



PARTICIPATION OF  
COIR BOARD  
IN

# INDIA SOURCING FAIR ASIA WORLD EXPO

20 - 23 APRIL 2009

HONG KONG



**REPORT ON THE PARTICIPATION OF COIR BOARD  
IN  
INDIA SOURCING FAIR  
ASIA WORLD EXPO  
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20 - 23 APRIL 2009.**

India Sourcing Fair was held at Asia World Expo Centre, Hong Kong from 20 - 23rd April 2009. The Govt. of India accorded approval for Board's participation in the Fair and the deputation of Shri. T. Chandrasekharan, Research Officer to attend the Fair representing Coir Board.

Asia World Expo is Hongkong's newest and most advanced exhibition and events venue located near the International Airport Hong Kong. Asia World-Expo is offering over 70,000 square metres of rentable exhibition space, including 10 ground-level, column-free, high specification halls and the largest indoor seated Arena in Hong Kong which can accommodate upto 13,5000 seats. The centre is well centered with air, land and marine transport network connecting Hong Kong with China's Pearl River Delta and the world's business capitals. Asia World-Expo is suitable for all types of exhibitions, conventions, concerts, as well as sport and entertainment events. Asia World-Expo is a public-private Partnership involving funding from the Hong Kong SAR Government and a private sector consortium including Dragages Hong Kong Limited and Yu Ming Investments Limited, with the Airport Authority Hong Kong. There were about 2200 stalls in the

exhibition out of which about 76 stalls were Indian.



*Coir Board Pavilion*

In the India Sourcing Fair the Board's stall was located in a prime location and coir products such as door mats, matting, rugs, coirpith, curled coir, coir geotextiles, wall hanging etc. with price tagged, products name, code etc. were displayed in the stall. There were four participants for attending the fair along with Coir Board. They are:

1. M/s. Rainbow Traders, Thrissur
2. M/s. Srivel Traders, Namackal
3. M/s. Dynamic Export, Namackal
4. M/s. Madapatt Exports, Kottayam

The following exporters participated in the fair through Coir Board by reserving separate stalls.

1. M/s. Bros India, Cherthala
2. M/s. Home Furnishings, Alleppey

The following exporters were also participated in the fair without direct assistance from Coir Board.

1. M/s. Classic Coir Factory, Cherthala
2. M/s. Detlish Rugs, Alleppey
3. M/s. Kera Fibre Tech, Cherthala
4. M/s. Travancore Cocotuft, Cherthala

The products and its display at the Board's stall was appreciated by most of the visitors including VIPs. The Fair was strictly intended for business class and importers. However, it was reported that the number of visitors to the Fair were less than that of the previous year due to the world wide economic recession prevailing and also because of the fact that a similar exhibition for carpets was going on in Kawloon in Hong Kong itself. In fact some of the coir exporters were participating in the exhibition held at Kawloon.

Shri. L.D. Ralte, Consulate General of India in Hong Kong inaugurated the exhibition on 20.04.2009 at 10.00 a.m. The Consulate General along with Shri. J.S. Variaah, Consul (Passport and Commercial)



*Shri. L.D.Ralte, Consulate General of India, HongKong endorsing his signature in the visitors book in Board's Pavilion*



*Shri. L.D.Ralte, Consulate General of India, HongKong visiting the pavilion of, one of the Coir Exporters*

visited Coir Board stall immediately after inauguration and showed keen interest in the coir and coir products displayed in the stall. He hoped that the import of coir and coir products from India will gain momentum in the coming years.

The garden articles displayed in the Board's stall received more attention than other products and many visitors expressed their interest in these items including coir pith.

The details of business visitors to the Board's stall and their enquiries are annexed.

The Board's participation in the India Sourcing Fair was a great success and the co-participant exporters are thinking positively that they could generate business out of the discussions they had with many buyers visited the stall during the period. There are ample scope for developing Hong Kong market for coir and coir products including pith and garden articles.

The report is submitted for information.

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RESEARCH OFFICER**