



**REPORT ON THE PARTICIPATION OF COIR BOARD IN
SPRING FAIR FAIR 2007, BIRMINGHAM, U.K.
FROM 4TH TO 8TH FEBRUARY, 2007**



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The Ministry of Agro and Rural Industries, Govt. of India has approved the proposal of the Coir Board for participation in the Spring Fair, 2007 at Birmingham from 4th to 8th February, 2007 and deputed Sh. M. Murugan, Development Officer (BFD) and Sh. J.K. Shukla, Manager, Coir Board for organising Board's participation in the Fair at Birmingham.



About the Spring Fair 2007

The Spring Fair is organized by the Emap TPS, a part of Emap business bureau at the National Exhibition Centre (NEC) at the UK's leading exhibition space which is perfect place to do business with convenient facility and Super transport links that make accessible from all parts of the world's. It is the biggest exhibition centre in Britain and 7th largest in Europe. It is the world's essential show case for gifts, jeweler, life style and garden. Spring Fair, Birmingham is an institution in the world of international retail, an annual fixture that exhibits to provide optimum conditions for high calibre, UK and overseas buyers to meet – at the optimum time of the year – to conduct business, manufacturers and distributors. The Spring Fair's role has always been to reflect the character and composition of entrepreneurial retail sector it serves. As part of an ongoing efforts to create business event that is fresh, contemporary, convenient and attractive to buyers, nationalized and simplified the show lay out into 4 core shows. Four core buying zones covering every element of Gift, Home and Garden, Greetings and Jewellery house for 4000 exhibitors from over 50 countries. The Spring Fair attracts over 78,000 of the world's highest spending buyers – 79% have buying responsibility – ready to place real orders. The Show is renowned for delivering unbeatable business where 4000 suppliers to the retailed industry

customers from all over the globe. More visitors were from each UK region than any regional event. Even London shows cannot attract as many London and South East buyers. The Show brings together more than 4000 exhibitors from the UK and across the world, ready to take advantage of an unbeatable sales opportunity. The exhibitors are manufacturers, distributors, artists, publishers, designer- makers, brand-owners, agents and associations.

Coir Board's participation in the Fair 2007



The Coir Board participated in Spring Fair, 2007 at Birmingham, UK from 4-8 February, 2007 through the India Trade Promotion Organisation, New Delhi (ITPO) in Hall No.16 stand No.16 D-36. Under the Coir Board's umbrella, 3 coir exporters participated for exhibiting their products and canvassing business for coir and coir products.

- 1) M/s. Seven seas Trading Co., Alleppey
- 2) M/s. Jose Coir Mills, Alleppey
- 3) M/s. Leotex, Alleppey

The Spring Fair also attracts the business on home and garden. The exporters from the Indian coir sector participated in this fair build up attractive pavilions of the international standard exhibiting novel designs and patterned coir products viz. Handloom mats, mattings, newly developed PVC tufted mats, rubber boarder mats, rugs, carpets, pith, needle felt, coir ply, garden articles and floor coverings etc. The exhibition was held for 5 days and in the middle days, the exporters had brisked business transaction and informed that the business prospects are generated during the fair as equal with the previous year.

The Board exhibited newly developed attractive natural and coloured designs and patterns, various blended and diversified products of coir based geo-textiles,

needle felt, coir composites and garden articles etc. especially the needlefelt, pith, the composites and the garden articles attracted and appreciated by the visitors at the Fair. novel attractive patterns and designs, blended products, diversified uses of coir viz. coir geotextiles, coir composites, etc. Coir pith and allied products produced by the Indian Coir industry. These products were highly appreciated by the visitors at the Fair. We were able to create awareness among the business delegates the various diversified uses of coir other than as a floor furnishing material, especially garden articles.



The Dy.High Commissioner, Indian Consulate, Birmingham visited the Board's stall and appreciated the Board for the newly developed coir and allied products viz. coir geo-textiles, tufted mats, coir composites, needle felt, coir pith and garden articles. Shri. Chandrapal, IAS, Secretary, Ministry of SSI & ARI, Govt. of India paid visit to the Board's Stall and appreciated the display of products and its applications of the newly developed Coir and its allied products.

As a part of the promotion of international business in coir sector, Coir Board proposes to organise "India International Coir Fair 2007 (IICF 2007)" during the period October 17th – 19th 2007 at Kochi. The event being a buyer-seller meet need to be publicized in the international Fairs attended by the Board for providing information of the event for the importers and international business community engaged in coir sector. As an initiative the Board designed and circulated a descriptive Flier showing the details of the event for preparing themselves for making them convenient to attend the event.



The Coir Board distributed brochures incorporating the details of the exporters who had participated the Fair along with the Coir Board, Publicity pamphlets, catalogues and other literatures on coir among the visitors. From the feed back collected from those exporters who participated in the fair along with the Coir Board. The exporters participated in the fair informed, amount the 100 business traders visited the stalls could able to canvas Rs.2 crores worth orders for coir and allied products in addition to 3 crores worth business negotiations are under finalization. The largest importers of coir and coir products M/s. JVL, U.K. also visited the stall and had interaction with the exporters particularly on the needle felt and garden articles.

The Spring Fair, Birmingham being the most important trade fair for gifts, jewellery, life style and garden, the officials of the Board were able to understand the latest trends in the garden articles in the international garden industry and the requirement in the Europe market. The greatest advantage in attending the fair is that since all the large as well as small retailers visited the fair, interaction with the importers, agents and the retailers in the marketing of coir and allied products under one roof give better exposure to the international market particularly in the business trend that is taking place in the international market.

(J.K.SHUKLA)
MANAGER (GRADE II)
& PRO

(M. MURUGAN)
DEVELOPMENT OFFICER(BFD)