

REPORT
ON
THE PARTICIPATION
OF
COIR BOARD
IN
DOMOTEX INTERNATIONAL
TRADE FARE-2009
HANNOVER-GERMANY
FROM 17TH TO 20TH JANUARY, 2009

2009
DOMOTEX

H A N N O V E R : 17-20.01.2009.

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The Ministry of Micro Small & Medium Enterprises , Government of India vide their letter No.4(15)2008-Coir-712 dated 30th December,2008 has approved the proposal of the Coir Board for participation in the Domotex International Trade Fair at Hannover ,Germany from 17th to 20th Jan., 2009 and approved deputation of Mr. Sesh Kumar Pulipaka, Joint Secretary, Ministry of Micro Small & Medium Enterprises, Government of India and Shri Dinesh Kumar Agarwal, Manager, Coir Board Showroom & Sales Depot, Jaipur of Coir Board for organizing Board's participation in the Fair at Hannover, Germany.

About the Domotex Fair-2009.

The Domotex Fair is organized by the Deutsche Messen, AG, Hannover, Germany. It is the mega international event organized for exhibiting "Floor- Coverings, Carpets, Machinery, Modern technology" in carpet manufacturing etc. of the world , It is a meeting place of top decision makers from all over the world and information platform that adapts to reflect the current needs of the visitors and exhibitors. It is the 19th year of the event organized by the Deutsche Messe AG, Hannover ,Germany. The First Domotex was organized in the year 1989. It is a trailblazing event of the fair City-Hannover and a place for the manufactures of the Industry produced floor coverings where exhibited around side- makers of hand woven, hand -knotted rugs and carpets and other natural floor covering materials which Coir also forms a part of it. Domotex is a completely autonomous showcase, the latest collections, new materials, modern designs , trends and traditions were featured in the fair that aimed at full market coverage of the floor furnishing industry. The aim of the Show's organizers is to create a flexible information platform that would respond both to the need of the exhibitors and visitors and change market conditions. The manufacturers from all over the world come to Hannover to display their products in the halls to key buyers from the wholesale and retail rates. The result was that the number of foreign exhibitors in the show increase year by year.

In the Domotex-2009, over 50,000 trade visitors from more than 100 countries attended. The number of exhibitors was more than last year's Domotex-

2008 and visitors had also increased. Manufacturers, wholesalers, designers and trade associations displayed an array of products that is unrivalled anywhere in its range and diversity. Its foreign exhibitor quota of around 65% is by far the highest of any event on Hannover - Exhibitions Calendar. The largest foreign buyers/visitors come from Belgium, Turkey, Netherlands and India and 50% of the trade visitors come from outside Germany. The exhibitors, trade associations and other organizations ensure that Domotex display is kept constantly updated. So in addition to its role as a flagship trade fair for the industry, the whole of the interior designs and furnishing industry now look to Domotex for guidance on where the market is headed in future.

Coir Board's participation in the Fair-2009

Coir Board participated in the Domotex-2009 International Trade fair through the Indian Trade Promotion Organization, New Delhi by reserving an area of 160.25 Sq. mtr. in hall No.5 Stand No. F 04. Under the Coir Board following 13 exporters co-participated in the fair for exhibiting their products and canvassing export orders for coir and Coir products.

Units that participated alongwith Coir Board availing EMDA under Coir Board Scheme

1. M/s Zino Veneer Industries, Kottayam.
2. " Swasraya Organic Products Ltd., Angamaly.
3. " Allakkatt International, Alleppey
4. " Home Furnishings, Alleppey.
5. " Consolidated Wood Industries, Kottayam.
6. " Fibre Family, Alleppey.
7. " Kaisons Rubbers, Ernakulam.
8. " Seven Seas Trading Co., Alleppey.
9. " East West Coir Exports, Alleppey.
10. " National Coir Mills, Alleppey.
11. " M.V. Joseph & Sons, Alleppey.

Units that participated alongwith Coir Board but without availing EMDA under Coir Board Scheme

1. M/s. Décor Mats Pvt.Ltd., Cochin.
2. " Babu Coir Works, Alleppey

Units that participated independently

1. M/s. Alleppey Company, Alleppey.
2. " Aspinwall & Company, Alleppey.
3. " Charankattu Coir Mfg. Co., Cherthala.
4. " Classic Coir Factories, Alleppey.
5. " Cocomats International, Alleppey.
6. " Coirtuft International, Cherthala.
7. " D.C. Mills, Alleppey.
8. " Eastern Rug Mills, Alleppey.
9. " Extra Weave, Cherthala.
10. " Floratex, Alleppey.
11. " Glenrock Rubber, Kottayam.
12. " Janson Balers, Alleppey.
13. " Kanti Floor Furnishings, Alleppey.
14. " Kerafibretext Intl. Pvt. Ltd., Kochi.
15. " Kerala Balers, Alleppey.
16. " Koncherry Coir Factories, Cherthala.
17. " N.C. John & Sons Pvt. Ltd., Alleppey.
18. " Palm Fibre India Pvt. Ltd., Alleppey.
19. " The Goodwill Coir Mfg. Co., Alleppey.
20. " Travancore Cootuft P Ltd., Cherthala.
21. " William Goodacre & Sons (India) Pvt. Ltd., Alleppey.
22. " Zubin Associates, Triyandram.
23. " Comet Exports, Moradabad/ Sherthala-Kerala.

Domotex Fair is the main attraction of the business visitors for carpet and floor covering industries of the world. 36 major exporters from the Indian Coir sector participated in this fair and major importers from all over the world especially UK, Germany, Netherlands, USA, Turkey which are the main exporting countries of Coir also attended the Fair. The major exporters built up attractive pavilions of international standards exhibiting various designs and patterns of Coir products inclusive of handloom Coir mats, matings, PVC tufted mats, rubber moulded mats, Coir rugs, Carpets, garden articles and other natural fibre floor covering materials etc.

The patterns and designs displayed at the stalls of the Indian Coir Exporters were an eye opener to the World Carpet and Floor covering market. The participant exporters had brisk business transaction during the four days of the fair. They however informed that the prospects of business generated during the fair could be less than the previous years due to world wide economical slump.

The Board exhibited novel attractive patterns and designs of blended products, posters depicting diversified uses of Coir pit, Coir Geotextiles, Coir composites, Garden articles, Coir Toys, Coir Jewelry, etc. These products were highly appreciated by the visitors at the Fair. We were able to create an awareness among the business delegates the various diversified uses of Natural coir other than as a floor furnishing material.

The Coir Board distributed brochures incorporating the details of the exporters who had participated in the Domotex 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 the fair along with Coir Board. As per the information furnished by the participants exporters around 450 genuine traders visited the stalls and about 210 export enquiries were received by them and they were able to canvass Rs.651 lakhs worth orders for Coir and Coir products and more than Rs.50 crores worth business negotiations were stated to be under finalization.

The Coir exporters from India who participated in the fair independently have also received good business as a result of their participation. Every year there is increase in number of participants of Coir exporters from India for Domotex Fair. This is due to the good results of participation in the fair earlier and this also shows the importance of Domotex compared to any other Carpet Fair in the World. The presence of the large scale importers of coir and coir products all over the world viz M/s. Cotex- Mexico, M/s. Belavliev-German, Maler-mfstrik-Polan, M/s. Cannov-Chile, M/s. Montevireo-Ukraine, M/s. Decorasul -France, M/s. Ceovters-Denmark, M/s. Cordier- Belggium, M/s. Ayfloop-Irish Republic, M/s. Intbx-France, M/s. Slav Exports-Poland, M/s. Lacotex- Belgium, M/s. Kemo Plasts-Denmark, M/s. Cordier- Belegim, M/s Matroj-Germany, M/s. Dloz- U.K and M/s. Hot Floor- Greece etc. enabled Indian Coir Exporters to interact and also display their capability for the production of coir and coir products as per the international standards.

The Joint Secretary, Ministry of Micro Small & Medium Enterprises, Government of India had interaction with few of the major importers and other

natural fibre floor covering material producers. Indian exporters also interacted with Joint Secretary and Sri Aggarwal of Coir Board in order to get first hand information regarding the market potential for coir and coir products in the international market. There has been a very good response from the importers all over the world especially the EU countries and the market forecast for Coir and Coir products for the next business year did not appear unsatisfactory despite the economic slowdown.

The fair being the important event for the floor covering Industries gave an opportunity for the official of the Board to gather first hand information of the need of the international market and suggest measures for improvement for the products produced by the Coir industry. Moreover the advantage of the fair is that all the large, small and medium manufactures, traders canvassing agents etc. can be contacted under one roof for generating their business for the coir and Coir products in the world market and also assess the market trend, market potential and market assessment for the next business year commencing from the Fair date.

Detailed discussions on the prospects of Coir Industry and Coir Products in the international market were held by the Joint Secretary with the following participants and experts in the Coir Industry:-

1. Sri C.R.Devaraj, MD, Charankattu Coir Mfg. Co. (P) Ltd., Shertallay(Kerala).
2. Sri Sanjay Agarwal, Comet Exports, Moradabad (U.P.).
3. Sri Vivek Venugopal, MD, William Goodacre & Sons India (P) Ltd., Alleppey(Kerala).
4. Sri Chemprol Raja R. Varma, Director, Aspinwall & Co. Ltd., Thiruvananthapuram(Kerala).
5. Fr. K.Mampilly, President, Sevashram, Ernakulam(Kerala).
6. Sri Ashok Venugopal, MD, The Alleppey Company Ltd., Alleppey(Kerala).
7. Sri S.Ponnambalam, Mg.Partner, Seven Seas Trading Co., Alleppey(Kerala).
8. Sri Shiv Shankar Kothari, Director, Pooja Floor and Furnishing (P) Ltd., Jaipur (Rajasthan).
9. Sri M.N.Perumal, Export Manager, Home Furnishings, Alleppey(Kerala).
10. Sri R.R.Panickar, Regal Exports, Cochin(Kerala).
11. Sri John Chacko, Director and Sri N.C.J.John, N.C.John & Sons Ltd., Alleppey(Kerala).

Joint Secretary also requested Sri S.R.Patnaik, Vice Counsel from CGI, Hamburg in a detailed discussion to use their good offices for arranging a regular follow up on the contacts established during the Hannover Fairs of 2008 and 2009

and in particular, more actively advise and guide the Coir Board and Coir Industry for organising professional and purposeful Buyer-Seller Meets and high level delegation talks from now itself in a phased manner so as to take the maximum advantage of the Hannover Fair in 2010 especially in the context of slowdown in the international markets and economy and to successfully meet the competition from cheaper synthetic substitutes to Coir.

Joint Secretary also had detailed and focused discussion on the need to diversify into blending of Coir with other natural fibres, improve the quality of Coir fibre as well as exploit the unique advantages of Coir Pith, Coir Geotextiles and Coir Composites with the following organisations/persons:-

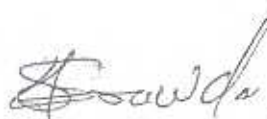
1. Sri S.R.Patnaik, Vice Consul, Consulate General of India, Hamburg.
2. Sri H.Bittcher, Bert Bittcher OHG, Norderstedt (Chairman, German Coir Association).
3. Sri Sunny Manchanda, Décor West, Kirkland, Quebec (An expert in Marketing).
4. Sri S.J.Patil, MD, Deutsche Messe Worldwide, Hannover Fairs India Pvt. Ltd., Mumbai.
5. Sri Gerard Toulemonde, President, Toulemonde Bochart, Wissous Cedex, France.
6. Dr.Rolf Arora/Ms Elke Arora, Arora-Design & Marketing, Hannover.

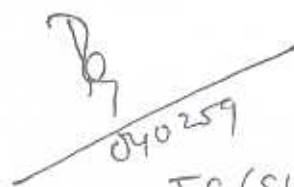
Though the products displayed by the Coir Exporters under the EMDA scheme of Coir Board attracted good attention and there were reports of useful negotiations too, there are some areas in which, we in the Coir Board would need to put in place an improved and more effective all-year-round export strategy so as to maximize the outcome of participation in International Fairs, in particular, and also to streamline and more effectively facilitate the participation by the Exporters promoted by Coir Board. Some of the areas requiring special attention from Coir Board are as under:

- (i) As Coir Board is an Export Promotion Council and has been participating in International Fairs for a long time, it is necessary that Coir Board directly finalises the requirements of space reservations instead of going through ITPO in every case as it would not only be cheaper for the participants/exporters but it would also be possible to have the display units of each exporter under the umbrella of Coir Board instead of being relegated to a corner or made to share limited space with ITPO, etc. Some of the participants have, in fact, voiced concerns on the additional financial liability on account of space rent they have been required to bear

compared to the Handlooms Exports Promotion Council promoted units in the same fair.

- (ii) Coir Board needs to follow up with the Indian Mission concerned at least ten months in advance of the International Fair through regular contacts and reminders so as to organize more purposeful and result oriented meetings and discussions with Buyer's delegations and Coir Importers' Associations in close association with the Mission concerned.
- (iii) Advertisement materials and posters and local as well as other popular international languages should be distributed by Coir Board in the Fair(s).
- (iv) Coir Board should also take advantage of the declaration by the United Nations and FAO of 2009 as the International Year of Natural Fibres and should prominently highlight and publicise the natural, biodegradable and eco friendly qualities of Coir products in all future fairs.


C.D.K. Agarwal.)
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