



## REPORT ON IECA ANNUAL CONFERENCE & EXPO 2018 LONG BEACH, CALIFORNIA, USA



### COIR BOARD

(Ministry of MSME, Government of India)

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# FACT SHEET

**1. Name of the Event** Annual Conference & Expo (EC-2018) of  
International Erosion Control Association (IECA)



**2. Venue** Long Beach Convention Centre, 300 E Ocean Blvd  
Long Beach, CA 90802, USA.

**3. Duration** 11-14 February, 2018

**Conference Dates** 11-14 February, 2018

**Exhibition Dates** 13-14 February, 2018

**Exhibit hours** 13 Feb. 2018: 9.00 a.m. to 5.00 p.m.

14 Feb. 2018: 9.00 a.m. to 2.00 p.m.

## APPROVAL OF AUTHORITIES:

The Ministry of MSME had accorded approval for Board's participation in the Annual Conference and Expo of International Erosion Control Association (IECA) held at Long Beach, California, USA during 11-14 February, 2018 and deputation of Dr. Anita Das Ravindranath, Director (RDTE), Coir Board for 4 days from 11-14 February 2018

## PREPARATORY ACTIVITIES:

Coir Board had reserved 10 booths of 100 sqft. each at Booth Nos.310, 400, 415, 417, 500, 512, 514, 516, 527 and 546. Coir Board's own booth was set up in an area of 400 sqft. and 8 co-exhibitors joined in by way of common participation. The other 6 booths are allotted as separate independent booths to 10 other co-exhibitors.



## BOARD'S PARTICIPATION:

Coir Board participated in the IECA 2018, Long Beach, California, USA with the concept of promoting Coir products with Live samples, Bromides & Blow-ups, showing the versatility of Coir products particularly Coir Geo-textiles, Cocologs to solve different geotechnical problems including Road construction, Erosion control in river banks, mountain slopes and other civil Engineering applications. The information on the availability of eco-friendly and biodegradable Coir geo-textiles in place of synthetics were also circulated to the interested Business Visitors, who visited the Coir Board Exhibition Pavilion.



## SCOPE OF EXHIBITS:

Machine-made Woven & Non Woven Coir Geo-textiles; Coir Erosion Control Blankets, Diversified Coir Products, garden Articles, Audio Visual Display on Machinery, Tools & Solutions for erosion control & reinforcement of rural road construction using coir geo-textiles.



Coir geo-cells/ fabrics for transport infrastructure development & reinforcement of agrarian soils. Garden articles viz. Coir pellets, Coir Disc, Coir Grow Bags and Coir Pots. Several new and innovative diversified Coir Products from the Indian coir industry including herbal door mats, matting, blended coir/ allied fibre handloom products were also exhibited.

## ABOUT THE IECA CONFERENCE:

The 2018 IECA Annual Conference and Expo brought together the industry's most innovated minds in the erosion and sediment control and storm water industry to connect with thousands of colleagues from over 25 countries. A presentation was made by Dr. Anita Das Ravindranath, Director RDTE, Coir Board at the conference on 14th February 2018 viz. "Case Study On A Geo-textile Reinforced VellarTheru Road In Thanjavur District of Tamil Nadu". The paper presented the benefits of using coir geo-textiles for reinforcement of rural roads.



## ADVERTISEMENT AND PUBLICITY:

- (i) The names of Coir Board, Ministry of MSME, Govt. of India and its constituents' appeared in the exhibition catalogue of the ICEA 2018.
- (ii) Arrangement of different brochures& pamphlets on the Coir products, Coir Geo-textiles, Diversified coir products & Coir Garden Articles were kept for free distribution in Coir Board booth for distribution among visitors for awareness generation about Coir.
- (iii) An Audio-visual documentary about Coir Board and its activities of R&D Centres covering details on the applications of coir products for environmental applications was specially prepared for the Exhibition and relayed on all days of the Exhibition continuously .



## COST BENEFIT ANALYSIS

The expenditure allocated for organizing the participation at IECA-2018, Long Beach, California was US\$22,326. The trade enquiries received and extent to which the Board could popularise coir geo-textiles and coir products through the participation in this exhibition could establish that the expenditure incurred towards organizing the exhibition is worth more than the cost. *Participant's Feedback furnished as Annexure 1*

## PROFILE OF EXHIBITORS:

The Expo Hall featured 18 exhibitors manufacturing and exporting eco-friendly coir products and machines with display of innovative products and services at both domestic & international levels setting the stage for lively deal-making, order-placing and fruitful dialogue with business associates and visitors. A detailed list of the exhibitors is furnished as *Annexure II*.

On the basis of applications received and also on their export performance, following participants were considered for participation in the IECA 2018 Conference & Exhibition under Coir Board, MSMSE, GoI banner and they were asked to pay participation fee of Rs. 15000/- each for participation in the booth constructed for Coir Board.

## CONCLUSION

This tour was highly successful considering the fruitful interactions with potential buyers from different parts of the Americas, Europe, Australia & Guatemala and gave new insights to organize the Coir Board stalls in better way in the next participation. There was a keen interest among the visitors towards the diversified coir products viz. coir footwear and garden articles displayed at the Boards pavilion which suggests that there is a large potential market for the same which needs to be harnessed.

## ACKNOWLEDGEMENTS

*Thanks are due to Shri. S. K. Panda, Hon'ble Secretary to Govt. of India, Ministry of MSME for kindly considering to send the Director, RDTE to the IECA 2018. The active support and keen interest of Shri.C.P. Radhakrishnan, Ex-MP Hon'ble Chairman, Coir Board and Shri.D.P.S.Negi, Economic Advisor, Ministry of MSME & Secretary i/c Coir Board, are gratefully acknowledged.*



**ANNEXURE I**  
**Feedback from co-exhibitors**

Sl.No	Name of Company	No of trade enquiries generated	Value of trade enquiries generated(Rs. In Lakhs)	Value in US\$
1	PREMIER COIR PRODUCTS, COIMBATORE, TN	7	97,50,000	150247.50
2	KOKO COIR WORLD ENTERPRISE, MADURAI, TN	6	32,50,000.00	50082.50
3	MADHAVAN ECOCRAFT, THURAVOOR, ALAPPUZHA, KERALA	4	--	
4	TAJ COIR MILLS, ALAPPUZHA, KERALA	2	74,75,000.00	115189.75
5	LEOTEX, CHERTHALA, ALAPPUZHA, KERALA	10	--	
6	KELACHANDRA EXPORTS & TRADES, KOTTAYAM, KERALA	14	28,00,000.00	43148.00
7	AKSHAYA CHEMICALS, ERODE, TN	7	65,00,000.00	100165.00
8	DELTA COIRS, UDUMALPET, TN	9	75,00,000.00	115575.00
9	SUGA COCO PRODUCTS PVT LTD, POLLACHI, TN	3	65,00,000.00	100165.00
10	SSS GLOBAL, POLLACHI, TN	3	2,00,00,000.00	308200.00
11	ROYALS International , KOLLAM, KERALA	2	7,15,000.00	11018.15
12	RAJHRANI IMPEX PVT LTD , MADHURAI, TN	1	5,00,000.00	7705.00
13	RAJHRANI IMPEX, MADHURAI, TN	2	10,00,000.00	15410.00
14	SANTHIGIRI ASHRAM, ALAPPUZHA, KERLA	3	NF	NF
15	JBC INTERNATIONAL, MUHAMMA, ALAPPUZHA, KERALA	NF	NF	NF
16	BEENA COIRS, ALAPPUZHA, KERALA	NF	NF	NF
17	HARISH COCONUT PRODUCTS (P) LTD. POLLACHI, TN	NF	NF	NF
18	GARWARE WALL ROPES LTD., PUNE	NF	NF	NF
	<b>Total</b>	73	6,59,90,000.00	1016905.90

NF - NOT FURNISHED

## ANNEXURE II

### LIST OF EXPORTERS/ EXHIBITORS FROM INDIA

#### PREMIER COIR PRODUCTS

Kanjampatti Road, Pollachi - 642 004,  
Tamil Nadu, India  
Tel: +91 4259 284690, Mob: +91 98430 10886,  
Email: coirplus@gmail.com, Web: www.suncoir.com

Premier Coir Products manufactures and exports eco friendly coir products and machines. The company provides its customers best quality products to suit their demands.

#### AKSHAYA CHEMICALS

Ashok Nagar, Erode -638002,  
Tamil Nadu, India  
Tel: +91 424 22 838 66, Mob: +91 90433 66166  
Email: nsraja@akshayachemicals.com

Akshaya Chemicals supplies various ranges of coir pith blocks as per requirement. The Factory is equipped with 5 kg and 650 grams block making machine & manufacture good quality coir pith blocks. As a prudent manufacturer and trader, they execute orders within the prescribed time limits. Company's prime aim is to attain maximum satisfaction to its esteemed clients.

#### KELACHANDRA EXPORTS AND TRADES

Market Road, Chingavanam P O, Kottayam, Kerala, India,  
Tel: +91 481 2432393, Mob: +91 9895008617  
Email: anish@kelachandraexports.in, Web: www.kelachandraexports.in

Kelachandra Exports and Trades is engaged in the manufacturing and exporting of all kinds of natural coir products. The company has diversified its product ranges into coir mats, coir geo-textiles, coir pith and a prestigious unique product of fire Retardant coir mat, which created goodwill in domestic and international markets for company.

#### MADHAVAN ECO CRAFT

Saral Building, Thuravoor, Alappuzha, Kerala, India  
Tel: +91 477 4050801, Mob: +91 98470 12000  
Email: madhavanecocraft@gmail.com

Madhavan Eco Craft is famous in the manufacture and exports of Door Mats (both PVC and Handloom), matting's, area rugs, coir geo-textiles, garden articles etc. Their products are exported to the USA, Germany, Austria, France and UK. Being a client centric business concern, they are dedicated to ensure customer satisfaction.

### **DELTA COIRS**

USS Street, Gandhi Nagar, Udumalpet, Tamil Nadu, India

Tel: +91 4252 224360, Fax: +91 4252 231127

Mob: + 91 98422 06000, Email: nrk6delta@gmail.com

Delta Coirs is one of the leading coir fibre and coir pith manufacturing unit in India. It has a full fledged production facility with modern infrastructure with efficient and skilled personnel which ensures the supply of quality products to its customers.

### **KOKO COIR WORLD ENTERPRISES**

Thrumoghur Road, Madhurai – 625 107, Tamil Nadu, India

Tel: +91 9944449243 / 9944949245 / 9629059244

Email: cococoirworld@yahoo.com

Koko Coir World Enterprises has been in the field of manufacturing and marketing natural / coco fibre products since 2012. The company's products include garden articles viz. Coir pellets, Coir Disc, Coir Grow Bags and Coir Pots etc. Their major export destinations are Europe, Canada & USA.

### **LEO TEX**

Coir Park, No.1, Mayithara P.O, Alappuzha, Keala, India

Tel: +91 478 6064901, Mob: +91 9447064902

Email: info@leotex.in, Web: www.leotex.in

Contact person: Mr.C.S.Rishi Charankattu

Established in 1999, Leotex is a front runner of several new and innovative products in the Indian coir industry. Their products include herbal door mats, matting, Jute & Wool handloom products and natural coir products including geo-textiles for erosion control applications. It has already established its presence in the American and European markets.

### **COIR DUST INC**

PARSA'S, Building No: 828A,

Kalavoor P.O, Alappuzha, Kerala, India-688 522

Tel: +914772258786/88, Mob:+91 9447958577

Email: coirdustinco@gmail.com, Website: www.coirdustinc.com

Coir Dust Inc. located in Alleppey, India is a leading manufacturer Exporter of Coir products established during 2011. They manufacture a wide range of Coir Products used for the Horticultural, Gardening, Landscaping, Erosion control and Industrial sectors. They are specialised in the production of novel products by incorporating innovations in accordance with the periodic changes.

### **TAJ COIR MILLS**

Avalookunnu PO, Alappuzha, Kerala, India.

Mob: +919946044000

Email: tajcoir@tajcoir.net, jat@tajcoir.net, Web: www.tajcoir.in

Taj Coir Mills is an ISO 9001-2015 certified firm established in 1958. They have adequate manufacturing looms and modern machineries. They are shipping 5 -7 containers in a month to various parts of the world in different qualities of coir geotextiles from 1 meter to 4 meter width.

### **BEENA COIR WORKS**

Muhamma.P.O, Alapuzha – 688525, Kerala, India,

Tel: +91 478 2864721, 2862321

Email: info@beenacoir.com, Web: www.beenacoir.com

Beena Coir has four decades of experience in the Coir Industry and They have in-house production units for the coir mats, matting, erosion control products such as geotextiles, coco logs/beds, etc. and coir yarn, ropes, garden accessories. Their main markets are Europe, USA, Australia, Far East & Middle East countries.

### **SUGA COCO PRODUCTS PVT. LTD**

198/1, K. Nagoor Road, Pollachi-642 003, Tamil Nadu, India.

Tel: +91 4259 284305, Mob: +91 98843 01001

Email: suga@sugacoco.com, sales@sugacoco.com, Web: sugacoco.com

Suga Coco Products (P) Ltd. is a leading producer of coir products, with a well equipped in-house manufacturing unit, spread over 15 thousand Sq.ft. and 60 thousand sq.ft. drying yard. Their international market exposure has helped them to evaluate customer requirements. Consistent quality and cost-effective solutions is the cornerstone of their business.

### **SSS GLOBAL**

Kabirdas Street, Pollachi-642 001, Tamil Nadu, INDIA

Tel: +91 4259 235829, Mob: +91 9965255055

Email: sssglobal@ymail.com, Web: sssglobal.net

SSS Global, established in 2008 supplies eco-friendly products including coconut fibre, twisted fibre, coir pith block, ply yarn, geo textiles, coconut shell charcoal etc. Their products ensure the quality suiting to international standard and to satisfy the customers.

### **ROYALS INTERNATIONAL TRADE AND ALLIED PRODUCTS PVT. LTD.**

Royals Junction, Anchal P O, Kollam, Kerala -691 306, INDIA

Tel: +91 475 2277601, 2275604, Mob: +91 9447072240/ 9895022288

Email: kunjumon@royalsgroup.co, www.royalsgroup.co

Contact Person: Mr. P. T Kunjumon, Managing Director

Royals, a Govt. of India recognized export house is a leading manufacturer and exporter of coir and coir products and specialized in manufacturing of cocologs, geo-textiles, coco pith, grow bags, twisted coir, door mats, coir yarn etc. They focus customer satisfaction, through strict adherence to international quality standards and upkeeping strict delivery schedules.

### **RAJAHRANI IMPEX PRIVATE LIMITED.**

F1/A, SIDCO Industrial Estate, Madurai-625007, Tamil Nadu, India

Tel: +91-452-2566750, Mob: +91 97158 57772

Email: md@rajaraniimpex.com, Web: www.rajaraniimpex.in

Contact Person: Mr.Mathanchakkravarthi Raja, Director

RajahraniImpexPvt. Ltd. is a reputed Exporter and Supplier of Coir Products. Its products include Coir Fibre and Coir Pith Blocks. The Company offers Natural Coir Fibre sourced from reliable manufacturers and vendors. Coir Fibre, offered by the company is impermeable and can resist the salt water as well, and are made available in bulk, at affordable prices.

### **RAJAHRANI IMPEX**

SIDCO Industrial Estate, Madurai - 625 007, Tamil Nadu, India

Tel: +91 452 2566750, Mob: +91-98421 39080

Email: md@rajaraniimpex.com; raja@rajaraniimpex.com, Web: www.rajaraniimpex.in

RajahraniImpex was incepted in the year 1996. Capitalizing the industry experience of nearly two decades, RajahraniImpex is an Exporter and Supplier of Agro Products. Its products includes Coir Fibre & Coir Pith Blocks. The company provides quality products as per the requirements of the clients at the most affordable prices.

### **SANTHIGIRI ASHRAM**

K.R.Puram, Pallipuram, Alappuzha - 688 556, Kerala, India

Tel: + 91 478 2874962 , Mob: +91 8547995925

Email: santhigiritse@gmail.com

This venture aims at rejuvenating of the traditional industrial sector of Kerala. The various household coir producing societies established under this unit successfully function and manufacture coir fibre, geo-textile & coir panama. The export basket of the unit includes coir mattings, coir door mats, coir rope, jute mats & coir geo-textiles.

### **JBC INTERNATIONAL**

SN Junction, Muhamma, Alleppey, Kerala, India

Tel : 91 478 2860704/2868507, Mob : 91 938890 8835  
www.jbcnaturals.com , Email: info@jbcnaturals.com

JBC International is a manufacturer Exporter of Coir based soil erosion control products. Coconut fibers are known for their high strength and biodegradable nature, making them a favorite for wetlands, protected areas, shorelines and more. JBC with its well equipped machines manufactures quality and innovative products.

#### **HARISH COCONUT PRODUCTS PVT.LTD.**

Unjavelampatti (P.O), Pollachi – 642 003,Tamil Nadu, India  
Tel: +91 4259 236777, 284201, Mob: +91 9843088887  
E-mail: harishcoco@vsnl.net

Harish Coconut Products Pvt Ltd. is a professionally run organization established in 1979, which manufactures and exports coir fibre, coco peat, coir pith blocks, grow bags, coir ropes etc. The company has established export markets in Canada, USA, Europe and Japan. The company gives predominant consideration for maintaining the quality parameters.

#### **GARWARE WALL ROPES LTD.**

MIDC Chinchwad, Pune-411019, Maharashtra, India  
Mob: +917767802860, Email: pmantri@garwareropes.com, www.garwareropes.com

Garware Wall Ropes Limited (Estd. in 1976) is a company with major focus in technical textile. It has offices in US, Europe, Australia, Russia with annual turnover of USD 150 Million. It has geo-synthetic division which deals in geo-synthetic products. It manufactures geo-textiles, erosion control blankets, silt curtains (turbidity curtains), PP rope gabion, sac gabion, rock fall protection products, metal gabions, etc.