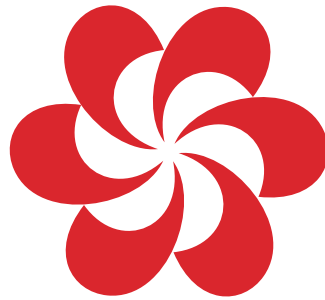




PARTICIPATION OF  
COIR BOARD  
IN



**The 105<sup>th</sup> Canton Fair**

Phase 1 - April 15 - 19, 2009, Guangzhou, China





## REPORT ON BOARD'S PARTICIPATION

IN



## THE CANTON FAIR 2009

AT GUANGZHOU, CHINA

Guangzhou, South Gate of China, is a prosperous metropolis full of vigor. Guangzhou is the capital city of Guangdong, and the center of its political, economic, scientific, educational and cultural life. Sui (Ears of Rice) is short for Guangzhou and the City of Ram (Yang Cheng) is also an alias of Guangzhou. The kapok is the city flower and the kapok tree is the city tree.



Guangzhou is located in the middle south of Guangdong Province, north of the Pearl River Delta. It lies close to the South China Sea, Hong Kong, and Macau. Zhujiang (The Pearl River), the third largest river of China, runs through Guangzhou and is navigable to the South China Sea. Situated in such an excellent geographical region, Guangzhou is called China's South Gate.

Guangzhou is famous as a hometown for overseas Chinese. It boasts the largest population of overseas Chinese people. These overseas Chinese do a great deal of good for Guangzhou: opening international markets, bridging Guangzhou and the rest of the world, and establishing many schools, hospitals, nurseries, kindergartens and rest homes in Guangzhou.

The 105<sup>th</sup> Canton Fair will be held at a time when the impact of the international financial crisis on the global economy deepens and China's

foreign trade confronts unprecedented challenges. At this critical moment for maintaining a stable foreign trade growth, we realize that

the reform of the foreign trade system reform and the development of the Canton Fair are linked through the review of Canton Fair's historical contribution and evolution. The reason for the energetic vitality of Canton Fair is focus around China's overall opening-up, reform and foreign trade strategy that give full play to its function as "China's No.1 Fair" with continuous reform and innovation and through outstanding contributions to China's foreign trade as well as its own prosperous development through hard-won historical opportunities. In the face of the current severe and complicated foreign trade environment, the organizers expect the 105<sup>th</sup> Canton Fair to achieve new successes and make special contributions to the target of "guaranteeing growth, enlarging domestic demand and adjusting the structure".

Locating on the Pazhou Island, surrounded by the Pearl River, the complex is not only China's biggest international conference and exhibition center, but also is Guangzhou's most important landmark building and place of



interest. The complex takes up an area of 800 thousand sq. m, with the gross floor area of 1.09 million sq.m. There are 37 exhibition halls, with an exhibition net area of 337 thousand sq.m. It can provide over 18000 international standard booths. It emphasizes energy-saving as well as indoor and outdoor ecological concerns in design, and it has a streamlined outline which is "heightening from north to the south".



The 105<sup>th</sup> Canton Fair is the first fair held since the restructuring of the China Foreign Trade Center and the establishment of the Customer Service Center. Under the current complicated and rigorous economic environment, services for the exhibition will be continuously improved to establish a sound on-site service guarantee system, related services, standards and an on-site accountability mechanism. The ultimate result will be a one-stop service system providing excellent, high-efficiency and convenient services for all attendees and greatly improve on-site services.

Since it started in 1957, the China Import and Export Fair (Canton Fair) has evolved and grown as a doorway to China's opening up. Through this doorway, China is striding forwards towards globalization, developing economic and trade exchanges with countries around the world, integrating itself in the international economy and becoming an important member of the international community. As the venue of the Canton Fair, Guangzhou has shared into the ups and downs of this grand event and developed a new and open structure.

The 105<sup>th</sup> Canton Fair now been held from 15<sup>th</sup> to 19<sup>th</sup> April, 2009 is Phase-I in which the following product profiles are included:-

1. Large Machinery and Equipment
2. Small Machinery
3. Bicycles
4. Motorcycles

5. Vehicle Spare Parts
6. Chemical Products
7. Hardware
8. Tools
9. Vehicles (Outdoor)
10. Construction Machinery (Outdoor)
11. Household Electrical Appliances
12. Consumer Electronics
13. Electronic and Electrical Products
14. Computer and Communication Products
15. Lighting Equipment
16. Building and Decoration Materials
17. Sanitary and Bathroom Equipment
18. International Pavilion

Coir Board had participated in the 105<sup>th</sup> Canton Fair held from 15<sup>th</sup> to 19<sup>th</sup> April, 2009 at Guangzhou in China. The organizers of the above fair are M/s. China Foreign Trade Centre, No.380, Yuejiang Zhong Road, Guangzhou. The national participation in the Canton Fair was organized by Federation of Indian Export Organization (FIEO), New Delhi. The FIEO had allotted an area of 18 sq. mtr. space to Coir Board for displaying our products in the fair. In the Indian pavilion booth no.J-20 and J-21 were allotted for Coir Board. Board has arranged an attractive display of coir products in the stall. Board had given an opportunity to the following seven exporters of coir products from Tamilnadu and Kerala to display their products in the Board's stall and to have a face to face meeting with the buyers.



1. M/s. Anja Exports, Alleppey.
2. M/s. Anaimalai's Coir, Coimbatore (TN).
3. M/s. Madappattu Agencies, Kottayam
4. M/s. Mountain Mills (India) Pvt.Ltd., Coimbatore (TN).
5. M/s. Star Exports, Chennai.
6. M/s. Sheela Quality Exports, Pollachi.
7. M/s. Regana Imports & Exports, Chennai.

Among the above 7 exporters, M/s. Anja Exports and M/s. Madappattu Agencies have actively participated in the above fair.

Representing the coir sector, Sri V.S. Vijayaraghavan, Chairman, Coir Board and Sri T.V. Mohanan Nair, Senior Manager, Coir Board attended the fair



The fair was inaugurated on 15.04.2009 at 10.00 A.M. and the Indian Pavilions were inaugurated by Sri M. Kaushik, Council (Commercial) & Head of Chancery, Consulate General of India, Guangzhou.



The Consulate General has visited Board's pavilion and had interactions with the participants in the fair. He was very much impressed by the attractive display of coir products in the stall. The items displayed in the stall includes garden articles, coir pith etc.

More than 200 visitors visited Board's stalls and had a look on our products. Enquiries have been received from the following prospective visitors :-

1. Ms. Kleen Tex South Africa (PTY) Ltd, P.O.Box No.35678, Northway-4065
2. Willgro, P.O.Box 63, Mulders drift-1747
3. Alucop Cables Ltd., 39/1-A, Galvarusa Road, Korathota, Sri Lanka.

4. Trident Jute Products, P.O.Box 12565, Old Mill Site, Mill Rd., Renishow
5. Rusticana, L-17Sandton City, P.O.Box 71404, Bryanston
6. A.A. Whole Sales, P.O.Box.24938, Kenasia-18200.
7. SPUA Polyurea, Beijing Baizhengwei, Synthetic Rubber manufacturing Co. Ltd., Chaoyang

8. Art Nouveau Design Group, Kazakhstan Almaty, Zhambyl.
9. Hauang Ke Guang
10. LING MOY, La Candelaria, Av.Este 5, Esquina de San Ramon A Chimborazo
11. TVL International, LLC, Charlotte, NC-28227
12. Apex International Company, New Yu Hang Building, Guang Yuan
13. Gomboshi Electronics Depot, Nnebuisi, Road Asava Delta State
14. Carlos Pereira, Venezuela
15. Xiamen Xindeco Optoelectronics Co., Ltd, Xinda Optoelectronics Building, No,1725, LuLing Road, SIMing District, Xiamen, China
16. Star Trading Company, Bldg.No.14, at 167 Str., Maadi, Cairo, Egypt
17. Yeko Enterprise Ltd., 2/F Yee Industrial Centre, 555 Yee Kuk Street, Cheung Sha Wan, KLN, H.K.
18. India China Economic and Cultural Council, Shenzhen Hi-tech Park Shenzhen, China-518057
19. Linyi Lishida Hardware & Machinery Co., Ltd Linyi City, Shandong province, China
20. Mosaic Mat Manufacturing Co., Ltd.
21. Your Solution to Asia-Pacific Trade, Reserve Street Alexandria, NSW Australia
22. Mohap
23. Mukovozov Alexey, Kazakhstan, Almaty City
24. Momo Bouabida, West Yorkshire
25. Francisco Signes Grimalt, Ctra, Nacional
26. Business Global. Com, Cyprus
27. Narmah (H.K.) Ltd., Connaught Road West, Sheung Wan, Hong Kong.
28. Skyplanet, Foshan Guangdong, China
29. Matador International Inc.

30. Guangzhou Jarvis Caster Ltd.,  
Guangzhou, China
31. Dursunlar Pazarlama, Sultan Orhan  
Mh.Hukümet Cd.
32. Linyi Baoquan Enterprise Co., Ltd.  
Shandong, China
33. The Lamp World, No.62. Shahid salehi str.,  
Sardasht.Iran.

Even-though the number of firm orders received across the table were nil, however the participants in the fair will definitely get bulk orders for Garden articles, Coir pith and Coir door mats in future by way of this participation.



The Federation of Indian Export Organizations, the organizers of the Canton Fair, had hosted a dinner to the Indian participants on 18.04.2009, in which the Chairman, Coir Board was the Chief Guest. Before the dinner, a meeting

was also presided over by the Consulate General of India. In the meeting, the Consulate General reiterated the need for participating in the fair consistently and requested the Chairman, Coir Board to take initiative to organize the participations repeatedly whenever the fairs are organized, in order to get desired results.

Before concluding, It is emphasised that in the Chinese dominated countries there is wide scope for marketing of coir products particularly value added finished products. With adequate publicity and other promotional efforts, it would be possible to make a headway into the Chinese market and the nearby countries. Further, the officials representing the Board may be permitted to stay in the country atleast for one week after the fair, to make follow up action and to pursue efforts with the importers who could be identified as potential buyers during the fair. This will also give them an opportunity to visit a number of local buyers or even new entrepreneurs who wish to start coir business so that they can initiate sales promotional activities by introducing the products for procuring more orders. In the present system, the officials are not in a position to visit the buyers since they have to leave the country immediately after the closure of the exhibition. Further, it was felt that the publicity measures undertaken by the organizers of the exhibition were not having adequate focus on coir products.

Coir Board may therefore take initiative for arranging wide publicity at the time of Canton Fair at China which will definitely help us to fetch more orders from the Fair as well from China.

**T.V.Mohanan Nair**  
SR.Manager (Grade I), Coir Board.

**V.S.Viayaraghavan, Ex M.P.**  
Chairman, Coir Board

