



Report on
the
participation
of
Coir Board



International

Horti Fair
Horti Fair

1 - 4 November, 2011
Amsterdam, Netherlands

TOUR REPORT ON THE PARTICIPATION OF

COIR BOARD
IN THE

INTERNATIONAL HORTIFAIR

HELD AT AMSTERDAM
FROM 1 - 4 NOV 2011



The Hortifair at Amsterdam is an important fair for the suppliers and growers of cut flower and pot plants. The fair is being held at the RAI Centre at Amsterdam from 1st 5 Nov to 4th Nov 2011. As per the Govt. Order No 4(20)2011-coir\745 dt 25th Oct 2011, Sri Dinesh Sing I A S., Jt. Secretary to Govt. of India, Ministry of MSME and Sri .K Ananda Babu, Marketing & Publicity Officer, Coir Board (under the Mo MSME) participated in the fair.

The Board's stall was housed in stall No 8-234 in the RAI Centre and displayed coir products like coco peat, coco chips, garden articles, coir geo textiles, coir pith blocks of various size, grow bags and the like. The following ten exporters were also accommodated in the Boards stall and they had also exhibited the coir products like coco peat, garden articles, etc

1. M\\$. CJ Coco Mulch, Coimbatore
2. M\\$. Madapatt Exporters, Kottayam.
3. M\\$.Charankattu Coir Manufacturing Co (p) Ltd.,, Cherthala
4. M\\$. Jaguarpaw Exports, Coimbatore.
5. M\\$.Shah Pith Media Co., Coimbatore
6. M\\$. Harish Coconut Products Pvt Ltd. Pollachi,
7. M\\$. Coir on Foam Products, Pollachi
8. M\\$. Gharana Exports Pvt Ltd., Kozhikode
9. M\\$. Sree Ram Fibers, Pollchi
10. M\\$/ Pradeep Exporters Coimbatore.

The fair attracted quality players from all over the world and had 550 exhibitors from various countries .Around 30000 people visited the fair and the whole four



days of fair was filled with discussions, business meet and such programs. Boards pavilion attracted a large number of visitors and they showed keen interest in the products being exhibited in the stall. The details of the visitors who had visited the stall and those who recorded their comments in the visitor's book is given in the annexure. The Sree Lankan Coconut Authority, under the chairmanship of Sri Sugath Handunge, the Principal Secretary to Horticulture Department, Govt of Rajasthan, Dr. Dinesh Kumar Goyal I A S, Mr. Tom de Vesci, the member in the 'Sustainable Growing Media Task Force', a U K Govt Advisory Board were also visited the stall and held discussions with the officials.

It came to understand that coco peat, coco chips etc have already been established for use in green houses and the planters shown keen interest in importing these materials from India. The exporters have indicated that they could generate more than 200 numbers of enquiries and expect a firm order around Rs 2 crores.

It is seen that the coco peat sector is facing stiff competition from the peat moss sector which is having heavy backing from various corners. Even though the coco peat is having the qualities like a product from the nature, eco-friendliness, bio-degradable etc due to lack of organized efforts among the forums of coco peat manufacturers, the qualities and the cost effectiveness of the coco peat are not well projected. An effort has to be made to present the inherent qualities of coco peat and coir using a theme, then we can do more for keeping the mother earth as it is.

An amount of 61.50 Euros had

paid towards the Air freight. The cost of exhibits to US\$ 19.19 only. No other amount has been incurred towards hiring display aids, translator and for other contingent expenses.

Suggestions

In the Hortifair 2011, 10 exporters were accommodated in the Board's Stall. 12 tables and 30 chairs were also provided for their use. Even though position for each exporter in the stall was proposed, the stall looked crowded and doesn't match to the standard of an International Fair. therefore the following suggestions are made for consideration.

- More space to be taken for accommodating the exporters (Depends up on the number of participants).
- Separate areas or cubicles have to be arranged for each exporter.
- A pre meeting of the exporters who are participating in the Fair/ Exhibition may be convened and suitable instructions has to be given.
- A theme should be developed for the Fair, depends up on the nature of the Fair. Board's stall should be arranged based on such theme. Placards / display boards showing the USP of our product has to be displayed.



The details of visitors who commented in the visitor's book

Name of Visitors	Comments
Mr. David Depikere	Interested to meet people and interest in geo and horticulture in India.
Mr. E. Rosenthal	Interested in developing new substrate.
Mr Senthil Kumar	Coco peat suppliers from India to Africa.
Mr. Martin Wigger	Good Show
Mr Tom de Vesci	Urgent co-operation from Coir Board required for information regarding sustainability and carbon foot print
Ms. Anna Brezenska	looking for coco peat supplier trade company
Mr. Julio Gomez	Interest in how to do business within the Indian Markets
Dr Dinesh Kumar Goel	I am delightful to see the Coir Board stall. Especially thankful to Sri Dinesh Singh I A S who briefed me about major activities and instructed his officer to supply us further details. Pl, keep it up.



List of some of the visitors to the stall

No.	Name	Designation
1	Mr. Steven Gallo	M\s.CUBE CAP,1533 Cure-Labelle, Laval, Quebec, Canada
2	Mr. J M > O GoMez	Sales Manager, M\s..AMC Chemicals
3	Mr. Dilip Tambyrajsh	Managing Director, Zylyon Internationl b.v. The Netherlands
4	Mr. J B Venkitakrishnan	M\s. Prathista Europe, The Netherlands
5	Mr. Xavi Massaneda	M\s. myc5, Spain
6	Mr. David Depikere	Sales & Marketing Manager, M\s Beaulieu International Group.
7	Mr. Senthil Kumaran	Area Nanager, M\s Asthor Agricola S A , Ethopia & Spain
8	Mr. Martin Carniel	M\s. Bio Grow
9	Mr. Kosaku Munetomo	International Sales Manager, Flower Expo Tokyo
10	Mr, Tom de Vesci	Horticultural Coir Ltd., U K
11	Ms. Purvika Patel	Advertising Manager, Horticulture Week
12	Mr. Ed Rosenthal	M\s. Quick Trading Co
13	Mr. Leo Schipper	M D, M\s. NEVEMA,Holland
14	Mr.Arie van de Wijgert	G M, M\s. FERM O FEED, The Netherlands
15	Mr. Christian Public	Intl, Sales, M\s terracult, Germany
16	Mr. Syed M K	Director, hortiExpo
17	Ms. Paula Kowalczyk	M\s. CERES, Polland.
18	Mr. Bart t Hoen	M\s van der Knaap – Forteco bv, Holland
19	Mr. Kalum Balasuriya	M D., B\s. Botanicoir, London.
20	Mr. M B Naqvi	Chief Co-ordinator, Media Today