

**A REPORT ON BOARD'S PARTICIPATION IN  
THE INDIA SHOW AT JOHANNESBURG, SOUTH AFRICA  
FROM 30<sup>TH</sup> AUGUST TO 1<sup>ST</sup> SEPTEMBER 2010**



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The India Show was organized by Confederation of Indian Industry, New Delhi, at MTN Expo Centre, NASREC, Johannesburg 2013 South Africa from 30<sup>th</sup> August to 1<sup>st</sup> September 2010. The fair featured entire repertoire of India Brand Equity Foundation (BEF), which is a Public-Private Partnership between the Ministry of Commerce and Industry, Government of India and the Confederation of Industry. The Foundation's primary objective is to build positive economic perceptions and leverage business partnership in a globalizing market-place.



The India Show was inaugurated on 30<sup>th</sup> August 2010 at 10.00AM by Shri. Jacob Zuma, South African President and dignitaries like Shri. Robdivies, South African Minister of Trade and Industries, Shri. Anannd Sharma, Minister of Commerce and Industries, Govt. of India, Shri. Virandra Gupta, High Commissioner for Indian Pretoria, Shri. Vikram Doraiswami, Consulate General of India, Shri. Hari S Bhartia, President, CII, Shri. Chandajit Banerjee, Director General, CII, etc.



Coir Board was allotted 18 Sq. Mtr. area of space in Hall No. 10, Booth No. A 12 & A 13. Shri. V. S. Vijayaraghavan. Chairman, Coir Board and Shri. D. Rajendran, Senior Manager. Coir Bhavan, Chennai, attended the Fair, representing the Coir Sector.



During the inaugural function, the Chairman, Coir Board presented Coir Ornaments to Shri. Jacob Zuma, South African President and also discussed with Shri. Robdivies, South African Minister of Trade and Industries, Shri. Virendra Gupta, High Commissioner of India, Pretoria, Shri. Vikram Daraiswami, Consul General of India regarding the possibilities of New Markets, Joint Ventures, Technology Transfer agreements etc.

About 45 organizations from India participated from different trades displayed their products. More than 200 customers visited Coir Board's stall and appreciated display of coir products. The trade who participated under Coir Board was happy and they have received a good number of enquiries and orders. The daily feedback form collected is attached. Enquiries have been received from the following prospective visitors also.





Export enquires have been received from 25 parties and the enquires generated from four parties were more substantial. Spot orders were canvassed for Coir Pith and Coir Door Mats valued for \$ 20,000.00 during the exhibition by M/s. Mahalakshmi Coirs, Kozhikode. Also there were enquires for Coir Pith and Geo-textiles to the tune USD 60,000.00

The present South African Market for Coir products in quantity wise is 1055.53 Metric tonnes valued Rs.426.56 Lakhs. The total Foreign Exchange earning for Coir Products during 2009-10 was Rs.80405.20 Lakhs and quantity wise 294508.01 Metric tonnes.

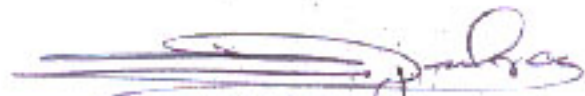
The scope of Coir Products in the South African Market is very high especially for Coir Geo-textiles and Coir Pith. The present market for Coir Products can be increased by 100% with proper follow up during the coming three years.

It is a fact that there is wide scope for marketing of coir products, particularly, value added finish products in South Africa. With adequate publicity and other promotional efforts, it would be possible to make headway into the South African market and the nearby countries.

Coir Board may therefore take initiative for arranging wide publicity at the time of India Show at Johannesburg which may definitely help us to procure more orders from the Exhibition during the years to come. A list showing the name and details of the carpet dealers in South Africa is enclosed for information and records.

Dated: 06-09-2010

Place: Kochi.



D. Rajendran  
Sr. Manager Gr-I  
Coir Bhavan, Chennai



V. S. Vijayaraghavan  
Chairman, Coir Board.