

**Report on NJB's participation in 6<sup>th</sup> Trade Fair for Gifts, Decoration and Household Goods (Christmas Fair), 11-14 December, 2014, PVA Expo, Prague, Czech Republic.**

As per the approved Annual Action Plan for 2014-15, National Jute Board (NJB) organized participation of jute exporters in 6<sup>th</sup> Trade Fair for Gifts, Decoration and Household goods (Christmas Fair), 11-14 December, 2014.

Prague, the capital city of the Czech Republic, is the fourteenth largest city in the European Union, having estimated population of nearly 1.3 million. The city has a temperate climate, with warm summers and chilly winters.

Major exportable items of jute goods from India to Czech Republic include, inter alia, hessian fabrics / bags, felt, soil saver, canvas in the traditional sector and hand and shopping bags in the diversified sector. The total export to Czech Republic in 2013-14 was Rs.27.82 million, which is equivalent to 0.13 % of total export of jute goods from India to all destinations (Rs.21219.49 million).

As a part of preparatory actions, NJB vide its letter dated 23<sup>rd</sup> September, 2014 circulated the event to the registered jute exporters, Associations viz. JPDEPC, IJMA inviting applications for participation in Christmas Fair, 11-14 December, 2014 at Prague, Czech Republic under NJB for promotion of jute based promotional gift items including Christmas decorative bags, home furnishings, fashion accessories, etc. Considering potential in the East European Market, traditional packaging items were considered for promotion.

In 2013, more than 305 exhibitors from 7 different countries participated in the fair. The fair attracted 28,000 visitors from different region of Europe. Since participation in this fair was organized by NJB participation of all the jute manufacturer exporters were considered under EMDA Scheme. Therefore, the regd. jute exporters were advised to pay participation fee as admissible under EMDA Scheme.

In response to NJB's circular inviting participation, regd. following jute exporters submitted their application for participation in the Christmas Fair under NJB:

<b><u>Name of the Co.</u></b>	<b><u>Products for promotion</u></b>
1. AARBUR	: Jute assorted bags
2. Jute Cottage	: Jute promotional bags and gift items.
3. Golden Memory	: Jute based wall decoration / artistic products.
4. R. M. Centre	: Jute based moulded products.
5. Punrasar Jute Park	: Jute based shopping and decorative bags, industrial packaging products, fabrics, etc.
6. Tru Blu International	: Jute promotional assorted bags.
7. Birla Corporation Ltd.	: Jute based industrial packaging products, jute geotextiles / jute agro textiles, decorative floor mats / fabrics.

On the basis of response received from the above regd. jute exporters, NJB booked total 8 furnished booths of 9 sq. mtr. each (including one for generic promotion of NJB) in good locations and released total EURO 16,780 to the fair organizer ABF, a.s. MIMONSKA 645/2A, 199.00 PRAHA, 9 CESKA REPUBLIKA.

The fair organizer confirmed allotment of 8 booths in Hall No.2 and provided the following facilities / display aids in each furnished booth to facilitate display of products by the participating units:

1. White panel booth
2. Booth carpet
3. Fascia – 1
4. Table – 1
5. Chairs – 2 (Metal)
6. Wall Mounted Shelf for each stalls
7. Counter with lockable shelf
8. Litter Bin
9. Spot lights
10. Power supply

Finally, following jute exporters including two jute mills could not participate in the event:

1. Birla Corporation Ltd.
2. Punrasar Jute Park
3. R. M. Centre

Accordingly, the available booth/space was utilized for generic promotion depicting / displaying entire range of jute products. Booth allotment / utilization of space were as under:

<b>Stall No.</b>	<b>Booth No. allotted</b>	<b>Organisation</b>	<b>Represented by</b>
1.	2D04, 2D05	NJB-Generic promotion	1. Shri T. K. Saha, MPO, NJB 2. Shri J. Sarkar, AO, NJB
2.	2D21	AARBUR	1. Shri S. Burman
3.	2D02, 2D03	Golden Memory	1. Shri Gouranga Kuila
4.	2D28	Jute Cottage	1. Mrs. Nasreen Khan 2. Shri Bilal Ahmed Agrawal
5.	2D11, 2D12	Tru Blu International	1. Mr. Israfil Middy

The fair started on 11<sup>th</sup> of December, 2014 with participation of 363 exhibitors in 8000 m<sup>2</sup> area. FIEO organized participation of Indian exporters of various product group. The Indian pavilion of FIEO and NJB was inaugurated by Shri Somnath Chatterjee, Charge d' Affairs a. i., Embassy of India, Milady Horakore 93/c.p.60, 17000 Praha 7 at 11.00 A.M. on 11/12/2014. After the inauguration, Shri Chatterjee visited each participant stall and interacted with the representatives about their products, unit status, export status and expressed his views about the market services, demand trend, etc. of East European countries including Czech Republic, etc. Shri Somnath Chatterjee, Charge d' Affairs a. i., Embassy of India, Praha, cz, recorded his appreciation as under:

***“A well done exhibition. National Jute Board has participated in a big way to promote jute products in the Czech Republic.”***

The fair organizer released the fair catalogue which was circulated among the buyers, corporate buyers, dignitaries those who were invited to the fair. Details of the participants under FIEO and NJB were printed in the fair catalogue. A copy of the same is placed. The event known as STRIBRINE VANOCNI DNY belonging traditionally to the event period which offered how to enjoy the atmosphere before Christmas, associated with comfort shopping in one place and putting oneself in the light Christmas mood. It has been reported by the organizer that 363 exhibitors participated in the fair and approx. 30,000 visitors visited the show. Altogether 22 companies from India presented their multi products before the European buyers. The Indian exhibitors displayed products: which included hand woven carpets, wool products, silk, jewellery. Pearls, gift items decoratives, etc. The organizerd advised the participating units to

visit Czech market place which is a center for decoratives and natural goods for better understanding on Czech Republic market.

Despite world economic recession, the outcome of the international fair was not as adversely affected as was expected by the exporters.

The 4 exporters under NJB exhibited mainly jute shopping bags, bottle/wine/water carrier, beach bags of jute, packaging materials, gift packing. One of the exhibitor, M/s. Golden Memory exhibited their unique aesthetic wall decoration, floor and jute based gift items. On the advice of the Indian Embassy, Prague some of the their jute based products along with company profile, price tag, etc. were arranged for display in the Embassy of India, Praha, Czech Republic.

NJB as per the design prepared by the Shri Gourang Kuila of Golden Memory displayed products in generic booths and also distributed the promotional brochures and list of manufacturers of traditional products including yarn, fabrics, JGT, JDPs including promotional jute bags carrying message on jute. NJB, also, displayed jute garments made by a lady designer in India. No positive enquiry was received by NJB for the jute garments. Since jute is a coarse material, it is suggested that the garments should be made in jute-cotton blended fabrics with proper lining with silk or cotton. The designer was advised to follow the jute cotton materials for preparation of garments, etc.

Buyers were mainly from East European countries like Hungary, Czech Republic, Italy, France, Poland, Russian and Ukraine and also UK. And US buyers were also seen in the fair who visited the NJB booths and participants stalls as reported by the participants.

Based on the preliminary reports submitted by 4 exporters, a statement is prepared and placed below to ascertain preliminary business output of the participants in the said fair.

<b>Sl. No.</b>	<b>Name of the participants</b>	<b>No. of interested buyers visited</b>	<b>No. of enquiries received</b>	<b>Order booked (in US\$)</b>	<b>Business under negotiation (in US\$)</b>
1.	Jute Cottage	25	15	50,000	3,00,000
2.	Tru Blu International	15	05	10,000	1,00,000
3.	AARBUR	02	01	---	1,25,000
4.	Golden Memory	12	08	25,000	70,000
	<b>TOTAL:</b>	<b>54</b>	<b>29</b>	<b>85,000</b>	<b>5,95,000</b>

Presently, as gathered from the exporters, follow-up and negotiation is under progress between the interested buyers and the four participant's exporters with regard to sample, design, price and time required for delivery of consignment, etc. It is further gathered that this exercise would take at least 5-6 months to translate the enquiries into actual business. Efforts should be continuous for establishing new contacts in new market as part of market strategy.

### **Observation and Suggestion**

Some of the observation / suggestions are enumerated below to improve the quality participation in international fairs like Christmas Fair which is both B2B and B2C status.

- (i) It has been observed that the fair is both B2B and B2C. A few new exporters are of the view that they are interested to participate in B2C – direct sale at the event and few those who are big are interested to B2B fairs. NJB may judiciously decide to select few B2C fairs and few B2B fairs so that all the exporters (new and old) participate in those fairs (B2B and B2C) as per their requirements.

- (ii) Regarding selection of participation in International fairs, Industry (both organized and decentralized sectors) need to be discussed and obtained their views before finalization.
- (iii) Selection of exporters should be made to cover all products of jute diversified products like jute shopping bags, wall decoration, jute rugs / carpets, jute novelties, gift items including jewellery, etc.
- (iv) If any, new exporter with unique specific jute products is unable to participate in International fair, NJB may consider to give chance for participation in at least two NJB/JPDEPC organized fair by fully subsidizing or may subsidize the cost of participation to motivate these new / would be exporters to attract and promote more jute exporters in export market for promotion of jute.
- (v) Those diversified jute manufacturer, not selected for participation, should have an opportunity to display their products sample in NJB / JPDEPC generic promotion stand with quoted price and contact details for future communication by interested buyers.
- (vi) Those selected units who paid the advance participation and final participation fees and finally participate in that space for fair should be given priority during selection process in future as a serious and committed exporter.
- (vii) If any, participant, after selection, withdraw his participation, the following action need to be initiated: -
  - (a) The participation fees deposited to NJB should be forfeited.
  - (b) The unit should be debarred from the participation of NJB / JPDEPC organized fairs and incentive under the scheme of NJB / JPDEPC (EMDA & Retail outlet) for at least 2 years respectively.

- (c) The units name debarred need to be circulated to industry / JPDEPC / IJMA for their information and action.
- (viii) NJB may consider to initiate all preparatory work for all the International fairs at least 3 months before the scheduled date of the event, so that the selected participants may complete their products selection, designer, travel formalities, etc. invitation to the prospective buyers in time.
- (ix) Number of stall booked in International fair may be increased and also the number of participation in International fairs by the Board may be increased to promote Indian jute and enhance jute export. Therefore, bigger scale of participation in such International fair deserves consideration.
- (x) The Indian Missions of the respective country need to be prior informed about the participation of NJB / JPDEPC and invitation need to be ensured. NJB need to collect the local importers list of jute products from India, Bangladesh, etc. of that specific country so that NJB / JPDEPC can be able to invite them to visit the show which helps the participants to capture the market and country's export will be enhanced.
- (xi) NJB may consider of its participation in the new market at least for consecutive with 3 years will full publicity programme which will have positive response from the jute exporters to the new market and increase the jute products export.

**Photographs:**

Some of the photographs of the stalls of the participants under NJB and generic promotion stall of NJB of Christmas Fair, PVA Expo, Prague in Letnany, Czech Republic from 11-14 December, 2014 are enclosed. .











