

REPORT ON THE
PARTICIPATION OF
COIR BOARD
IN

27a.
Expo
Nacional
Ferretera **2015**
10-12 SEPTIEMBRE

FERRETERA NATIONAL EXPO MEXICO

10-12 SEPTEMBER 2015



**Report on the participation of Coir Board and Indian Coir Sector
in the Expo National Ferrretera-2015
held at Guadalajara, Mexico
from September 10 to 12, 2015**

The participation of the Coir Board and deputation of the undersigned was approved by the Ministry vide letter No.P-09002/3/2015-dated 09.09.2015. The onwards journey was commenced on 09th of September by evening and reached at Guadalajara, Mexico on the next day by evening.

About Expo National Ferrretera-2015

Expo National Ferrretera is being taken place for the last 26 consecutive years. This is

one of the major platforms for the South American Countries in the area of hardware, electric, and construction industry that can gather in one place. Expo National Ferrretera is going to be a three days event that will be allowing a huge marketplace through this outstanding expo. There will be a huge gathering of outstanding exhibitors joining this Guadalajara Mexican event. This is going to be an international symposium that will be attended by thousands of world class traders and dealers from international

arena. Expo National Ferrretera will be welcoming large number of traders from the different sectors of manufacturing and merchandise. The expo is showcasing mainly tools, gas and plumbing materials and accessories, gardening supplies, security and safety mechanisms and many more. This South American expo will be decorated with all sorts of required decorum. Expo Ferrretera offers a strategic environment for potential foreign buyers and having following peculiarity :



- 60,000 Sq meters of exhibition
- More than 1,500 exhibiting companies
- More than 80,000 visits
- Over 23,800 Industry Professionals
- Participants from more than 35 countries
- Thousands of products launched and showcased
- Access to more than 555,000 products
- Participation of all the biggest names in the industry
- The most influential buyers from Government, Retail and Wholesale attendees

The expo is mainly aiming at hardware show giving opportunity to showcase home decor products. The event attracts large number of buyers and industry professionals from Latin American Country Regions. Products of interest to attendees in the expo are expressed in terms of following categories :





Participation of Indian Coir Sector

Two standard booths measuring 12 Sq.mtr were provided to the Board each at Stand No. 1270 & 1271 in the Expo National Ferretera-2015 for organizing participation of Indian Coir Sector. The booths equipped with the furniture and other electrical items as booked in advance. All the booths were commonly occupied by the Board and other three participants. Sufficient exhibits and publicity material were displayed in the stall. The co-participants are as follows :

- 1 M/s. Royal Novelty Cloth Bazar Pvt Ltd, Kollam
- 2 M/s. Rubbertech, Alleppey
- 3 M/s. Koko Coir World Enterprises, Madurai

Nobody was attended the Expo representing M/s. K S Gangadhara Iyer & Co and M/s. Seven Seas Trading Company.





Feedbacks from the Co-Participants

The feedbacks from the other Co-participants are summarised below :

Name of Exporter	Number of visitors	Enquiries Generated	Business Materialized/Expected
-M/s. Royal Novelty Cloth Bazar Pvt Ltd, Kollam	16 Nos	3 Nos	Correspondence/Negotiations were in Progress
M/s. Rubbertech, Alleppey	13 Nos	2 Nos	Not finalized
M/s. Koko Coir World Enterprises, Madurai	50 Nos	8 Nos	\$40000/-

All the trade enquiries are capable of generating export figures in the near future.

Summarized account of expenditure and benefits

The exhibits of the Board's stall were carried by the co participants themselves. A total expenditure of \$ 125.40 which is equivalent to Rs.5152.00 has been incurred towards incidental charges and other contingencies. The enquiries generated in the expo are having the prospects for future benefits and ultimately these may be resulted in to the creation of abroad business. The benefits accrued of \$40000.00 and possible prospects attributed to the success of participation in the expo.

Conclusion

Coconut production contributes to the national economy of Mexico. It is the world's eighth largest coconut producing country. Mexico is the second largest economy in the Latin American Region where Indian coir sector can target for





market exploration. The country holds the 29th position in the import of Indian Coir products. Coconut palms in Mexico are cultivated in two well-defined regions viz. the coastal areas of the Caribbean Sea and the Gulf of Mexico & the Pacific Ocean. The domestic coconut industry of the country has been mostly oriented towards manufacturing non-edible products, including soap, cosmetics and pharmaceuticals.





As a coconut growing country there is a high potential in the area of related industry of coir and coir products. It is also reveals that Mexico is a promising market for coir and coir products and it can be expanded by providing adequate export promotional efforts. Expo National Ferretera is the most important trade event held in Mexico. It is first time that Board is participating in the fair.

Even though, it is a hardware show giving opportunity for home decor products, the event is attracted by large number of various industry professionals from different countries. Therefore, it is suggested that the increased level of participation is vital to showcase the capabilities of Indian coir sector and to expand the share of Indian coir products.

Kochi
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