



**REPORT ON
COIR BOARD (Ministry of MSME, Govt. Of India)'S
PARTICIPATION
IN**

THE MEGA SHOW PART-I EXHIBITION

20-23 OCTOBER, 2008.

**THE NEW CONVENTION & EXHIBITION CENTRE
KAWLOON, HONG KONG**

**V.T. ASOKAN
DEPUTY DIRECTOR
COIR BOARD
KOCHI**

HONG KONG



Capital: None (formerly Victoria, most government offices located in Central)

Government: Special Administrative Region of the People's Republic of China

Currency: Hong Kong dollar (HKD)

Area: *total:* 1,092 km² (*water:* 50 km² *land:* 1,042 km²)

Population: 6,980,412 (July 2007 EST.)

Language: Chinese (Cantonese), Chinese (Mandarin), English

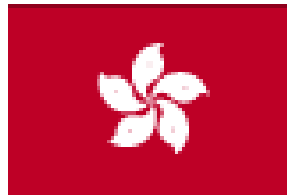
Time Zone: UTC +8



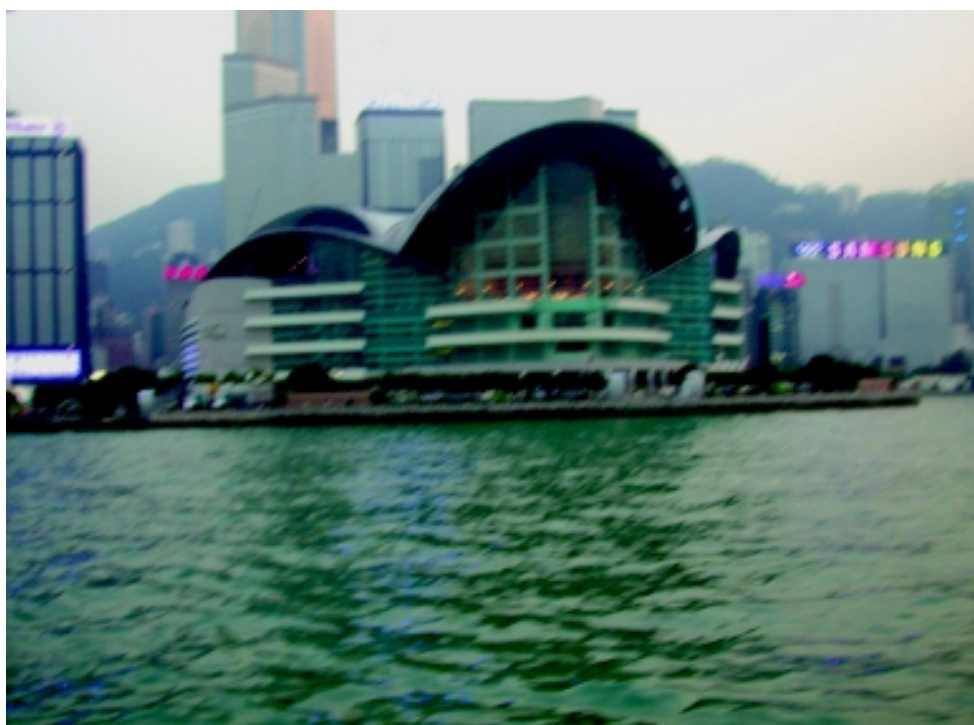
A shot of Hong Kong's Million Dollar View



The Hong Kong Special Administrative Region of the People's Republic of China is much more than a harbour city. Any traveler weary of its crowded streets may be tempted to describe it as “Hong Kongcrete”. Yet, this SAR with its cloudy mountains and rocky islands is mostly a rural landscape. Much of the countryside is classified as Country Park and, although 7 million people are never far away, it is possible to find pockets of wilderness.



[Kowloon](#) is the peninsula jutting south towards [Hong Kong Island](#). It is the most populous area in Hong Kong and at one time it was the most densely populated place in the world. Kowloon literally means nine dragons and refers to the eight hills that were once visible before the skyscrapers took the view away. Legend has it that the ninth dragon was the boy emperor who counted the hills.



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IN THE MEGA SHOW PART-I EXHIBITION
AT THE NEW CONVENION CENTRE
KAWLOON, HONG KONG 20-23 OCTOBER, 2008.

The Mega Show Part -1 Exhibition was held at New Convention & Exhibition Center, Kowloon, Hong Kong -the Neat and Clean City of the World- from 20th to 23rd October, 2008 organized by M/s. Kenfair International Ltd., Kowloon, Hong Kong. The organizers made most advanced arrangements and technology to help the flow of the exhibition.

The government of India had accorded sanction for the board's participation in the fair vide letter No. 4 (13)2008-Coir dated 16th October, 2008 and the deputation of the board's official Shri. V.T. Asokan, Deputy Director, Coir Board for a period from 19-23 October, 2008.

The Mega Show Exhibition Part-1 is Hong Kong's most advanced exhibition and the venue was the New Convention Centre at Kowloon, Hong Kong. The Mega Show Exhibition Part-1 was spread over three floor including mezzanine floor area. The Indian stalls were located at Mezzanine floor. There were six participants along with Coir Board,viz

- a. M/s. K.S Gangadhara Iyer & Co., Mullakkal, Alappuzha
- b. M/s. Ganesh Coir Works, Vellakinar, Alappuzha
- c. M/s. Babu Coir Works, Thumboli, Alappuzha
- d. M/s. Seven Seas Trading Co., Vellakinar, Alappuzha
- e. M/s. Allakkatt International, Thumbolly, Alappuzha
- f. M/s. Kuthiathode Coir Mats & Matting Co-Op. Society Ltd.
(Shri. Abdul Khader, Vice Chairman, Coir Board
represented the Society.)





Coir products viz Fibre Mats, Rubber inlaid mats, Matting, Coir Pith, Garden Articles, Geo-Textiles with price tags and posters were displayed in an aesthetic manner at the Board's stall. 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 numbers of visitors were less than the previous year due to the world wide economic crisis and also because of the fact that a similar exhibition was going on in China during the same period. Some exporters informed that the exporters who had been attending the Mega Show Exhibition, Hong Kong during the past years could canvass large orders for export.

The trend of this year was that the buyers were interested in fibre mat, Garden articles, especially plant pot, Coir Pith, Geo textiles etc. On discussion with one buyer, it was learned that a new use of Coir geo-textiles, is in the plant export field. At present they use Jute geo-textiles for this purpose. The buyer wanted triangle shaped geo-textiles in large quantities and he wanted to further discussions with the experts. Other participants of the mezzanine floor from India displayed Handicrafts, Steel vessels and Cloth items.



Shri. J.S. Variaah, Consul (Passport & Commercial), Office of the Consulate general of India, Hon Kong visited Board's booth on 21.10.2008. Another VIPs who visited the pavilion of the Board was Shri. L.D. Ralte, Consul General of India, Hong Kong. Director of the Board's stall gave a warm welcome to the VIP and discussed various issues connected with export of Coir products to Hong Kong. The Consulate General was satisfied with the display of the stall and wished to get more orders for Export from this exhibition.



Shri. J.S. Variaah Consul (Passport & Commercial),
Office of the Consulate general of India, Hon Kong
in Board's Stall with Coir Board officials.



Shri. L.D. Ralte, Consul General of India, Hong Kong
in Board's Stall with Vice Chairman, Coir Board

The garden article displayed the Board's stall received more attention than any other products and most of the visitors appreciated the innovative garden articles made out of Coir. One of the Indian buyer from Kolkata was interested to buy garden article and the Coco-lawn technology.



The Board's participation in the Mega Show Part-I Exhibition was a great success. The business generated by the co-participants was excellent. They got large number of confirmed orders and in some cases discussions and negotiations are going on with the buyers. Most of the visitors were from international companies of USA, Continental Countries and South East Asian Countries etc. Out of 44 Numbers of Export inquiry, an amount worth USD 70,000/-

export was generated. Others are under discussion/ negotiation. The above information has been collected from the response sheets submitted by the co-participants. This is the initial case. After the discussions and negotiations, between the exporters and importers, it is expected that the participants would be getting good business.

The following suggestions are given for the future participation of the Coir Board in Mega Show Exhibition, Hong Kong:

1. All exhibits/display items are tagged with the rates indicated in the tag in Sq.mtr rate. The buyers want information like piece rate, the number of pieces that can be put in a 20/40 ft Container etc. (We can calculate and give the answer, it will take a few seconds. Time is precious to the buyer. They want quick answer. My humble Suggestion is that the details may be given in the tag i.e. Piece rate, Sq.mtr Rate, FOB price, how many numbers are contained in a container etc.)
2. Space may be selected in a prime location in consultation with the Indian consulate of the Country.
3. The buyers are looking for new products of coir. The Board may introduce new products in every exhibition. Most of the buyers are aware of our products due to the efforts of Ministry/Coir Board' through the advertisement in international magazines.
4. Japan and China are potential buyers of craft items. In future, we may include Coir Crafts items in Mega Show Exhibition. It would be beneficial to the Co-operative societies and organizations from Orissa, as most of the coir craft items are produced in Orissa.

There is more scope for developing Hong Kong as a major market for Coir Products in future.

V.T.ASOKAN
Deputy Director, Coir Board, Kochi