handloom Mats	339	225.89	285	246.83	264	216.08
Handloom Matting	53	41.90	66	80.75	30	40.21
Coir Geo Textiles	0	0.00	0	0.00	8	2.80
Tufted Mats	229	209.98	345	338.91	336	290.89
Total	3928	1009.20	3304	1069.29	2147	752.26

It could be seen from the above that the export figures are not so significant when compared to the prospects of the products in South Africa and the per capita income in the country. South Africa being a country free from too much of Pollution, eco-friendly products like coir geotextiles, coir pith and coir garden articles can have immense potential there.





Scope for Coir Geotextiles

On the way from Johannesburg Airport to Midrand, a large extent of road side slopes were seen stabilised using synthetic geotextiles. The export statistics could reveal that the export of Coir geotextiles to South Africa is too insignificant. The relative advantages and USPs of Coir geotextiles have not reached this country effectively yet.

It would be advisable to arrange for a couple of field level demonstrations on application of coir geotextiles is conducted in South Africa after giving pre and post publicity. As one of our sister organisations under the Ministry of MSME, viz. NSIC is having a dedicated office in South Africa it would be worthwhile to organise demonstrations through them on a mutually acceptable terms and conditions. NSIC being an agency to demonstrate the Indian technologies in South Africa, they would be able to train the workers in South Africa in laying the material and its maintenance.



Application of Coir Geotextile over road embankments: Image courtesy: spgreenenergy.com



Visit to the Indian High Commission

The Office of the Indian High Commission was visited after conclusion of the exhibition. Discussions were held with H.E. the High Commissioner Mrs. Ruchi Ghanashyam and the Consul General Mr. Randir Kumar Jaiswal. The Dy. Consul (Commercial) was also present during the discussions. The outcomes in the exhibitions and the potential for the products like coir geotextiles, coir pith etc. were discussed at length. The DVDs containing the product details and its applications were also handed over the Consulate in addition to other publicity pamphlets. All possible support and assistance for organising the future event of the Coir Board, for field demonstrations if any and for taking up publicity propaganda were promised by the Consulate. The insufficient turn out of bulk buyers in the Decorex was also brought to the attention of the Consulate. The Consulate agreed to assist us in identifying appropriate exhibitions in the country for future participation.

Cost benefits on participation

An expenditure of Rs.134870/- was incurred for the transport of exhibits and other incidentals for conduct of the event. The Decorex 2015 could give us vital inputs on the possibilities of coir in South Africa and the exporters participated could get minimum business worth Rs.80 lakhs, besides the possibilities of future trade also.



Recommendations

Participation in the next edition of Decorex, South Africa may be considered only after assessing its improved prospects for trade in bulk and foot falls from wholesalers. It could be understood that there are prospects if we participate in one or two important international fairs at Cape Town another big city in the South Africa much known for its specialities world over.



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