

*Participation of  
Coir Board  
in*



5 - 7 May 2009

LAS VEGAS CONVENTION CENTER

U S A



**REPORT**



## Report on the Participation of Coir Board in

### “National Hardware Show”

5 - 7 May 2009, Las Vegas, U.S.A.

National Hardware Show 2009, the leading event of United States consists of different events mainly focused on home furnishings, garden and outdoor living, home related products etc. The aim of National Hardware Show is to assemble a great number of exhibitors and more than 27000 industry professionals under one roof to showcase their products and to exchange the information among prospective buyers/exporters.

The Ministry of Micro Small & Medium, Govt. of India has given approval for the participation in National Hardware Show at Las Vegas, U.S.A. from 05<sup>th</sup> to 7<sup>th</sup> May'09. Accordingly Shri J.K. Shukla, P.R.O. & Zonal Head Coir Board and Shri Angshuman Dey, I.F.S., Dy. Secy., Ministry of Micro Small & Medium, Govt. of India from Ministry side participated to organize the event i.e. “National Hardware Show” at Las Vegas, U.S.A. from 05<sup>th</sup> to 7<sup>th</sup> May'2009.

India Trade Promotion Organization, Govt. of India (leading exhibition organizer) had invited to the Coir Board for participating. The event was organized by M/s. Reed Exhibitions Norwalk. It was a most important Trade Event in the North America, as it attracts more than 30,000 Industrial professional, Buyers, Opinion makers, Designers, Engineers, Associated with hardware and Gardening industries. It was an achievement for Indian Coir Industry which will be able to generate more business orders beside effective propagation of the Coir in the Global scenario. Participation in this Fair would definitely help to excess the market situation and requirement of the consumers of the Northern part of America in order to reorient

the production base.



Earlier this Board had participated in this Mega Event during 2004 and 2006. This event was showcase for Horticulture and Hardware also. The National Hardware Show at Las Vegas, U.S.A. has always acted to reflect the character and consumption of entrepreneurial retail sector itself. The part of on going effects M/s. Reed Exhibitions Norwalk, put their best effects to make it convenient and attract to the buyers nationalize and simplified the show layout into four core shows. The exhibitor from all over the world were displaying their attractive products in the show. The show is known for delivering on unbeatable business where big numbers of suppliers related to the industry from all over the globe, more visitors were from the North America and also good numbers of visitors were from Southern part of U.S.A.

The exhibitors were from the Manufactures, Distributors, Designers, Brand owners, Agents and also Associates.

The Coir Board has participated in National Hardware Show at Las Vegas, U.S.A. from 5<sup>th</sup> to 7<sup>th</sup> May'2009 through Indian Trade Promotion Organization, Govt. of India, in stall No. 38008 & 38009 covering approx. 200 sq. ft. area. The stall no. 38010 was occupied by M/s. Coco Flora, Cherthala,



Kerala (leading Coir exporter) and M/s. Coco flora and M/s. Echo systems, Thrichy, Tamil Nadu has also participated in the fair through Coir Board stall. The Coir Pith and Coir Geotextile had attracted more business enquires alongwith traditional Coir products. A list of business visitors alongwith there business Cards are being enclosed for the information of Indian Coir Industries. The Board's stall executed newly developed and effective coloured as well as designs of various blended and diversified products of Coir.

These products were highly appreciated by the visitors at the same time participation in the exhibition has created Attraction, Education, and Awareness among the visitors about Coir and Coir Industry.

I felt that the National Hardware Show at Las Vegas, U.S.A. is a most important Trade Event for Indian Coir Sector. I would also like to suggest here that in future Coir Board should put its stall in "Garden article Hall" so that we may get more and better clientage. It was also attraction of the fair that it was visited by the small retailers and large numbers of whole sellers. We have also experienced interaction with the importers, agents as well retail buyers and sellers of Coir buy products.

(J.K. Shukla)  
P.R.O.cum Manager Gr. II,  
Coir Board, New Delhi.



The list of the Visitors to the Coir Board stall at National Hardware Show at Las Vegas, U.S.A. are given in the annexure attached.

With growing trends and increased consumer focus on green living, the expanded lawn, garden and outdoor living segment, home and garden products provide sourcing opportunities in National Hardware Show in USA, Coir Board can easily penetrate its products in these markets through retailers, Chamber of Commerce, Indian Mission, etc. and continous participation in the event. The use of coir polymer composite boards is another area of interest in these regions for homes and kitchens. Coir cushions, coir mattresses, coir pillows, coir needled felts, coir geotextiles are also of very great demand, as USA alone contributes major share of India's coir exports.

Concerted efforts are to be made for export by following up through Indian Missions, Chamber of Commerce, Retailers.

(Angshuman Dey, IFS)  
Dy. Secy., M/o. M.S.M.E.  
Govt. of India.

