

# REPORT ON COIR BOARD'S PARTICIPATION IN THE MEGA SHOW PART-1

## WANCHAI, HONG KONG - OCTOBER-2016

Hong Kong officially known as Hong Kong Special Administrative Region of the People's Republic of China, is a region on the southern coast of China geographically enclosed by the Pearl River Delta and South China Sea.



Hong Kong is known for its expansive skyline and deep natural harbor, and with a land mass of 1,104 km<sup>2</sup> (426 Sq.Mtr) and a population of over seven million people, is one of the most densely populated areas in the world. Hong Kong's population is 93.6% ethnic Chinese and 6.4% from other groups. Hong Kong's Cantonese-speaking majority originate mainly from the neighboring Guangdong province, from which many of them fled to escape wars and communist rule in mainland china from the 1930s to 1960s.

Hong Kong was established as a colony of the British Empire after the First Opium War (1839-42). Hong Kong Island was first ceded in perpetuity to Great Britain, followed by Kowloon Peninsula in 1860 and then the New Territories were put under lease in 1898. It was occupied by Japan during The Second World War (1941-45), after which the British resumed

control until 1997. The amalgam of British and Chinese culture during the colonial era shaped the current culture of Hong Kong. For example, the educational system followed the British model until 2009. As one of the world's leading international financial centre, Hong Kong has a major capitalist service economy characterized by low taxation and free trade, and the



currency, Honk Dollar is the eighth most traded currency in the world. Modern architecture and the vertical city caused due to lack of space. Hong Kong is one of the biggest sourcing centers for many of the world's largest retailers and importers which is having a strong economy and GDP growth. Therefore the Mega Show organized every year since 1992 attracts the world.



The Mega Show Part 1 held at Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong from 20-23 rd October, 2016. The organiser’s Mega Expo Hong Kong Ltd and Indian Representative of the organizers Arien Advise, Mumbai made advanced arrangements for the well conduct of the exhibition.



The Government of India vide letter I-12019/12/2016-EXPORT MARKETING –I dated 17.10.2016 approval of Coir Board’s participation and deputed Shri.K.Santhosh, Weaving Master to be Mega Show at Wan Chai Hong Kong from 20<sup>th</sup> to 23<sup>rd</sup> of October, 2016. The exhibition was arranged in an amazing manner in space which spread over in the 3<sup>rd</sup> floor of the exhibition centre. Coir Board pavilion was located in booth Nos. 3T20 and 3T21 and the following exporters are participated in fair though Coir Board Booth.

1. M/s.Thuran Fibre, Tamil Nadu
2. M/s.Viva Agtech Products, Pollachi
3. M/s.Ganesh Coir Mills, Alleppey



Exhibitors	Booth No
Coir Board Co-Exhibitors: M/s.Mats N More	3G – E26
M/s.K S Gangadhara Iyer & Co	3G-G6
M/s.Rocoworld	3G-F12
M/s.Fibre World	3G –F17 &F19
M/s.Classic Coir Factory	3G-G11&G13
M/s. Golden Coir Tufts	3G-G22 &G24
M/s.Ganesh Coir Mills	3T-20 &3T 21
M/s.Thuran fibre	3T-20 &3T 21
M/s.Viva Agtech Products	3T-20 &3T 21



Coir Products viz Fibre Mats, PVC tufted Mats, Lover’s Kont Mat, Carnatic Mats, Coir Mourzouk, Hollender Mat, Coir Geotextiles, Needled felt, Garden Articles, Fibre Pots, Pith Block, Bath Mats, Coir Tiles, Chair Cushion were displayed in artistic manner in the stalls. The products and its display at the stall were appreciated by the visitors and the VIP’s. The fair attracted business class and buyers. Because of the Typhoon and rain storm attack declared by the competent authority on 21.10.2016 in Hong Kong, the visitors were less

compared to the previous years. Even then the regular Exporter's in the Exhibitions got good enquires and orders.

The trend on the enquiry for the application and technology for the control of soil erosion using coir geo-textiles and the use coir garden articles showed that the items has be highlighted in the exhibitions for good market.



Shri.Rojo James, Shri. Roby Francis, Shri.Chandran, Shri.B.Rangaraj, Shri.K.S.Gangadhara Iyer, Shri.Dijo Antony Cheriyan, Shri.S.V.Rajendra Prasad, Shri.Vishnu Varthan and Shri.S.Ponnampalam respectively. M/s.Kanti Floor Furnishing Co; Alappuzha and R.L. Khanna & Co; (Over Seas), Delhi were also participated in the Mega Show and their stalls were also elegant with coir products and attracted the buyers. Lots of enquiries were receded for the products and the participants well treated by the organizers.



M/s.Mats N More reported that they have met 11 potential buyers of which 6 buyers favorably responded. M/s.K.S.Gangadhara Iyer & Co; reported that they have met 27 potential buyers of which 6 buyers favorably responded and expecting the order up to 3 lakhs, M/s. Rocoworld reported that 10 potential buyers of which 8 buyers responded and expecting the order up to 30 lakhs. M/s.Fibre World reported that they have met 13 potential buyes of which 75 buyers favourably respond and expecting an order upto 5 lakhs \$, M/s. Classic Coir Factory reported that they have met 10 potential buyers of which 20 buyers favourably responded. M/s.Golden Coir Tufts reported that they have met 40 potential buyes of which 35 buyers favourably responded and expecting the order up to 1 crore. M/s. Ganesh Coir Mills reported that they have met 8 potential buyers of which 1 buyer favourably responded and expecting the order upto 8 lakhs. M/s.Thuran Fibre reported that they have met 10 potential buyers of which 15 buyer favourably responded and expecting the order upto 30 lakhs and M/s.Viva Agtech Products reported that they have met 15 potential buyers of which 10 buyers favorably responded and expecting the order up to 25 . The event concluded in the evening on 23<sup>rd</sup> of October 2016 at 5.00 P.M.

The participation of Coir Board along with the exporters of coir product was a grand success.

K.Santhosh  
Weaving Master  
Hindustan Coir