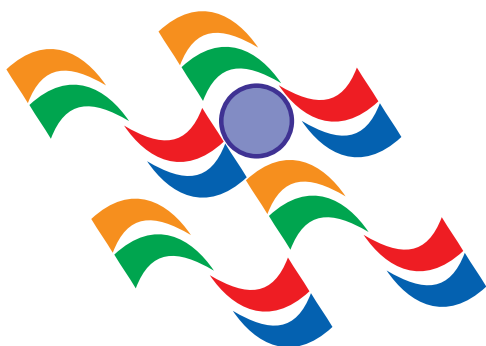


REPORT  
ON THE PARTICIPATION OF  
COIR BOARD  
IN



INDIA  

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SHOW  

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2009

18 - 21 MARCH, 2009, SANTIAGO, CHILE.

Report on the participation of  
**COIR BOARD**  
 in  
**INDIA SHOW 2009**  
 18 - 21 MARCH , SANTIAGO, CHILE

Coir Board participated in the India Show, Santiago, Chile from 18-21, March, 2009 organized by the ITPO, New Delhi. The booth nos. E 01 and E02 at Espacio Riesco, El Salto 5000, Huechuraba was shared by the following Exporters along with Coir Board.

1. M/s. Sri Ram Fibres, Pollachi.
2. M/s. Sri Venkateswara Fibres, Pollachi.
3. M/s. Standard Curled Coir, Pollachi.
4. M/s. Sree Kumaran Industries, Pollachi.
5. M/s. Venkateswara Pith Products Pollachi.
6. M/s. Global Fibre Products, Alleppey.
7. M/s. Global Mines, Alleppey.
8. M/s. Jalaludheen Exports, Alleppey.
9. M/s Fathima Exports, Alleppey. and
10. M/s. East West Coir Exports.

Sh.V.S.Vijayaraghavan, Ex-M.P and Chairman and Sh.R.Gopalakrishna Pai, P. S to Chairman were deputed to represent Coir Board.

### Press Conference.

Before the inaugural ceremony of India show at Santiago, Chairman addressed a press conference at Chile. Chairman emphasized Chile's vast mineral wealth and connected mining operations which provided ample opportunities for exports of coir geo textiles and the use of coir ply and coir composite boards replacing wood, the availability of which was restricted because of ban on felling of forests.

### Meeting with Directorate General of International Economic Relations.

At a meeting with Directorate General of International Economic relations, Chairman gave a brief overview of various novel varieties of coir items and requested to formulate initiatives designed to improve access to new markets in Chile. Foreign trade issues of exporters to Chile, statistical and tariff reviews of new markets, advise exporters on the

proper use of export incentives and certificate of origin issues were highlighted by the Chairman.

### Meeting with National Chamber of Commerce and Santiago Chamber of Commerce.



*Chairman Coir Board with the officials of National Chamber of Commerce & Santiago Chamber of Commerce*

National Chamber of Commerce and Santiago Chamber of Commerce jointly welcomed Chairman, Coir Board and assured to extend all help in issues in international trade and assured to send all publications, reports and economic forecasts for the benefit of Indian exporters. Among others, some of the basic points emerged on the discussions includes Chile's good opportunity in wood industry and potential in the areas of copper mines, growing retail sector and existence of strong credit card system .

Chairman briefed the Officials of the National Chamber of Commerce and Santiago Chamber of Commerce about the use of coir geotextiles in copper mines and advantages of coir ply to replace wood. He also introduced the coir handcrafts and coir jewellery items.

Chile is a country rich in natural mineral resources. The northern desert area of the country is the largest source of natural nitrates for which reason the region once flourished up to the point when Trinitrotoluene (TNT) was invented and introduced as the cheaper substitute to naturally occurring nitrate explosive materials.

Today Chile's strength is as the fourth largest resource of copper and it is the largest producer and exporter of that item. Its other mineral resources are gold, silver and iron.

The major industries in Chile include Copper, other minerals, food stuffs, fish processing, iron and steel, wood and wood products, transport equipment, cement, textiles etc.

The major export commodities are copper, fruit, fish products, paper and pulp, chemicals, wine etc.

The major import commodities are petroleum and petroleum products, chemicals, electrical and telecommunications equipment, industrial machinery, vehicles natural gas.

Chile's major agricultural products include grapes, apples, pears, onions, wheat, corn, oats, peaches, garlic, asparagus, beans, beef, poultry, wool, fish and timber.

Natural mineral and forest resources, Mediterranean climatic conditions and a long coast, consistent efforts and innovative approaches have resulted in Chile successfully diversifying and becoming a leading horticulture exporter. The climatic and fertile soil conditions in Chile are known to help trees and vegetation in growing, much faster and better than in other geographical locations.

Under the India and Chile agreement for Preferential Trade, tariffs would be cut upto 50 per cent for about 296 Indian products exported to the South American country.

Tariffs would also be cut on about 26 Chilean products imported by India under the agreement. The agreement will profit 91 per cent of Indian exports and 98 per cent of imports from Chile under the pact. Both sides agreed on tariff cuts between 10 and 50 per cent on 296 Indian products exported to Chile and 266 Chilean products imported by India.

The Indian products which will benefit from the PTA include cars, textiles, chemicals, pharmaceuticals, engineering and agricultural machinery.

Among the Chilean products to benefit from

PTA are copper, cellulose, newsprint, iodine, fish meat, wood boards and planks and salmon.

### Meeting with Officials of Embassy of India, Santiago, Chile.

Coir Board's maiden attempt to participate in the India Show 2009, Santiago, Chile through ITPO was by and large successful as the exporters could garner a massive export order for coir goods to the tune of Rs.7.00 Cr.

Coir Board and the delegation with the company of ten coir manufacturers/Exporters got enthusiastic and convincing response. Coir Board feels that there is immense potential to exploit coir and its varied products in Chile.



*Sh. Bhagwat Swarup, Charge d' Affaires, Embassy of India, Santiago, Chile visiting Coir Board pavilion. Chairman, Coir Board looks on.*

Even in the absence of HE the Ambassador of India, who was out of station on an official visit to India in connection with the visiting delegation from Chile, the arrangements in the pavilion and meetings were mostly eventful and purposeful with the wholehearted support of the Officials in the Embassy of India at Chile.

Chairman, Coir Board in an informal meeting with the Officials of the Embassy of India requested them to send periodic reports to Coir Board about business prospects for growth of coir imports presently resorted to by Chile. He has pointed out that during 2007-08, 63.41 MT of coir products were exported to Chile were valued at Rs. 37.59 lakhs. The use of coir geo textiles in mining industry and coir ply and coir needled felt, coir garden articles and coir jewellery items were brought to the notice of Embassy of India to exploit Chile's growing market status in basket of coir products.

Chairman, Coir Board profusely thanked the Embassy of India for the honour and outpouring hospitality during its eventful stay at Chile.



*Chairman , Coir Board with Exporters in the Coir Board pavilion.*

### Major opportunities for India to explore in terms of investment are summarized below;

(a). Mining Industry:- There are conscious initiatives towards development of clusters of Small and Medium Enterprises(SMEs) serving the mining industry in Chile and present a unique opportunity for Indian industry to secure a profitable piece of the action. The wide range of opportunities that would emerge in the near future in the Chilean mining sector in this respect, specially in copper that continues to remain the mainstay of the country's economy, deserves particular focus.

(b). Transportation:- Transportation in Chile is mainly depended on Roadways. However, the railway system which exists is in need of up-gradation and opportunities exist in conducting feasibility studies whereby Railways can be developed as an alternative to the road transportation. Revamping of rail and road transports presents prospects warranting Indian presence in Chile to explore the use of coir needed felts in seat cushions in buses and railways in Chile.



*Sh.Pravir Kumar, IAS, Joint Secretary to the Government of India, Ministry of MSME, New Delhi with Chairman, Coir Board at Indian Show 2009, Santiago, Chile.*

(c). Forestry, furniture etc: It is estimated that forestry sector provides 2.13 % of the jobs to local Chileans. In view of Chile's trade with Asian countries account for 30%; wood products which are scarce due to restriction of felling of forests, coir ply can be exploited for immense market growth in furniture industry.

(d). Tourism related infrastructure: In view of foreign investment for building hotels and resorts in Chile with the assistance of Indo Chilean Chamber, possibility of coir cushions, coir mattresses coir pillows, and coir ply may be explored.



*Exporters from India receiving Chairman, Coir Board at India Show 2009 Pavilion.*

(e). Construction of low cost housing and modular homes: As low cost housing including modular homes construction technology is welcomed in Chile, use of coir polymer composite boards may be explored for construction based on CCRI/CICT technologies.

(f). Agriculture and Horticulture sector: The Mediterranean climatic conditions and innovative approaches has resulted in Chile becoming an agricultural producer of many products, and coir pith can be substituted in Olive plantations, grapes yards, salmon industry, and other agricultural fields in line with Coir Board's efforts for scientific and agricultural research.

(g). Automobile sector: With the innovations in automobile sector including three wheelers, motors boats and fishing boats, coir ropes, coir fibre and coir needed felts can be encouraged.

Inaugural ceremony was to have conducted by H.E Mrs. Michelle Bachelet, President of Chile. But coinciding with her visit to India during that time with

the 60th anniversary of the establishment of bilateral relations between two countries, she was unable to attend the function. Mr. Hugo Lavados Montes, Honorable Minister of economy, development and reconstruction has inaugurated the India Show 2009. Chairman, Coir Board was in attendance at the function. On the succeeding days simultaneously a series of seminars on trade and investment opportunities were arranged by VITC, Karnataka, and NSIC.



*Chairman, Coir Board with HE Mr. Hugo Lavados Montes, Honorable Minister of Economy, Development & Reconstruction at the inaugural ceremony of India Show 2009 at Chile.*

A Meeting was also arranged with the Industrial Development association of Chile (SOFOPA), the Federation of Chilean industry, as a private, non-profit trade association representing the views and interests of Chilean industry. SOFOFA publishes the Chilean Directory of Industry every year. It authenticates entire industrial activity in the country. SOFOFA helps through CII to proliferate in Indian industries and stated that India can use Chile as gateway as they have some GSP benefits with USA.

The efforts of SOFOFA have to be properly exploited by the Indian coir entrepreneurs.

A colorful and glittering valedictory function was arranged at the fag end of the Show. Mrs. Marigen Horn Kohl Venegas, Honorable Minister of Agriculture, Government of Chile in her concluding remarks expressed happiness about the general progress made in bilateral trade between two countries and assured to look forward to improve in the years to come. Mr. Fernando Ayala, HE Ambassador, Director General of Ceremonial and Protocol, Government of Chile and Mrs. Jean Jacques Duhart Saurel, Under Secretary of Economy, Development and Reconstruction, Chilean Government were also present.

In an informal chat with the Honorable Minister of Agriculture during her valedictory meeting and subsequent visit to Coir Board Pavilion, Chairman, Coir Board introduced a wide range of novel designs of coir products and briefly explained the efforts made by Coir Board recently in promoting coir products to



*Chairman, Coir Board with HE Mrs. Marigen Horn Kohl Venegas, Honorable Minister of Agriculture, Government of Chile at valedictory function at India Show 2009, Chile.*

different countries in various forums. Chairman, Coir Board reminded that the International Year of Natural Fibres was officially launched during January 2009 at the headquarters of the FAO of the United Nations in Rome.



*Chairman, Coir Board with HE Mrs. Marigen Horn Kohl Venegas, Honorable Minister of Agriculture, Government of Chile and Sh. Pravir Kumar, IAS, Joint Secretary to the Government of India, Ministry of MSME, at Coir Board pavilion.*

The total trade between the two countries was US \$ 2.09 billion in 2007-08 with balance of trade heavily in favor of Chile with its exports of US \$ 1.84 billion, while India's exports amounting to US \$ 0.25 billion. However, there is great potential to be exploited as our share in Chile's imports is less than 0.4%. Indian Entrepreneurs can look for investment in Chile with third country exports in mind as Chile claims to have more bilateral or regional than any other country. It has 57 such agreements (not all of them full free trade agreements), including with the European Union (EU), MERCOSUR, South Korea, and Mexico.

A framework agreement to promote Economic Cooperation between Indian and Chile was signed during 2005. The framework agreement envisaged a Preferential Trade Agreement (PTA) between the two countries as a first step.

Bilateral discussions were held between the representatives of the two countries who pledged to double the value of bilateral trade in the next five years

and to establish institutional mechanisms to further facilitate trade and investment exchanges between the two sides. Sectors, which offer immense scope for bilateral collaboration between India and Chile, include education and renewable energy. However, new sectors of economic engagement such as agriculture, defence, mining, space applications, public transport etc should be exploited by Indian coir businessmen suitably.

R.GOPALAKRISHNAPAI  
P.S to CHAIRMAN

V.S.VIJAYARAGHAVAN, EX-M.P;  
CHAIRMAN, COIR BOARD

