

Report on the participation of Coir Board in Domotex Fair- 2006 at Hannover, Germany during the period 14th to 17th January 2006

The Ministry of Agro & Rural Industries, Government of India vide Letter No. F4(36)/2005-coir dated 9th January 2006 approved the proposal of Coir Board for participation in the Domotex Fair-2006 at Hannover, Germany during 14th to



17th January 2006 and approved the deputation of Shri. A.C. Jose, Chairman, Coir Board and Shri. P.C. Atonal Vaz, Dy. Director, Coir Board for the Fair organized by Deutsche Messe AG, Hannover, Germany.

About the Domotex Fair 2006

Domotex Fair 2006 is the mega international event organized for exhibiting carpets, floor coverings, furniture, carpet machinery, modern technology in carpet manufacturing, etc. of the world. It is a meeting place for decision makers from all over the world and an information platform that



adapt to reflect the current need of visitors and exhibitors. It is the 16th year of the event organized by Deutsche Messe AG, Hannover, Germany. The Fair dates back to 1989, it is a trail-blazing event of the fair city Hannover and a place for the manufacturers of the industry produced floor coverings where exhibited

around side – markers of hand woven, hand-knotted rugs and carpets and other natural floor covering materials which coir also forms a part of it. For the carpet and floor covering industry this marked the transition to a completely autonomous showcase. The latest collection, new materials, modern designs trends and traditions were featured in the show that aimed at full market coverage of the floor



covering industry. The Domotex Fair as established itself as an absolute must for each year for the international carpet and floor covering industry. As the industry's flagship tradeshow which responds to new trends, and responsible initiating markets and information

platform that responds both the needs of the exhibitors and visitors for getting a change in the present market condition. The manufacturers from all over the world come to Hannover to display their products in the Halls to key buyers from the whole sale and retail sales. The result was that the number of exhibitors in the show increased year by year. Domotex Fair 2006, 50 countries all over the world attended the international event and the number of visitors were over 40,000. The number of visitors is increasing year by year and the participation of exhibitors has also increased. Manufacturers, wholesalers, designers, trade associations displayed an array of products and that is unrivalled any where in its range and diversity. Carpets, textiles and resilient floor coverings, natural stone floorings, ceramic tiles, natural fibre rugs and carpets, carpet laying machineries, etc. has grown steadily during the last 16 years. The largest foreign contingent came from Belgium, Turkey, Netherlands and India and the visitors side also, 60% of the trade visitors, from outside Germany. A comprehensive service package focusing on the trade combine to make Domotex, the industry's top international event of the year. Mostly the exhibitors expect to come for this fair to obtain firm orders for their products and most of the visitors confirm that they have reached their intended target in whole or in part.

The trade association and other organizations ensure that the Domotex display concept is kept constantly updated so as to participate in the flagship trade fair of the carpet industry.

Domotex is also organising target group-specific functions, events, forums, conferences, courses, training sessions. As a whole, the interior design and furnishing industry looks on to Domotex Fair for guidance on where the market is headed in future.



The international architects and interior designers have also recognized the Fair as a very important event over the years. The “contractworld.congress” is the largest annual convention in Europe for architects with comprehensive programme of lectures, workshops, interior designs, etc and it is also a forum for exchange of views in international experts.

Coir Board’s Participation in Domotex Fair 2006

The Coir Board participated in Domotex Fair 2006, Hannover, Germany during the period 14th to 17th January 2006 under the banner of India Trade Promotion Organization, New Delhi. Coir Board reserved an area of 153 sq.m. through ITPO, New Delhi. The area availed by Coir Board was distributed in Hall No. 5 and Hall No. 16 of the Fair. The following exporters co-participated with Coir Board in the Fair for exhibiting their products and canvassing export orders for coir and coir products.

- 1) M/s. Babu Coir Works
P.B. No. 4, Thumpoli P.O.
Alleppey, Kerala – 688 008
- 2) M/s. Cocomats International
Thara Complex, Near Triple Bridge
Alleppey, Kerala – 688 012
- 3) M/s. International Carpet Consortium
S.N. Puram P.O., Cherthala
Alleppey, Kerala – 688 582
- 4) The Kerala State Coir Corporation Ltd.
(A Govt. of Kerala Enterprise)
P.B. No. 191, Factory Ward, Alleppey – 688 001
- 5) M/s. M.V. Joseph & Sons
P.B. No. 86, Vazhicherry, Alleppey – 688 001
- 6) M/s. Coir Floor Furnishing Company
Kalyan Villa, Vellakinar
P.B. No. 15, Alleppey – 688 001
- 7) M/s. Seven Seas Trading Co.
P.B. No. 68, South of Vellakinar
Alleppey, Kerala – 688 001
- 8) The Kerala State Co-operative Coir Marketing Federation
(A Govt. of Kerala Undertaking)
Ltd. No. 679, Alleppey, Kerala – 688 012
- 9) M/s. Techno Exports
XLI/442, IInd Floor, Saleman Chambers
Pullepady, Cochin – 682 035
- 10) M/s. Wallace Langford & Associates
MGP 139/XI, Muhamma, Alleppey – 688 625

The following two parties attended the Domotex Fair by availing sales tour programme of the Export Promotion Programmes of the Board:

- 1) M/s. GOK Industries, Kochi
- 2) M/s. Goodwill Coir Manufacturing Co., Alleppey

In addition to this, two major exporters participated in the Indian Pavilion through ITPO for canvassing business at the Domotex Fair.

- 1) M/s. Ram Coir Mills, Cherthala, Alleppey
- 2) M/s. Glen Rock Rubber Products , Kottayam, Kerala

The Kerala Govt. was represented by Smt. V. Bhavani, IAS, Addl. Secretary to Govt. of Kerala (Coir), Thiruvananthapuram. The state owned organizations viz M/s. Kerala State Co-operative Coir Marketing Federation (COIRFED) and Kerala State Coir Corporation attended the Fair along with Coir Board at Hall No. 5.



Domotex Fair is the main attraction of the target visitors for carpet and floor covering industry of the world. Coir sector of India was represented in large numbers by the participation of around 30 major exporters from India and a number of importers from USA, Germany, Netherlands, UK, Turkey, etc. The major exporters build up attractive pavilions of international standard exhibiting various designs and patterns of coir products inclusive of handloom coir mats, PVC tufted mats, rubber moulded mats, coir rugs and carpets and other natural fibre floor covering materials. The designs and patterns exhibited by the Indian coir exporters were of novel and attractive patterns and they had been able to canvass orders for these products during the fair. As per the information available, all the coir exporters participated in the fair had brisk business discussions during



the first three days of the fair and transacted business during the fair. The Coir exporters were of the view that the outcome of the fair was better than those of the last year.

The Coir Board exhibited products of novel and attractive patterns at Hall No. 16 and products produced under the R&D initiatives were exhibited at the



Coir Board Booth at Hall No. 5. The exporters participated along with Coir Board at Hall No. 5 and 16 informed that they were in a position to canvass orders for coir and coir products during the Fair. As informed by the participants, around Rs. 500 lakhs confirmed orders were canvassed and

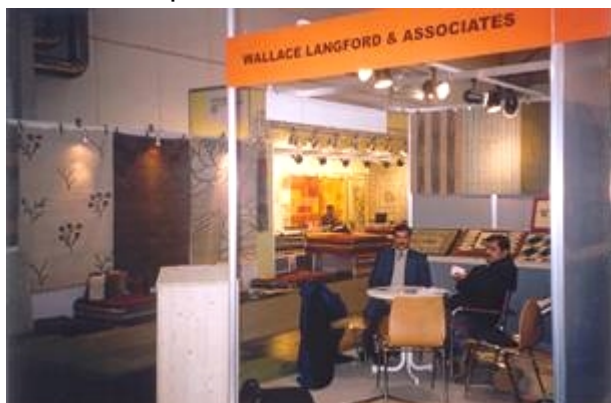
more than Rs. 800 lakhs worth orders were under negotiation with various importers who visited the Fair.

The presence of the large scale importers of coir and coir products all over the world viz. M/s. Coba International, M/s. Giacomini and Gambarova, Italy, M/s. Hamat, Germany, M/s. Groz-Beckert, M/s. Mohawk International, USA, M/s. Rileys & M/s. Rinos, Netherlands, M/s. Capitol Floor Industries, M/s. Deaowe Shurholz, Teppich fabric, Germany, M/s. Orian Rugs, UK, etc. made their presence more useful for the Indian Coir Exporters for interaction and also to showcase their capability for the production of coir and coir products as per the international standards.

The Chairman, Coir Board had interaction with few of the major importers and other natural fibre floor covering material producing countries viz. Srilanka, China, Philippines, etc. The discussions with the representatives of the organizations of the respective countries were much fruitful for the development of

coir industry in India. The Indian exporters also interacted with Chairman and officials of the Coir Board during the Fair in order to get first hand information regarding the market potential for coir and coir products in the international market. There had been a very good response from the importers all over the world especially the continental countries and the market forecasting for coir and coir products for the next business year is on a better footing.

The participation of the Board officials in the Fair was an eye-opener to feel the design concepts available in the international floor covering industry which can be adopted in the coir sector. The range of products available for display at



the Fair and the modification required to be undertaken in coir industry for developing a market for the coir and coir products is one of the major benefits of the Board by participating in the Domotex Fair, 2006. The Fair being the important event for the

carpet and floor covering industry gives an opportunity for the officials of the Board to gather first hand information of the need of the international market and suggest measures for improvement for the products produced by the coir industry. The greatest advantage of attending the Domotex Fair is that all the important large and small scale carpet and floor covering manufacturers, traders, canvassing agents, etc. can be contacted under one roof for generating business for the coir and coir products in the world market and also to assess the market trend, market potential and market assessment for the next business year commencing from the Fair date.

Press Conference at Domotex Fair, 2006

A press conference was organized at the Press Centre at the Fair ground on 14th of January 2006 to disseminate the activities undertaken by the Board for



the development of Coir industry in India and also to introduce the product line available in the coir industry for generating market for the coir items in the European continent. The press conference was organized by the Board and 42 invitations were sent to various representatives of the

German press media. The press meet was attended by representatives of 8 leading German publications. Chairman, Coir Board briefed the press and a presentation was also arranged for the press for acquainting themselves with the developmental activities undertaken by the Board for the development of coir industry in India. The eco-friendly nature of the coir was the focus of interest and the various eco-friendly processing activities undertaken by the coir industry in India was briefed during the interaction with the media representatives. The media representatives were taken around the Fair ground for a visit to the stalls of Indian Coir Exporters and explained the different product range available in the coir industry.

Interactive session organized by Coir Board with the representatives of the importers association and Indian Coir exporters at Domotex Fair, 2006.

The coir importers' association representatives were invited for an interactive session with the Indian exporters on 15th January 2006 to discuss the various issues pertaining to the import of coir and coir products. Mr. Herbert Bittcher, the Chairman, German Coir Association and Mr. J.B. Penderson,

President, Scandinavian Coir Association and members of the association attended the interactive session. The representatives of Indian Coir Exporters were also present during the interactive session chaired by the Chairman, Coir Board. A presentation was made before the audience by Shri. P.C. Antonel Vaz, Deputy Director, Coir Board on the various activities undertaken by the Board for the promotion of coir and coir products in the international market. The



The presentation was followed by interaction between the exporters and representatives of the importers association regarding various issues related to the marketing of coir and coir products in European continent. The interaction was mainly convened for bringing out problems related to the import of coir and coir products and also to assess the market situation of coir in the European market. The representatives of the importers were of the view that the importers should be identified and informed well in advance regarding the exhibition and the interactive session for making them available for the meeting. They were of the opinion that such interactive sessions should be organized on a regular basis during the Fair after 6 o' clock on the ongoing fair dates preferably on the 2nd day of exhibition after the business discussion with the exporters at the Fair. One of the important decisions was that the importers are not in a position to get first-hand information regarding the export of coir items from India to the European continent for which they requested Coir Board to make necessary arrangements through their exporters for providing the "Coir News", the publication of Coir Board to be made available to all the importers through their respective suppliers in India either by post or online. The Board is making necessary arrangements to publish the Coir News in time with all relevant details of export of coir and coir products to all major countries through printed media or in CD form so as to enable the exporters to furnish the same to their respective importers. It was also suggested

that it should be beneficial to the Board to collect the information regarding the importers for contacting them directly for making available the developmental programmes that are being undertaken by the Board for the development of coir industry in India. The regular interaction between the exporters and importers engaged in Coir sector shall bring in new heights for the Indian Coir Industry.

Suggestions and recommendations for improving the Participation of Coir Board in Domotex Fair, Hannover, Germany

The participation of Coir Board in Domotex Fair has been a regular feature as it is the mega event for the carpet and floor covering industry all over the world. The number of participation of the Indian Coir exporters in Domotex Fair 2006



was more than 30; that itself implies the importance of the Fair for the industry. The customers from all over the world are at this Fair for assessment of the market for the products produced by them for the following year. The business generated particularly in the

European market makes this fair more important for the coir sector of India. The visitor turn out is increasing year by year and the business generation is also improving on conditions prevailing in the international scenario. The Domotex Fair has become the place for international business where there is a representation of large, small and medium sized member firms are also participating for their achievement in the carpets and floor covering materials. It is also a contact point and precisely a platform for interaction between the buyer and the seller for generating business and also to have an observation on the new designs, colours and patterns and trends available for the following year. The following suggestions and recommendations are made for the fruitful participation of the Board in Domotex Fair, Hannover.

- a) Coir Board may be allowed to finalise the participation in the Domotex Fair atleast 6 months earlier to reserve the space required by the Board inorder to enable the exporters to prepare themselves for participating along with the Board. This will enhance the number of co-participant exporters for the Fair and also enable them to intimate the hall number, contact person etc. to their prospective buyers for finalization of business deals.
- b) The system of reserving the space for the Domotex Fair through ITPO is creating problems pertaining to the allocation of Halls and fabrication of pavilions as per the requirement of the co-participating exporters. Therefore it is suggested that the Board may be allowed to reserve space directly with the Fair organizers and also the co-participants may be allowed to construct their own pavilion within the limited allotted space. During the Domotex Fair, 2006 the construction of the pavilion for Board as well as for the co-participating exporters were entrusted with ITPO and there had been complaints from the co-participating exporters regarding the facilities provided by ITPO for organizing the pavilion was not satisfactory.
- c) The Board is participating in Domotex Fair for the past ten years and the presence of the Board at the Fair has been accredited by the Business organizations engaged in importing coir and coir products from India. During the Domotex Fair 2006, the Board organized a press conference at the media centre at the Fair ground for

disseminating the information to the German media regarding the development that has taken place in the India coir sector. As the decision of participation of the Board in the Domotex Fair was not communicated at an early date, the modus operandi for organizing the press conference was done at haste. So we were not in a position to communicate the programme to the German media in time. Therefore, it is suggested that the formal approval for the participation in Domotex Fair may be communicated to the Board on an early date to organise a press conference with the co-operation of the German and continental press media as a part of the promotional effort for promoting coir and coir products in the European market.

- d) The Board organized an interactive session with the representatives of the coir importers association and Indian coir exporters at the Domotex Fair, 2006. During the interactive session, the representatives of the importers association requested the Chairman, Coir Board to identify and inform the major importers well in advance regarding the exhibition and the interactive session to make them available for the meeting. Therefore, it is suggested that the formal approval for the participation of Board in Domotex Fair may be communicated at an early date so as to intimate the major importers of the European continent regarding the interactive session after 6 o'clock of the on going Fair date preferably on 2nd day of the exhibition after the business discussion with the exporters at Fair. It was also suggested to make necessary arrangements for providing the details of export coir and coir products to the countries in the European continent for assessing the market situation so as

to identify that bottlenecks regarding the market of coir products in this sector of the world.

- e) The Board may participate in the Fair and avail a suitable cubicle for exhibiting the novel and attractive products and eco-friendly processing techniques developed under the R&D initiatives of the Board. These items may be exhibited and the process may be displayed in the Board's cubicle with arrangements for organizing interactive meetings with Chairman and other officials deputed for attending the exhibition with the major importers and dignitaries of other coir producing countries attending the Fair to showcase the capabilities of the India coir sector.
- f) The Chairman, Coir Board on the closing day of the Fair may organise an interactive meeting with the coir exporters attending the Fair for assessing the market situation for coir and coir products in the European market and also the outcome of the Fair.



(P.G. ANTONEL VAZ)
Dy. DIRECTOR (ER)



(A.C. JOSE, Ex. M.P.)
CHAIRMAN, COIR BOARD