



Participation of Coir Board in



AgroMashov

The World Cup of Agriculture

2 - 3 March 2011 Tel-Aviv, Israel



Report on the participation of Coir Board
in
Agro Mashov "World Cup"
International Agricultural Exhibition 2011,
held at Israel Trade Fairs and Convention Centre,
Tel Aviv, Israel
2nd & 3rd March 2011

The Ministry of Micro Small and Medium Enterprises, Govt. of India vide letter No. 4(4)2011-Coir dated 25th February, 2011 approved the proposal of Coir Board for participation in the Agro Mashov 2011 at Tel Aviv, Israel on 2nd and 3rd March 2011 and approved deputation of Smt. Anita Jacob, Deputy Director for organizing Board's participation in the fair at Tel Aviv, Israel.



About Agro Mashov "World Cup" International Agricultural Exhibition 2011

Agro Mashov exhibition is organized by Mashov Group of Companies, Israel. Mashov company operates for last 23 years in publishing organization of conventions, international exhibitions in the areas of agriculture, gardening, water technology, infrastructures and quality of the environment. Mashov exhibitions enjoy international acclaim and are renowned for their professional quality, important conventions that accompany them, and the large professional audience that visits them.

Water and food crisis which is engulfing the world is getting worse and according to forecast, in 2025 two thirds of the world population will suffer from the shortage of water. Israel has proven a unique technological capabilities in increasing agricultural output, by using less water and in smaller units as well as unusual capabilities in transforming arid desert into thriving agricultural areas. Increasing process of rapid world population, at the same time that the growing world population is increasing demand for animal and plant based food and increasing the use of agricultural land for bio-diesel crops, have recently created this difficult crisis. The shortage of water and land resources has led to a search for technological solution for maximizing the output from scarce resources.



Israel, one of the leading countries in the international arena, is considered a pioneer after she successfully developed advanced methods of land exploitation and saving water. This inventiveness has established the state of Israel as a leader in the field of modern agriculture and has been proclaimed by the UN as a state with reserves of land and of technological solutions that will eventually solve the problem of world hunger.

2011 Agro Mashov Exhibition is the 21st Agro Mashov Exhibition. This is the one of the most significant international agricultural event in Israel. Agro Mashov enjoys international reputation and it is visited by delegations from all the four corners of the world. Particularly Africa, Egypt, Jordan, Cyprus, India, China, Indonesia, Turkey, South America. Leaders of



various agricultural branches in Israel visits Agro Mashov.

The 21st Agro Mashov exhibition offered a variety of solutions to the worsening global water and food crisis. About 150 exhibitors participated in the exhibition from different countries all over the world in order to showcase the new techniques adopted in the field of agriculture for enhancing the agricultural production and also for preservation and water utilization for agriculture in the most efficient manner. Thousands of visitors attended the exhibition to get firsthand information about the unique technological information in increasing the agricultural output.



The 21st Agro Mashov "World Cup" International Agricultural Exhibition 2011 focused mainly on technological solutions to the problems of global food and water shortages. The exhibition brought together the major players in the agriculture including farmers, traders and entrepreneurs working in the industry.

The 21st Agro Mashov International Agricultural exhibition has become a central platform for exhibiting innovative technological solutions in agriculture. Hundreds of companies from around the world including Israeli Companies displayed their latest technological methods for increasing crop yields by utilizing minimum agricultural land and water. Together with the displays of agricultural developments there were conferences, international symposia and summit meetings. These were attended by the world's leading professionals and senior personnel in the field.



Coir Board's participation in Agro Mashov "World Cup" International Agricultural Exhibition 2011



Coir Board participated in Agro Mashov "World Cup" International Agricultural Exhibition 2011 at Israel Trade Fairs and Convention Centre, Tel Aviv, Israel held on 2nd and 3rd March 2011 directly by reserving 24 Sq. Mtr. space in Booth No.68. Initially 6 exporters/entrepreneurs have confirmed their participation along with Coir Board in the fair however only one exporter viz. M/s.Madappatt Exports, Kottayam participated in the exhibition along with their products.

It is for the first time Coir Board participating a fair in Israel. Agro Mashov "World Cup" International Agricultural Exhibition 2011 being an agricultural fair, Board exhibited coir garden articles, coir pith and allied products. Attractive posters depicting diversified uses of coir for gardening/agricultural purposes, coco lawn etc. were also made. Publicity pamphlets and brochures on coir and coir products enlightening diversified uses of coir were also distributed among the traders during the course of the fair. These products exhibited were highly appreciated by the visitors at the fair. Board was able to create awareness among the business delegates, the various diversified uses of coir for agriculture purpose other than floor furnishing material, particularly the use of



coir pith as a growing media for plants, advantages of coco peat over peat moss, use of coir garden articles for horticultural purposes.

The main theme of the Agro Mashov 2011 was solutions to the worsening global water and food crisis. Along with the exhibition conferences and events were also took place. The topics for the conference were based on the above theme. It was pointed out that the global shortage of food is due to the dramatic increase in the world population, the amount of land available for agriculture is getting smaller, growing shortage of water availability for agriculture. In the fair Coir Board highlighted the importance of coir pith for the agricultural purpose on account of its water absorbing capacity and water retaining capacity. The use of coir pith and allied products attracted many visitors to the stall.

Ms.Orit Noket, Minister of Agriculture, Israel visited the Coir Board pavilion. The use of coir pith and other coco products for agriculture purposes and coir garden articles were explained to her. She evinced keen interest on use of coir items for agriculture purpose and appreciated the Board's participation in the fair.



In Israel there is great potential for coir pith and its allied products since it is having arid climate and water availability is less. At present Israel is importing coir pith and other allied products for agricultural purposes mainly from Sri Lanka. Only 2% the Indian export of coir pith is to Israel.

M/s.Madappatt Exports, Kottayam displayed grow bags and other coir pith products in the exhibition and the Company also had finalized business with different parties.

The Agri Mashov provided platform for all engaged in the agriculture to the new technologies particularly the new variety of seeds, water preservation methods, new machineries, bio pest control mechanisms etc. in gardening and agriculture. And it also enabled the visitors to gather market intelligences by attending the seminars organized in the event. As a result of participation in exhibition, 21 trade enquiries were received. Details of trade enquires received is attached.

Cost Benefit Analysis



As regards cost benefit analysis, it may be noted that there is vast potential for pith & allied products and coir garden articles in Israel due to the great water holding capacity of the coir pith, since the agricultural methods adopting by them is by utilizing minimum water as they are having arid climate. But at present major part of the import of coir pith is from Sri Lanka. It is for the first time that the Board is participating a fair in Israel. The exporters were also hesitant to participate in the exhibition at Israel since it is a virgin market and only one exporter has participated the fair even though 5 has agreed in principle to participate in the exhibition. The exporter participated had



received on the spot firm order for export worth USD 12,000. In addition to this export enquires worth about USD 23,000 were also generated. If the Board continues to participate regularly in the exhibition at Israel there are chances for getting more market in Israel by overthrowing Sri Lanka.

Suggestions and Recommendations

- Board should regularly participate in Argo Mashov at Israel since there is great potential for coir pith & allied products and garden articles in Israel. Further the traders and delegates from Africa, Turkey, Russia, South America and Egypt were visiting the fair. Therefore we get opportunity to have business with these countries also.
- Posters/advertisement materials in Israel language i.e. Hebrew shall also be exhibited/distributed.
- Only coir pith and garden articles were exhibited in the fair. Even though it is an Agri Fair, few samples of other coir items like doormats, mattings, geo-textiles can also be exhibited in the fair. Some of the visitors enquired about coir items other than coir pith and garden articles during the course of the fair.

Anita Jacob
Deputy Director

