



23-26 JAN 2024
Essen, Germany

**REPORT ON THE COIR BOARD'S PARTICIPATION IN IPM
ESSEN 2024**

23-26 January 2024, Essen, Germany

भरत प्रकाश / Bharat Prakash
संयुक्त विकास आयुक्त / Joint Development Commissioner
भारत सरकार / Govt. of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small & Medium Enterprises
विकास आयुक्त (सू. ल. एवं म. उद्यम) का कार्यालय
Office of the Dev. Commissioner (MSME)
निर्माण भवन, नई दिल्ली-110011 / Nirman Bhawan, New Delhi-110011

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Introduction

IPM ESSEN, the world's leading trade fair for horticulture, has been the premier business platform for decision-makers, buyers, and opinion leaders for over 30 years. This fair showcases innovative products and services in plants, technology, floristry, and garden features, with a strong focus on climate change and sustainability.

The IPM ESSEN 2024 took place from 23.01.2024 to 26.01.2024 at the Essen Exhibition Center, Nobertstrabe, D-45131, Essen, Germany. The event attracted approximately 36,000 trade visitors who explored innovations presented by more than 1,400 exhibiting companies from 43 countries.

Coir Board's Participation

The Ministry of MSME has approved Coir Board's proposal for participation in the IPM Essen 2024. The Coir Board, dedicated to promoting and supporting India's coir industry, has been a regular participant in IPM Essen. This year, the Board highlighted coir's eco-friendly applications, with a special emphasis on coir pith, which is in high demand in horticulture and ornamental plant sectors.

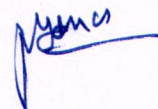
I, the undersigned, along with Shri D. Kuppuramu, Chairman, Coir Board, led a delegation of coir exporters to IPM ESSEN 2024, Germany from 23.01.2024 to 26.01.2024(excluding travel time).

Exhibition Details

Coir Board had reserved 135 Sq.mtr. space in the IPM Essen 2024 at Stand No. 4A 23, 4A 27,4B 27 in Hall 4. There were 20 separate booths spread over in the pavilion, one was for Coir Board, one for cafeteria and the other 18 were for the co-exhibitors.

The Coir Board's pavilion garnered significant attention from international buyers, showcasing India's eco-friendly coir products and aligning seamlessly with the event's sustainability theme. The Coir Board's Pavilions were inaugurated by Shri D. Kuppuramu, Chairman of Coir Board, followed by a guided tour of the stalls. The delegation successfully addressed trade inquiries and emphasized the benefits of coir products. Various coir products, including geotextiles, pith, and mats, were displayed, complemented by specially designed literature and videos that highlighted their applications.

The event provided a global platform to promote Indian coir products, facilitate trade inquiries, contributing to the potential increase in exports and foreign exchange earnings and elevate the Coir Board's visibility in the international arena.



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Cost Analysis

The pavilion included booths for co-exhibitors, who displayed their products and engaged with numerous trade visitors. The participation resulted in numerous trade inquiries, many of which were converted into business orders on-site. The total expenditure incurred for the participation in IPM ESSEN including space rent, construction of pavilion, marketing fees, electricity charges, freight etc amounts to approximately Rs 62.23 lakhs while, the participation generated business of approximately Rs 14.21 Cr and various trade enquiries. It's anticipated that follow-up inquiries will occur. If fully materialized, this would certainly contribute to the national exchequer in the form of foreign exchange. Hence, the overall assessment is that participation in IPM ESSEN 2024 has been successful and beneficial to the Coir industry and the Indian economy.

Following MSME exporters participated under the Board's banner, representing a wide range of coir products

SL. NO.	Hall No.	Stand No.	NAME OF THE MSME UNIT	ADDRESS OF THE UNIT	CONTACT PERSON	E-MAIL ID	WEBSITE	Business Generated (Rs)
1	4	4A27	RAJHRANI IMPEX PRIVATE LIMITED	F1/A, SIDCO INDUSTRIAL ESTATE, K. PUDUR, MADURAI - 625007	MR. MATHAN CHAKKRA VARTHI,	md@rajaraniimpex.com	www.rajaraniimpex.com	75,00,000
2	4	4A23	PROCOIRS	14/275, KALLAKULAM, PATTAKARANPALAYAM	MRS. MAYURI G	procoirs@gmail.com	www.procoirs.in	250 ton
3	4	4A23	GREEN LINE COCOPEAT	378 A, AGRAHARA KANNADI PUDHUR, EAST NEELAMBUR, MADATHUKKULAM	MR. N. ARVIND	greenlinecocopeat@gmail.com	www.greenlinecocopeat.com	3,00,00,000
4	4	4A23	ROOTTZONES	483/C1, MARCHANAIACKANPALAYAM, V.K. NAGOOR, POLLACHI	MR. NIVEEN KARTHICK	niveenkarthick.v@gmail.com	www.roottzones.com	84,00,000
5	4	4A27	GROW RICH	GREENS BUILDING NO. 6/401, KALAVOOR POST, KERALA INDIA	MR. SHEMEER PAZHAYAPURAKKAL MAJEED	marketing@growrichindia.in	www.coirdustinc.com /	1,68,00,000
6	4	4A23	CALIX COCO PRODUCT INC	NO.5 SITRA KALAPATTI ROAD, NEHRU NAGAR WEST, CIVIL AERODROME POST, COIMBATORE 641014, TAMILNADU, INDIA.	MR. P. SARAVANAN	calixcoco@yahoo.com	www.calixcoco.com	1,75,98,000

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7	4	4B27	SAAMY COIR PRODUCTS	4/200 KUMARAPALAYAM, PALANI TALUK, DINDIGUL, TAMIL NADU INDIA	MS. DEEPIKA MUTHUSAMY	saamycoirproduct@gmail.com	www.saamycoir.com	16,95,760
8	4	4A23	GLOBAL HUB	33/258, AL-HAMDH, ERAVUKAD WARD, ALAPPUZHA, KERALA 688002	MR. ASIF MUHAMMED ISMAIL	kabeer@globalhub.co.in	www.globalhub.co.in	3,02,40,000
9	4	4A27	COCO CRAZE COIRS	14, NEW SAKTHI GARDEN, KUNJIPALAYAM, POLLACHI	MR. SANTHOSH S	cococrazecoirs@gmail.com		0
10	4	4B27	GANAPATHY COIR PRIVATE LIMITED	D.NO.39/21A, SELVANAGAR, THANDAMPALAYAM POST	MR. DHAMODARAPRABHU	naturecoirpithplus@gmail.com	www.naturecoirpithplus.com	1,00,00,000
11	4	4B27	SRI AMMAN FIBRES	SF.NO 141/3, NALLAMPALLI, KOLARPATTI (POST), SUNDHARAGOUND ANOOR (VIA), POLLACHI (TK)	MR. M. SATHYA PRASANN AKUMAR	contact@sriammanfibres.com		10,00,000
12	4	4A23	ALIEN COIR TECH (P) LTD	MUHAMMA PO, CHARAMANGALAM, ALAPPUZHA	MRS. JIJIMOLS	info@alienindiaexports.com	www.alienindiaexports.com	0
13	4	4A27	S.R FIBRES	S.R FIBRES, KILAZZKUTHOTTAM, MANUPATTI, UDUMALPET	MR. NARENDRAN P	srfibres@outlook.com		40,00,000
14	4	4A27	PREETII AGRO TECH	6A, PAVAN GARDEN, NEW THILLAI NAGAR 7TH CROSS, P.N.PUDUR, COIMBATORE-641041	MR. N.RAMGANTH	preetiagrotech@gmail.com		20,00,000
15	4	4B27	AV EXPORTS	1/43-6, VINAYAGA GARDEN, CHINNAMPALAYAM, POLLACHI,	MR. KRISHNAKUMAR R	kk@avexports.in	www.avexports.in	9,07,200
16	4	4A27	ANA INTERNATIONAL	183/2C1, ZAMIN KOTTAMPATTI, KOTTUR ROAD POLLACHI	MR. SANDEEP KUMAR	growersana@gmail.com	www.anagrowers.com	10,00,000
17	4	4A27	MAYUR GREENTECH	21 KUNJI PALAYAM, ZAMIN UTHUKULI POST, POLLACHIACHI 642004	MR. MADHAN MOHANRAJ	mayurgreentech@gmail.com	www.mayurgreentech.com	10,00,000

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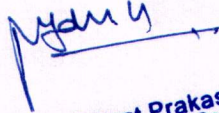
18	4	4A23	SUN BIOSYSTEM S PRIVATE LIMITED	30E, SECOND MAIN ROAD, ANNA NAGAR ,PEELAMEDU COIMBATORE- 641004	MR. R.NAREND RA KUMAR	sunbiosyst emsobe@y ahoo.com	www.sunbi osystems.c o.in	1,00,00,000
							Total	14,21,40,960

Suggestions for Future Participation

- Incorporate local language (German) on signs, advertisements, and other publicity materials whenever feasible to better engage with the local audience.
- The selection of co-participants shall undergo thorough screening, and specific criteria should be established for selecting co-participants for the fairs. Additionally, the number of participants should be limited.
- Considering the Coir Board's leadership role, the Board's stall should be distinctive from other and should include a small cabin for the Chairman or higher officials from the Ministry, along with a designated meeting area.

Acknowledgement

We extend our sincere gratitude to the Ministry of MSME, Government of India, for approving our participation. We also appreciate the efforts of all co-exhibitors and the Coir Board team for their dedication and hard work in making this participation successful.


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