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REPORT ON
**COIR BOARD'S PARTICIPATION IN
THE INDIA SOURCING FAIR
ASIA EXPO,**

HONG KONG, 20-23 OCTOBER 2011





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Hong Kong is one of the two special administrative regions (SARs) of the People's Republic of China (PRC). A city-state situated on China's south coast and enclosed by the Pearl River Delta and South China Sea, it is renowned for its expansive skyline and deep natural harbour. With a land mass of 1,104 km² (426 sq mi) and a population of seven million people, Hong Kong is one of the most densely populated areas in the world.



As one of the world's leading international financial centres, Hong Kong has a major capitalist service economy characterised by low taxation and free trade, and the currency, Hong Kong dollar, is the eighth most traded currency in the world. The lack of space caused demand for denser constructions, which developed the city to a centre for modern architecture and

the world's most vertical city. The dense space also led to a highly developed transportation network with public transport traveling rate exceeding 90 percent, the highest in the world. Hong Kong has numerous high international rankings in various aspects. For instance, its economic freedom, financial and economic competitiveness, quality of life, corruption perception, Human Development Index, etc., are all ranked highly.

Hong Kong is one of the biggest sourcing centers for many of the world's largest retailers and importers, which is having a strong economy and strong GDP growth. Therefore the Asia World Expo, which is organized every year as a Public Private Partnership between the Hong Kong SAR Govt. and a consortium formed by Dragag is Hong Kong Ltd. and Industrial & Commercial Bank of China (Asia) Ltd. attracts the world attention.

This year the Asia Expo, Hong Kong was held at Lantau Island, near International Air Port, Hong Kong during the period from 20th to 23rd October. The organizers made most advanced arrangements and technology to help the well conduct of exhibition. India's participation in the Fair was organized by the Federation of Indian Export Organizations.





The Government of India had accorded sanction for the Board's participation in the fair vide letter No. 4(19) 2011 Coir, dated 14th October, 2011 and the deputation of the Board's official Shri. V Syama Prasad, Development Officer, Coir Board for the period from 19-24 October, 2011.

The exhibition was arranged in an amazing manner, in a space which spread over in the first and second floors of the Expo building complex. Coir Board pavilion was located in the area 9F02 with 98 Sqm space. The following Six Coir Exporters participated in this mega event along with Coir Board.

- a) M/s. PGT Exporters, Dindigul, Tamil Nadu.
- b) M/s. Babu Coir Works, PB No. 04, Thumpolly PO, Alappuzha.
- c) M/s. Travancore Coco Tufts (P) Ltd, Cherthala, Alappuzha.
- d) M/s. KS Gangadharaiyer & Co, PB No. 3836, Mullackal, Alappuzha.
- e) M/s. The United Coir Factories, AS Road, Kommady, Alappuzha.
- f) M/s. Classic Coir Factory,



Coir Products viz., Fibre Mats, PVC Tufted Mats, Coir Creel Mats, Coir Morzouk, Coir Geo Textiles, Rubber backed Mats, Garden Articles, Coir Handicraft items and a few colour posters depicting the production process of Hand Loom products were displayed in an aesthetic manner at the Board's stall. The products and its display at the stall were well appreciated by the visitors including VIPs. The fair envisaged to attract business class as well as buyers. However, it was reported that the number of visitors were less than that of the previous year, because of the world wide economic recession and of the fact that a similar exhibition was going on in China (Vanchai) during the same period. It was informed that the exporters who are





participating regular exhibition in Hong Kong had a good catch.

The trend of enquiry by this time was for Brush Mats with less pile such as Carnatic Mats, PVC Tufted Mat etc., while Fibre Mats and other high pile mats were received less response. The variety of Coir Handicraft items exhibited in the stall, as stated by certain buyers, will have a significant market in the coming years. The technique of controlling soil erosion using coir Geo Textiles was also an area where enquiries came up. The trend towards Coir Gardens articles shows that these products should be highlighted in future fairs.



Ms. Josie Huang, Project Coordinator, China Sourcing Fair had an interview with

Coir Board official at the stall. The Indian Coir Products and its export avenues were detailed in the interview which was telecasted through electronic media.

Shri. Dhiman C Pattanayak, I.R.S.E.E., Financial Adviser, Khadi and Village Industries Commission, Ministry of MSME also visited Coir Board stall at the exhibition. The Chief Executive Officer, State Bank of India, Hong Kong, Shri. Mani Palvesin, Shri. Ashish Jain, Joint Director, Federation of Indian Export Organisations (set up by Ministry of Commerce, Government of India) also are there in the list who have visited the Coir Board's stall.

They were very much enthusiastic to know about the coir products and also the issues related to the export of coir products from India. The Director of the Coir Board Pavilion had detailed discussion with them. The coir industry could bag 38 enquires worth about USD.60,000/- by participating in this event.

Thus the Board's participation in the event was a grand success.

V. Syamaprasad
Development Officer (S&T)

