



Autumn Fair Birmingham

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**REPORT ON THE PARTICIPATION OF COIR BOARD IN
AUTUMN FAIR 2007, BIRMINGHAM, U.K.**

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The Ministry of Micro, Small & Medium Enterprises, Govt. of India has approved the proposal of the Coir Board for participation in the Autumn Fair, 2007 at Birmingham from 2nd to 5th September, 2007 and deputed Shri. A.C. Jose, Chairman, Coir Board and Shri. T. Ravindran, SSO, Coir Board for organising Board's participation in the Fair at Birmingham.

About the Autumn Fair 2007

The Autumn 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. 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. Autumn Fair, Birmingham is an institution in the world of international retail, an annual fixture that exhibits to provide optimum conditions for high caliber, UK and overseas buyers to meet at the optimum time of the year – to conduct business, manufacturers and distributors. The Autumn 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 Autumn 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 retail 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 Autumn Fair,2007 at Birmingham, UK from 2-5 September, 2007 through the India Trade Promotion Organisation, New Delhi (ITPO) in Hall No.5 stand No.F-60.

The Autumn Fair also attracts the business on home and garden. 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. 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 Consul General, Indian Consulate, Birmingham Shri. N.P.Sharma 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.

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 December 7th – 11th 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.



Shri. A.C.Jose, Chairman, Coir Board
with Shri. N.P.Sharma, Consul General,
Indian Consulate, Birmingham, UK.





The Coir Board distributed brochures, Publicity pamphlets, catalogues and other literatures on coir among the visitors and collected feedback from them. The Autumn 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 themarketing 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.

(T.RAVINDRAN)
SSO
COIR BOARD

(A.C.JOSE)
CHAIRMAN
COIR BOARD