



PARTICIPATION OF  
COIR BOARD

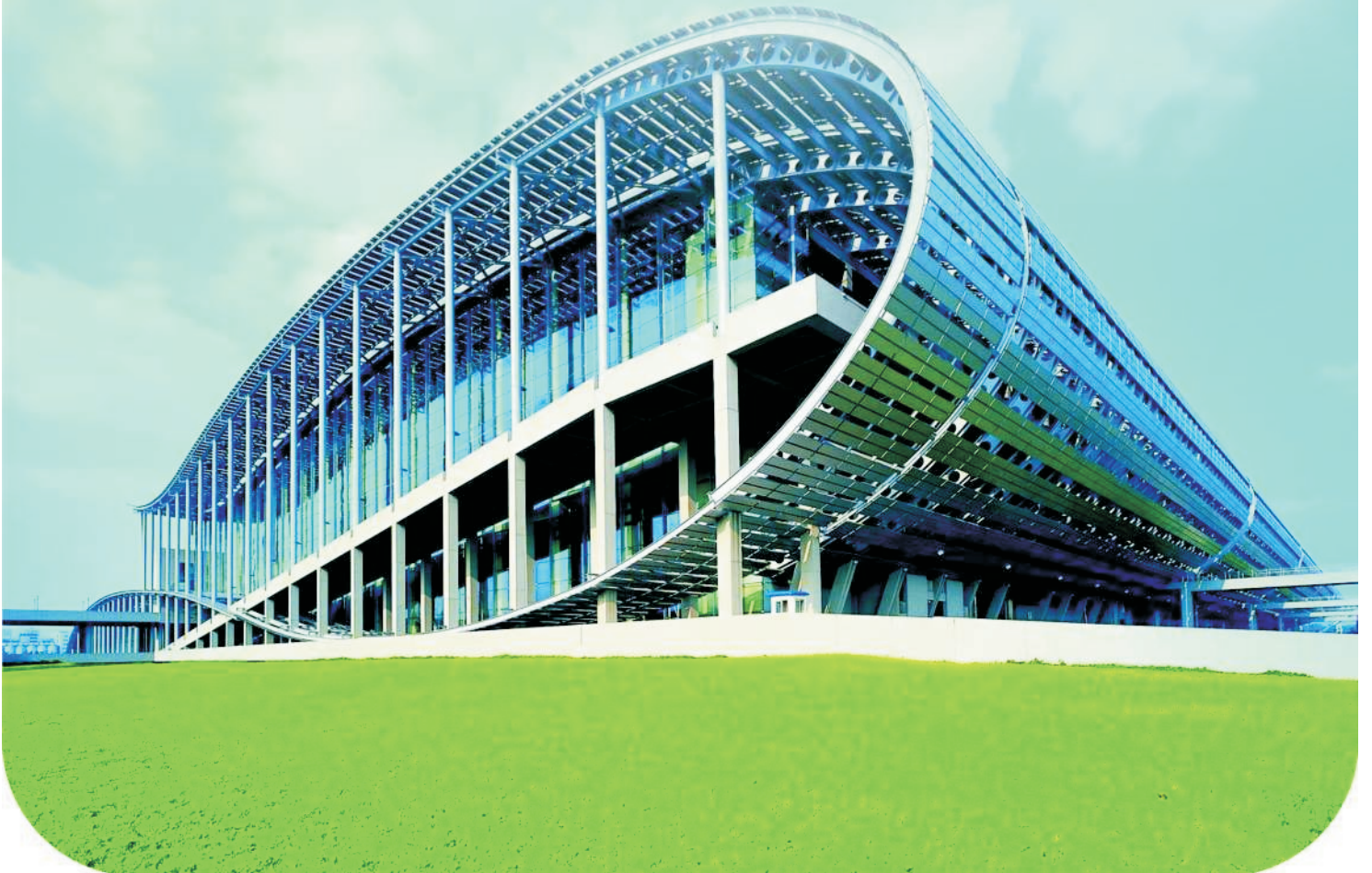
IN



**THE CANTON FAIR 2013**

GUANGZHOU, CHINA

October 31 - November 4, 2013





## REPORT ON THE PARTICIPATION OF COIR BOARD AND INDIAN COIR SECTOR IN



### THE CANTON FAIR 2013

AT GUANGZHOU, CHINA  
from October 31 to November 4, 2013

The participation of the Coir Board and the deputation of the undersigned was approved by the Ministry vide letter No. 4(26)/2013-coir/506 dated 22.10.2013. The onward journey commenced on 29<sup>th</sup> October midnight and reached Guangzhou the next day by noon.

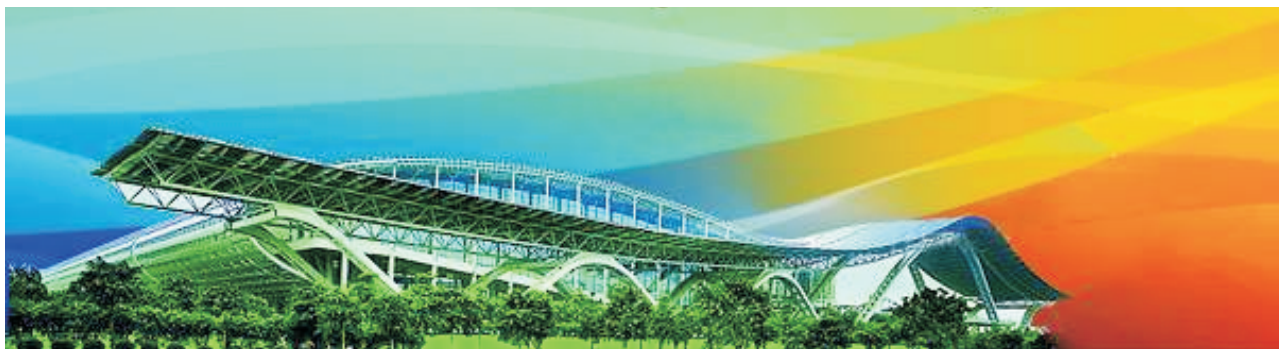
#### About Canton Fair

China Import and Export Fair, also known as the Canton Fair, is held biannually in Guangzhou every spring and autumn, with a history of 56 years since 1957. The Fair is a comprehensive one with the longest history, the highest level, the largest scale, the most complete exhibit variety, the broadest distribution of overseas buyers and the greatest business

turnover in China, the second largest economy in the world today.

48 Trading Delegations, composed of more than 24,000 China's best foreign trade corporations (enterprises) with good credibility and sound financial capabilities, take part in the Fair, including foreign trade companies, manufactures, scientific research institutes, foreign invested enterprises, wholly foreign-owned enterprises, private enterprises etc.

Canton Fair is a platform for import and export mainly, with various and flexible patterns of trade. Beside traditional way of negotiating against samples, the Fair holds Canton Fair Online. Various types of business activities such as



economic and technical co-operations and exchanges, commodity inspection, insurance, transportation, advertising, consultation etc., are also carried out in flexible ways. Business people from all over the world are gathering in Guangzhou, exchanging business information and developing friendship.

### **Highlights of the 114<sup>th</sup> Edition**

- A. Exhibition Area - 1.16 million sq.m.
- B. No. of stands - 59539
- C. No. of exhibitors- 24517
- D. National Pavillion

- No. of stands - 58651
- No. of exhibitors - 24975
- Manufacturing enterprises - 12029 Nos.
- Individual Trading Enterprises - 2340 Nos.
- Research Institutes - 4 Nos.
- Other categories - 207 Nos.

#### International Pavillions

- No. of stands - 888
- Area - 20000 Sq.m.  
(7 sections)
- No. of enterprises - 542
- No. of countries - 40

- E. No. of buyers attended - 189646
- Countries represented - 212
- F. Buyer attendance
- Asia - 54.17%

Europe	-	20.45%
Africa	-	7.12 %
America	-	14.85%
Oceania	-	3.4%

### G. Accumulated export transactions **31.69 billion US \$**



#### **Participation of Indian Coir Sector**

An area measuring 45 Sq. ft. was taken by the Board. Altogether 5 stalls of 3 x 3 sq. mtrs were allotted from K 26 to K 30 in Hall No. 11.2. A stall measuring 3 x 3 sq. mtrs was exclusively allotted to M/s. Kanti Floor Furnishers, Alleppey. The other 4 stalls of 3 x 3 sq. mtrs. were commonly occupied for use by the Board as well as the other 3 co-participants. The following were the other 3 co-participants :

1. M/s. Sriram Coco Peat Products, Tenkasi
2. M/s. Natures Coir (P) Ltd., Tuticorin
3. M/s. Cap Inde Value Chain Solutions Pvt. Ltd., Chennai

There was nobody available representing M/s. Sriram Coco Peat Products, Tenkasi.

Sufficient exhibits and publicity materials were taken to the stalls and displayed. Mrs. Nirmala Tete, Joint Director, Federation of Indian Export Organisations (FIEO) rendered necessary assistance for the conduct of the stalls.

**Visitors to the Board's stall**

There were 19 Nos. of visitors to the Board's stall. The visitors were from countries like Poland, Hong Kong, UAE, South Africa, Egypt, Lebanon, USA, Korea etc., besides China. A total number of 14 enquiries were received in the Board's stall. These enquiries have already been passed on to the Export Marketing Division of the Board for dissemination to the trade.



**Analysis of expenditure and benefits accrued**

The exhibits for the Board's stall were carried personally. The total expenditure incurred for contingencies and freight charges works out to ₹ 36,133/- as follows :

Cost of Display aids	:₹ 16,998.00
Cost of products displayed	:₹ 8,720.00
Baggage Charges by air	:₹ 2,465.00
Other contingencies	:₹ 7,950.00
<b>Total</b>	<b>:₹ 36,133.00</b>

Against this expenditure the business immediately materialized amounts to ₹ 1.00 crore. These benefits already accrued plus the possible prospects for future business from the 77 enquiries received would amply justify the participation.

### **Feedback from the other participants**

Name of Exporter	No. of visitors in the stall	No. of enquiries received	Business materialized / expected
M/s. Natures Coir (P) Ltd.	Above 50	30	Negotiations were in progress
M/s. Cap Inde Value Chain Solutions (P) Ltd.	16	3	₹ 1 Cr.
M/s. Kanti Floor Furnishers	40	30	Not finalized

All these trade leads are capable of bringing handsome figures of exports in long run also.

### **Conclusion**

China is known to be a country where raw materials constitute a major portion of imports. Coir exports to China now account mainly for fibre. The scope for export of coir pith is also very much. It is a heartening fact that the visitors for Canton Fair from Europe, America and from countries like Canada, Egypt etc., are giving lot of business to our exporters. These prospects have to be capitalized by us by a greater deal. It is therefore, suggested that participation in this Fair with increased level of participation is worthwhile to consider.

Kochi - 16  
28.03.2014

**Ajithkumar P R**  
Sr. AO (IA) & Director (M) i/c  
Coir Board

# IMAGE GALLERY

