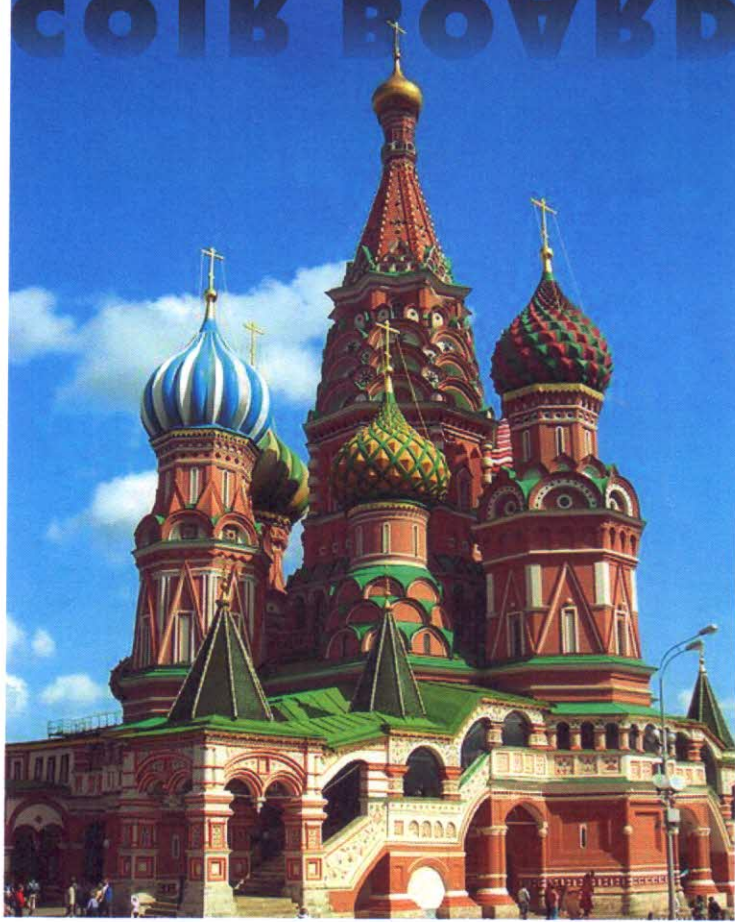


PARTICIPATION OF
COIR BOARD



IN

DOMOTEX
Russia

Moscow . 1-3 April 2014



सत्यमेव जयते

MSME

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



COIR BOARD

Report on Board's participation in
DOMOTEX Russia
held at Moscow
from
01.04.2014 to 03.04.2014

The DOMOTEX Russia 2014 was organized by Deutsche Messe RUS, Bolshoi Partriarskiy Per., 6 bld. 1, 123001, Moscow, Russia from 01.04.2014 to 03.04.2014. DOMOTEX Russia 2014 presented numerous market leaders to more than 2,700 professionals from Russia and CIS. DOMOTEX Russia 2014 – covered 3 pavilions at the ARTPLAY Design Center. 54 companies from 10 countries around the world, including Russia, Germany, Belgium, Belarus, Iran and India, presented their cutting-edge projects and most recent collections of product range.



This specialized exhibition for flooring, DOMOTEX Russia took place for the first time from 26-28 September'13 in IEC "Crocus Expo". The organizer of the exhibition is a company named Deutsche Messe RUS which is a Russian subsidiary of the well-known exhibition company Deutsche Messe AG. The list of exhibitors included major international and Russian manufacturers of flooring materials and accessories. Tarkett,

Beaulieu International Group, Forbo Eurocol, Kährs Group, Balta Group, DECORA, Classen, IVC Group, Russkiy Profil, Coswick, Bauwerk Parkett AG and others were the prominent.

Coir Board constructed the Indian Coir Pavilion in Hall No 2A through the organizers by hiring raw space. The area was divided into 3 stalls i.e., P1, P2 & P3. There were seven exporters who expressed their



willingness and booked their space requirements through the Board to participate in the above Fair. However, five of them withdrew from participating in the fair apprehensive of the possible dullness of the show consequent on the internal problems in the country, due to the revolution in Ukraine following the separation of Crimea from Ukraine and its merger with Russia, which was at its peak during the exhibition period. Considering that the preliminary arrangements and investments already made by the Board, the Board had to participate in the Exhibition along with the willing exporters. In the wake of the

above background, the grandeur of the show did not rise to the expected levels. The exporters who participated in the exhibition along with the Board were as below:

1. M/s Floor Gardens
2. M/s Vasundaralayam Coir Products

They were allotted with a space of 9 Sq. Mtr. and 12 Sq. Mtr. respectively and the remaining space was utilized by the Board with theme pavilion, VIP Lounge and display area. Shri. D. Rajendran, Showroom Manager-Gr- I,

led the team of exporters representing the Indian Coir Sector.

Shri. Dilbag Singh First Secretary (Commerce) to Embassy of India, Moscow visited the Booth stall on 01.04.2014 and appreciated the display of Coir Products.

A total number of 54 organizations from all over the world participated in the fair. About 15 organizations from India from different trades participated and displayed their products. More than 100 visitors stepped into the Coir Board stall and appreciated products and its display. The site provided to the Board by the Organizers was not so prominent

among the exhibition halls/area. Hence the exporters who participated under the Board were not happy about the selection of the venue. The venue selected was not identifiable easily and the Coir Board pavilion was set up in the open terrace with a small entrance. As a result the flow of visitors was very slow. These handicaps were brought to the notice of the organisers and they also agreed on the genuinenity of the complaint. In spite of all this, M/s Vasundaralayam Coir Products received 9 general enquiries and they are expecting some good orders. The feedback form collected is attached. Enquires have been received from following prospective buyers.



Name and Address	Email-Id & Telephone No	Remarks
Bakhter	bmurtaibov@mail.ru 8-903-275-50-44	They are running a carpet shop. They require Catalogue & Price list
Alexander Rodinin Florany Marmofeum Forbo	arodinin@yandex.ru	General Enquiry
Vasilenko Juliya	3625648@gmail.com	Flooring Accessories
Eykhorsf Sabina	karen777miller@mail.ru	General Enquiry
Anton Bai General Manager Madison	008-158-9502-8867 bai81086@mail.ru	Bought the samples of toys
Kulev Alexander "Litra" ltd Leroit Merlin Auchan	+7(495)649-2111 +7(906)061-1291 partner@pol-litra.com aletm@mail.ru	Big malls, the idea is to contact big networks directly, Natural flooring of different types.
Emelianor Alexander	info@moscowcarpets.ru info@mebilny-dom.ru	Interested to buy different type of Coir carpets at Russia not from India.





Export queries were received from 9 parties and the queries generated from other parties were more substantial. The spot orders were canvassed for Coir Doormats like PVC Tufted Doormats, PVC Tufted Flocked Mats, VC1 Mats, Fibre Mats, Rubber Molded Mats and Rubber Inlay Tray mats during the exhibition by M/s Vasundaralayam Coir Products, Alleppey and also there were enquiries for Coir pith, Coir Geotextiles and Garden Articles.

The Present Russian Market for Coir Products in terms of quantity stands at 6207.51 Metric tones valued at Rs. 1924.45 Lakhs. The total Foreign Exchange earnings on exports of Coir Products during 2012-13 were Rs. 192 crores.

The scope of Coir Products in the Russian market is very high especially for products like Coir Geotextiles, Coir Pith and Doormats. The present market for Coir products can be increased by 100%, with regular follow up within the coming 3 years.

Cost-Benefit Analysis:

As regards the cost benefit analysis, it may please be noted that there is vast potential for Coir pith, Coir Geotextiles and allied garden articles since Russians give much importance to gardening and landscaping. The Board could create very good image about the diversified uses of coir products among the visitors. The exporters who participated in the fair were able to get considerable amount of trade enquiries. The leads generated could be transformed into genuine business. Hence, the expenditure incurred for the event seems to be reasonable since the purpose was served effectively to the entire satisfaction of the exhibitors and visitors/buyers/importers.

Suggestions:

For participation in fairs in Russia, there is a felt need for seeking greater involvement of the India Embassy and the Exporters to Russia. The selection of fairs with reference to

its timings, theme etc requires greater involvement of the Indian Embassy and Exporters to Russia.

The representatives of Indian Coir Exporters in Russia extended their valuable support and help for the smooth conduct of the exhibition.

Conclusion:

Coir Board has to take initiatives for arranging wide publicity in Russian Languages at the time of DOMOTEX Russia at Moscow and this will definitely help to create larger awareness for bagging more orders from the exhibition in the coming years.



Dated: 05.05-2014
Place: Ernakulam.

D. Rajendran
Sr. Manager,
Coir Board,
Ernakulam.



COIR BOARD

FORMAT OF FEEDBACK REPORT FOR EXHIBITIONS/FAIRS

Event name : **Domotex Russia**

Place : Moscow, Russia

Period : 1 – 3 April, 2014

NAME OF THE PARTICIPANT: Vasundharalaysom Coir Works

Sl. No.	Items	Description
1.	Number of visitors	15
2.	Number of export inquiries generated	9
3.	Value of export inquiries generated	
4.	Number of firm business orders canvassed with quantity and value	No. Qty. Value
5.	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	nil
6.	Whether you are satisfied with the facilities provided by Coir Board	We are satisfied
7.	Shortfalls, if any, on the part of Coir Board	No.
8.	Suggestions to improve participation of coir sector.	In the next fair change the location this time a rigid Area
9.	Any other comments/observations	From the side of Coir Board person, we have

for
Rajendran.

Signature :
Name :

getting lot of help.
special thanks
for that.

COIR BOARD

FORMAT OF FEEDBACK REPORT FOR EXHIBITIONS/FAIRS

Event name : **Domotex Russia**

Place : Moscow, Russia

Period : 1 – 3 April, 2014

NAME OF THE PARTICIPANT: FLOOR GARDENS

Sl. No.	Items	Description
1.	Number of visitors	2
2.	Number of export inquiries generated	Nothing 0 enquiry
3.	Value of export inquiries generated	No any value,
4.	Number of firm business orders canvassed with quantity and value	No. 0 Qty. 0 Value 0 Nothing Null Null
5.	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	Nobody visited, Its a wasting time
6.	Whether you are satisfied with the facilities provided by Coir Board	No, I am Really not satisfied The place you put us is very bad
7.	Shortfalls, if any, on the part of Coir Board	
8.	Suggestions to improve participation of coir sector.	Ptz always conduct fair in good area, Its a small place
9.	Any other comments/observations	

Signature
Name

: Sujith
: 