

REPORT ON THE PARTICIPATION OF COIR BOARD IN

+DECORATION
DESIGN SYDNEY

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Sydney Convention and Exhibition Centre
AUSTRALIA

REPORT ON THE PARTICIPATION OF DECORATION AND DESIGN - SYDNEY 2009

The Govt.of India deputed Shri G.Pradeepkumar, Dy.Director(ERS) for the decoration and design Sydney 2009 at Sydney, Australia from 4th to 6th February, 2009. Three exporters from India also participated in the Fair.

Decoration + design bring together the most exciting range of soft furnishing and interior suppliers from around Australia and the world. This exclusive event caters to key industry decision makers and buyers through the unparalleled opportunity to purview the latest trends for the Australian and New Zealand markets.

Despite flat economy, the fair ended with brisk business written from 6300 buyers from Australia and overseas keen to glimpse the next waive of trends and order products from Australia and elsewhere. Out of more than 400 exhibitors 250 exhibitors were new. This year's entries were all linked by their versatility, compact nature and readiness to be marketed. Environmental efficiency also continues to be increasingly important and the organisers were impressed by the number and exceptional caliber of entries using sustainable and eco friendly materials.

The International Industry Seminar Series welcomed international, expert jennifer Castold, founder of Trendease, the Paris-based online design and style publication. Jennifer's talk on Global Trends and Future

Furnishings gave visitors a glimpse of the furnishing, lighting, textures and colours that will influence furniture and interior design in 2009 and beyond.

34 visitors enquired about coir and coir products. They had interaction with the officers and exporters of the Coir Board. The details of the enquiry along with the address of the company enclosed for follow up action. Enquiries were on mats and matting, rubber backed mats, coir tiles, handicrafts items, coir fibre, mattress, garden articles, partition walls etc. International visitors made up 2.7% of attendance to the fair from Austria, Belgium, Canada, China, England, Finland, Hong Kong, India, Indonesia, Japan, Malaysia, Netherlands, New Caledonia, New Zealand, Papua New Guinea, Philippines, Romania, Russia, Singapore, Slovenia, Sweden, Thailand, UK, US and Vietnam.

Mr. Kidar Singh, Council and Mr. J. Rao Palagummi, Trade Promotion Officer from the Consulate General of India, Sydney visited the stall. They were highly impressed on the products and the display arrangements. They also expressed happiness on the trade enquiries and positive response from the visitors. They opined that the Board should participate in exhibitions in Australia in the coming years also in a big way.

Coir and coir products worth Rs.17.28 crores is being exported to Australia from India during 2007-08. Handloom mats alone accounts to Rs.11.18 crores and coir pith amount to Rs.3.57 crores. A statement showing the exports of coir and coir products to Australia for the last 5 years is attached. There is steady increase in export of coir products to Australia. Coir products are displayed in many of the small stores along with other

door mats. Big Malls and Department Stores do not carry coir and coir products. Most of the visitors, who are designers and also shop owners having retail sale of interior decoration items expressed their willingness to add coir products along with other interior decoration items. They complaint that there are no suppliers for small quantities. Moreover, products are not available as per their required size, colour and design. If there is a system wherein orders can be placed for a lesser quantity as per their requirement the demand of coir products in Australia will be much higher. Tufted mat is also having good demand. Huge quantity of tufted mats are being imported from UK. UK is manufacturing this mats with raw materials imported from India and Srilanka. M/s. Versatile Technologies placed an order for 1000 sq.mtrs of tufted mat. They at present buy the product from UK. and it is informed that they are having continuous order for the product. Enquiries on almost all products came up including coir composite. While discussing about coir composite they showed keen interest and high potential for the products in Australia.

It is felt that we should identify the most appropriate exhibition to disseminate the products and also ensure participation of exporters who are in the field of exporting coir products like mats, matting, tufted mat etc.



(G.PRADEEPKUMAR)
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