



सत्यमेव जयते

करार बोर्ड

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)

COIR BOARD

(Ministry of MSME, Government of India)



REPORT ON THE  
PARTICIPATION OF  
**COIR BOARD**  
IN

**IPM DUBAI**

International Plants Expo Middle East

5 - 7 | 2017  
**DECEMBER**

DUBAI WORLD TRADE CENTRE



## REPORT ON THE PARTICIPATION OF COIR BOARD IN



**(INTERNATIONAL PLANET EXPO MIDDLE EAST)**

5 - 7 DECEMBER 2017  
WORLD TRADE CENTER DUBAI

Ministry of MSME Govt. of India vide letter no: 4(1B)2017-Coir dated 21st November, 2017 has approved the proposal of the Coir Board for the participation in the IPM Dubai exhibition at Dubai from 5th to 7th December 2017 and approved deputation of Sri. R.R Meena, Deputy Secretary, M/O MSME and Smt. Anita Jacob, Deputy Director, Coir Board for organizing Board's participation in the fair at Dubai.

As per the approval of the government of India the officials from India reached Dubai on 3rd December 2017 for organizing Board's participation in the fair and after successful completion of organizing the participation returned on 8th December 2017.

### **About IPM Dubai Exhibition 2017**

IPM DUBAI is professionally operated and organized by Planetfair and Messe Essen, which offers exhibitors an opportunity to present their business in several trade sectors at different locations. . It is the only international platform for the green industry in the Gulf region and concentrates on buyers' special needs for this region: plants, horticultural technology, floristry, sales promotion, plant care and logistics. This exhibition shows the entire value added chain in horticulture and is the most important trade fair for the green economic sector by the Arabian Gulf. IPM DUBAI, the Middle East's leading exhibition for horticulture business



continues growing! For the twelfth consecutive year under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority & Chairman of Dubai Airports. The event is being held in conjunction with the WOP DUBAI 2017, the leading platform for fresh produce in the Middle East under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Chairman of Dubai Municipality. The exhibition is officially sponsored by the Dubai Municipality and Dubai Airports Cargo & Logistics.



### **Inauguration of IPM Dubai exhibition**

H.E Buti Saeed Al Ghandi, Second Vice Chairman of the Board, Dubai World Trade Centre Authority, along with H.E Thomas Kufen, the Lord Mayor of the city of Essen, led the opening of the Middle East's leading horticultural fair, the IPM DUBAI 2017, on 5th December, at the Dubai World Trade Centre . H.E Buti

Saeed Al Ghandi and H.E Thomas Kufen have visited the Board's pavilion after the formal inauguration of the fair. The officer in charge explained them the use of the coir pith for horticultural applications and also explained different varieties of coir garden articles and diversified uses of coir and coir products. They evinced keen interest on various coir garden





articles exhibited in the pavilion. The Coir Board pavilion was formally inaugurated by Sri R R Meena, Deputy Secretary, Ministry of MSME.



### **IPM DUBAI: Great Need for Horticultural Products**

A free horticultural guided tour was conducted by the organizers on December 4th to Miracle Garden for the exhibitors. The Coir exhibitors also had gone for the tour. This gave them valuable insights into the Middle East's horticultural industrial production and marketing facilities. There were two reasons for the positive mood at IPM DUBAI: On the one hand, the world exhibition called

Expo 2020 is already casting its shadow and is holding out the prospect of good chances for the exhibitors from the sections entitled Plants, Technology, Garden and Landscaping, Plant Maintenance, Floristry, Garden Features and Logistics. The Expo 2020, has been ramping up its investments in green spaces with plans to develop the largest public park in Dubai and stretching across 1.4 million square metres of land. Across the region,



major cities and project developers are investing billions of dollars for the construction of parks and greener residential communities as well as commercial districts. In addition, the emirate's strategic location and advanced logistics and infrastructure facilities provide for opportunities to become a hub for landscaping and horticulture. A growing focus on creating sustainable cities for healthier living environments – one of the main agendas under the sustainability theme of Expo 2020 Dubai - is attracting multibillion-dollar investments in urban landscaping and horticulture across the UAE and the Middle East. Dubai, for example, has allotted about AED 6 billion to further develop 12,000 hectares of land for natural greenery, while Abu

Dhabi has invested AED 23 million for landscaping projects in the UAE capital. On the other hand, the Gulf region has a great need for horticultural products and horticultural technology due to large-scale urban construction projects and the implementation of new hotel complexes and resorts. Thus, it is not surprising that not only the number of exhibitors in general but also the number of official national participation booths increased.

The ever-increasing demand for greening cities through urban landscaping and parks development, among others has led to the boom in horticulture sector in the region, and has become a major interest for global floriculture, horticulture, urban landscaping and architecture







markets, and other industry-related providers. The region's only dedicated plant fair has been growing steadily with a rising number of exhibitors and visitors each year. IPM Dubai 2017 reported a record participation of about 103 exhibitors from 20 countries and over 4178 trade visitors.

IPM Dubai featured the official country pavilions of China, Egypt, Ethiopia, Germany, India, the

Netherlands and Sri Lanka, while major companies from France, Ireland, Kenya, Korea ,UK,US, Ireland and Turkey showcased the latest technologies in the sector. There were also various programs including seminars on international trends in barbecuing .

Here, exhibitors and trade visitors found the ideal setting for promising business deals.





**Coir Board's Participation in the Fair 2017**

Coir Board participated in IPM Dubai held at Dubai World Trade Centre by reserving 48 Sq.Mts space in hall number 01 at stand number A-40. Under Coir Board's umbrella 10 other exporters listed below participated for exhibiting their products and canvassing business.

1. SUGA COCO PRODUCTS,POLLACHI
2. RENUGA GLOBAL EXPORTS,TIRUPUR
3. THURAN COCO PRODUCTS,POLLACHI

4. OMEGA COCO PEATS,THIRUNEL VELI
5. MADAPATT EXPORTS,POLLACHI
6. SANTHIGIRI KOOTTUKUDUMBA COIR,CHERTHALA
7. COIR DUST INC,KALAVOOR
8. COCONUT PRODUCT IMPEX,KALAVOOR
9. SEVEN SEAS TRADING COMPANY, ALLEPPY
- 10.MEADOW,COIMBATORE

The Board's pavilion was constructed in international standards in a very attractive manner. In order to accommodate the exporters the pavilion was separated into 4 separate



stalls and 3 exporters were allotted one stall. The exporters displayed their exhibits mainly coir pith and garden articles in the space allotted to them very beautifully. The participant exporters had brisk business transaction during the first two days of the fair. They informed that the prospect of business generated during the fair is much more than the previous year.

Board put up posters depicting diversified users of coir viz coir mat, matting, coir pith and allied products, coir geo textiles, coir composites etc. Coir Board was able to create an awareness among the business delegates the various diversified uses of coir.

Coir Board also distributed brochures incorporating the details of the 10 exporters of coir and coir based products who had participated the IPM Dubai along with Coir Board, Publicity pamphlets, Catalogues and other literatures among the visitors. The officers of the board visited all the stall in the fair in order to get first hand information on the market potential for coir and coir products in the international market. They had also discussion with representatives of Sri Lankan coconut authority.

#### **Feed backs, Trade enquiry, Business transacted Etc.**

Feed back forms were collected from







those exporters who have participated the fair along with the Coir Board. The information furnished by the participant exporters are summarised under;

Total number of business visitors	: 637
Number of export inquiries generated	: 104
Value of export inquiries generated	: USD 1606000
Number of firm business canvassed	: USD 1289000

In addition to this, as an outcome of participation in the above exhibition a trade enquiry for coco-peat was received through e-mail from Jordan on 09-12-2017.



The enquiry received was circulated among all the 10 exporters participated in the fair for follow up action.

### Conclusion

The Middle East's leading horticultural fair, the International Plants Expo Middle East - IPM DUBAI 2017, concluded successfully on Thursday (December 7, 2017) at the Dubai World Trade Center. The total outcome of the show was reflecting the huge progress of the trade of horticulture all over the Middle East and proved the position of IPM DUBAI as the prime trade fair for horticultural industry in the region as well as strengthen the Emirate of Dubai as an important destination and a worldwide trading centre for this industry.

The exhibition hosted nearly 103 exhibitors from around the world showcasing a wide variety of natural green products and services as well as fresh produce to meet the growing demand of the region's major cities, which constantly innovate and develop to build a livable and sustainable environment for both citizens and visitors. The event catered to the increasing demand in the region for horticulture and floriculture sector due to urban greening projects led by developers and city managers, striving to increase the natural biodiversity in cities.



**ANITA JACOB**  
Deputy Director  
COIR BOARD

### Suggestions & recommendations for improving the participation of Coir Board in IPM Dubai

Along with Coir Board 10 exporters participated in the fair. The exporters received good business and they were of the opinion that the business generated by participation in the 2017 fair is more than the last year participation. IPM is a contact point for business interaction between buyer and seller in the middle east and European countries. The following suggestions are made.

1. Consider participation in this fair regularly.
2. The space available was not sufficient for all the 10 participants
3. Separate stall and stall no. shall be allotted for each exporter. So that visitors can easily identify each exporter.
4. The Official Freight Forwarder of Dubai World Trade Centre is M/s Bridge way. The Coir Board had forwarded exhibits through M/s UPS. They will deliver the items only on the first day of exhibition. Therefore the officer in charge had to collect the exhibits from their ware house on previous day. In order to avoid this difficulty it is recommended to forward the items through M/s Bridge way in future if the exhibition is at Dubai World Trade Centre.
5. The basic characteristics of coir products viz, natural, bio degradable, eco friendly may be highlighted at the Board's stall with specific technical inputs so as to create an awareness internationally.



**R R MEENA**  
Deputy Secretary  
Ministry of MSME Govt. of India