



Natural
Indian
Coir Fibre



Report on the Participation of
Coir Board
in

**HOUSE
&
GIFT FAIR**

16-19 August 2008

Expo Center norte
Sao Paulo, Brazil
South America



Report of Shri. A.C.Jose, Ex M.P. & Chairman Coir Board in the House & Gift Fair, South America, Sao Paulo, Brazil during the period 16th to 19th August 2008

As per the permission issued by the Government of India on 14th August 2008 vide letter No.F.4(10)/208-Coir dated 14.8.2008 of the Ministry of MS&ME, I had proceeded to Brazil to attend the Home and Gift Fair 2008 at Brazil from 16th to 19th August 2008.

I have decided to personally attend the fair because coir exports to Latin American Countries are not very significant, whereas the Latin American Countries are very potential area as far as exports of coir products are concerned. So my main intention to attend the fair was to find out the way in which our market can be expanded so as to penetrate into the Latin American Countries. Brazil is the gateway to the Latin American Countries.

The fair was fairly well arranged. And I am happy to say that our stall was quite attractive. Many people visited our stall. Indian section in the fair was organized by ITPO. ITPO has a permanent office in Brazil and they have arranged the stall, etc. But, one disadvantage which I want to point out is that India has got stall No.9 which was in a corner. The main stalls were given to different countries including China. On the 9th Bay, Coir Board still got only a corner

which was a real disadvantage for us. Many visitors ended their detour to stall Nos.6, 7 and 8. I enquired about the reason for getting this corner bay and the reply given was that ITPO could not remit the money in time. Hence, ITPO got only the last bay which they distributed to the Indian participants. This disadvantage was suffered by all the Indian participants. The one inference I would like to draw is that while attending fairs in foreign countries, we should try to reserve the stall directly by us without going through the intermediaries. If we reserve our stalls, we can take some strategic positions for exhibiting our materials.

There were five participants from Coir field. Two of them have adjusted in the Coir Board stall itself. The participants were M/s.Babu Coir Works, Alleppey, M/s. Swasraya Organic Products Ltd., Angamaly,





Ms/ K.S.Gangadhara Iyer & Sons, Alleppey, M/s. Home Décor, Mayithara and M/s.Alleppey Company, Alleppey. M/s. Alleppey Company and M/s. Home Décor, Mayithara have taken much bigger stalls and they could attract more people there. The participants have received reasonably good enquiry and I understand that Alleppey Company and Babu Coir Works booked a few contracts. Overall, the fair was not bad.

I have visited the Indian Consulate in Brazil. Unfortunately, the Consulate General Sri Swaminathan was on leave due to the sudden demise of his father. But, I have had discussions with the Commercial Attache and other officials of the Consul. I have requested them to send us the details, if possible, of the coir market. I am told that China is sending some products of coir to Brazil. But, I could not see that. China, by themselves do not have coir products. They are buying coir fibre from India, may be from Srilanka and they would have been

converting to coir products. It is also a serious matter to be probed into.

The conclusion which I have arrived at is that the land customs in Brazil is very high which deters exporters from India to do business there. One method we can possibly think about is that we can have a warehouse for coir products in Mexico from where the products can be distributed to Latin American and Central American Countries. Coir Board with the help of Commerce Ministry can in future plans to establish a warehouse in the Central America possibly in Mexico from where we can transport goods to Latin American Countries. In any case, we have to do more business in the Latin American Countries. I am of the opinion that there is a vast potential for coir products in Latin American Countries.

Cochin
31.08.2008

A.C.Jose
Chairman, Coir Board