

REPORT ON THE PARTICIPATION OF
COIR BOARD
IN
DECORATION + DESIGN FAIR- 2009



MELBOURNE EXHIBITION & CONVENTION CENTRE
MELBOURNE, AUSTRALIA
16th TO 19th JULY 2009

Report on the participation of Coir Board in Decoration Design Fair at Melbourne Exhibition and Convention Center, Melbourne, Australia on 16th to 19th July 2009.

The Ministry of Micro, Small and Medium Enterprises approved Coir Boards participation in the Decoration and Design Exhibition held from 16th to 19th July 2009 vide letter No. FA(4)/2009-Coir.446 dated 9th July 2009 and deputed Shri. P. Brahmanandan, Extension Service Officer of CCRI, Coir Board for organizing Boards participation in the Exhibition held at Melbourne organized by M/s. Australian Exhibition and Conferences Pty Ltd., Melbourne VIC 3000. It is a mega fair exhibiting mainly for interior decoration and other floor furnishing materials. It is a regular event for promoting business for house hold interior decoration articles, floor furnishing materials such as jute, coir and polymer.



The Coir Board participated in the Decoration and Design fair 2009 and the Stall No. WO AA49 has an area of 36 Sq. meters. Coir Board stall was occupied by the following Exporters who exhibited their products in the Coir Board. Pavilion for canvassing business for coir and coir products.



1. M/s. Globel Exim India
Power house Road, Cherthala
2. M/s. Meenakshy Coir Works,
Charamangalam, Mayithara P.O.,
Cherthala.

Besides Coir Board, 425 firms participated and exhibited their products in the exhibition. The Coir Board exhibited novel attractive design and pattern of coir products, floor covering rugs, garden articles, coir handcraft items, coir ornaments etc. Also exhibited posters and blow-ups showing diversified application of coir geo textiles in the field of soil erosion, embankments protection and reinforcement and coir pith and allied products as manure as well as soil conditioner and its application field techniques. These products and display were highly appreciated by the visitors in the exhibition and keen interest were shown by them by enquiring about the price and availability of sources. The exhibition was able to make awareness among the people who visited the stall about the diversified uses of coir and coir products other than as a floor furnishing material



The Coir Board distributed adequate number of publicity phamlets incorporating the multiple uses of coir and coir products, catalogues, exporters directory and other literature to the visitors.



Miss. Amitha Nayyar, Honorable Consul General of India, Melbourne and Vijay Sarma, Vice Consul(trade), Melbourne were also visited Coir Board Pavilion and recorded their comments about the products and exhibition.

The exhibition was helpful in generating awareness among the delegates about the diversified uses of coir and coir products, cocolawn, coir geo textiles and coir handicraft items.



The following parties shown keen interest in coir products and narrated its uses elaborately to them.

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