



Report on the participation of the Coir Board 'in



GIFTEX **2013**
World

*26-28 June 2013
Tokyo Big Sight, Japan*

*REPORT ON
COIR BOARD'S PARTICIPATION IN THE
GIFTEX WORLD 2013
26-28 JUNE 2013, BIG SIGHT, TOKYO, JAPAN*

The Fair was represented by Sri.M.Krishna, Regional Officer (I/c), Coir Board, Bangalore. The show at Big Sight, Tokyo was inaugurated at 10:00 hrs (GMT +9:00) on 26th June 2013, in a grand function organized at the site. Smt.Deepa Gopalan Wadhwa, Ambassador, Embassy of India at Tokyo was present in the Inaugural function.



Coir Board's booth in GIFTEX World - 2013

General statistics of GIFTEX WORLD 2013:

No: of Visitors	
Ist Day	23879
2nd Day	24335
3rd Day	21978
Total	70192
No: of exhibitors	881
No: of Countries	25

Coir Board's Stall:

The Board's Stall was positioned at Booth No: B-20 in an area of about 8.1 Sq. meters. Out of the following listed co-exhibitors, only M/s Eco Systems, Trichy participated by displaying their products and canvassing business.

- I. M/s Bloom & Peat
- II. M/s Eco Systems, Trichy
- III. M/s Suga Coco Products Pvt.Ltd

Immediately on reaching Tokyo late night on 25th June 2013, visited the site of exhibition, held discussion with the officials and collected the preliminary information about the location of our stall, arrangements to be made etc.

In the mean time, established contact with the courier company for getting display materials and in early hours on 26th June 2013. The courier company has been persuaded and got delivery of the articles, before inauguration. Print materials have been arranged systematically so as to give an enticing appearance to the stall. Soon, visitors/prospects started visiting the stall making enquiries.

The literature, product brochures etc have been made available in the stall for those who are in need of it. Adequate seating arrangements have also been made for business discussion.

The product samples on display includes mats, matting, handicrafts, garden articles, technical textiles, pith based products, composites etc.

The live demo was also organized for using pith as soilless grow media and the swelling up of Compacted Coir PITH when the water is added was a great attraction as “Coir Magic” besides widely publicizing the garden articles/ accessories.



Tastefully arranged display of range of coir products & Live demo of “COIR MAGIC” soilless grow media for Horticultural/Floricultural/Home garden applications in Board's booth at GIFTEX World – 2013 at Big Sight , Tokyo, Japan from 26-28 June 2013

The use of the Coir Geo textile in Bio engineering application was also explained to the interested visitors amongst others.

Matching party;

Matching Party for overseas Exhibitors and Importers/buyers took place on 26th June evening. It was an ice breaking session as it offered a chance to interact with the Japanese Importer and to explain about the products and services that we are offering in a casual atmosphere aside from the exhibition hall.



(Scenes from Matching Party)

In the said party we could get some exposure to importers in Japan and to the biggest retail chain Plaza Style, Styling Life holdings, Tokyo Mr.Yoshikazu Narita, Senior Vice president, Plaza style Company. The Coir Jewelries in an attractive Jewel Box was presented to him along with the Boards Catalogue pleading patronage.

Trade enquiries;

There were 29 business enquiries for door mats, products mix in pith, softened coir carpets/ floor coverings and many other visitors exchanged business cards and we have provided the brochures, catalogues, leaflets etc. depending on their individual interests anticipating their initiation for import in the days to come. The scanned copies of business cards received from these enquiries are sent herewith.

It is happy to note that there are follow-up enquiries showing interest to buy the products through inflow of emails and couple of which have already been forwarded to H.O as after effect of the participation in the show.

The key issue of handling Japanese is to know the languages and they prefer all the details in Japanese language in length. It is also very difficult to do the business/convince them but once they are convinced it will be a long relationship. As we have engaged the interpreter for all 3 days this problem was eased out to a larger extent. But we could not provide printed material in Japanese language which we may have to take note in the future participation.

While the Board was represented by the undersigned and Shri.Balamurugan represented a micro enterprise, M/s Eco Systems, Trichy from India.

We have also visited a local importer display centre of range of coir pith products on sale in Japan and most of them were imported from USA. We could click some of the snaps of those products on shelves which include product details, product spec/manufacturer details which may be of some use for Indian Exporters/ trade and the Board to analyze the market trend.

Suggestions/feedback;

- a. Japanese prefer to converse in Japanese only and it's a major constraint. But we could overcome this with the help of an interpreter.
- b. The printed material in Japanese language was not available with us and this was another drawback and this should be taken into consideration in our future participations in all International Fairs.

Conclusion:

It may be observed that the Coir Business with Japan may pick up in great proportion with rigorous follow up, initiation and continued participation in the GIFTEX Fair regularly and more has to be done by having collaboration with the local support organizations to popularize and promote the Coir Business.

With the above experience we may conclude that the participation in GIFTEX World 2013 is a success.


(M.Krishna)

Manager Grade-I & Regional Officer (I/c)