

intergift  
Giftrends  
Madrid



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

REPORT ON THE PARTICIPATION OF  
**COIR BOARD**



IN  
**INTERGIFT 2013**

11 - 15 SEPTEMBER, 2013  
MADRID, SPAIN



## REPORT ON THE PARTICIPATION OF THE COIR BOARD AT THE INTERGIFT 2013 FAIR HELD AT MADRID, SPAIN DURING THE PERIOD FROM 11<sup>TH</sup> TO 15<sup>TH</sup> SEPTEMBER 2013

Intergift Fair is the largest conclave of gift articles manufacturers and traders from all over the world. The Coir Board participated in the Intergift Fair during the year 2004 & 2011 in Spain and it always turns to be the largest fair in this section held anywhere in the European Countries next to the Domotex Fair of Hannover.



This year, the Fair was held for the period of 5 days from 11th -15th Sept., 2013 at Feira de Madrid, C/Escozura 7, 28015 Madrid, Spain organised by M/s. IFEMA, Madrid. The organisers have kept a vast open space in front of our stall. On enquiry the space was booked for the exhibitors from India who did not turn up due to various problems. The Signage of Coir Board stand were kept in prominent places in Hall No. 9 to attract more visitors. The Intergift 2013 witnessed a large number of visitors and professionals with a significant rise in attendance compared to previous years. It could be understood from the organisers M/s. IFEMA that over the last five days of the show, some 40,000 professionals turned out to admire the products offered by the companies from

different countries and around 60% of the visitors were from outside Madrid. The exhibitors focussed to display a raft of impressive interior decorating trends, featuring new materials, colors and patterns. Intergift 2013 was successful in terms of being a trends barometer and business springboard for the international gift articles industry.

The majority of this year's INTERGIFT attendees consisted of buyers from the retail and wholesale trade. The skilled trades were also again strongly represented, with 20 percent of all visitors consisting of parquet recliners and other floor layers as well as interior furnishers and painters.



Floor coverings are considered design objects which set the tone for interiors and as a result, have evolved into lifestyle products. The displays featured colors, materials and designs which will define floor fashions. Interior decorators and furnishers as well as trade visitors from the high-end flooring segment were there to pick up on product innovations and engage in detailed discussions on the products on display at the exhibitor stands.



The future trade is likely to center on four trends in particular: A preference for more naturalness was reflected in an unadulterated and "used" look for parquet, laminate and resilient floor coverings. The second trend consisted of combining ethnic patterns from Africa, South America and South Asia with the western European lifestyle. There was also a strong presence of glossy or ultra-matte painted surfaces, dominated by blue and white colors and a range of gray tones. And finally, the combination of romantic patterns with a discreet, pared-back Scandinavian look generated considerable attention among visitors at the event.

The Ministry of Micro Small and Medium Enterprises, Govt. of India have sanctioned the deputation of Shri Angshuman Dey, Director(MSME), Shri M. Kumara Raja, Secretary, Coir Board, Kochi for organising the Board's participation at the Intergift-2013 at Madrid, Spain. The Board has booked 27 Sq.mtr. space in the fair to exhibit products. The following exporters conveyed their willingness to participate in the fair along with Coir Board.

1. M/s. Taj Coir, Alleppey
2. M/s. Mahalakshmi Coirs, Calicut
3. M/s. K.S. Gangadhara Iyer & Co
4. M/s. Loom Craft, Alleppey
5. M/s. Shaa Pith Media Co. Coimbatore

But due to non availability of visa in time and other constraints only the following exporters could actually participate in the Expo.

1. M/s. Taj Coir, Alleppey
2. M/s. K.S. Gangadhara Iyer & Co
3. M/s. Loom Craft, Alleppey



Besides Govt. of Kerala through its PSU unit M/s. Foam Mattings also participated adjacent to Coir Board stall in the fair.

#### Board's Stand

Board took area stall at stand 9 C-39 in Hall No.9. All the participants reached well in advance on 10th of September, 2013 at the Fair grounds and organised their display in the Board's stall. The Board's pavilion was also ready on the FN of 11th September and the exhibits of all the participants reached on time. As the stall was situated at the end in hall No.9 near to restaurant, the request with fair authorities was made to keep more signage for Coir Board stall and was accepted and undertaken by them. They also assured to keep the stall at entrance side next time onwards subject to that it is booked in advance.



The Board's stand was spread over 27 sq. mtrs. with an individual business table to facilitate exporters to hold meetings with the buyers. The novel R&D products of CCRI/CICT and the garden articles/coir tiles were displayed at the Board's stand. There was a restaurant area at the Board's

stand from where Board provided coffee/tea etc. to the exhibitors/buyers and VIPs who were visiting stand for business. The visitors to Board's stand could be categorised as

- i) The important buyers who have been in the business for quite long and wanted to have discussions with the Officer-in-charge of the Board's stand on the problems faced by them.
  - ii) Prospective buyers who wanted to expand their business by including coir floor coverings.
- All the queries made by the visitors and their needs were well attended by the Secretary, Coir Board and Director, Ministry of MSME. The business enquiries raised during the fair is attached as Annexure-I.



Shri Sunil Lal, Ambassador of India to Spain and Shri Biraja Prasad, Deputy Chief of Mission, Embassy of India visited the Board's stall on 13th and Shri Adoor Prakash, Minister for Coir and Smt. Rani George IAS, Special Secretary (Coir), Govt. of Kerala, Shri Anil, Director (Coir), Govt. of Kerala also visited Coir Board stall and held discussions to

promote business in Spain. Ambassador for Embassy of India Spain and the team of officials extended all support to get the list of buyers and also invite them to fair and to have the business discussions.

During the expo period, Board invited buyers from Madrid, Barcelona and Valencia in Spain through special invitation in order to get the targeted groups. Accordingly, the invitation have extended and Shri Angshuman Dey, Director, Ministry of MSME gave guidance and associated with embassy during forenoon hours to get the business groups and in the afternoon hours they were exposed with all business opportunities in coir and Dinner was hosted to the responding importers as well as exhibitors from India by Coir Board across a business meet on 14th and 15th by Coir Board.

Shri Biraja Prasad, Dy. Chief Mission, Embassy of India gave a Dinner reception to the exhibitors and Ministry/ Board Officials on 13th night and guided the team with all kinds of business idea for Spain market.



On concluding the expo, Shri Sunil Lal, Ambassador of India, Spain hosted a reception dinner at his residence on 16th September, 2013 where he assured to send the business delegation, which is visiting Delhi during November, 2013 last week, to participate in IICF 2013 also. The Export Marketing Section of Coir Board may send the special invitation all delegates through Embassy in Spain which will not cost anything additionally as the delegation is already scheduled at the cost of Spain Government.

**Observation on the Board's participation at the Intergift 2013:**

1. The Board's stand this year was appreciated by all the visitors and the coir exporters. They have opined also that the Board stall may be booked in the entry side of hall No. 9, next time.
2. As in the previous year, the Board's stand was a resource centre for the exhibitors not only those participated in the Fair along with the Coir Board but also for other coir exhibitors in the Hall No.9. There are European companies exhibited their coir mats in other stall in Hall No.9 which were sourced from India through their China suppliers.
3. The trend in the shift of the export business from the handloom products to the non-traditional products including PVC tufted mats were witnessed in the expo. Consciously, many of the exporters were also encouraging the buyers visiting them to place orders for PVC tufted mats in place of handloom products as according to them the supply schedule for handloom products cannot be ensured under the prevailing circumstances in the coir industry in Kerala.
4. The Board has to plan an aggressive publicity programme to create a brand image for Indian Coir particularly the handloom product in the European market.

**Suggestions for improvement:**

1. Board may send pre invitations to all reputed buyers one month in advance to attract all buyers to expo through embassy of India at Spain. Address can be collected through embassy on coir, floor covering, green houses, gift dealers, handicrafts dealers and send invitation request.
2. Booth can be well constructed with all display aids through outsourced agency or Embassy of India in Spain for which embassy officials agreed to do on request from Coir Board.
3. Have pre meet with all exhibitors at Kochi and

organize to despatch the identified materials in advance and send the materials to expo under intimation to embassy.

4. Identify a leader from exhibitors to co-ordinate with display of products even if there is a delay in participation by Board officials and it can be planned in the pre-meeting of exhibitions.
5. Give advertisements through embassy in local print/electronic media about the expo at least 15 days in advance and also during the fair time.
6. e-brochures and power point presentation on coir may be sent to all buyers through the Embassy and directly also. This will help to promote the products through Embassy in an effective manner.
7. Pre-invitation may be extended to Embassy Commerce wing along with reputed buyers of the country to have business meet every day Forenoon during Expo time by Coir Board preferably with a high tea. This will enable to build the relationship with buyers.
8. A printed eco-friendly bag of 500 numbers may be sent along with catalogue and products samples to expo to give it to buyers. It may even be sponsored by the exhibitors.
9. It is not economical to have business tele line / WIFI to take from Spain and it may be procured as package from India itself.
10. The exporters may be encouraged to have e marketing and same may be provided in the expo venue also by Coir Board through its exporters directory.
11. The embassy officials suggested to have a potential study for coir expos in Spain and embassy agreed to give all supports.

**Conclusion**

The Board may continue to acquire adequate space in advance and allocate space for the exporters who are willing to participate. In the Hall No.9 in the entry zone having better visibility and the observations / suggestions will improve the export in Spain / European countries.



M.KUMARA RAJA  
SECRETARY, COIR BOARD



ANGSHUMAN DEY  
DIRECTOR (Mo MSME)

**INTERGIFT FAIR 2013 FROM 11 – 15 SEPTEMBER, 2013**

**BUSINESS ENQUIRIES**

**ANNEXURE - I**

01	Mr. Proiviceute Precios Locos Alcoocon Tel : 607750972	General coir products
02	Mr. Romo.S.C Tel : 606364642 <a href="mailto:Imovi42@hotmail.com">Imovi42@hotmail.com</a>	General coir products
03	Ignacio Victoria (Alava)	General Coir Products
04	Ferhin Rod 240E2 , OHULOO's <a href="mailto:c.celegade@chuloos.com">c.celegade@chuloos.com</a>	Mats
05	Mr. Gilles Ronillon Tel : 0622 261679 Sari Reves de... Rte de Toissieu – 07100 ANNONAY Tel : 0475676200 <a href="mailto:revesde@inforoutes.fr">revesde@inforoutes.fr</a>	Coir Handicrafts & Leather products from India
06	Mr. Joao Paulo Santos Daniel Director Boom Golf Mob : 351917344988 Email: <a href="mailto:boomgolfs1@gmail.com">boomgolfs1@gmail.com</a>	Coir Pith and Cocoloawn
07	Mr. Rafoalotoro Decota Paseode la zumaquera 41 01006 victoria ( Spain ) Ph : (034)945135875 (34)945138457 Email: <a href="mailto:commercial@decota.es">commercial@decota.es</a> <a href="http://www.decota.es">www.decota.es</a>	Interest in carpets jute and coir rugs
08	Mr. Juan Carlos Gomez Martin Gent Comercial Lolegiado Mov : 676233712 Fax : 944000668 Email: <a href="mailto:jk.sales.agent@gmail.com">jk.sales.agent@gmail.com</a>	Mats

	<p>(b)  Industrial Tarres.S.L  Ctra Girona km 101, 5- Apdo (3)  17160 Angels (Girona ) Spain  Ph : 972420450  Fax : 972421903  Email: ind.tarres@industriastarres.com</p>	
19	<p>Mr.Durgo.K.Khabar  Bazar Italia 86.S.L.  Venta al por Mayor  Director  Tel :34629722066  China Centre Local 9  P Cobo Callefa – C/ La Baneza 4  28947 Fuenlabrada (MADRID)  Email:<a href="mailto:italia@italiainport.es">italia@italiainport.es</a>  Ph: +34916214128  +34913691613</p>	Indian buyer looking for mats
20	<p>Mr.Deepak J raithatha  D.J.R.IMP.EXP.LDA  Director  RUADAPALMA 288 R/C  1100-394 LISBOA  PORTUGAL  Tel:00351 21 8883829  :00351 21 1924271  Email: <a href="mailto:djraithatha@hotmail.com">djraithatha@hotmail.com</a>  : <a href="mailto:djr.lda@sapo.pt">djr.lda@sapo.pt</a></p>	Indian coirpith buyer looking for 1 euro mats
21	<p>Mr. Arvind Gupta  Euro India International  Madrid  Tel : 0034 603104686  Email  :<a href="mailto:arvindgupta260277@gmail.com">arvindgupta260277@gmail.com</a>  : <a href="mailto:euroindia@euroindiaint.com">euroindia@euroindiaint.com</a></p>	Indian coirpith seller of mats 7matting
22	<p>Mr.Jagadish a Aswani  Director  Cosmo Politian Kids  35 Irish Town</p>	Coir mats in piece meal/part user LBC (break container) basis.

	<p>Gibraltar  Tel : 350 20078228  Fax : 350 20078334  Email:<a href="mailto:cosmopolitankids@yahoo.co.uk">cosmopolitankids@yahoo.co.uk</a>  (b) Pound Paradise  35 Iriza Town  Gibraltar</p>	
23	<p>Mr. A. Feliv  Coordinacion  Dalia  Almacen / official  Maresme 80, 08019  Barelna  Tel :934214145  Mob : 659472840  Email : <a href="mailto:dalianastriflor@gmail.com">dalianastriflor@gmail.com</a></p>	Mat enquiry
24	<p>Mr. Pradip  Barata &amp; Salgueiro, Ida.  Perfumaria E cosmetica  Rua do Benfornoso, 31  1100-083 LIABOA- PORTUGAL  Tel : 218872862  Email : <a href="mailto:baratal@hotmail.com">baratal@hotmail.com</a></p>	Portuguese of Indian origin dealing perfumes interested in mats distribution and sales.
25	<p>Mr. Rasmicant Gokaldas Modi  SUPREMERCAO MODI  R.U.A.20 DE. ABRIL.50  2830 – 269  BARRIERO PORTUGAL  Fax-Tel- 0035-121 2079333 LOJA  0035-121 0808351 CASA  Mob: 00351-960365667  Email : <a href="mailto:shruti_gokaldas@hotmail.com">shruti_gokaldas@hotmail.com</a></p>	Mats
26	<p>Mr. Jose Dominguez Fernandez  (RAPA) Importaciones rapa.s.l  C/Redona 15  1450 la rambla ( cordoba )  Spain  Email : <a href="mailto:jose@groupord.net">jose@groupord.net</a>  Web: <a href="http://www.importaliones-rapa.es">www.importaliones-rapa.es</a>  Ph : 34-957683076  Mob:34-666592251  Fax: 34-957683266</p>	Interest on coir mats & mattings



27	<p>Mr. La Canbra Deoracio  C/conde de Altea 43BJ  03590 Altea ( Alicante )  Tlf/Fax : 965844364  Email : <a href="mailto:lacnbradeco@gmail.com">lacnbradeco@gmail.com</a></p>	Hand Spun , Jute and coir rugs
28	<p>Mr.Francisco Madrigal Bravo  Deptertmento de ventas  06460 canpanario ( Badajoz ) Espana  Tel /Fax : 924857032  Email : <a href="mailto:cmad@exma.es">cmad@exma.es</a>  Web : <a href="http://www.exma.es">www.exma.es</a></p>	Coir tufted mat rolls and rugs
29	<p>Mr. Salman  UNEED  C/Vall de cofrenti 40  La cova, Manises 46940 Valencis  Email: <a href="mailto:info@uneed.com">info@uneed.com</a>  Tel : 0034600596257</p>	All eco friendly natural products.
30	<p>Future Gift  C/ Camino De Hormigueras 122 Bis  5 Planta -Nave P-1  28031 - Madrid  Tel : 917776323  Fax : 917785227  Email : <a href="mailto:luis@futuregift.es">luis@futuregift.es</a>  : <a href="mailto:luis@rpzgroup.com">luis@rpzgroup.com</a>  : <a href="mailto:commercial@futuregift.es">commercial@futuregift.es</a></p>	Mats tufted enquiry