



## Report on the Participation of Coir Board in

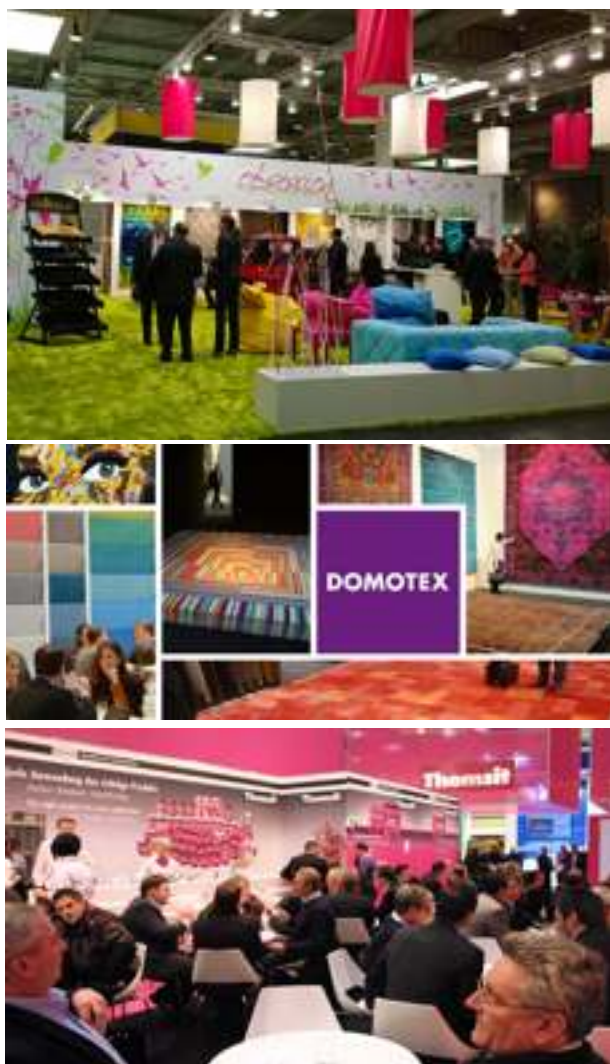


**DOMOTEX**

Hannover

11-14 Jan. 2014

The Ministry of MSME (Govt. of India) vide its letter No. 4(30)2013-Coir dated 26.12.2013 accorded sanction for Coir Board's participation in the Domotex International Trade Fair, 2014 held at Hannover, Germany during 11-14 January, 2014 and deputation of the undersigned to organize the participation of Coir Board and its Co-exhibitors.



### The Fair

The DOMOTEX Hannover, Germany is a premier and world renowned event for the carpeting and flooring industries by virtue of its exhibition programme, its outstanding international stature and, last but not least, its uniqueness of special events for specific target groups. From carpets to parquet to laminate, there were around 1350 exhibitors from over 59 countries showcasing their latest products, collections and design evolutions in the 26<sup>th</sup> Edition of Domotex held at Hannover Fair Ground during 11-14 January, 2014. The event featured the trends of tomorrow. The decision makers of the flooring trade were able to find out the products which reign the market in the future and establish contacts to business partners all over the world. As per the reports, 45000 trade professionals hailing from more than 95 countries visited the fair to witness the recent innovations and novel designs and patterns in order to firm up their purchasing strategy for the ensuing year. About 57% of the trade visitors and 83% of the exhibitors were from outside Germany. The lion share of visitors was buyers and executives representing wholesalers, departmental stores, chain stores, large trading houses etc. About 66% of the trade visitors were from Europe, 13% from Asia, 10% from America, 6% from Middle East and the rest 5% from Africa and Australia. The statistics of exhibitors and visitors of the recent three editions of Domotex are as below.

Description	2012	2013	2014
Total Number of exhibitors	1371	1350	1350
Countries represented by exhibitors	59	60	57
Number of Indian Exhibitors	274	280	290
Numbers of Trade Visitors	45000	40000	45000
Countries represented by Buyers	90	80	95



Creative ideas and innovations have always been an integral part of Domotex. A new format under the name and style as Innovations@DOMOTEX was launched during this edition of Domotex with the aim of placing the most important innovations and design highlights firmly centre stage. The Innovations@DOMOTEX, put a fresh spin on DOMOTEX as a trendsetting event with lot of fresh ideas to offer. More than 60 highlights featured within Innovations@DOMOTEX. The new format was warmly embraced by the architects, interior designers, decorators etc. This format provided the visitors a convenient and inspirational source of orientation and information and also the opportunity for fruitful interaction on a host of topics related to floor coverings. The second edition of the Wood Flooring Summit was also held this year in Hall 9 which served as a networking hub for the international parquet and laminate flooring sectors.

### The Coir Board Pavilion

The Coir Board pavilion was constructed in a total space measuring 385 sq.mtr in three separate locations as 91 sq. mtr at Stand A 46, 270 sq.mtr at stand E 46 and 24 sq. mtr at Stand E 67 in Hall 4. The 270 sqm area at stand E 46 was constructed



Pavilion A & B

as two pavilions of 120 sqm leaving a pathway of 30 sqm in between. As such, the Coir Board Pavilion consisted of four pavilions, Pavilions A & B at Stand E 46, Pavilion C at stand A 46 and Pavilion D at stand E 67. There were 22 individual booths in the entire Pavilion of Coir Board. The list of co-exhibitors is furnished elsewhere ibid. The construction of the Pavilion was entrusted to M/s XS Productions India, Noida after inviting global response and following due procedures as per GFR, under two cover bidding system. After having reached at Hannover late in the night of 9<sup>th</sup> January 2014, the undersigned took stock of the progress of stall construction and dressing up of the stall on 10<sup>th</sup> January 2014. By about 8.30 PM on 10.01.2014 all the 22 stalls were dressed up befittingly to grab attention of visitors and ready for formal opening during the commencement of the fair.



### Inauguration of Coir Board Pavilion

Coir Board Pavilion was inaugurated by Dr. K S Rao, Hon'ble Union Minister for Textiles, Government of India on 11.01.2014 in the presence of Shri. Balvinder Kumar IAS, Development Commissioner (Handlooms), Shri. Vidhu P Nair, Acting Consul General of India, Hamburg and several other dignitaries including representatives of National Jute Board, CEPC, Deutsche Messe etc. After inauguration and discussions with Coir Board official, Dr. K S Rao, Hon'ble Minister and other dignitaries were taken for a visit to all the individual booths in Coir Board Pavilion and the Hon'ble Minister interacted with all the co-exhibitors. The Hon'ble Minister appreciated the visibility of Coir Board Pavilion and display of products in an appealing way. He lauded the services being provided by Ministry of MSME and Coir Board to the small scale manufactures and exporters in graduating them as successful exporters that too in a world renowned trade fair like Domotex.

## Coir Board Delegation

This time Coir Board was able to depute the ever biggest Coir Delegation to Domotex, in its history, consisting of 52 persons representing 21 co-exhibitors. Besides the co-exhibitors of Coir Board, 15 exporters, from Indian coir sector have participated directly in Domotex, 2014. Altogether, 290 Indian companies had participated in this edition of Domotex.





#### Arrangements at the stall

The stall, after dressing up and display gave an elegant look which was appreciated by all the co-exhibitors and other Indian coir exporters. Apart from the display of exhibits, wall graphics were also arranged in Board's booth educating on the better advantage of coir products and projecting its environment friendly attributes. Besides keeping publicity pamphlets, leaflets, etc. for distribution, the following activities were also organized as part of the efforts to improve the overall performance in the participation of Coir Board Delegation.

1. One LCD TV was put up in Board's stall and CDs on product profile, manufacturing technologies, advantages of coir products, corporate film on Coir Board etc. were screened throughout the fair timings.
2. Internet facility was provided to all co-exhibitors by distributing the individual data card which was well appreciated by the co-exhibitors.
3. Literature on export procedures, formalities, etc. were made available for the use of needy.
4. Direct on-the-spot contact with Director (Marketing) and Export Market Promotion Division of Coir Board was made through internet and telephone to sort out issues for offering clarifications, additional information, expert opinion etc. wherever required. This facility was well appreciated by the information seekers.
5. A slide show was prepared on the possibilities and prospects of Indian coir sector including its manufacturing base, export potential, product innovation etc and presented to the needy visitors to the Board's booth.
6. A separate cubicle with proper seating arrangements was provided in the Board's booth to hold meetings with the buyers and exporters and other prominent visitors.
7. A special brochure incorporating the profiles of the participating co-exhibitors and the ranges of products was brought out and distributed to the visitors of Coir Board Pavilion as well as Hall 4 in general.
8. Coir Board booth was designed as a facilitating office-cum-theme Pavilion with reception area, Mini Conference area and a small pantry.
9. Arrangements were made for the supply of tea / coffee and snacks, to the co-exhibitors and visitors of the pavilion, from Coir Board Booth.
10. A hanging box depicted with 'Indian Coir' both in English and German language was put on the top of Coir Board Pavilion to ensure its visibility from every corners of Hall 4.

### Discussion with CGI, Hamburg

In spite of his busy schedule with the Union Minister, the undersigned had occasion to discuss with Shri. Vidhu P Nair, Acting Consul General of India, Hamburg regarding the possible ways of promoting the export of Indian Coir products to Germany and sought for his guidance and patronage for the efforts of Coir Board in the areas of advertisements, promoting the trade of coir products etc. The CGI assured all possible support from his side and specifically suggested to organize some programs like BSMs at Hamburg for which he can source at least 200-250 retailers/traders of floor covering products.



### Publicity Efforts

A publicity tray was hired at the Media Centre of Domotex for 4 days for keeping sufficient copies of the Press Release, brochures and leaflets for providing to the press persons. About 400 journalists from 34 countries attended the fair for reporting the new trends and patterns. It was the practice that each of the journalists who visit the Media Centre collect the materials from the trays kept and give clippings on their media. Hiring of the Tray for keeping press release and brochures proved to be very useful.



### Discussion with Organizers

There was one huge booth of M/s. Flora measuring 400 sqm space in front of the Coir Board Pavilions at stand E46. The booth of Flora was constructed blocking the normal pathway of 3 mtr. This mammoth structure seriously affected the visibility of the booths located at the middle of the Coir Board Pavilion. This matter was discussed with Ms. Dunja Seven, Project Manger of Deutsche Messe who is responsible for allotment of space in Domotex in the presence of Ms. Geeta Bisht, representative of Hannover Milano Fairs India Ltd. and our concerns were presented. Ms Dunja had convinced the fact that positioning of the booth

of Flora in front of Coir Board Pavilion blocking the common pathway has reduced the visibility of Coir Board Pavilion, particularly the co-exhibitors located at the middle of the Pavilion, and as a remedy she has suggested to change the positions of Flora booth and Coir Board Pavilion mutually. During the discussions, Coir Board had appealed to move the position of Coir Board Pavilions more near to the common pathway from Hall 3 to Hall 5 and also towards the main entrance to Hall 4 to the possible extent. She has agreed to look in to this while allotting space for the next edition. Mr. Stefan Handwerk, Project Director of Domotex Russia had also called on Coir Board booth along with his colleagues including Mr. Hendrik and Ms. Elena to discuss about the proposal for Coir Board's participation in Domotex Russia, 2014. Thereafter, the undersigned had detailed discussions with Ms. Geeta Bisht and Mr. Robin Fernandes, representatives of Hannover Milano Fairs India Pvt. Ltd. with reference to the strategies to be evolved to further improve the participation of Coir Board in Domotex, Hannover.

## Some unpleasant situations

Certain cases of serious thefts were reported from various parts of Hall 4 and Hall 17 in the early morning of inaugural day of the fair, which reportedly happened for the first time in Domotex. From Coir Board's Pavilion also two pieces of mats displayed in the booth of Seven Seas Trading Company were stolen. Other thefts reported were a unique design mat from the booth of Fiber World, a coffee maker from the booth of Tranvancore Coco Tuft and valuable woolen carpet from Hall 17. On the second day, some water bottles were found missing from Coir Board booth also. The entire matter was reported to the Managing Director of Deutsche Messe, Ms. Susanne Klapproth in writing appealing her to take immediate remedial action. The matter was also discussed with the Hall Inspector of Hall 4 to emphasize the need for better surveillance. Coir exporters

who have suffered thefts were also advised to lodge individual complaints. The organizers have assured to increase the surveillance by deploying more security persons but it was also informed that as a matter of fact the security of the exhibits is the responsibility of the exhibitors as per the terms and conditions agreed to while booking space.

## Trade enquiries / business prospects from the fair

Despite the cascading effects of the double economic recessions and the fluctuation of trading currencies, Domotex 2014 proved to be worthwhile to the Indian coir sector. The overall responses of the co-exhibitors of Coir Board were really good enough to justify the participation. The initial statistics as per the feedback received from the participants are as below.

Sl. No.	Name of the firm	Booth Area (sq.mtr.)	No.of. Visitors	Trade enquires received	Business Expected (Rs. in Lac)	Participation
1	ARA Mats International	12	45	5	50.00	First time
2	Babu Coir Works	24	35	20	37.80	Repeating
3	Cat Coir	25	20	4	50.00	First time
4	Classic Floor Furnishings	12	20	12	90.00	First time
5	Coir Mates	9	5	2	10.00	Repeating
6	Coirtex - India	9	25	10	50.00	First time
7	Dolphin Rubber Industries	24	60	25	40.00	First time
8	Floor Gardens	12	26	11	1575.00	First time
9	Golden Coir Tufts	24	12	10	1030.00	Repeating
10	Happy Feet	12	10	10	30.00	First time
11	Kera Natural Floorings	12	40	25	100.00	First time
12	K S Gangadhara Iyer & Co.	24	45	30	25.00	Repeating
13	Kuthiyathode Society	12	15	11	315.00	First time
14	Lords Exports	12	10	10	10.00	Repeating
15	Meta Classic Fibres	12	40	20	200.00	Repeating
16	M. V. Joseph & Sons	24	25	10	600.00	Repeating
17	Sarvodayapuram Society	12	36	19	45.00	First time
18	Seven Seas Trading Company	12	25	6	400.00	Repeating
19	Techno Exports	24	12	4	31.50	First time
20	The Natural Floors	12	75	22	182.90	Repeating
21	Wallace Langford	12	25	10	300.00	Repeating
	<b>Total</b>	<b>331</b>	<b>606</b>	<b>276</b>	<b>5172.20</b>	



Besides the above, a total number of 4 trade enquiries were received directly in the Board's booth, which were circulated to the trade in general.

#### Cost benefit analysis

An expenditure of Rs. 44,626/- was incurred towards cost of exhibits (Rs.15,586/-) and freight charges (Rs.29,040/-). The details of trade enquiries furnished above would stand as a testimony to the benefits derived from the participation. It can be said beyond doubt that value for the money spent has been recovered by several folds.

#### Assessment

The feedback received from the co-exhibitors revealed that the atmosphere of the show was good and all of the co-exhibitors got some business. Some of them who came with innovative designs and patterns have got pretty good number of enquiries. Products in demand were PVC Tufted mats, Rubber Backed mats and Rubber Moulded mats. It is also worth mentioning that some co-

exhibitors have got enquiry for sizeable quantity of handloom coir products, which proves that the prospects to regain the market for handloom products are very much there. The buyers have made an appeal that there should be some mechanism to keep the price of the product as same at least for one year. They have also appealed to evolve a mechanism to ensure the quality of the products.

#### Suggestions of the Co-exhibitors

The co-exhibitors were extremely happy over the arrangements made by Coir Board. It was also appreciated that every year Coir Board is making remarkable improvement in the quality of participation. However, they gave the following suggestions as steps towards continuous improvement.

1. The positioning of Board's Pavilion to a more visible location nearer to the main pathway from Hall 3 to Hall 5.
2. Change the Pavilion to wooden structure with white colour.
3. Keep away from bigger booths.
4. Design of the Pavilion should be improved.
5. A lockable podium should be provided to all booths free of cost.
6. Facility for displaying carpets on movable rails should be provided to all exhibitors.





## Conclusion

The Board's performance in the fair was remarkable with lot of multifarious improvement and the industry garnered the opportunity to the maximum. Most of the Co-exhibitors except 3 - 4 were very much happy with the participation in Domotex, 2014.

Being the flagship event of carpet and floor covering industry, Domotex 2014 came to a successful conclusion on 14<sup>th</sup> January 2014 as it delivered an impressive performance with international appeal, high attendance and a considerable more buoyant mood in the floor covering trade. The huge array of invitingly cozy carpets and mats, sophisticated parquet and laminate flooring, stylish designer floor coverings, and masterful hand woven rugs with captivating designs and astounding variety of materials, colours and patterns which all testified to the highly innovative spirit of the international floor covering industry including the Indian Coir Sector. The mood in the exhibition halls made it clear that the industry had taken a considerable turn for the better, with great hope for improved business prospects. It is also a fact that most of the co-exhibitors of the Board confirmed their repeated participation in Domotex 2015 with increased space requirement.



Pavilion D



However, the following aspects deserve a serious consideration while embarking upon future participation.

1. **Invite Design Bids** before going for construction of pavilion.
2. **Improve the appeal** of the pavilion by using wooden material for construction and **keeping simple designs** and white or elegant colour pattern.
3. **The Board's pavilion** should be positioned closer to the main pathway and the main **entrance as far** as possible, even though it is very difficult since most of the exhibitors **currently located** there might have reserved the space for years together.
4. **Coir Board Pavilion** may be constructed in three or four locations in order to **avoid unhealthy competitions** arose due to clustering of co-exhibitors in one **location**.
  5. One locking cabinet may be built in each booth.
  6. Facility for display of carpets of size 6x4 mtr may be provided to needy co-exhibitors with the facility of moving rails.
  7. Arrangements may be made to distribute working lunch at the pavilion through some agencies or persons, as it will be very useful for all the co-exhibitors especially for those only one person is represented.
  8. Sufficient publicity efforts may be taken in the form of release of ad in Fair Catalogue, carrying ads at the entrance of Hall 2, releasing advertisements in publications like Die Messe Journal to increase the visibility of Coir Board Pavilion and capture the attention of trade visitors.
  9. The facilities at the Media Centre of Domotex such as hiring of Publicity Trays should be utilized.
  10. The meeting of the Co-exhibitors should be conducted well in advance and on as much occasions as found necessary.
  11. The possibilities of reserving space for two year term may be explored so as to avail benefit of discount.
  12. The participants should be motivated for display of innovative designs and patterns.
  13. Arrangements may be made for distribution of some gifts to the visitors from Board's Booth, at least a paper bag or ecofriendly bag carrying an ad visual of coir products to distribute the brochures.

The undersigned sincerely express deep felt gratitude to the Ministry of MSME, Chairman, Coir Board, senior officials of Coir Board and also the Export Promotion Department of Coir Board for their patronage, guidance and co-operation. The undersigned also thankfully acknowledge the ethical, co-operative and cordial behavior of all co-exhibitors in the pavilion, which made the participation of Coir Board Delegation a grand success. The bountiful and timely deliverables provided by the appointed agencies like Deutsche Messe AG, Hannover Milano Fairs India (P) Ltd., XS Productions India Noida, Transpole Logistics, Lyca Telecom etc also needs to be acknowledged and appreciated.

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