



Report on the Participation of Coir Board in

**DOMOTEX**

Hannover

16-19 Jan. 2016

## Report on Coir Board's Participation in **DOMOTEX** International Trade Fair

16th to 19th January, 2016  
Hannover, Germany

The Central Government's approval for participation in Domotex 2016, Hannover, Germany and for the deputation of the undersigned was accorded by the Ministry of MSME vide Letter No.P.09002/3/2015-coir/05 dated 4th January, The outward journey from the country on deputation commenced from the midnight of 14th January, 2016. After reaching Hannover on 15th and organising the Board's participation in the event from 16th to 19th January, 2016, the return journey was completed in the early hours of 21st January, 2016.

45,000 trade visitors from more than 100 nations, DOMOTEX delivered fresh momentum for the international floor coverings industry, serving as a powerful driver of sales, trends and innovations. "Whatever aspect you choose to look at – exhibitor lineup, visitor turnout, international coverage, the ratio of decision-makers present – exhibitors and visitors all attest to the event's top performance, underscoring its ever greater appeal for the sector," remarked Dr. Jochen Köckler, the Deutsche Messe Managing Board member in charge of DOMOTEX, on the last day of the show. "DOMOTEX has



### About 'Domotex 2016'

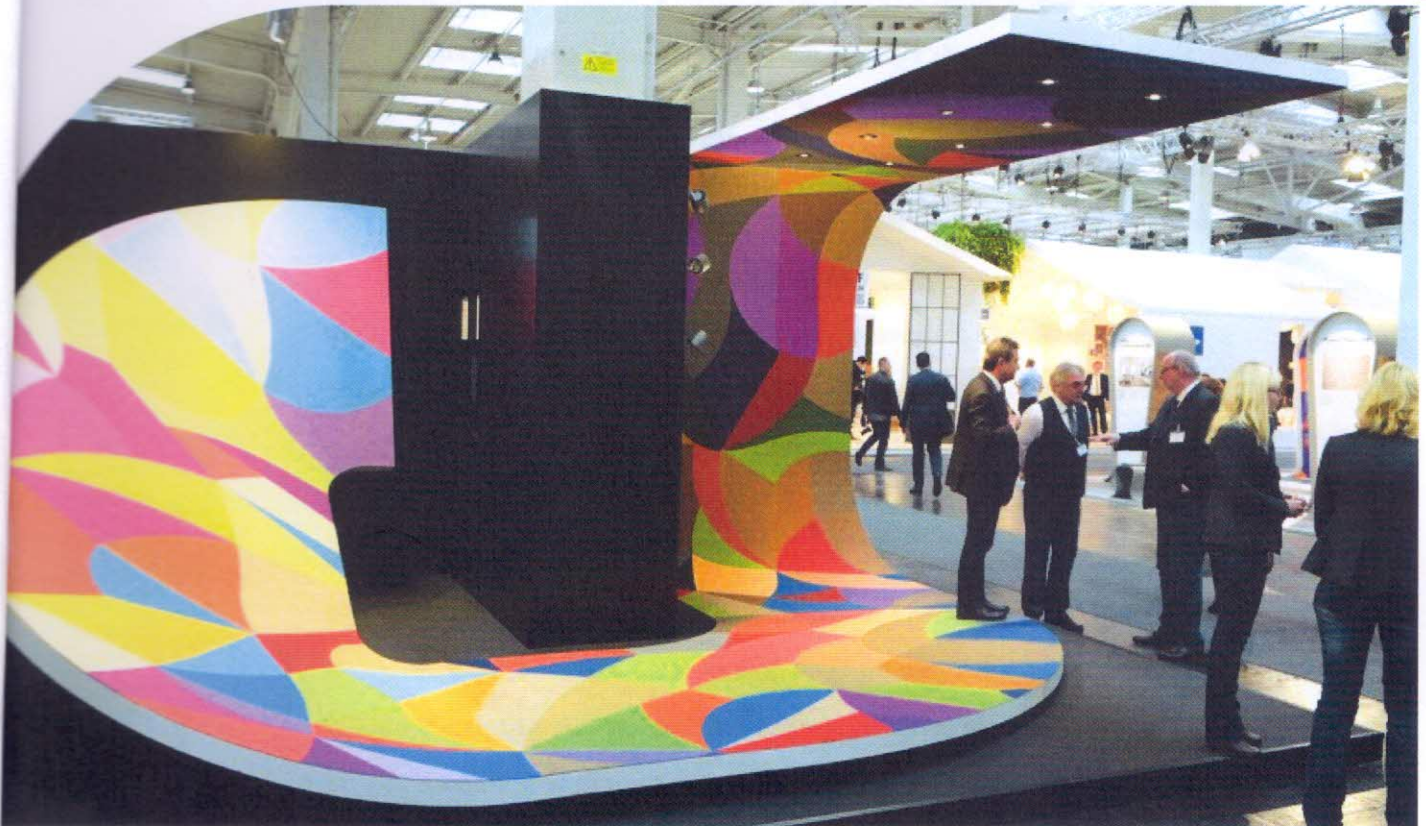
DOMOTEX 2016 drew to a close with outstanding results, earning its place among the best-ever stagings of the world's flagship fair for carpets and floor coverings. With 1,441 exhibitors from 59 countries and

demonstratively enhanced its reputation as an unrivalled source of momentum for the global floor coverings industry" he said. Visitors from around the world found all the latest trends and innovations on display in 12 different exhibition halls, setting the stage for lively deal-making, order-placing

and fruitful dialogue with business associates. Out of a total of some 27,500 visitors from abroad, around 50 percent came from EU countries, with another 25 percent coming from Asia and eight percent from the Americas.

There was a notable increase in attendance from Asia, which went up by 29 percent. "DOMOTEX is the definitive meeting-place for the global floor coverings industry," said Köckler, adding: "No other event in the world attracts so many high-calibre decision-makers".

and 11,400, respectively). The fair also attracted architects, interior designers and contractors (3,700), as well as 9,400 skilled trades people.



### High caliber of visitors

Exhibitors were delighted with the high level of competence and decision-making authority among the show's attendees, with more than 72 percent of them being top managers who play a role in their companies' purchasing decisions. The majority of visitors at this year's DOMOTEX were retail and wholesale buyers (13,500

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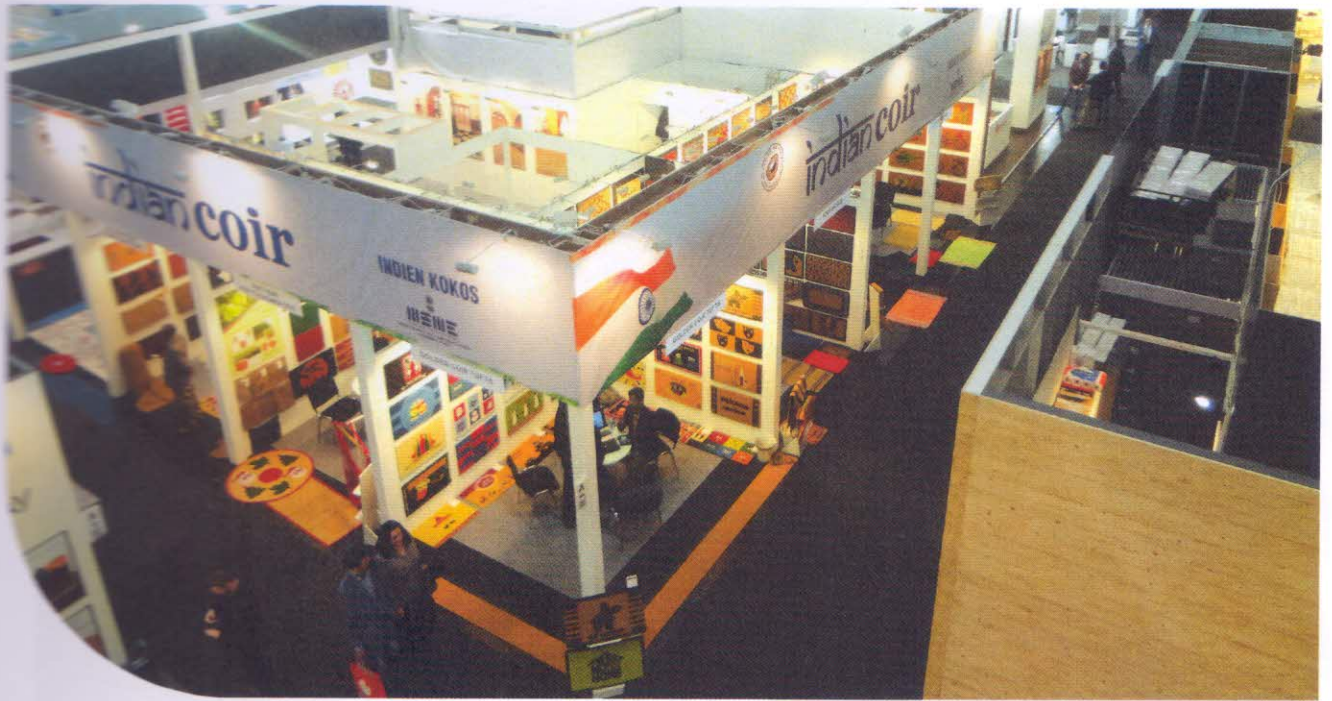
- 45000 trade visitors from over 100 nations
- 61% visitors from abroad, 72% from top management echelon
- 1441 exhibitors – 59 nations

### **Coir Board Stands and Stalls**

The Board's stalls were put up in two separate areas i.e. A 46 and D 46 in Hall No.4 measuring a total space of 352 sq. mtrs. The stall constructed with an appealing look was completely dressed up and ready by the evening of 15th January,

2016. State of the art facilities for display of products, literature, visuals etc., were also provided in the stand. A strong contingent from the Indian Coir Sector consisting of the following 25 exporters were present along with Coir Board in the stands:

No.	Name & Address of the Exporter
1	Coir Board, P B No.1752, M G Road, Kochi 16
2	The Natural Floors, Sanathanam Ward, Alleppey
3	Jos Coir Mills, Pathirappally P.O., Alappuzha
4	Ashwin Coir Traders, Kurisinkal, Sanathanam Ward, Alappuzh
5	Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Cherthala, Alappuzha
6	Golden Coir Tufts, SF No: 57/1A1, Zamin Uthukuli Road, Singanallur, Pollachi
7	Roco World, Ward No. VIII/588, Mammood P O, Changanacherry, Kottayam
8	Marari Coir Rub, M/s. Marari Coir Rub Post S L Puram, Cherthala, Alleppey
9	Floor Gardens, Post Mayithara, Cherthala, Alleppey
10	Meta Classic Fibres, Varanam P.O, Puthanangadi, Cherthala, Alleppey
11	P V Exports, KP IX 592, Near Luther Jn, Muhamma P.O, Alappuzha
12	Kalpaka Carpet Textiles, Puthenveedu, Muhamma P.O., Alapuzha
13	Classic Floor Furnishing, 11/503, Kaniavally, Kureekkad, Ernakulam
14	Kuthiyathode Coir mats & Matting Co-operative Society, Cherthala, Alappuzha
15	Pobji Emporium, AGP/XIII/147, Thumpolly Post, Alappuzha
16	B. S. Rubbers, Development Plot, Poovanthuruth, Kottayam
17	Vajrah Carpets Pvt. Ltd., 400-B, Thejus Bhavan, Pathirappally P.O, Alappuzha
18	Soundari Coir Processing & Manufacturing Mills, Perumana, Pollethai P.O., Alappuzha
19	Coir Mates India, CMC X/259 E, Cherthala, Alleppey
20	Master Touch, Ashramam Ward, Alleppey
21	SPV Designs, Rama Varma, Alleppey
22	Ganesh Coir Mills, P. B. No.64, Vellakinar, Alleppey
23	Foam Mattings (India) Ltd., Post Box No.4619, Beach Road, Alappuzha
24	K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey
25	Marottikkal Coir Works, Manappuram.P.O, Cherthala, Alleppey
26	K A C Rubbers, Police Station Road, Ramankary, Alleppey



An area of 52 sq. ft. was earmarked for display of literature, blow ups, DVD display, VIP lounge, pantry etc., which could serve as a common utility area for all the exporters participating with the Board.

#### Visit by important personalities

Dr. K Gopal IAS, Development Commissioner (Handicrafts), Government of India visited the Board's booth on 15.01.2016 and went around the stalls. After watching the display and other arrangements, the Development

Commissioner expressed his happiness on the special efforts of Coir Board. Shri. Parminder Singh Bandechha, Commercial Officer, Consulate General of India, Hamburg, Germany accompanied the Development Commissioner and other important visitors on that day.

The Board's advertisement tower on the main entrance of the Domotex 2016 venue was eye catching and capable of drawing public attention very much so as to evince interest to visit the stalls put up in A 46 and D 46.





### Feed backs, trade enquiries, business transacted etc.

Feed backs on trade enquiries, orders, Business leads etc., were obtained from all the co-participants from the Board's side. The results are summarised as under :

Total number of visitors	- 394
No. of Export Enquiries generated	- 147
Value of Export Enquiries generated	- Rs.1134.25 lakh
No. of firm business canvassed - Qty.	-13 containers
Value	- Rs.190.00 lakh

### Cost Benefit

The total expenditure incurred towards cost of exhibits, freight charges, display aids etc., worked out to Rs.21,714/-. The Show could bring in a substantial number of trade enquiries and immediate business worth Rs.2.00 crore was materialized. In addition to this, export enquiries worth Rs.11.35 crore were obtained. These gains in addition to the future prospects out of the trade leads obtained would amply prove that participation in the Domotex 2016 was very much successful and rewarding for the Indian Coir Industry.

  
**AJITHKUMAR P R**  
 Director (M)  
 Coir Board (Ministry of MSME)  
 Government of India

IMAGE GALLERY

