



REPORT ON THE PARTICIPATION OF
COIR BOARD
IN

NATIONAL HARDWARE SHOW



7 - 9 May, 2013
LAS VEGAS, U S A





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The National Hardware Show, was held from May 7 to 9, 2013 at the Las Vegas Convention Center, Las Vegas USA and the Ministry of MSME, GOI had approved the participation of Coir Board at the Fair. There was participation from hardware industry



professionals from all over the world with more than 2,500 exhibitors. Coir Board, MSME, GOI had reserved 500 sq. ft. space in Booth No.11166 in the lawn & Garden Sector of the National Hardware Show through India Trade Promotion Organization, New Delhi for organizing participation of Indian coir sector. 300 sq ft was allotted to three co-exhibitors as booths of 100 sq. ft each and nine entrepreneurs /exporters have participated in the fair through the Coir Board Booth.



Display at the MSME pavilion was arranged to highlight the importance of coir as a medium for lawn & garden products in addition to use for furnishing.

The Coir Board, MSME Pavilion attracted quality visitors and was a successful trade exhibition which put emphasis on innovation, knowledge exchange and business. The visitors evinced keen interest in the displayed items and expressed desire for their import from India.

The exporters and coir entrepreneurs from India were requested to provide a feed back for working out the cost benefit analysis and the same is detailed as follows



COST BENEFIT ANALYSIS

EXPECTED REVENUE GENERATION THROUGH PARTICIPATION IN THE SHOW

SL. No.	PARTICIPANT	REPRESENTED BY	BUSINESS GENERATED
1.	M/s. Techno Exports, Alleppey	Mr. C.S.Suresh	72000 USD
2.	M/s.Fibre Family, Alleppey	Ms. Darsana	35000 USD
3.	M/s.Sriram Cocopeat, Tenkasi	Mr.K.A.Vekatesh	40,00,000 INR
4.	M/s. Sai Biogrow India Pvt. Ltd.	Mr. A.Santhanam	1500000 INR
5.	M/s. Koko Coirworld, Madurai	Mr.R.Balamurugan	1000000 INR
6.	M/s.Kanti Floor Furnishers, Alleppey	Mr.Vinod Kalyanasundaram	Response not received.
7.	M/s. Gangadhara Iyer & Co., Alleppey.	Mr.Gangadhara Iyer	Response not received.
8.	M/s. Madappattu Exports, Kottayam	Mr. Suseel Madappattu	Response not received.
9.	M/s. Seven Seas, Alleppey.	Mr. S. Ponnampalam	Response not received.
10.	M/s.M.V.Joseph & Sons ,Alleppey	Mr.Varghese Joseph	Response not received.
11.	M/s. Loom Crafts, Alpy	Mr.Anil Madhavan	Response not received.
12.	M/s. Classic Coir, Alpy	Mr.Prabhulla Chandran	Response not received.



Conclusion

Several enquiries for garden articles , value added coir pith, coir geotextiles and coir floor coverings have been received at the Coir Boards pavilion at the National Hardware Show not only from the visitors in the US but also from Germany, China, Korea and the UK.

The feedbacks received from a few of the representatives of exporting companies from India have indicated that they have received several export inquiries for export of coir products from India. Therefore the participation at the Las Vegas National Hardware Show could highlight coir as a medium for lawn & garden articles and generate awareness on the abundant availability of coir material from the coir industry as its source in India.



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