



सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

**REPORT ON PARTICIPATION OF
COIR BOARD
IN THE MEGA SHOW PART-I
IN HONG KONG CONVENTION AND
EXHIBITION CENTRE, HONG KONG**

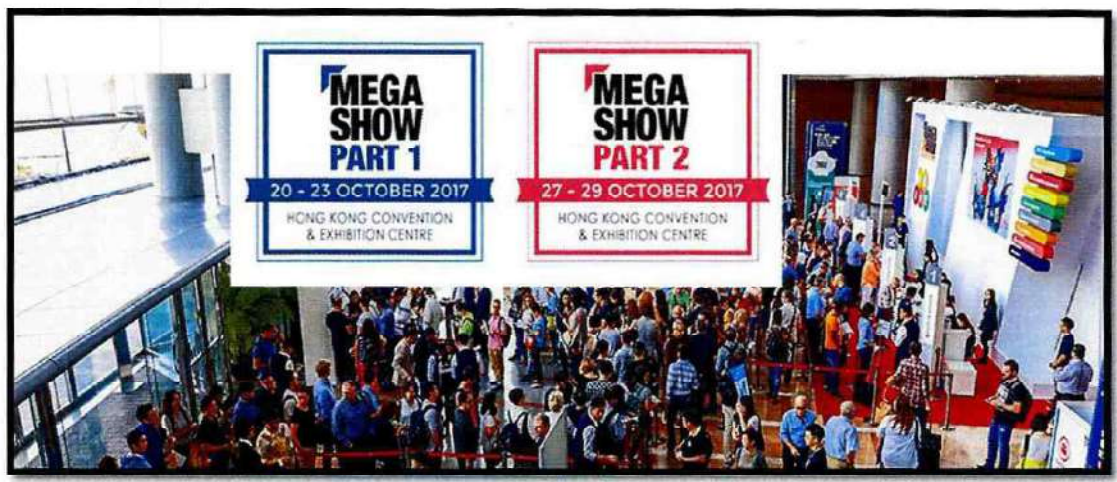
FROM 20-23 OCTOBER 2017



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Ministry of MSME, Govt. of India vide file No. 4(9)/2017-Coir/462 dated 12th October 2017 approved the participation of Coir Board in the Mega Show Part-I , in Hong Kong Convention center , Hong Kong from 20-23 October 2017 organized by M/s. Comasia Limited, Hong Kong. The timing of Exhibition were 09.00 am to 08.00pm.



EXHIBITION

Hong Kong Mega Show is the largest and most important sourcing trade exhibition, the show highly directed to whom is looking for gifts, house wares, lifestyle products, toys and games. The Mega Show Part-I was inaugurated on 20 October, 2017 in the Hong Kong International Convention and Exhibition Centre. Hong Kong is being the gateway for business in East Asia and Major Trading partners are China(Main Land), US, UK, EU, Taiwan and Japan. The Mega Show had over 5000 Exhibitors from all over the world given golden opportunity to buyers and sellers. Coir Board has reserved Booth No. 3g-c-34 &36 and allotted booth to co- exhibitors.

- 1) M/s K s Gangadhara Iyer &Co., Alleppey(Booth 3G-F5),
- 2) Classic Coir Factory, Alleppey(3G-B-28)
- 3) Fibre World, Alleppey (3G-F-18 &20)





Trade Enquires and Business Generation

The Coir Board booth was displayed with doormats, matting, Coir Jewelries, Garden Articles, Coir pith and coir manure and also a new product for wall decorations. The Exhibition was attracted by architect, interior decorators and businessman. There were total 429 purchasers visited our stall and value of export enquiries generated are Rs.171.9 Lakh and firm order for Rs.102 Lakh. All the enquiries received at Board's stall were given to concerned exporters participated in the Mega Show.

The feedback was received from all participants except Fibre World, Alappuzha. The feedback can be summarized as given below.

Sl. No.	Name Of Participant	No. of Visitors	No. of Trade Enquiries	Business Expected	Remark
1	K S Gangadhara Iyer &Co.	22	9	23.4Lakh	
2	Classic Coir Factory	22	18	26Lakh	
3	Fibre World				Feedback Not received
4	Amman Fibres	120	25	20Lakh	
5	Mohan Exports	130	32	60Lakh	
6	Red Carpet Handicrafts	111	91	2.5Lakh	
7	Ganesh Coir Mills	24	11	40Lakh	
	Total	429	154	171.9Lakh	



Cost Benefits of Participation

It may be noted that there is vast potential market for coir pith, garden articles, coir jewelry and other value added products in addition to coir tufted mat. The Board was successful in creating a very good image about the diversified uses of coir products among the visitors. It was emphasized that coir products are eco-friendly, bio-degradable and natural. The expenditure incurred for the event seems to be reasonable because the purpose of popularizing the coir products to the entire satisfaction of the exhibitor/visitors/buyers has been achieved. The Exporters participated has been expecting orders worth Rs.171.9 Lakh.

Recommendations

It was a great opportunity to exporters to participate in such a international level trade fair. Exporters may be selected depending on the products to showcase all varieties of coir products. Participation may continue in future with more diversified products.



Sumesh K S
Showroom Manager Gr. III
Coir Board.





