

## **REPORT ON THE PARTICIPATION OF INDIAN COIR SECTOR IN**

**IPM ESSEN 2025**

**27-31 JANUARY 2025**

**Essen, Germany**



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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 2025 took place from 27.01.2025 to 31.01.2025 at the Essen Exhibition Center, Nobertstrabe, D-45131, Essen, Germany. The event attracted approximately 40,000 trade visitors who explored innovations presented by more than 1,434 exhibiting companies from 45 countries.

### **Coir Board's Participation**

The Ministry of MSME approved Coir Board's proposal for participation in the IPM Essen 2025. The Coir Board, dedicated to promoting and supporting India's coir industry, has been a regular participant in IPM Essen, as the fair attracted by the global buyers. This year, the Board highlighted coir's eco-friendly applications, with a special emphasis on coir pith, which are in high demand in horticulture and ornamental plant sectors.

I, the undersigned from Coir Board, led a delegation of 12 coir exporters to IPM ESSEN 2025, Germany from 27.01.2025 to 31.01.2025 (excluding travel time).

### **Exhibition Details**

Coir Board had reserved 90 Sq.mtr. space in the IPM Essen 2025 at Stand No. 4D 29 and 4D 25 in Hall No.4. There were 13 separate booths spread over in the pavilion, one was for Coir Board including cafeteria and the other 12 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 myself 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 geo-textiles, pith, garden articles 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.



## Glimpses of the Show





## 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-2025 including space rent, construction of pavilion, marketing fees, electricity charges, freight etc amounts to approximately Rs. 43.42 lakhs while, the participation generated business of approximately Rs. 3.80 Crs. including the value of trade enquiries. Further inquiries will be anticipated. 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 2025 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.	Stand No.	Name of the MSME Unit	Address of the Unit	Contact Person	E-Mail ID	Business generated (Rs.)
1	D25-A	M/s. Mayur Greentech	SF No:14/1, 14/2, Kumarapalayam P.O Sular Taluk, Coimbatore-641 669, TamilNadu	Sri.Madhan Mohanraj Govindaraj	<a href="mailto:mayuurgreentech@gmail.com">mayuurgreentech@gmail.com</a> 91 9952152585	3246031.20
2	D25-B	M/s.Saamy Coir Products	4/200, Kumarapalayam, Midapadi Village , Palani Taluk, Dindigul, Tamil Nadu, 624618	Sri.Saminathan Ponnusamy	<a href="mailto:saamycoirproducts@gmail.com">saamycoirproducts@gmail.com</a> 91 9841120810 91 9629162365	794640.00
3	D25-C	M/s.Rajarani Implex Private Ltd.	F1/A, Sidco Industrial Estate, K. Pudur, Madurai - 625007	Shri. Mathan Chakravarti	<a href="mailto:md@rajaraniimplex.com">md@rajaraniimplex.com</a> <a href="mailto:rajs@rajaraniimpex.com">rajs@rajaraniimpex.com</a> 91 9715857772 91 9842139080	6415081.43
4	D25-D	M/s. A.V.Exports	1/43-6, Vinayaga Garden, Chinnampalayam, Pollachi,, Tamil Nadu , Coimbatore , 642001	Sri. Krishnakumar Ramaraj	<a href="mailto:krishnakumarramaraj@gmail.com">krishnakumarramaraj@gmail.com</a> <a href="mailto:aveaccounts@gmail.com">aveaccounts@gmail.com</a> 91 9788270777	0.00



5	D25 -E	M/s. Coconut Impex	Coco House Building No.6/402 Opp. Central Coir Research Institute, Kalavoor P.O, Alappuzha-688522	Sri. Shameer Pazhayapur ackal Majeed	<a href="mailto:info@coconutimpex.com">info@coconutimpex.com</a>  <a href="mailto:sales@coconutimpex.com">sales@coconutimpex.com</a> 91 9961608474	427672.10
6	D29 -F	M/s. V.T.Impex	No. 12 Sbi Officers Colony, Arumbakkam, Chennai-600106, Tamil Nadu	Smt. Tanisha Gupta	<a href="mailto:tanisha@vtil.net">tanisha@vtil.net</a>  91 8608346025 91 9025573485	855344.19
7	D29 -H	M/s.Procoir s	141275, Kallakulam, Paitaicaranpalayam, Tamil Nadu, Erode, 638057	Smt.Mayuri Gandhiswar an	<a href="mailto:procoirs@gmail.com">procoirs@gmail.com</a> <a href="mailto:mayurisenithnathan@gmail.com">mayurisenithnathan@gmail.com</a> 91 9791315318	0.00
8	D29 -I	M/s.Greenli ne Coco peat	378 A, Agrahara Kannadi Pudhur, East Neelambur, Madathukkulam, Tamil Nadu, Tirupur, 642113	Sri. Aravind Nagarajan	<a href="mailto:greenlinecocopeat@gmail.com">greenlinecocopeat@gmail.com</a>  <a href="mailto:parimala.greenline@gmail.com">parimala.greenline@gmail.com</a> 91 9940800066	8553441.91
9	D29 -J	M/s.Preeti Agro Tech	6a, Pavan Garden 7th Cross, New Thillai Nagar Opp Central Excise Colony, Pnpudur, Coimbatore, Tamil Nadu	Sri. Ramganth Narayanasa my	<a href="mailto:preetiiagrotech@gmail.com">preetiiagrotech@gmail.com</a>  91 8870099888	4500300.00
10	D29 -K	M/s.Sun Bio systems	30e, 2nd Main Road, Anna Nagar, Peelamedu, Coimbatore - 641 004.	Sri. Narendraku mar Rajamanick am	<a href="mailto:sunbiosystemsco@gmail.com">sunbiosystemsco@gmail.com</a>  <a href="mailto:naren_cbe2000@yahoo.com">naren_cbe2000@yahoo.com</a> 91 9360696205	3000000.00
11	D29 -L	M/s. Sri Amman Fibres	Sf.No 141/3, Nallampalli, Kolarpatti (Post), SundharagoundAnoo r (Via), Pollachi (Tk)	Smt. Sathya	<a href="mailto:contact@sriammanfibres.com">contact@sriammanfibres.com</a>  91 9003407394	0.00
12	D29 -M	M/s. Root Zones	483/CI, Marchanaia kanpalayam, V.K. Nagoor, Pollachi, Coimbatore, 642103, Tamil Nadu.	Sri. Prasanna Kumar	<a href="mailto:Niveenkarthick.v@gmail.com">Niveenkarthick.v@gmail.com</a>  91 9597162747	10264130.29
			<b>TOTAL</b>			<b>38056641.12</b>



## Suggestions for Future Participation

- Incorporate local language (German) on signs, advertisements, and other publicity materials whenever feasible to better engage with the local audience in addition to English.
- Considering the Coir Board's leadership role, the Board's stall should be distinctive from other and may include a small cabin for the Chairman or higher officials from the Ministry, along with a designated meeting area.

## Observations:

- Visitors at IPM ESSEN – 2025 came more from Europe, South USA, Italy also.
- Representatives of various Industries visited and mostly from Berry growers with coco-peat growing medium.
- Hortidaily- A Publication having all world circulation with the details of manufactures/customers in Horticulture/Agriculture. The exporters may register in this publication to having access in world market. This new buyers' guide is fully updated and expanded with even more contact details of green house constructors, screen installers, energy experts, seed suppliers, breeders, consultants and all other companies for horticultural supplies.

For all information, input, request or inquiries:  
eelkje@hortidaily.com or Priscilla@hortidaily.com

- Green house coverage countries are using coco-peat. 10 countries having green house area with 82% coverage of total area. Manufactures/exporters have to concentrate to these 10 countries namely US, The Netherlands, South Korea, China, Spain etc. for canvassing buyers.
- Saudi Reef - Saudi (KSA) Agriculture partnership to help farmers in Saudi looking for promoters. They are organizing a Sustainable Agricultural Rural Development Program - REEF SAUDI, over 57,511 beneficiaries are going to be supported with this programme. Their development initiatives include 'Empowers agricultural producers to develop their businesses according to their specific needs and vision. In this area India Govt. may have an interaction with Saudi Govt. for promoting the coco-peat industries and thereby the Indian manufactures/exporters to develop and improve their export business.



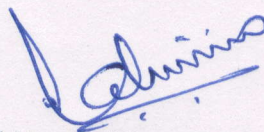
- Media Today, New Delhi going to organize Agri tech, India – 2025 during 01-03, August, 2025 in Bangalore. Largest exhibition on agriculture, farm machinery, Agri processing technologies etc. must participate by coir manufactures.

#### **Note to Export Marketing section**

1. As opined by the some of the co-exhibitors (exports), the poster stickers arranged and pasted in their booth through the booth constructor are not required. They may be allowed to arrange it by themselves according to their choice.
2. The contact details of the Export Marketing Section also required to be printed through visiting cards for distribution next time onwards as per the enquiry received from the visitors.
3. Hall No.3 is in the entrance of the Exhibition Hall in IPM Essen and more visitors are visiting hall No.3 comparatively to hall No.4. So, next time onwards, Coir Board may try to take the space in Hall No.3.
4. One of the co-exhibitors has commended that Coir Board should include more Horticulture Fair in future order to get at least one entry in the export market for those manufacturers who have not yet received any order from outside the country.

#### **Acknowledgement**

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



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