

## COIR BOARD

(Ministry of Micro, Small & Medium Enterprises, Govt. of India)  
M. G. ROAD, KOCHI – 682 016, KERALA, INDIA  
Tel: +91 484 2351900; Fax: +91 484 2370034

### EXPORT MARKETING SECTION

#### **TRADE CIRCULAR No. 2 DATED 28 December, 2020**

The International Erosion Control Association (IECA) is a global forum, and in fact only one of its kind, for worldwide exchange of information related to erosion control and conservation of soil. They hold conference and trade expositions as 'Environmental Connection' (EC) annually, in which delegates from around the world participate. The spread of COVID 19 Pandemic and the prevailing travel restrictions forced the organizers of the international events to shift its platform to virtual mode. **The IECA is organizing its next edition of the Annual Conference and Expo on virtual mode during 22-25 February, 2021.**

Coir Board proposes to organize participation of Indian coir sector in the IECA Annual Conference & Expo, 2021. The participation cost is given below:

1	<b>Basic Virtual Booth</b>  This includes: One exhibit booth, Booth banner at top of booth, Intro video, 3 PDF Links, 3 Web Links Giveaway button, Staff list with profiles, Logo wall inclusion, Request Information, Booth staff registrations	<b>Participation Cost:</b>  \$ 1250 for Members \$ 1400 for non-members
2	<b>Interactive Virtual Booth</b>  This includes the Basic Booth Plus Lead Retrieval, Video chat for four representatives, Additional 3 PDF resource links	<b>Participation Cost:</b>  \$ 1500 for members \$ 1800 for non-members

All entrepreneurs/exporters in the coir Geotextile sector are requested to make use of this opportunity to boost up their exports.

Interested entrepreneurs may submit their applications for participation with space requirement **along with advance space rent** of Rs.90,000/- on or before 1 January 2021. The formal application form with conditions for participation is attached which can also be downloaded from the Coir Board's website [www.coirboard.gov.in](http://www.coirboard.gov.in) through the link <http://coirboard.gov.in/wp-content/uploads/2020/12/Modified-Application-for-participation-in-fairs.pdf> .

The payment of participation fee / space rent may be remitted by Bank Transfer and the UTR Reference Number may be furnished in the space provided in the application form. The bank details for NEFT/RTGS are given below:

Name of Beneficiary	Name of Bank	Bank Branch	IFSC CODE	A/C No
THE SECRETARY COIR BOARD NON PLAN A/C	State Bank of India	Ravipuram, Kochi	SBIN0070261	57009832813

Since the existing International Cooperation Scheme does not include participation in virtual events, the participation in this event is subject to approval from the Ministry.

**For any further clarifications, please contact us through Email ID: [expo@coirboard.org](mailto:expo@coirboard.org) or over Telephone (0484 2351900 – Extn. 935).**

**Sd/-  
SECRETARY**

To:

All Regd. Exporters / Manufacturers

All Coir Exporters' Associations

Copy to: All Regional Offices & SROs of Coir Board

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