

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

THE CANTON FAIR 2014

AT GUANGZHOU, CHINA



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AT GUANGZHOU, CHINA From October 31 to November 4, 2014

The participation of the Coir Board and the deputation of Shri B.H. Anil Kumar, IAS, Joint Secretary, Ministry of MSME and Shri. M. Kumara Raja, Secretary, Coir Board for the 116th CANTON FAIR was approved by the Ministry vide letter No. 4(16)/2014-Coir dated 22.10.2014.

The Fair is co-hosted by the Ministry of Commerce of China and People's Government of the Guangdong Province, and organized by China Foreign Trade Centre. The Fair was the Phase 3 category and was held from 31st October to 4th November 2014. The venue of the Fair is China Import & Export Fair Complex, Pazhou Island, (No. 380, Yuejiang Zhong Road, Guangzhou, China).

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 57 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.

Canton Fair attracts more than 24,000 China's best foreign trade companies with good credibility and sound financial capabilities, and 500 overseas companies to participate in the Fair. 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,





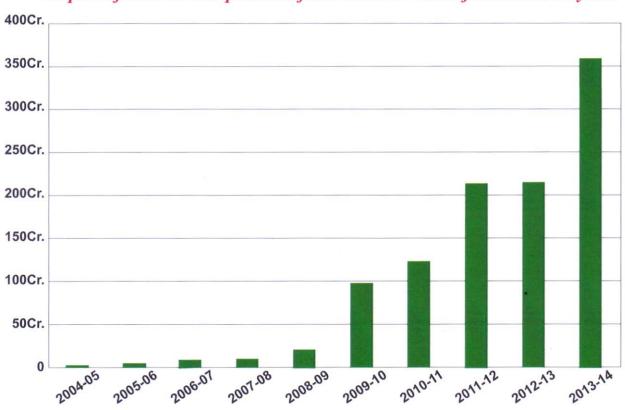
Visit of Shri K. K. Nagaraj Naidu, Consul General for Indian Embassy of Guangzhou to the Coir Board Pavilion



B.H. Anil Kumar IAS, Jt. Secretary, MSME and M.Kumara Raja, Secretary, Coir Board with other delegates from India at Coir Board Pavilion

advertising, consultation, etc, are also carried out in flexible ways. Business people from all over the world gather in Guangzhou, exchanging business information and developing friendship. As reported by Canton Fair authorities, 42 Trading Delegations take part in the Fair including foreign trade companies, manufactures, scientific research institutes, foreign invested enterprises etc.

Export of Coir & Coir products from India to China for the last 10 years



Export of coir products from India to China for the last 3 years

	2011 - 2012		2012-2013		2013 - 2014	
Products	Qty.	Value	Qty.	Value	Qty.	Value
Curled Coir	4687189	116534135	2942195	59219136	5453125	139993510
Coir Fibre	116478938	1978900399	137751408	2014545168	171369110	3236974946
Coir Pith	2134462	24985614	4366607	52698272	14529529	166094794
Coir Rope	258720	5361982	36840	757846	0	0
Coir Yarn	0	0	39185	2206528	20150	6720000
Handloom Mats	113923	7410937	78019	5501492	36594	2835705
Handloom Matting	0	0	0	0	107443	7817167
Tufted Mats	244864	20891131	305965	27386768	594667	50678178
Total	123918096	2154084198	145520219	2162315210	192110618	3605066300

Participation of Indian Coir Sector

The Board has reserved 3 standard booths of 9 sq.m. in booth Nos. K43, K 44 & K45 in hall No. 10.2 in the CANTON Fair through Federation of Indian Export Organizations (FIEO), Delhi for organizing participation of Indian Coir Sector.

Twenty seven Entrepreneurs / Exporters participated in the Fair through the Coir Board which is all time high compared previous years. The list of participants is attached as Annexure-1.

Sufficient exhibits of coir and coir products like garden articles, fibre, pith products, tufted mats and mattings etc. and publicity materials were displayed in the stalls. In addition to the coir products, products from Khadi and Village Industries Commission were also displayed in the stalls. Mrs. Nirmala Tete, Joint Director, Federation of Indian Export Organizations (FIEO) rendered necessary assistance for the conduct of the stalls. The Indian delegates were divided in to 4 groups from Kerala, Pollachi (TN), Erode (TN) and Karur (TN) to handle enquiries and buyers. Shri.K. Nagaraj Naidu, Consul General for Indian Embassy of Guangzhou visited along with team of his officials and provided guidance to all exporters for future export. Facilities like phone, wi-fi connection etc. were provided to delegates of India at Coir Board pavilion to undertake business transactions. Indian Flag was displayed in the pavilion in a befitting manner.

Visitors to the Board's stall

1062 numbers of visitors from different parts of China, Malaysia, New Zealand, Japan, India etc visited the Board's stall. A total number of 854 enquiries were received in the Board's stall. The enquiries received by Coir Board have already been issued on to the Export Marketing Division of the Board for circulation to trade.



Display of Khadi products



B.H. Anil Kumar, IAS, Joint Secretary with CMD of the JINHAILVYI at horticultural unit



Indian delegates witnessing the application of coir pith in horti firm



Interactive workshop with buyers

Feed back from the other participants

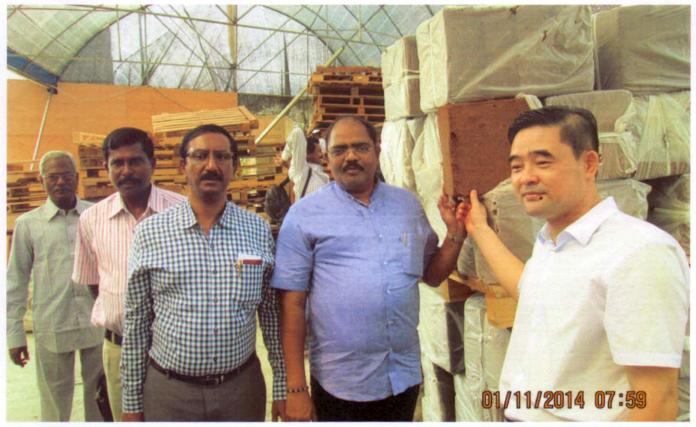
The feed back form received from Indian Business delegates are summarized and attached as Annexure-2. The original feed back forms were passed on to Export Marketing Section of Coir Board.

Field Visit

Coir Fibre and Pith is prime material exported from India to China. With the intention to do value added export, Board organized Industrial visit through China buyer to have better understanding on issues of quality, supply



Presentation of Indian Cocopeat (coir pith) at buyers yard



with value addition. The team visited Foshan Nanhai Intercontinental IMP & Exp.Co.Ltd and JINHAILVYI units who are undertaking manufacture of coir mattresses sheets and coir pith based horticultural products. Presentation in this behalf to buyers was made and the concept of "Make in India" was also explained to them. The delegates from India had a better understanding through the field visits on product need, the importance of maintaining strict quality standards, timely delivery and value addition for future exports.

Inspecting the quality of Indian coir pith by Shri. B.H. Anil Kumar IAS, Jt. Secretary, MSME and Indian delegates



The quality aspects of coir fibre is examined by the suppliers from India at buyers godown



Delegates visited Horti firm using coir pith



Delegates visited the coir mattress unit

Cost Analysis

The trade enquiries received and the extent to which the Board could popularize the coir and coir products in China through the participation of this fair could establish that the benefits accrued are far more than the expenditure incurred for participating in the fair. If the trade enquiries received by the exporters could be converted into export orders, the venture would be a remarkable one in terms of value for money. delegates participated canvassed orders worth 200 containers of coir fibre and value added pith from various buyers and as long term business relationship was established between Mr. Pothan Chandran of M/s. Greatlinx Impex Pvt. Ltd., Kochi and the consignors of Pollachi, Erode, Karur Clusters, which will reflect in increased export of value added products in the forthcoming years. A copy of the order received from Foshan Manhai Intercontinental Imp.& Exp.Co. Ltd., China to M/s. Greatlinx Impex Pvt. Ltd, Kochi for export of 60 MT coir fibre is enclosed as annexure-3



Buyers explaining the quality issues with the supply of coir fibres to the exporters

Recommandations

On scrutiny of participation in CANTON Fair 2014 and the field visits made, the following recommendations are made in specific to build a long term business with China on export of coir products.

- Coir Board have to take two different stalls in mattresses /floor furnishing pavilion and Agri/horticultural products as we have exporters of two different category. Accordingly the participants from India may be divided in two separate categories and encouraged to take stall in the above two pavilions to meet the need of buyers.
- 2. The China embassy and Consulate General of India may be contacted to establish a Business Development Office through Coir Board to facilitate more awareness among buyers and to build up users. This office will help to promote all MSME products with good display. There is a scope for export of coir products worth Rs.5000 crores as there is a great demand for coir mattresses in Domestic Market of China. The Indian Institute of Foreign Trade may be asked to conduct a scoping study on this aspect to establish the Business Development Centre.
- 3. The participatory delegation in Canton Fair should be followed by field visit for a minimum of 3 days to study the market need in field as well to collect the export requirements on value added products.
- 4. Until establishing a business development centre, it is essential to position a business Co-ordinator at Embassy/Consulate General Office of China to facilitate the export of Indian coir products to China. This is

- essential to assess the need of China buyers as well to promote products with them to explore the estimated market of Rs.5000 crores in mattress, building materials, agri/horticultural and geotechnical zones in china. The business co-ordinator who is well versant with Chinese and English languages and business models is essential.
- 5. Board may organize through Indian embassy a meet with Commerce Ministry of China to waive off the duties presently imposed by China govt. on import of coir products in China. It will help to ensure free trade between two countries.
- 6. In order to tap the new user areas of export in coir sector, Board may think of participating some other important fairs in Beijing and Shanghai of China.
- 7. With due embassy advise, Coir Board may issue the product significance write up's in Chinese Website / press / electronic media in their regional language. Presently the awareness of eco-friendly coir products are very much limited.
- 8. China is keen in exporting their products in cost effective manner. But in coir sector, their requirements are mainly for their domestic use and after the field visit it is understood that the export of fibre is not having much threat, rather Chinese buyers are looking for all innovative products like, coir pith, grow bags, wood substitute products, floor furnishing, geo textiles etc. The suppliers and mattress manufacturers from India may build their business on these value addition products.

M. KUMARA RAJA Secretary, Coir Board B.H. ANIL KUMAR Joint Secretary, MSME

CANTON FAIR-2014, Guangzhou, China – OCTOBER 31- November 04, 2014,

LIST OF PARTICIPANTS

S1.	Name & address of the firm	Name of the representative/s
No.		
1	M/s. Ganapathy Cocopeat,	Mr. Palanisamy Marappa
	Rasampalayam,	Gounder,
	EL Mangalam Post,	Managing Partner.
	Kodumudi via,	
	Erode District,	
	Tamil Nadu	· · · · · · · · · · · · · · · · · · ·
	638 151.	
	Mob: +91 9443563228	
	Email: ganapathy.cocopeat@gmail.com	*
	Web: www.moderncoirs.com	•
2	M/s. Shree Coirs,	Mr. Kathirvel Duraisamy,
	9A Bharathi Nagar,	Proprietor
	Thamaraipalayam P O,	
	Erode, Tamil Nadu	"
	638 152	
	Mob: +91 9943046699, +91 7373046699	
	Email: shreekathirvel@gmail.com	*
3	M/s. Kumaran Coirs,	Mr. Shanmugasundaram
	325/1, Chokankadu,	Muthusamy,
	Eatchipalayam,	Proprietor
	Kodumudi,	
	Erode-638 151	
	Tel: +91 4204 225111	
	Mob: 9443302346	
	Email:	
	mshanmugasundaram1956@gmail.com	4
4	M/s. R. Shanmugam & Co Coirs,	Mr. Shanmugam
	434, 435/1,	Rangasamy,
	Vettrikonarpalayam,	Proprietor

	W 1 DO	
	Vengambur P O,	
	Kodumudi, Erode District	
	Mob: +91 9443133059	
	Email: svra.hp@gmail.com	7
5	M/s. Ganesh Coir Mills,	Mr. Umeshkumar
	25/685, Seven Seas Buildings,	Uthamakumar,
	Vellakinar, Alleppey, Kerala,	General
	India-688 001	Manager(Marketing)
	Tel: +91 477 2262763	8)
	Fax: +91 477 2251358	
	Mob: +91 9847180654	
	Email:gm.sseas@gmail.com,	
	sseas@md3.vsnl.net.in	
	Web: www.sevenseasmats.com	
6	M/s. Sri Rajathi Coir Products,	
	SF.No.16, Kottur Village, 10,	
	Kanakkupillai Street,	1
		2
	Malayandipattanam,	74
	Pollachi-642 114	Mr. Palanisamy
	Mob: +91 9965595123,	Kandasamy,
	+91 9486875123	CEO .
	Email: rajathicoir@yahoo.com,	2
	rajathicoir@gmail.com	
	Web: www.srirajathicoir.com	
7	M/s. Thuran Coir Mills,	Mr. Nagarajan Karuppana
	179/2-A, Rangasamudram,	Gounder,
	Suleeswaranpatti,	Managing Partner
	Pollachi-642 006	
	Tel: +91 4259 227380, 228833	
	Fax: +91 4259 227380	e e
	Mob: +91 9443054064	
	Access 12	
	Email: thurancoirmills@gmail.com	
	Web: www.thurancoirmills.com	
8	M/s. Thuran Fibre,	Mr. Vignesh Nagarajan,
	183/2C2,	Manager
	Rangasamudram,	
	Suleeswaranpatti,	
	Pollachi-642 006	8

9	Tel: +91 4259 228833, 227380 Mob: +91 9750588800 Email: thurancoirmills@gmail.com M/s. Sri Raagavendra Best Fibre, S F No.296, Kulanaikenpatty P O, Gomangalam Via, Pollachi TK, Coimbatore Dist., Tamilnadu-642 107 Tel: +91 4259 280269, 280087 Mob: +91 7373736852, 9788391000 Email: info@foxb.in Web: www.foxb.in	Mr. Balasubramanian Chinnasamy Gounder, Partner
10	M/s. Rayar Fibres, 58/1, Naikenpalayam P O, Zamin Uthukuli Via, Pollachi, Coimbatore, Tamilnadu-642 004 Mob: +91 9843124231 Email: cnmaruthakumar@gmail.com M/s. Sri Venkatachalapathi Fibre,	Mr. Maruthakumar Chettiyakkapalayam Natarajan, Partner
	112/A, 1B, Sulesswaranpatti, Karuppampalayam Road, Pollachi-642 006 Mob: +91 9944556221, 9443339349 Email: gopusrp@gmail.com Web: www.srcoirs.com	Manager
12	M/s. Sri Ragavendra Coir Products, S F No. 296 Kulanaikenpatty PO, Gomangalam, Pollachi TK, Coimbatore Dist., Tamilnadu-642 107 Mob: +91 7373736852 Email: info@foxb.in	Mr. Kittuswaamy Malayandigoundanur Nachimuthu, Partner
13	M/s. Sri Ram Coir Products, 234/3A, Meenkarai Road, Nanjegoundenpudur, Akhilandapuram P O,	Mr. Jayaramachandran Palanisamy, Proprietor

	Pollachi-642 004 Mob: +91 9965430333 Email: sriramenterprises@ymail.com	
14	M/s. Sri Lakshmi Fibre Mills, Rangasamuthuram, Suleswaranpatty, Pollachi-642 006 Mob: +91 9842228534 Email: rajathicoir@gmail.com	Mr. Appusamy Anumanda Gounder, Proprietor
15	M/s. Sri Krishna Fibres, SF.No.118/1A1, Ponnapuram, Ponnachiyur, Samathur P O, Pollachi-642 123 Mob: +91 9842479271 Email: srikrishnafibers@gmail.com	Mr. Thulasirajan Maylsamy Gounder, Proprietor
16	M/s. Venus Fibre Products, Rangampudur, Negamam P O, Pollachi-642 120 Tel: +91 4259 244376, 244576 Mob: +91 9443054876 Email: cnmaruthakumar@gmail.com	Mr. Chinnaswami Senguttaipalayam, Proprietor
17	M/s. Sri Lakshmi International, 180, A.R.M.Y. Arcade, Coimbatore Road, Pollachi-642 002 Mob: +91 9363121909 Email: srilakshmiintl@gmail.com	Mr. Sivathirukumaran Balasubramaniam, Managing Partner
18	M/s. Sivan Coirs, R.S.F.No. 328/2, Sakilikadu, Ichipalayam Village, Kodumudi Block, Erode Taluk, Erode District-638 152	Mr. Kathirvel Muthusamy Gounder

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	Mob: +91 9443372650 Email: sivanagencies2013@gmail.com	
19	M/s.Sukumar coir India Pvt.Ltd, SF No.382/3, Anuman Palli Main Road, Palayapalayam, Murungatholuvu, Chennimalai via, Perundurai TK, Erode (Dt), Tamilnadu-638051 Tel: +91 4294 256111, 256678 Mob: +91 94433057001 Email: coco@sukumarcoir.com Web: www.sukumarcoir.com	Mr. Sukumar Samynathan, Director
20	M/s. Sri Amman Fibres, Ponnachiyur, Samathur P O, Pollachi-642 123 Mob: +91 9842258580 Email: gunasekaran1000@gmail.com	Mr. Gunasekaran Krishnasamy, Proprietor
21	M/s. Sri Krishnan Coirs, 14/31, Thaskant Street, Kanjikovil Road, Perundurai, Erode -638 052 Mob: +91 9443930125 Email: krishnancoirexports@gmail.com	Mr. Baskaran Venkatachalam, Proprietor
22	M/s. Sri Amritha Coir Products Exports, SF No. 104/2, Mysore Main Road, Ellakkattai, Bharathi Puram, Thalavady-638 461, Sathayamangalam (TK), Erode Dt., Tamilnadu, India Mob: +91 9443732540, +91 9443673483, +91 9443504390 Email: amrithacoirexports@gmail.com	Mr. Ponnusamy Marappa Gounder , Proprietor
23	M/s. Coconut Products Impex, SF No. 193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore-642107	Mr. Muhammed Afsal Muhammed Yoosuf, General Manager

24	Tel: +91 477 2263263 Fax: +91 477 2263262 Mob: +91 9995358552, +91 9961608474 Email: sales@coconutimpex.com Web: www.coconutimpex.com M/s. Sri Chinnamman Coirs, W3/139, Kettimallan Pudur, Akilandapuram P O, Pollachi(TK), Coimbatore(Dt), Tamilnadu	Mr. Sajeer Pookunju Mr. Velusamy Samiappan, Proprietor
25	Mob: +91 9750040288 M/s. Sri Aanjaneyar Fibres,	Mr. Senathipathy
	SF No. 113, Vanjiyapuram Road, Suleswaranpatti, Pollachi-642 006 Mob: 9865048383	Krishnasamy, Proprietor
26	M/s. Cocomats International, Civil Station Ward, Alappuzha, Kerala-688 012 Tel: +91 477 2239888, 2239997 Fax: +91 477 2239444 Email: cocomatsint@gmail.com Web: www.cocomatsinternational.in	Mr. M. I. Hashim, Proprietor
27	M/s. Greatlinx Impex Pvt Ltd, 104, Vanchinad Building, Kaloor, Cochin, Kerala-682 017 Tel: +91 484 2342038 Mob: +91 9895016301 Email: coirindiaexport.glx@gmail.com	Mr. Pothan Chandran, Director(International Marketing)

Annexure-2

FORMAT OF FEED BACK REPORT FOR EXHIBITIONS/FAIRS

Event name: CANTON FAIR 2014

Place: GUANGZHOU, CHINA

Duration : 31 OCTOBER – 4 NOVEMBER, 2014

Objective(s) of the event:

Outcome(s) of the event (including items exhibited and volume of sales)

Sl.	Items	
No.		
1	List of participants with address, telephone, fax No. email address	Detailed list attached
2	Number of visitors	1062
3	No. of export inquiries generated	854
4	Value of export inquiries generated	App. 52 lakhs US\$
5	No. of export inquiries translated into business	-96
6	Value of export inquiries translated into business	App. 12 lakhs US\$
7	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	3 consortium of suppliers from Pollachi, Erode and Karur were made among the delegates participated in the expo in order to ensure timely supply quality materials with value addition.
8	Details of technologies noticed in the event which would be useful for coir industry in India	Manufacture of coir products for mattresses and use of coir pith in ornamental flowers manufacture

	Country	Field Sector	Description of Technology	Contact details (emails etc) and brochures
	China	Mattress Mfr.	To manufacture hard mattress using coir fibre blended with palm fibre	Foshan Manhai Intercontinental IMP.&Exp.Co.Ltd. Guangdong.
æ	China	Horticultural sector	Using coir pith to grow ornamental flowers	JINHAILVYI www.guangzhoulvyl.com

N. Y

COIR BOARD

Event name : Canton 2014

Place: Guangzhou, China

Period

: 31 October - 4 November, 2014

NAME OF THE PARTICIPANT: GREATLINX IMPEX PVT LTD

SI.	Items	Description	
No.			
1.	Number of visitors	20	
2.	Number of export inquiries generated	6	
3.	Value of export inquiries generated	USD 500,000 .00	
4.	Number of firm business orders canvassed	No. Qty. Value	
	with quantity and value	2 160 Tones Coconut Fibers USD 59,200.00	
5.	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	Joint ventures on coir fibre slabs factories which supplies this to mattresses manufacturers in discussion.	
6.	Whether you are satisfied with the facilities provided by Coir Board	Yes	
7.	Shortfalls, if any, on the part of Coir Board	Need more staff for counter assistance	
8.	Suggestions to improve participation of coir sector.	More manufacturers participation	
9.	Any other comments/observations	The language barrier with Chinese may be removed with interpreters experienced in the same industry	

Signature Name

For Greatlinx Impex Pvt. Lto

Director.

(Pothan Chandran)

ALES CONTRACT

CONTRACT NO. / 合同编号: ENDCROS 2014GR PATE SIGNED/合同日期: 26 Nov., 2014

SELLER: GREATLINX IMPEX PUT 1 TD

104, Vanchinad Residency, Kaloor, Cochin 682017, Kerala, India

T:0091 484 2342038

佛山市南海区洲际建出口有限公司

POSHAN NANHAI INTERCONTINENTAL IMP. & EXP. CO., LTD

RIFENG BUILDING, 325 NATIONAL HIGHWAY, JIUJIANG TOWN, NANHAI

DISTRICT, FOSHAN, GUANGDONG, CHINA.

T:864757-86557731 F5864757486557318

The Seller and the Buyer agree to conclude this contract subject to the terms and conditions as stipulated below!

买卖双方同意按照以下规定的条款达成本协议。

1. Name, Specification, Unit price and Quantity of Commodity:

商品名称、规格、单格及成本概量。

Name of Commodity : Quant	ity/ Unit Price 一年份可SD	, Total Amount 总值(USD)
Cocomut Fibre 40	CER HUANGPU, GUANGDONG, C 360	
Coconut Fibre 20	370	7400
Total 60		21800

(1) 10% more or less allowed of both quantity and amount: 允许10%溢短装。

(2) Sepcification:

(2)Sepcification: 商品规格: Moisture /水分含量: ≤15%; /

Impurity /杂质含量、<5%。

Length/长度: 5-30cm, 70% above 10cm;

Color/颜色:Golden Brown

2. Packing: In Bales; 20 Tons in One 40 110, Allow 10% more or less 包装: 捆装, 每柜20吨(±10%);

3. Payment: T/T against shipping documents; 付款: TAT 。

4. Insurance: To be Covered by the Buyer for 110% Invoice Value Covering All Risk 保险:由买方按发票金额110%购买一切险;

vor Greatienx Impex Pvt. Ltd

Director.



5. Inspection: The Pibre has to be inspected for the Moisture and Impurity Content by the Seller before the Pobre completing houding, buting sure the quality is consistent with the stipulation.

检验条款。货物完成装棉前是由建方对货物进行水分含量和杂质含量的检验,以确保货物质量与上 述规格相符。

6. Time of Shipment No later than 30 November, 2014. 装送时间,不迟于11月30日。

7. Partial Shipment: Not Allowed

8. Transhipment:Allowed 转运:允许:

9. Port of Loading Chennau Port, Lide 装运港、印度金奈港、

10. Port of Destination: HunnigPo, Changlong, China. 目的港:中国广东黄埔港/

11. Country of Origin: India 原严国:即度,

12. Shipping Mark:At Seller's option

15. Remarks/备付:

Any issues donot mentioned in the contract should be settled through friend negotiation.

本协议未尽事宜办

GREATLINX IMPEX PVT LTD THE SELLER

COCHIM

-or Greather impex Pyt. Ltd

Prirector. Pothan Chandran