

Report on the Participation of Coir Board in

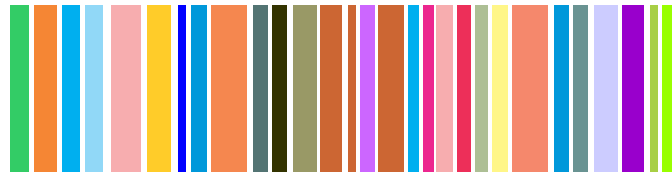
DOMOTEX

Hannover

12-15 Jan. 2018



**UNIQUE
YOUNIVERSE**



Report on Coir Board's Participation in

DOMOTEX

International Trade Fair

12th to 15th January, 2018

Hannover, Germany

Domotex Fair is one of the major events in the carpet exhibition all over the world. The leading players in the carpet field consider this fair as a prestigious one to participate and are participating continuously for the last so many years. This year's key note theme 'Unique Youiverse' provides exhibitors, next generation designers and artists with a platform to showcase this trend at Domotex. The talks and discussions of the event focussed on current issues and trends such as the individualization of flooring products.



Coir Board, being a statutory body constituted for the overall development of Coir Industry in India, is also a party to the mega show continuously for the last so many years and this year also the Board has participated in this event in a mega fashion.

The Fair held at Hannover from 12th to 15th January, 2018. Government of India vide their letter No. 4(21)/2017-coir/03 dated 09th January, 2018, has approved the deputation of Smt. Renu Kapoor, Under Secretary, IF Wing of Ministry of MSME and K.Ananda Babu, Joint Director (Planning), Coir Board for organizing the Board's participation in Domotex Fair 2018.



As per the programme, the undersigned reached Hannover on 10th January, 2018 night and Smt. Renu Kapoor reached on early morning of 11th January. After reaching Hannover, the officers proceeded to the venue of the Fair and took charge of Board's pavilion. The Board had reserved booths B 90, F 79 & F 80 in Hall No.4. All the stalls were arranged and displayed the products in an attractive way and exhibited the brochures/leaflets in a disciplined manner. The event managers who had constructed the Board's pavilion in Hall No.4 and the agency for logistics has done their duty well and the construction of pavilion and stalls were completed and the materials were reached in time. The Board displayed blow ups and posters showing the innovative products and displayed the brochures and leaflets in an attractive manner in the stall. A handbook giving the details of the participants under the Board was also printed and distributed among the visitors. This year also an Ad tower was installed in front of the venue, which attracted many visitors.

A film on coir pith, preparation of organic manure from coir pith and innovative coir products, was screened through the TV installed in the Board's stall. Further the service of a translator was also provided in Board stall. This services was utilized by the Co-exhibitors while dealing with their German counterparts. The list of exporters from Indian Coir Sector participated in the Fair, under Coir Board ,are as follows:

| No. | Name of the exporter |
|-----|--|
| 1 | M/s. Eстера Polymers, Vaikom, Kerala |
| 2 | M/s. Santhigiri Koottukudumba Coir, Cherthala, Alappuzha |
| 3 | M/s. Floor Gardens, Cherthala, Alappuzha |
| 4 | M/s. Marari Coir Rub, Cherthala, Alappuzha |
| 5 | M/s. Meta Classic Fibres, Cherthala, Alappuzha |
| 6 | M/s. Sevenses Trading Company, Alappuzha |
| 7 | M/s. Gangadhara Iyer & Co., Mullackal, Alappuzha |
| 8 | M/s. United Coir Factories, Kommadi, Alappuzha |
| 9 | M/s. Coco Fibre Tex, Alappuzha |
| 10 | M/s. B S Rubbers, Kottayam |
| 11 | M/s. Vembanad Rubbers, Kottayam |
| 12 | M/s. Foam Matting India Ltd., Alappuzha |
| 13 | M/s. Wallace Langford Associates, Alappuzha |
| 14 | M/s. Fibre Tuft International, Manappuram, Cherthala |
| 15 | M/s. J S Mats & Mattings, Kottayam |
| 16 | M/s. Hyena Exports, Cherthala |
| 17 | The Kerala State Coir Corporation, Alappuzha |





Besides the above, more than 15 exporters had participated directly in the Fair.

The Counsel General of India, Shri. Madan Raigar along with a group of officers visited Board's stall and the stall of other exporters on 12th January, 2018, the inaugural day of the fair. The Counsel General



Visit of the Counsel General of India, Shri. Madan Raigar (sitting right)

had a good interaction with the exhibitors and shown keen interest in the coir products, especially in Coir Wood. He expressed his satisfaction on seeing the displays and appreciated the Board both for arranging a nice display of coir products and taking initiation for the development of the coir industry.

People from business community, dignitaries etc., visited Board's stall and had interaction with the officials. To name some of them are :

1. Dr. Ernst Kursten, M/s.mpinger GmbH, Germany
2. Mr. Ramkumar Palaniswamy, M/s.mpinger GmbH, Germany
3. Mr. Puneet Jolly, Nourison, USA
4. Mr. Geurt Huibers, Agro 'De Arend' BV
5. Mr. P K Agarwal, Ganges Jute (P) Ltd., Kolkata
6. Mr. Amit Khanna, Parampara, New Delhi
7. Mr. Kim Lu / Lida kokkini, Vnu Exhibitions Asia Ltd, Shanghai
8. Mr.Momo Bouabida, JVL Homeware Solutions, West Yorkshire
9. Mr.Rasheedul Karim Munna, MD, Creations Private Limited, Dhaka





The Hall Nos.2, 3 & 5 witnessed heavy footfalls but the traffic was less in Hall No.4 when compared to other Halls. As per the opinion of some of the participants, their usual clients paid visit and renewed the relations but new entries are very less. Feedbacks, trade enquiries, business transacted etc.

Feedback on trade enquires, business transacted etc., were obtained from the co-participants under the Board and summarised as under:

| | |
|-------------------------------------|-------------------|
| Total number of visitors | -182 |
| Value of export enquiries generated | - Rs.15.00 crore. |





Cost Analysis

The total amount expended towards cost of exhibits, freight charges, display aids etc., worked out to Rs.30,375/-. The participation in the fair could generate a trade enquiry worth Rs. 15 crore. It is felt that there will be follow up enquiries also and if it is materialized fully, certainly this would be an addition to the national exchequer in the form of a foreign exchange. Hence the overall assessment is that the participation in Domotex Fair 2018 was very much successful and helpful for Indian Coir Industry.

RENU KAPOOR
Under Secretary,
IF Wing
Ministry of MSME

K.ANANDA BABU
Joint Director (Plg)
Coir Board, Kochi.