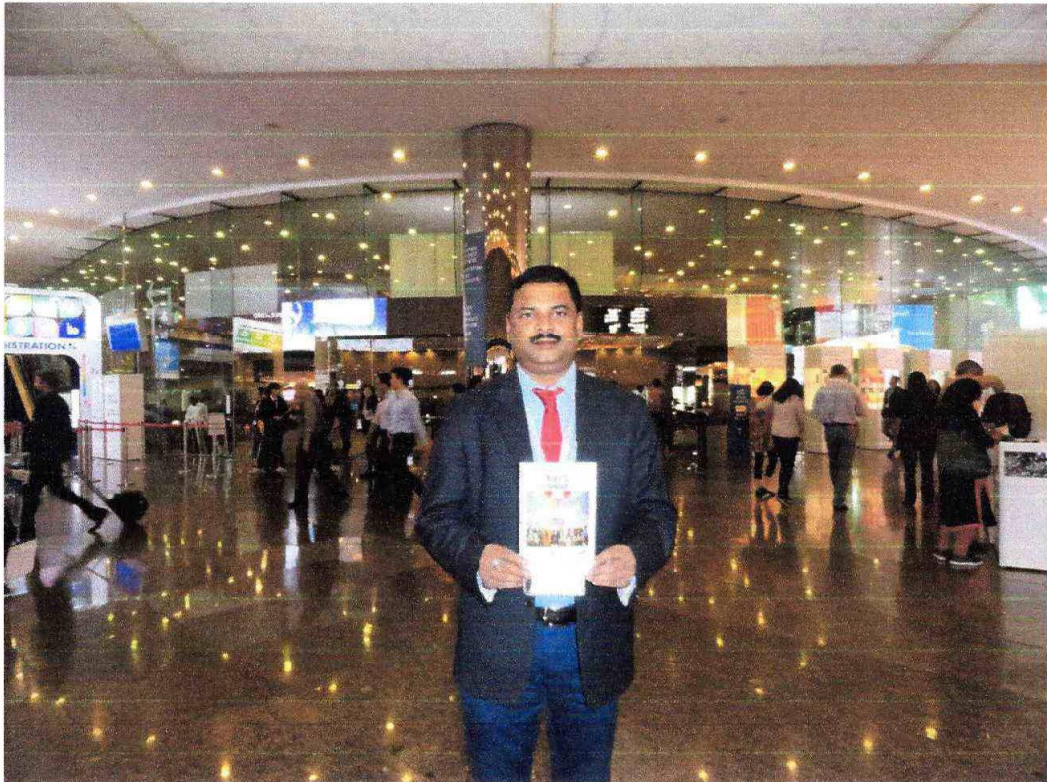




REPORT ON THE PARTICIPATION OF COIR BOARD
AND INDIAN COIR SECTOR IN
"THE MEGA SHOW PART-I"
AT HONG KONG CONVENTION AND EXHIBITION CENTRE,
HONG KONG, FROM 20 TO 23 OCTOBER 2015.



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“THE MEGA SHOW PART-I”
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Coir Board participated in the Mega Show Part-I, in Hong Kong Convention and Exhibition Centre, Hong Kong, from 20 to 23rd October 2015, organized by the Mega Expo Hong Kong Ltd.



The Participation of the Coir Board and the deputation of Shri Subrata Kumar Biswal, Liaison Officer, New Delhi for the Mega Show Part-I in Hong Kong Convention and Exhibition Centre, Hong Kong from 20-23 October 2015 Organized by the Mega Expo Hong Kong Ltd was approved by the Ministry vide letter no. P-09002/3/2015-Coir on dated 09.10.2015. The entering the 24th year, the 2015 edition of 2 part Mega Show series sets to dish up a Mega load of business opportunities for both buyers and exhibition, living up to its reputation as the most important Asian sourcing event every October in Hong Kong. The Mega Show Part-I was inaugurated on 20th October, 2015 (Tuesday at 9:30 am) in the Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong.


(एस० के० बिस्वाल)/(S. K. Biswal)
सम्पर्क अधिकारी / Liaison Officer
केयरबोर्ड, नई दिल्ली / Coir Board, New Delhi

The seven day 2 part event running across two weeks 20-23 and 27-29 October 2015 will feature 4000 exhibitions in over 5000 booths at the down –town world class venue Hong Kong Convention and Exhibition Centre (HKCEC) show caring all sorts of latest and inspirational products by mostly Asian supplies, Mega Show is a truly Asian sourcing Mecca where buyers from all over the world can grab all they want under one roof for the coming retail season. This year, a new design show case zone will be unveiled on top of the recurring twelve district product sectors. The part 1 show will present eight merchandise categories while the part-2 session will feature four merchandise categories.

ABOUT THE MEGA SHOW PART-I :- The Mega Show Part-I takes place from 20-23 October at Hong Kong Convention & Exhibition Centre to provide international buyers from over the world with Asia's most important sourcing platform for a wide range of gifts, premium, house ware, home décor, kitchen & dining and toys & games, annually every October. The Mega Show Part-I, show venue in Hong Kong convention & Exhibition Centre, (HKCEC), 1 Expo Drive, Wanchai, Hong Kong. The show organizer is Idea Trade Limited. The show manager is Comasia limited and Mega Expo (Hong Kong) Limited.

This Year 3,380 exhibitions in more than 4,500 stands from over 30 countries and regions including Australia, Bangladesh, Czech Republic, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Myanmar, The Netherlands, Nepal, Pakistan, the Philippines, Russia, South Korea, Spain, Sri Lanka, Taiwan Thailand, Turkey, United Kingdom, the USA and Vietnam are presenting their new design and latest innovations.



The show manager is Comasia Limited and Mega Expo (Hong Kong) Limited

Being one of the biggest and most important trade events in Hong Kong every October, MEGA SHOW PART-I, taking place from 20th -23rd October, 2015, will once again fully utilize

the HKCEC venue to house over 3200 exhibitors from some 30 countries and regions in 4400 booths. In 2014 the part -I show attracted 40,000 visitors from 117 countries and regions. The show this year looks set to draw a robust attendance of buyers from all parts of the world.

The further-refined product zoning this year is going to bring more values to both buyers and exhibitors. The enormously diverse merchandise are presented in eight district product sectors in well-designated halls. The clear segmentation and regional pavilions will provide visitors with the utmost easy-to-navigate layout.

New at this year's Part 1 is the Design Studio at the Convention Hall. Meet with talented design-led companies from Taiwan, Hong Kong, South Korea and China exhibiting in the new showcase for design-driven products-original, creative, functional, and emphasis on innovation.

Hong Kong is an ideal market platform for doing business in Asia especially mainland China. Hong Kong is a free port with virtually no duties or, tariffs. Its strong rule of law and respect for property rights make it an ideal strategic platform for International and other multinationals, especially small and medium sized firms, seeking to do business in Asia. Hong Kong partners typically know and have close links to markets in main land China and the rest of Asia.

Major trading partners like mainland China, US, EU, Japan and Taiwan and other world class infrastructure like free flow of information, no restriction on inward and outward investment, no foreign exchange controls, no nationality restriction on corporate or, sectoral ownership, simple low tax regime and world financial centre make Hong Kong as a main business hub in the Asia region.

The wide ranging business opportunities in Hong Kong includes its own common law legal system, currency and customs jurisdiction, financial marketing and technical expertise and sophisticated infrastructure combined with the Mainland's rapidly developing manufacturing base etc. Majority of Hong Kong manufacturers have moved production to South China's Pearl River Delta, with Hong Kong functioning as the region's services and trade hub. Mainland China is Hong Kong's largest trading partner, and four thousand Asian and Western multinational firms with interests in Mainland China have their headquarters in Hong Kong.

With the free trade agreement CEPA (Closer Economic Partnership Arrangement) with Mainland China, Hong Kong's products and firms attract preferential access to the Mainland's market. CEPA goes beyond Mainland China's WTO (World Trade Organization) commitments, eliminating tariff and non tariff trade barriers and allowing earlier or preferential access to some service sectors, Another advantage is the overseas companies can partner with, invest in, acquire or buy into a CEPA qualifies firm in Hong Kong.

The Mega Show part I reflects the improvement in attendance numbers and business confidence over the previous shows. The Mega Show Part I focuses on industries such as bags, cases and boxes, tools and hardware, toys and a wide range of products of gifts,

house wares, and toys. Coir Board can penetrate the market with its novel products like coir jewellery, coir bags, coir jackets, coir toys, coir handicrafts, eco-friendly coir composite products, coir garden articles etc through the market intervention of CCRI and CICT.

Mega Show Part-I is the most important sourcing exhibition for the gift, house wares, premium and toy industries in the Asia-Pacific region and takes place every October at the Hong Kong Convention and Exhibition Centre.

This premier mega show offers international buyers a one stop showcase of over 5,500 well merchandised stands displaying product from over 3,600 exhibitors.

Two exporters were participated in the fair namely. M/s.Viva Agtech Products, Pollachi and National Coir, Odisha.



Interaction with Exporters in Coir Board Stall

Decoration with world class design brings together the most exciting range of soft furnishing, interior supplier, from all over the world including India and China. The fair commenced with target contingent of buyers from all over the world, including US, UK, GREECE, FRANCE, BELGIUM, RUSSIA and CHINA who visited Board's stall with enquiries for Doormats, Garden Articles, Geo-textiles, Coir Pith etc.

Photo's of buyers in the Boards stall at mega show part-I, Hong Kong.

More than 5,000 exhibitors were participated in the mega show part-I, Hong Kong from all over the world exhibited their products in Hong Kong Convention and Exhibition Centre with the carpet area of 85,600 Sq. mtr.

The Mega Show a truly all Asian sourcing show featuring over 3,300 Asia's leading suppliers that is China is 1083 exhibitors, Indonesia is 5 exhibitors, South Korea is 123 exhibitors, Philippines is 31 exhibitors, Taiwan is 574 exhibitors, Vietnam is 60 exhibitors, Turkey is 21 exhibitors, Pakistan is 7 exhibitors, India is 203 exhibitors, Thailand is 51 exhibitors, Bangladesh is 17 exhibitors and U.K. is 6 exhibitors.

The space taken at Hong Kong Convention and Exhibition Centre is too small, not enough to display of products brought Coir Board and Exporters. In this regard the two exporters participated along with the Board's stall, suggested to take more space in future participated in the fairs, so that products brought from India can be displayed properly, if more space is taken by the Coir Board.



Interact with Sh. Prashant Agarwal, Consul General, Consulate of India to Hong Kong

COST ANALYSIS OF THE MEGA SHOW PART - 1, HONG KONG, FROM 20 TO 23 OCT. 2015.

The cost benefit analysis can be gauged from the market overview, market challenges, market opportunities, and market entry strategy exist in Hong Kong and the benefits accrued out of participation in the Mega Show Part – I. The main export market is the US , China and Hong Kong. With the participation in the mega show by the Coir Board along with major Coir Partners in the export front, there is every justification for a balanced strategy in securing a good number of export orders which were converted in the business.

Apart from Coir Board 10 other Coir Exporters were also participated in the Mega Show Part – I , as per the list attached along with the report. As per the feedback submitted by the Exporters, about 98 Business enquiries were generated during the Mega Show Part – I , out of which 35 enquiries of worth \$ 1,84,593 (US Dollars of One Lakh Eighty Four Thousand and Five Hundred Ninety Three Only) were converted into the business or got the confirmed orders .

In The Mega Show Part –I, Hong Kong, an amount of Rs. 92126/- were spent towards the freight charges, cost of exhibits and to display the aids at the venue of this Mega Show Part – I ,appears to be normal and justifiable as can be accessed from the level of participation and market intelligence gathered out of participation among the multinational giants for the benefit of Coir Industry as a whole.



Interact with Sh. Ashok Kumar Dhingra, Vice Consul, Consulate of India to Hong Kong

The concluding day of the Mega Show Expo a number of Business as well as common visitors have been visited Board's pavilion and very much appreciated the efforts taken by Coir Board for participating in this mega event by displaying the wonderful display of Coir Products. The local buyers were also visited the Coir Board's stall and enquiring about availability of Coir Products in Hong Kong. There is a great opportunity for marketing of Coir Products in Hong Kong. It will definitely increase the demand of Coir Products in foreign countries to generate huge foreign revenue. It is highly recommended to participated in such type of mega show in future also and to get a wider publicity of Coir Products. So the necessary action may be initiated to find the buyers (importer) for marketing of Coir Products for local buyers in Hong Kong.

The above report is submitted herewith for your kind perusal and records.


(SUBRATA KUMAR BISWAL)
LIAISON OFFICER
COIR BOARD
NEW DELHI

**Mega Show Part I-2015,
Hong KONG - 20 - 23 Oct 2015**


LIST OF PARTICIPANTS THROUGH COIR BOARD, COCHIN

Sl. No.	Name & address of the Participant	Booth No. allotted	Name of the contact person
1	Coir Board, Ministry of MSME, Govt. of India, Coir House, M.G.Road, Ernakulam, Cochin-682016, Tel: +91 484 2351900 Fax: +91 484 2370034, Email. expo@coirboard.org Web: www.coirboard.gov.in	3G - E40 & 42 (18 sq.m)	Mr. C.M.Unnikrishnan, Development Officer
2	M/s. K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey - 688 010, Kerala, India T: +91 477 2251321 F : +91 477 2251315 M: +91 9846034326 Email: ksgiyer@vsnl.com ; ksgiyer@hotmail.com	3G - G25 (9 sq.m)	Mr. K.S Gangadhara Iyer, Proprietor
3	M/s. Seven Seas Trading Company, 25/685, Seven Seas Building, South of Vellakinar, Alleppey - 688 001, Kerala, India T: +91 477 2262963, +91 477 2262463, +91 477 2262763 F: +91 477 2251358 M: +91 9847180654 Email: sseas@md3.vsnl.net.in	3G - G13 (9 sq.m)	Mr. S Ponnampalam, Managing Partner
4	M/s. Fibre World, No:XVIII/1269, P.B No: 4643, Cullen Road, Alleppey - 682012, Kerala, India Tel: +91 477 2241616, +91 478 2861287	3G - F40 & 42 (15 sq.m)	Mr. Roby Francis, Managing Partner


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	<p>Fax: +91 478 2861290 Mob: +91 9847043676 Email: fibreworld@sancharnet.in, seena@fibreworldindia.com, roby@fibreworldindia.com Web: www.fibreworldindia.com</p>		
5	<p>M/s.Vasundharalayam Coir Works, Door No. 89/X, Muhamma P.O, Alappuzha, South India, Pin-688525 T: +91 478 2864573 M: +91 9847276659 E-mail: info@vasundharacoir.in Web: www.vasundharacoir.in</p>	3G – E35 (9 sq.m)	Mr. V Rajendran, Proprietor
6	<p>M/s.Golden Coir Tufts SF No:57/1A1, Zamin Uthukuli Road, Singanallur, Akilandapuram P.O, Pollachi-642 002, Tamil Nadu, India T: +91 4259 253388 M: +91 9944497398 E-mail: goldencoir@yahoo.com Web: www.goldencoirtufts.com</p>	3G – G30 (9 sq.m)	Mr. B Rangaraj, Managing Partner
7	<p>M/s. Geco Coir Products Pvt. Ltd., Building No.CMC 27/79, Madakkal Junction, Cherthala, Kerala, India-688524 T/F: +91 478 2821966, M: +91 9847566499 Email: sales@geco.co.in Web: www.geco.co.in</p>	3G – F36 (9 sq.m)	Mr. Varghese V. Chacko, Managing Director
8.	<p>M/s. Thuran Fibre SF No. 183/2-C2 Suleswarampati (P.O.) Pollachi – 642 006. Tamil Nadu, India. Ph: +91-4259 291059 Mob: +91 9443054064 / 9750588800</p>	Coir Board Booth	Shri. S V Rajendra Prasad, Chief Marketing Executive Cell: +91 978722339

	Email: thuranfibre@gmail.com		
9.	M/s. Viva Agtech Products S F. No. 270/1B, Door No. 120, Meenkari Road, Zamin Uthukuli, Pollachi – 642 004. Mob: +91 9047009950 Email: vivaagtechproducts@gmail.com	Coir Board Booth	Mr. Vishnu Varthan Partner
10	National Coir AT/PO: Pattanaikia, Dist: Puri, Orissa, India – 752046 Tel: + 91 6752 248854 Fax: +91 6752 248577 Mob: +91 92386 47661	Coir Board Booth	Mr. Jyoti Ranjan Patra Manager


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 16.1.2016.