



# कोयर बोर्ड Coir Board

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

Ministry of MS&ME, Govt. of India)  
EXPORT MARKETING DIVISION

कोयर हाउस, एम.जी.रोड., कोच्ची - 682016

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## TRADE CIRCULAR NO. 09 DATED 09-12-2011

### **Sub:- Participation in Environmental Connection - IECA's Annual Conference and Expo - 26-29 February, 2012 at Las Vegas, USA**

International Erosion Control Association (IECA), USA is an international forum, in fact only one of its kinds, for worldwide exchange of information related to erosion control and soil conservation. They hold Annual Conferences and Trade Exposition as 'Environmental Connection' annually, in which environmentalists, architects, wholesale buyers in the field of bio-engineering world over participate.

The ensuing edition of the Environmental Connection - IECA's Annual Conference and Expo (EC 12) will be held from 26-29 February, 2011 at Rio All Suite Hotel and Casino, Las Vegas, Nevada, USA. In order to exploit the vast potential for coir geotextiles and to furthering export to international markets, Coir Board proposes to participate in the IECA Annual Conference and Expo.

The space rent for a booth of minimum bookable area of 100 Sq.ft. at IECA Expo would be around Rs.1,15,000/-.

Eligible exporters/manufacturers can avail External Market Development Assistance subject to the conditions stipulated under the Coir Board EMDA Scheme, which is available on Coir Board website: [www.coirboard.gov.in](http://www.coirboard.gov.in). Those who are not inclined to take own booth can participate through Coir Board pavilion by remitting Rs.20,000/- against which also EMDA can be claimed as per provisions of the scheme considering it as space rent.

Interested exporters/manufacturers are, therefore, requested to indicate their willingness and firm commitment with space requirement for participation in the IECA Expo along with a DD for Rs.20,000/- drawn in favour of Secretary, Coir Board payable at Ernakulam towards advance space rent **on or before 23 December, 2011**, so as to enable us to finalize the space requirement for participation.

For any further clarifications, please contact us through Email ID: [expo@coirboard.org](mailto:expo@coirboard.org) or over Telephone (0484 2383313).

**Please rush your willingness for your participation in the IECA Expo slated to be held during 26-29 February, 2012, immediately.**

Sd/-  
SECRETARY

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To:

All Regd. Exporters / Manufacturers  
All Coir Exporters' Associations

Copy to:

All Regional Officers.