

# COIR BOARD

(Govt. of India, Ministry of Micro, Small & Medium Enterprises)

M. G. ROAD, KOCHI – 682 016, KERALA, INDIA

Tel: +91 484 2351807; Fax: +91 484 2370034

EXPORT MARKETING SECTION

## **TRADE CIRCULAR No. 1 DATED 19 July, 2021**

### **Sub: Participation in the National Hardware Show, 2021, Las Vegas USA**

USA is the major market for Indian coir products. More than 25% of the total coir export is to the USA.

With a view to provide support and opportunities to Indian companies to display their exhibits and technology in promising export markets and to project 'Brand India', the India Trade Promotion Organization (ITPO), under the administrative control of the Department of Commerce, organizes India Pavilion in fairs/exhibitions abroad.

The ITPO is organizing India Pavilion at **National Hardware Show at Las Vegas (USA) slated to be held during 21 - 23 October, 2021**. The National Hardware Show in Las Vegas is North America's most important Hardware and Homeware Show being held every year since 1945. It provides an excellent platform to Indian companies to explore the potential for home décor and lawn & garden products not only in the North American market but also in other parts of the world as buyers from all over the world visit the show.

A communication from the ITPO in this regard and a Fact Sheet along with application form are attached for information and necessary action. The tentative space rental for 100 Sq.ft. booths under the Shell Scheme is Rs.5.50 Lakh and 10% additional for corner booths.

The exporters/entrepreneurs/manufacturers interested to participate in the event may furnish their application directly to India Trade Promotion Organization, New Delhi, immediately.

**Sd/-  
SECRETARY**

To:

All Regd. Exporters / Manufacturers

All Coir Exporters' Associations

Copy to: All Regional Offices of Coir Board

**(Issued from File No. I-12019/2/2021-Export Marketing )**