



कर बोर्ड
COIR BOARD

REPORT ON THE PARTICIPATION OF COIR BOARD AND INDIAN COIR SECTOR IN THE NATIONAL HARDWARE SHOW

09 – 11 MAY 2017
LAS VEGAS, USA



REPORT ON THE PARTICIPATION OF
COIR BOARD AND INDIAN COIR SECTOR
IN THE
NATIONAL HARDWARE SHOW-2017
LAS VEGAS, USA FROM 09 – 11 MAY 2017.



The participation of Coir Board and the deputation of Shri. M. Kumara Raja, Secretary, Coir Board for the National Hardware Show 2017 was approved by the Ministry vide letter No. 4 (6)/2017-Coir dated 3rd May 2017 for the period from 8th – 11th May 2017 (excluding travel time) for organizing Board's participation in the fair.

About the National Hardware Show- USA

The 2017 National Hardware Show gives access to everything need to move their business forward, including new buying opportunities, merchandising ideas & solutions, money-saving deals & face- to- face networking opportunities.

Product Review and Vetting

The Product Review and Vetting Programme gives exhibitors the opportunity to have their product privately reviewed and vetted by Top Buyers from some of the industry's largest Retailers, Hardware Co-ops and major Wholesaler/Distributors.



Presidents Council Buying Days

The Presidents Council Buying Days at the National Hardware Show enables exhibitors, to arrange exclusive 20 minutes face-to-face meetings with buyers from Wallace Hardware, Bostwick-Braun, Jensen, CNRG, PRO-Group and more. This is a unique selling opportunity to present products face-to-face at the National Hardware Show.

Pitch the Experts Panels

Inventors Spotlight exhibitors were invited to register for the opportunity to present their products and receive feedback and advice from a panel of industry leaders and decision makers.

The National Hardware Show is at USA and it is also Gateway for Canada/LAC market for coir products. An analysis of coir export to USA market is given below.

Items	2014-15		2015-16		2016-17	
	Qty (MT)	Value (in Lakhs)	Qty (MT)	Value (in Lakhs)	Qty (MT)	Value (in Lakhs)
Coir Fibre	977	210.7	1603	357.86	1626	377.55
Coir Pith	49506	6914.62	82530	14651.89	98550	19048.89
Coir Other Sorts	23	38.23	22	57.00	97	211.85
Coir Yarn	684	502.62	569	366.70	611	367.43
Coir Geotextiles	1436	960.41	2387	1658.99	3143	2035.14
Handloom Mats	9115	10422.85	9339	11155.73	8042	9448.20
Handloom Mattings	759	665.29	1016	1007.41	596	627.06
Powerloom Mattings	15	20.65	0	0.00	0	0.00
Tufted Mats	14794	14591.76	19173	20026.19	20563	20712.14
Rubberized Coir	47	91.35	63	113.17	83	168.62
Powerloom Mats	123	176.91	120	162.10	43	51.38
Coir Rugs & Carpets	74	82.34	209	190.60	183	236.85
Coir Rope	10	15.97	32	39.61	1	1.45
Curled Coir	77	23.31	141	26.91	0	0.00
Total	77639	34717.01	117203	49814.16	133537	53286.56

Participation of Indian Coir Sector



The venue of the Fair was Las Vegas, USA held from 09 – 11 May 2017. The Board has reserved 1000 Sq.ft. space in two locations at Stand No. 10014 & 10032 which consists of one booth of 200 sq.ft. for Coir Board and 8 booths of 100 Sq.ft. each of exhibitors in the National Hardware Show for organizing participation of Indian Coir Sector.

12 Entrepreneurs / Exporters from Indian Coir Sector participated in the Fair through the Coir Board pavilion. The list of participants is attached as annexure-1.

Sufficient exhibits of coir and coir products like garden articles, fibre, pith products tufted mats and mattings etc. and publicity materials were displayed the stalls. The Indian delegates were advised to handle enquiries and buyers under guidance of Shri. M. Kumara Raja, Secretary, Coir Board. A pen drive uploading the Corporate Film on history of Indian Coir Industry and other videos on functional applications of coir pith, coir geotextiles, Green House etc. have been displayed in the Coir Board Pavilion. The undersigned extended special invitation to the buyers USA to visit the Indian Pavilion and many responded too.



Visitors to the Board's Stall

515 number of visitors visited to the Board's stall from different parts of USA and surrounding areas. A total number of 143 enquiries were received in the Board's stall. The enquiries received by Coir Board have already been issued on to the Export Marketing Division of the Board for circulation to trade.



Feedback from the other parties

The feedback form received from Indian Business delegates were summarized and attached as annexure-2. The original feedback forms were passed on to Export Marketing Division of Coir Board.

Cost Analysis and Recommendations

The expenditure allocated for organizing the participation at National Hardware Show -2017 Exhibition was 55,790 US\$. The trade enquiries received and extent to which the Board could popularize in coir and coir products in USA through the participation of this fair could establish that the expenditure incurred for organizing the fair is worth more than cost. If the trade enquiries received by the exporters could be converted into export orders, the venture would be a remarkable one in terms of money for value. The delegates participated 12 canvassed enquiries worth 17.45 lakhs US\$ and orders generated worth 24.69 lakhs US\$ (approx) of coir pith and value added coir products from various buyers. Being more retail enquiries in the fair reveals that great scope for



many Indian/USA Companies to establish trade house for the supply to green houses and other retail requirements. The representation from India was from Tamil Nadu, Kerala and Andhra Pradesh State Coir Industries.

■ A good coverage may be made in the International Agri / product Magazines of USA about the participants of Indian Coir Exporters and products quarterly.

■ A peer group discussion may be organized with major buyers of cocopeat, geo- textiles etc. through Commercial Wing of Indian Embassy to plan market promotion to expand the user areas. The major department stores may also be invited.

■ The Fair is recommended for the next year participation and stalls to be booked in advance.

■ It is preferable to have Island stalls and to limit the exporters 10 to 15 which will be easy to handle the business to India .

■ It is suggested to participate Sanfrancisco Agri Fair, Agri Fair at Gautamala for cocopeat and grow bag promotion in USA /LAC markets.

■ It is suggested to promote coir wood with full size demo in major furniture fair of USA by Coir Board. It will promote value added exports in USA.

■ The investors in market zone need multi coir products ensuing quality standards through Coir Board. Hence the "Coir Mark" may be strengthened and popularize among USA buyers.

The undersigned and the members of the delegation are very much thankful to Hon'ble Union Ministers and high dignitaries of Ministry of MSME, Govt. of India and especially to Chairman, Coir Board for giving the best opportunity and guidance to explore the market for coir products in USA.



(M. KUMARA RAJA)
SECRETARY, COIR BOARD

Encl: as above

Annexure - 1

LIST OF EXHIBITORS IN COIR BOARD PAVILION (STAND NOS.10014 & 10032)

S.No	Name & address of Company	Representative with Mob.No.	Stand / Booth No.	Remarks
1	YUVAM EXPORTS 1/59, Periyar Kadu Chittar, Kesarimangalam, Bhavani (Tk), Erode (Dt.) Tamil Nadu, India Mobile: +91 99940 62333 Email: yuvi@yuvamexports.com Web: www.yuvamexports.com	Mr.Yuvaraj.C +919994062333	10032-A	One booth of 100 sq.ft. shared by 3 co-exhibitors
2	L M R IMPEX 6-195, Near Naidu Street, Gopalapatnam, Visakhapatnam – 530027 Mob: +91 9000826282, 8886667820 Email: lmrimpex1@gmail.com , lmrimpex1@outlook.com	Mr. P Trimurthulu +919000826282	10032-A	
3	ECO MAX S F No 562B, Nello thurai Road, Chinna Kobmu, Aliyar -642101, Pollachi, Coimbatore, Tamil Nadu. Mob: +91 9942756565 Web: www.ecocoirworld.com Email: info@ecocoirworld.com	Satheeshkumar Ramasamy +919942756565	10032-A	
4	BABU COIR WORKS PB No.04, Thumpoly, Alleppey, PIN -688 008, Kerala, India. Tel: +91 477 2248190 / 2248696 Mob: +91 94472 45973 Web: www.babucoir.com Email: info@babucoir.com	Mr. Eugin Johnkuty +919447245973	10032-B	

5	Coir Board, Ministry of MSME, Govt. of India, Coir House, M.G.Road, Ernakulam Kochi -682 016, Kerala, India www.coirboard.gov.in , Email: expo@coirboard.org Ph: +914842351900, +914842362751	Mr.M.Kumara Raja, Secretary, Coir Board +919847547525	10032-C	
6	TECHNO COIR 24, Mith Villa, TNSTC Depot Road, Pollachi, Coimbatore -642 002 Tamil Nadu, India Mob: +91 98940 19019 Email: usprabhu2001@gmail.com	Mr.S.Prabhu	10032-C	Coir Board's booth (200 sq.ft). Shared with 3 other co - exhibitors
7	BIOGROW INDIA SUBSTRATES (BIS) 93/4A, Thurayur, Pollachi, Coimbatore - 642 007 Tamil Nadu, India Mob:+91 9946000262 Email: biogrowindiasubstrates@gmail.com	Ms. Roshini Suseel +919946000262	10032-C	
8	MADAPPAT EXPORTS 435 Melotterveethi, Anamalai, Pollachi Tamil Nadu, India Tel: +91 9788512000 Fax: +91 482 22260242 Web: kokogro.com Email: mail@madapatagencies.com	Mr. Suseel Thomas +919788512000	10032-C	
9	CLASSIC FLOOR FURNISHING 11/503, Kaniavally, Kureekkad, Ernakulam -682 305, Kerala, India Tel: +91 484 2242289 Fax: +91 484 2665428 Mob: +91 9895261182 Email: jm@classicfloorfurnishings.com Web: www.classicfloorfurnishings.com	Mr. Joseph Mathew +919895261182	10014-A	100 sq.ft. independent booth
10	FAIR TRADE INDIA Parsa's, Building No. 828A, Opp. CCRI, Kalavoor P.O., Alappuzha - 688522, Kerala, India Tel: +914772258786/88/89 Mob: +914772258786/88/89 Email: info@fairtradeindia.in / export@fairtradeindia.in Web: www.fairtradeindia.in	Mr.Sayed Asif +919447958577	10014-B	100 sq.ft. independent booth

11	ECO MILLS 340, Tachur Ponneri Road, 60/204 Ponneri, Tamil Nadu, India T: +91 478 2822500 M: +91 9447769067 Web: www.ecomills.com Email: anil@ecomills.com	Mr. Anil Kumar.B +919447769067	10014-D	100 sq.ft. independent booth
12	Sun Universal, Adiyaman Kottai Punnam Chatram, Karur, Tamil Nadu, India Tel: +91 98422 95655 Email: sununiversal@rediffmail.com Web: www.suncoir.com	Mr.S.Manimaran +919842295655	10014-E	100 sq.ft. independent booth
13	K S GANGADHARA IYER & CO. PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India Tel: +91 477 2251321 Mob: +91 9846034326 Fax: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com	Mr.K.S.Gangadha ra lyer +919846034326	10014-F	100 sq.ft. independent booth

Annexure2

FORMAT OF FEED BACK REPORT FOR EXHIBITIONS/FAIRS

Event name: NATIONAL HARDWARE SHOW 2017

Place: LAS VEGAS, USA

Duration : 9th- 11th MAY , 2017

Objective(s) of the event: To popularise Coir & Coir Products

Outcome(s) of the event (including items exhibited and volume of sales)

Sl. No.	Items	
1	List of participants with address, telephone, fax No. email address	Detailed list attached
2	Number of visitors	515
3	No. of export inquiries generated	143
4	Value of export inquiries generated	App. 24.69 Lakhs US\$
5	No. of export inquiries translated into business	33
6	Value of export inquiries translated into business	App. 17.45 lakhs US\$
7	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	Nil