

MSME

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



कोर बोर्ड
COIR BOARD

REPORT ON THE PARTICIPATION OF
COIR BOARD & INDIAN COIR SECTOR
IN

GARDEX

2015

14 -16 October
CHIBA, JAPAN



REPORT ON THE PARTICIPATION OF
COIR BOARD & INDIAN COIR SECTOR
IN

THE GARDEX FAIR 2015

AT CHIBA, JAPAN

From October 14 – 16, 2015

The Participation of Coir Board and the deputation of Shri. M. Kumara Raja, Secretary, Coir Board for the 9th International Japan Gardex Fair was approved by the Ministry vide letter No. P-09002/3/2015-Coir dated 08.10.2015 for the period from 13th – 16th October 2015.

The venue of the Fair was is at Makuhari Messe, 2-1, Nakase, Mihama-ku, Chiba-city, 261-0023, Japan held from 14 – 16th October 2015.

About Gardex Fair

The Gardex in Chiba is a horticultural fair and the largest fair of its kind in Japan. Gardex Fair is a platform for Primary suppliers, professional services providers and distributors in Gardening, Garden Furniture, Garden Equipment, Outdoor Furniture and Fence areas. It provides a platform to international exhibitions to showcase the latest developments, products, services and technologies. The Gardex fair is benefited to take orders from Japanese importers/growers, helps to find local agents/distributors in Japan facilitates to

conduct OEM negotiations with manufacturers and retailers and also to carryout market research of Japan. The Gardex 2015, 9th International Japan Garden Expo 2015, is one of the remarkable events on Gardening, Green \house cultivation, Garden Furniture, Garden Equipment, Outdoor





Furniture and Fence areas. The Fair is a comprehensive one with the longest history, the highest level, the largest scale, the most complete exhibit variety, the broadest distribution of overseas buyers and the greatest business turnover in Japan.

Gardex Fair attracted about 20,000 Japanese companies who are engaged in foreign trade, having good credibility and sound financial capabilities, and more than 1000 companies from all around the world, participated in the Fair. The Gardex 2015's guests were Retailers (Home centres, garden centres, florists, supermarkets etc), importers, wholesalers, growers, nurseries, agricultural co-operatives, floral designers, landscapers, garden design offices, hotels, manufacturers and Press. As reported by Gardex Fair authorities, many Trading Delegations take part in the Fair including foreign trade companies, manufactures, scientific research institutes, foreign invested enterprises etc.

Export of Coir & Coir Products to Japan(Last 3 years)

Product	2014-15		2013-14		2012-13	
	Qty (MT)	Value (Rs.Lakhs)	Qty (MT)	Value (Rs.Lakhs)	Qty (MT)	Value (Rs.Lakhs)
Coir Fibre	0.00	0.00	2.40	5.00	0.00	0.00
Coir Pith	1926.80	258.41	1606.19	208.01	1818.18	215.45
Coir Other Sorts	0.00	0.00	1.50	0.87	0.00	0.00
Geo-Textiles	364.54	401.18	506.84	521.76	418.57	389.63
Handloom Mats	315.85	335.37	277.86	292.69	370.58	353.79
Handloom Mattings	26.97	71.02	28.14	52.45	52.62	89.22
Tufted Mats	456.46	471.58	418.66	474.62	507.87	531.37
Total	3090.62	1537.57	2841.58	1555.40	3167.83	1579.46



Participation of Indian Coir Sector

The Board has reserved 97.2 Sq.mt. sq.m. in booth Nos.27 – 32 for organizing participation of Indian Coir Sector. Out of 18 Entrepreneurs/Exporters applied for participation, 14 Entrepreneurs / Exporters participated in the Fair through the Coir Board booth which is an all time high comparing with the previous years. 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. Smt. Deepa Gopalan Wadhwa, Ambassador, Embassy of India, Chiyoda-ku, Tokyo deputed Shri. Kripal Singh Bisht, First Secretary (Economic), Embassy of India and provided guidance to all exporters for future export. Basic facilities were provided to delegates of India at Coir Board pavilion to undertake business transactions. Indian Flag was displayed in the pavilion in a befitted manner. Coir Board extended special invitation to all growers in Japan to visit the Indian pavilion and many responded too.

Visitors to the Board's stall

1657 numbers of visitors visited to the Board's stall from different parts of Sri Lanka, India, Korea, China, New Zealand, Australia, Brazil, Spain, Africa etc. A total number of 410 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.

Feed back from the other participants

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





Field Visit

Mr. Tohmei Takekawa, Ph.D, Representative Director & Consultant, Global Consortium for Energy and Environment (GCFEN), Tokyo, Japan a green house established using coir pith was visited by Secretary, Coir Board and few exporters and Consultant expressed his satisfaction on standards of coir pith and assured to increase their imports from India.



Cost Analysis

The trade enquiries received and the extent to which the Board could popularize the coir and coir products in Japan 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 (14) canvassed 410 enquiries and orders worth 4.42 laks US\$ (approx.) of coir fibre, coir pith, and value added coir products from various buyers.

Image Gallery



Recommendation

On scrutiny of participation in GARDEX Fair 2015 and the field visits made, the following recommendations are made in specific to build a long term business with on export of coir products.

1. The Japan embassy and Consulate General of India may be contacted to establish a business development office through Coir Board to facilitate more awareness among buyers and to build up users. This office will help to promote all MSME products with good display. There is a scope for coir pith and other coir products worth Rs. 800 crores are there in Domestic Market of Japan. The Indian Institute of foreign trade may be asked to conduct a scope study on this aspect to establish the Business Development Centre.

2. Until establishing a business development centre, it is essential to position a business Co-ordinator at Embassy/Consulate General Office of Japan to facilitate the export of Indian coir products to Japan. This is essential to assess the need of Japan buyers as well to promote products with them to explore the estimated market of Rs. 600 crores in agri/horticultural and geotechnical zones in Japan. The business co-ordinator who is well versant with Japanese and English languages and business models is essential.

3. Board may organize through Indian embassy a meet with Commerce Ministry of Tokyo to waive off the duties and port charges presently imposed by Japan Govt. on import of coir products in Japan. It will help to ensure free trade between two countries.

4. In order to tap the new user areas of export in coir sector, Board has to participate the same fair with advance booking of stalls in the same place to avail early bird offer

5. With due embassy advise, Coir Board may issue the product significance write up's in Japanese Website / press/ electronic media in their regional language. Presently the awareness of eco-friendly coir products are very much limited.

6. Srilanka is our competitor for Japan market especially in export of coir pith blocks, grow bags, 25Kg. bagger and needled felt and all Japanese firms are showing interest to import from India due to good quality and volume supply. It need a support on freight charges which is cheaper with Colombo port by minimum 350 – 400 USD/ 40' High cube containers. This aspect has to be taken up with port authorities at Kochi and Chennai and Coir board is working on it.


M. KUMARA RAJA
Secretary, Coir Board



Annexure-1

GARDEX 2015, TOKYO JAPAN

14-16 OCTOBER, 2015

List of delegates

Sl. No.	COMPANY ADDRESS	NAME & PASSPORT ADDRESS	COMPANY PRODUCTS	MOBILE NUMBER & EMAIL
1	GREEN BLOCK EXPORTERS 360/2 B, Anna Nagar, Chettipalayam, Kolarpatti (Post) , Pollachi-642107	SELVARAJ KANNAN, O/No.1/107A , N/No.1/105 , Thipampatti, Pollachi-642107, Coimbatore,India.	Coir Fiber, Coir Two –ply yarn, Coir Pith	9842230134 greenblockcoir@gmail.com
2	WALES EXPORTS 4/1 Kumaran Buildings, Behind Nachimuthu Polytechnic, Makkinampatty,Udumalai Road, Pollachi ,Coimbatore, INDIA.	SALLAMNAICKANPATTI PUDUR KUPPUSWAMY GOWTHAMAN 4/1,Kumaran Buildings, Makkinampatti, Pollachi-642003 Coimbatore,India.	Coir Fiber, Coir Two –ply yarn, Coir Pith, coir garden articles, coir floor tiles, coir watches, coir eco art, enriched coir pith manure, husk chips	9443136451 skgowthaman@kumarancoir.com
3	KALI COIR INDUSTRIES 7/74 ,Udumalai Road , Unjevelampatti Road, Pollachi-642003	GOWTHAMAN THILAGAVATHY 4/1,Kumaran Buildings, Makkinampatti, Pollachi-642003 Coimbatore, India.	Coir Fiber,Coir Two –ply yarn, Coir Pith	9442536432
4	SRIRAM COIRS Chandirapuram Road, Makkinampatti(PO) Pollachi-642003	KRISHANASAMY RAMAKRISHNAN No 53, Karumapuram , Ayyampalayam, Zamin Muthur Post, Pollachi-642005, Coimbatore , Tamilnadu , India.	Coir Fiber,Coir Two –ply yarn, Coir Pith	9842042785 suganthis730@gmail.com
5	KALAPAVIRACHA COIR PRODUCTS 26/1,Sulakkal , Pollachi-642110	THANGAVEL SUGANTHI, No 53, Karumapuram , Ayyampalayam, Zamin Muthur Post, Pollachi-642005, Coimbatore , Tamilnadu , India.	Coir Fiber,Coir Two –ply yarn, Coir Pith	9842042785 suganthis730@gmail.com
6	SREE AKKAMMARAESWARI COIR PRODUCTS S.F .no.172, Kanjampatti Village, Kanjampatti Pollachi-642003.	THANGAVEL JAGADEESH, O No 3/98 N No 3/42 Kollupalayam , Thippampatti , Pollachi – 642003, Coimbatore, Tamilnadu, India.	Coir Fiber,Coir Two –ply yarn, Coir Pith,curled coir rope	984294451 sreeakkammaraeswari@gmail.com
7	SUKUMAR COIR INDIA PVT. LTD. S.F.No.383/3 Anumanpalli Main Road, Palayapalayam, Murungatholuvu(Post), Perundurai(taluk), Erode-638051	SAMYNATHAN SUKUMAR, D.No.91 , Velliangiri Pudur, Arachalur , Erode -638101, Tamilnadu, India.	Coir Fiber,Coir Two –ply yarn, Coir Pith grow bags, coir machines	9443057001 coco@sukumarcoir.com

Sl. No.	COMPANY ADDRESS	NAME & PASSPORT ADDRESS	COMPANY PRODUCTS	MOBILE NUMBER & EMAIL
8	UNITED IMPEX New No.177 Triplicane High Road, Chennai - 600005,	NARAYANAN ANBALAGAN, No.8,Citystar Apts , No.59/26,3rd Main Road Kasthuribai Nagar Adyar , Chennai – 600020, Tamil Nadu,India.	Coir Fiber, Coir Two –ply yarn, Coir Pith ,coir garden articules	9840069826 tceindia@gmail.com
9	ROYALS NOVELTY CLOTH BAZAR PVT LTD, Royals Junction, Anchal (Post), Kollam-691306	THANKACHAN KUNJUMON POIKAVILAYIL C-339 , Sarita Vihar , Delhi -110076, India.	Coir Fiber, Coir Two –ply yarn, Coir Pith	9895022288 kunjumon@royalsgroup.co
10	SRI VISHNU LAKSHMI FIBRES, S.F.no.91/6, Seelakkampatti(Post) Pollachi-642205	MOUNADURAISAMY KANNAN, 104A , Seelakkampatti Pollachi-642205,Coimbatore, Tamilnadu , India	Coir Fiber, Coir Two –ply yarn, Coir Pith, coco shell products	9788991919 vcoieexportkannan@gmail.com
11	SAKTHI COIR EXPORTS, Unit No. 9/2 , Sakthi Industrial Estate, Udumalpet Road, Pollachi, Coimbatore, Tamil Nadu 642003	KAMARAJ SIDHARTH No. 33 Kamaraj Street , Mahalingapuram , Pollachi – 642002 Coimbatore,Tamilnadu , India	Coir Fiber, Coir Two –ply yarn, Coir Pith	9842251234 sakthicoco@sakthicoco.com
12	ULTIMATE COCOS, SF.NO:81/A1 , Anaimalai Road, Thensangampalayam, Pollachi, Coimbatore-642007	RAMAKRISHNAN SANTHOSH SF No.81/A1,Anaimalai Road, Thensangampalayam, Pollachi, Coimbatore-642007 India	Coir Fiber, Coir Two –ply yarn, Coir Pith	9842459024 ultimatecocos@gmail.com
13	ANAR COIR PVT. LTD., 108/3, Chettipalayam Road, Ponnegoundanoor, Thenkumarapalayam Post, POLLACHI – 642 107 Coimbatore, INDIA	Mr. SATHEESH RAGOTHAMAN RAO, 108/3, Chettipalayam Road, Kanjampatty Pollachi – 642 107, Coimbatore Rural, INDIA	Coir Pith Products	7867013099 info@anarcoir.com
14	COCONUT PRODUCTS IMPEX, SF No. 193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore-642107 Tel: +91 477 2263263 Fax: +91 477 2263262	Mr. Sayed Asif Mr. Shafeeq Mohammed SF No. 193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore-642107 Tel: +91 477 2263263 Fax: +91 477 2263262	Coir Pith Products	9447958577, 9446063807 info@coconutimpeex.com,

Annexure-2

FORMAT OF FEED BACK REPORT FOR EXHIBITIONS/FAIRS

Event name: GARDEX FAIR 2015

Place: CHIBA, JAPAN

Duration : 14 – 16 OCTOBER 2015

Objective(s) of the event:

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

Sl. No.	Items	Remarks		
1	List of participants with address, telephone, fax No. email address	Detailed list attached		
2	Number of visitors	1657		
3	No. of export inquiries generated	410		
4	Value of export inquiries Generated	App. 4.42 lakhs US\$		
5	No. of export inquiries translated into business	198		
6	Value of export inquiries translated into business	App. 3.17 lakhs US\$		
7	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)	The BSM was held with consultant of growers groups of Japan and long standing business relationship established. The business groups in USA, Korea and Japan were identified by Board to help exporters. The embassy at Japan was appraised well to establish commerce with Japan.		
8	Details of technologies noticed in the event which would be useful for coir industry in India	Manufacture of coir products for mattresses and use of coir pith in ornamental flowers manufacture		
	Country	Field Sector	Description of Technology	Contact details (emails etc) and brochures
	Japan	Horticultural sector	Using coir pith as growing media	Enclosed in report