

COIR BOARD

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

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

Tel: +91 484 2351900; Fax: +91 484 2370034

EXPORT MARKETING SECTION

TRADE CIRCULAR No. 6 DATED 29.11.2024

Coir Board proposes to organize participation of Indian coir sector in the following International fairs abroad during 2024 -25 as per the International Cooperation (IC) Scheme of the Ministry:

Sl. No.	Name of Fair	Country	Tentative Period	Sanctioned no. of MSMEs	Minimum bookable area	Token Advance
Floor Covering Fair						
	Heimtextile 2025	Frankfurt, Germany	14 – 17 Jan. 25	15	9 Sq.mtr	3,50,000/-
Horticultural Fair						
	IPM Essen 2025	Essen, Germany	28 – 31 Jan 25	12	6 Sq.mtr	3,00,000/-
Technical Textile Fair						
	IECA Annual Conference & Expo	Richmond, USA	25 - 28 Feb 2025	10	6Sq.mtr.	3,50,000/-

All entrepreneurs/exporters in the coir sector are requested to make use of this opportunity to boost up your export by participating in the trade fairs and thereby to set the industry in the path of accelerated growth.

Interested entrepreneurs may rush their applications for participation with space requirement along token advance on space rent mentioned as above, at the earliest. **The participants will be selected on a first come first served basis.** The application form can be downloaded from the Board's website through the following link:

<http://coirboard.gov.in/wp-content/uploads/2021/09/Application-for-participation.pdf>

The payment of participation fee / space rent may be remitted by Bank Transfer. The bank details for effecting 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

Eligible participants can avail assistance upto Rs.5,00,000/- for participation in any of the two fairs abroad as per the Revised International Cooperation Scheme in accordance with the item wise scale of assistance prescribed under the scheme. Applications received other than in the new prescribed format and without payment of advance participation charges will not be considered.

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

**Sd/-
SECRETARY**

To: All Regd. Exporters / Manufacturers
All Coir Exporters' Associations
All Coir Manufacturers' Associations