

COIR BOARD

(Govt. of India, Ministry of Micro, Small & Medium Enterprises)
M. G. ROAD, KOCHI – 682 016, KERALA, INDIA
Tel: +91 484 2351900; Fax: +91 484 2370034

EXPORT MARKETING SECTION

TRADE CIRCULAR No. 5 DATED 29.09.2021

The Covid-19 pandemic has resulted in restriction of overseas travel leading to rescheduling/ cancellation of most of the reputed international shows across the globe. With the implementation of the massive Covid-19 vaccination drive, there has been a significant revival in major business sectors.

Coir Board proposes to organize participation of Indian coir sector in the following fairs during 2021-22 under the Revised International Cooperation Scheme of the Ministry:

Sl. No.	Name of Fair	Country	Tentative Period	Minimum bookable area	Tentative space rent for furnished booth
Floor Covering Fairs					
1	Domotex Hannover, Germany	Germany	13-16 January, 2022	12 Sq.mtr.	Rs.37,500/- per Sq. Mtr.
2	Ambiente, Frankfurt	Germany	11-15 February, 2022	10.5 Sq.mtr.	Rs.56,400/- per Sq. Mtr.
Horticultural Fairs					
1	IPM, Essen	Germany	25-28 January, 2022	6 Sq.mtr.	Rs.43,000/- per Sq. Mtr.
Technical Textile Fair					
1	IECA Annual Conference & Expo	USA	15-18 February, 2022	9 Sq.mtr.	Rs.25,000/- per Sq. Mtr.

All entrepreneurs/exporters in the coir sector are requested to make use of this opportunity to boost up their export by participating in the trade fairs and thereby to set the industry in the path of accelerated growth.

Interested entrepreneurs may rush their applications for participation with space requirement along with 50% of the space rent for each fair, on or before 8th October 2021. The formal application form with conditions for participation is attached and can also be downloaded from the Board's website through the following link:

<http://coirboard.gov.in/wp-content/uploads/2021/09/Application-for-participation.pdf>

The payment of participation fee / space rent may be remitted by Bank Transfer. The bank details for effecting NEFT/RTGS are given below:

Name of Beneficiary	Name of Bank	Bank Branch	IFSC CODE	A/C No
THE SECRETARY COIR BOARD NON PLAN A/C	State Bank of India	Ravipuram, Kochi	SBIN0070261	57009832813

Eligible participants can avail assistance upto Rs.5,05,000/- for participation in any of the two fairs abroad under the Revised International Cooperation Scheme in accordance with the item wise scale of assistance prescribed under the scheme.

Please ensure that the members to be deputed for participation in exhibitions abroad have completed two dozes of COVID 19 vaccine before their departure from India.

For any further clarifications, please contact us through Email ID: expo@coirboard.org or over Telephone (0484 2351900 – Extn. 935).

SECRETARY

To:

All Regd. Exporters / Manufacturers
All Coir Exporters' Associations
All Coir Manufacturers' Associations

Copy to:

All Regional Offices of Coir Board

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