



Report on the
Participation of
COIR BOARD
in

SMART LIVING 2015



30TH INTERNATIONAL
AUTUMN TRADE FAIR

16-18 December 2015

Dubai World Trade Centre
Dubai, UAE

www.dubaiautumnfair.com





**REPORT ON
PARTICIPATION OF COIR BOARD
IN THE
30TH INTERNATIONAL AUTUMN TRADE FAIR
(SMART LIVING-2015)**

HELD AT WORLD TRADE CENTRE, DUBAI
DURING 16TH-18TH DECEMBER 2015

The Ministry of Micro, Small & Medium Enterprises (MSME), Govt. of India vide letter No.P-18002/3/2015 – coir dated 7th December 2015 approved the proposal for Coir Board's participation in the

International Autumn Trade Fair held during 16th – 18th December 2015, at World Trade Centre, Dubai, UAE and deputation of the undersigned (S. Anitha Kumari, Marketing & Publicity officer, Coir Board)

for organizing Board's participation in the Fair. Accordingly the undersigned reached Dubai in the afternoon of 15th December 2015.





The Dubai Govt., for the last several years was trying to diversify the economy of the country from the exhausting oil reserves. Now sky scrapers and palaces grabbed the headlines. With an open and vibrant economy, Dubai provides an ideal strategic location serving as the regional hub for global business. The airport which now serves about 70m travellers a year is set to expand to serve 200m. The port at the Jebel Ali is the busiest one in the Middle East and is likely to become the biggest container port in the world. Thus Dubai is the right place to promote Indian Coir as people from all the countries visit the place and converge business.





The International Autumn Trade Fair – 2015.

The International Autumn Trade Fair is the most happening consumer Goods Exhibition in Dubai organized by the Al Fajer International Services, Dubai. It is the premier B2B destination for global brands to showcase their consumer products to the growing market in the Middle East and North African region. Covered in an area of 31000 sq. mtr. the show featured consumer products from China, Hongkong, India, Indonesia, Italy, Japan, Korea, Pakistan,

Russia, Taiwan, Afghanistan etc.

The Fair was inaugurated by H.H Sheik Hasher Maktoum Juma Al Maktoum, the Scion of the Ruling family of Dubai.

The show was opened only for the trade visitors from 11 am to 7 pm on 16th and 17th December and 11 am to 6 pm on 18th. It was opened to the general public from 2 pm to 6 pm on 18th.

A large number of prospective buyers visited the Board's stall at G100 on the first day. But in the following days

there were only a few visitors.

H.H Sheik Hasher Maktoum Juma Al Maktoum who inaugurated the Fair visited the Board's stall and evinced keen interest in eco friendly Coir products, especially the pith and allied products. The brochures on Coir products were distributed to all the visitors. The exporters who participated in the Fair along with Coir Board also distributed their product catalogues. Business cards collected from the buyers are submitted along with the report.



HH Sheikh Hasher Maktoum Bin Juma Al Maktoum opens 30th International Autumn Trade Fair 2015



The Product Profile

Though the International Autumn Trade Fair 2015 was the 30th edition, the Coir Board was participating in this show for the first time. It was given to understand the show was earlier planned to showcase the products from China only, later products from other countries were included.

The interest shown by the visitors stress the need of effective publicity abroad. It could be understood from the public who visited the Fair that they are using Coir mats, Carpets etc, which are being imported from India. The Coir pith and allied products were new to them. Interest of the people of UAE, in planting trees and plants shows that UAE is a potential market for Coir pith products.

The Board's stall was in G100 Hall No. 6, measuring 24 Sq. mtrs. As all the 4 sides were open partition panels were purchased additionally to arrange display of products. The exhibits brought by the exporters were very attractively displayed. Enquiries were more for the attractive fibre mats befitting the palatious houses in the UAE. About fifty buyers from Saudi Arabia, Japan, Hungary, China etc. visited the board stall.







The following exporters participated in the fair along with the Board.

- Rajarani Impex, Madurai, Tamil Nadu.
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- Santhigiri Koottukudumba Coir, Cherthala, Alappuzha, Kerala.
- Preethi Exports, Coimbatore, Tamil Nadu.
- Kali Coir Industries, Pollachi, Tamil Nadu.
- Seven Seas Trading Company, Alleppey, Kerala.
- M/s. Ganesh Coir Mills, Alleppey, Kerala.

Apart from the information provided to the undersigned M/S Graan Coir from Kozhikode also displayed their products in the Board's stall. As the Fair was meant for Chinese products earlier majority of buyers visited the Fair were for such products. The matter was brought to the notice of the Organizers and they were requested to arrange more publicity on Coir products also.

Cost Benefit Analysis

An amount of Rs. 41,156/- has been incurred towards procurement of display.

panels and other incidentals for conduct the Event. The interest shown by the visitors to the Coir Board stall revealed that there is a growing affinity towards eco-friendly products in the country. Also the keen interest of the UAE to make their countries green shows that there is vast scope for Coir pith and allied products in the country. M/S Graan Coir, one of the co-exhibitors informed that they have planned to start potting mixture unit in Dubai using Coir pith. As per the feedback collected from the Coir exporters participated in the Fair they were able to generate 26 export enquiries for various Coir products, for an estimated value of Rs. 99 Lakhs. The feedback collected from the co-exhibitions are submitted along with the report for kind perusal.





Conclusion and Recommendations

The International Autumn Trade fair (IATF)-2015, Dubai, was its 30th edition.

However it has to be pointed out that, majority of the exhibitors are from China and the focus was mainly on fashion, beauty, travel and sports goods. As Dubai is the 2nd most important international shopping destination globally it was felt that Coir Board may participate in major exhibitions like Index Fair, Dubai, where major products showcased are furniture, textile, interior design and also of manufacturing industries. The exporters participated in the Fair along with the Board also expressed the same opinion. After the exhibition the undersigned returned from Dubai on 20th December 2015.

Kochi
28 Dec. 2015

S. Anitha Kumari
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Marketing & Publicity Officer