

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.3 DATED 05.06.2025

Coir Board proposes to organize participation of Indian coir sector in the following International Exhibitions abroad as per the International Cooperation (IC) Scheme of the Ministry (subject to the approval of Ministry). The exhibitions details are given below. The sanctioned number of MSMEs for participation in each exhibition is 10. The minimum bookable space is 9 sq.mtr.

Sl No	Name of Exhibition	Category	Place	Date	Tentative booth cost
1	Grow tech Jakarta - 2025	Horti Fair	Indonesia	27-29 Aug- 2025	3,50,000.00
2	37th Edition Sahara Exhibition - 2025	Horti Fair	Egypt	14-16 Sep- 2025	4,00,000.00
3	Gardex - 2025	Multi Products	Japan	1-3October- 2025	4,50,000.00
4	Mega Show - 2025	Multi Products	Hong Kong	20-23 October -2025	4,00,000.00
5	International Floriculture Trade Fair (IFTF) - 2025	Horti Fair	Holland	4-6 November -2025	4,50,000.00
6	IPM Dubai 2025	Horti Fair	Dubai	November -2025	4,00,000.00
7	Ambiente - 2026	Floor Covering	Germany	6-10 February 2026	4,50,000.00

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 at the earliest. **The participants will be selected on the basis of the score card attached with Application.** The application form can be filled through Google form below.

<https://forms.gle/rW5V6fHZznWJ9Bq77>

The details of advance space rent to be remitted will be intimate later.

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.(Space Rent-3,00,000/- Air fare-1,50,000/- Freight Charges -50,000/-

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

File No. I-12019/5/2025-EXPORT MARKETING - I

**Sd/-
SECRETARY**

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