



Participation of Coir Board in



global sources HomeProducts India Sourcing Fair

Co-located with

China Sourcing Fair

14-16 June 2009
Dubai Internationalconvention & Exhibition Centre.
Dubai, UAE

**REPORT ON THE PARTICIPATION OF COIR BOARD
IN
CHINA SOURCING FAIR
DUBAI
14 -16 JUNE 2009**

The China Sourcing Fair was held at Dubai International Convention & Exhibition Centre, Dubai, UAE, from 14-16 June 2009. The Govt. of India accorded sanction for Boards participation



Dubai International Convention & Exhibition Centre

in the fair and the deputation of Smt. P. Kairali, Marketing & Publicity Officer to attend the fair representing Coir Board vide letter No. 4(14)/2009-coir/374 dated 04 June 2009. The fairs and exhibitions were organized by Global Sources which is a leading business to business media company and a primary facilitator of trade with Greater China. The company provides sourcing information to volume buyers and integrated marketing services to suppliers. With the goal of providing the most effective ways possible to Advertisers, Market and Sell, Global Sources, enables, suppliers, to sell to hard-to reach buyers in over 240 countries. The company offers the most extensive range of media and export marketing services in the industries it serves. It delivers information on 4.3 million products and more than 1,96,000 suppliers annually through 14 online market places, 13 monthly magazines, over 100 sourcing research reports and 12 specialised trade shows which run 29 times

a year across 10 cities. This year, the China Sourcing Fairs are co-located with India Sourcing Fair, a dedicated exhibition featuring competitive exporters from India. The India Sourcing Fair is supported by the Federation of Indian Export Organizations (FIEO).



Board's Pavilion

In the Global Sourcing Fair the Board's pavilion was located in a prime location and coir products such as door mats, coir pith, garden articles, coir handicrafts items etc. were displayed in the stall. There were 3 participants from the trade for attending. They are:

1. M/s. ACE Impex, Edappally.
2. M/s. Veerakumar Fibers, Pollachi.
3. M/s. RM Impex, Kalady.

M/s Shoreline Exports, a coir exporter from Boravalli West Mumbai 400091, have also participated in the fair by reserving their own pavilion.

The products and display at the Board's Stall was appreciated by most of the visitors including VIPs. The fair was strictly intended for importers and volume buyers to meet face to face with the largest gathering of Greater China suppliers in the Middle East.



Opening occasion of the Fair

The fair was opened by H. E Khaled Bin Sulayem, Director General, Department of Tourism & Commerce Marketing – Government of Dubai at 10 am on 14th June. At the opening ceremony following were present :

Mr. Gao Youzhen, Consul General, Consulate General of the People's Republic of China in Dubai

Mr. Xie Qinshen, Counselor, Economic & Commercial Section, Consulate General of the People's Republic of China in Dubai.

Mr. Zhang Xijing, Chief Representative, the Gulf area, China Council for the Promotion of International Trade (CCPIT)

Mr. Zhu Zenan, Deputy General Director, Department of Foreign Trade and Economic Co-operation, Guangdong Province.

Shri. Venu Rajamani, Consul General of India, Dubai-UAE visited the Coir Board stall immediately after inauguration showed keen interest in coir and coir products and appreciated the display in the stall. He hoped that the import of coir & coir products from India to Dubai will gain momentum in the coming years.

Shri. Sakthivel, President of

Federation of Indian Export Organizations (FIEO) also paid his visit to the Board's stall



Shri. Sakthivel (centre) in the Board's Pavilion with Exporters and Smt. P.Kairali, Coir Board official

The Coir Pith displayed in the Board's stall received more attention than any other products and many visitors expressed their interest in these items including garden articles. The details of business visitors to the Board's stall and the enquiries received during the fair are given in the annexure attached.

The above parties also desired to get details about the suppliers. The Board's participation in the sourcing fair was a great success and co participant exporters are thinking positively that they will be able to generate business out of the discussions they had with all buyers visited the stall during the period. There are ample scope for developing Dubai Market for coir and coir products/coir Pith and garden articles.

Suggestions: A poster depicting the messages of Coir Board ie. "Use Coir and Coir Products which is eco-friendly environment friendly and bio-degradable." with the Board's address and other details may have to be displayed in the stall.

Samples of ply boards, geo textiles and new varieties of products may also be displayed together with other products describing its applications.

P.Kairali

Marketing & Publicity Officer