

## **Report on participation of Coconut Development Board in PITEX - 2013 held at Amritsar, Punjab**

Coconut Development Board, has participated in the 7<sup>th</sup> edition of Punjab International Trade Expo (PITEX 2013) held from 5<sup>th</sup> -9<sup>th</sup> Dec.2013at Ranjit Avenue, Amritsar, Punjab.The fair was organized by PHD Chamber of Commerce with the support of Ministry of Textiles, Ministry of Food Processing, and Ministry of MSMEs, NABARD, NSIC and other organizations. Over 350 exhibitors, including central and state overnment organizations from various parts of India and abroad participated in the event.

The Expo was inaugurated by Shri Sukhvir Singh Badal, Hon'ble Dy.Chief Minister, Govt. of Punjab in presence Sri. Anil Joshi, Hon'ble Minister for Industries, Govt. of Punjab, along with delegates from different organizations, including government official's exhibitor from different countries including Pakistan.

CDB is participated in this event and awareness created on the health aspects of various coconut products, value added products which are new, convenient & time saving and at par with the changing lifestyle could attract more visitors to the Board's stall. In the Board's stall informative posters revealing the goodness of the Coconut and its derivatives were displayed. A quite number of samples of different products of coconut to make propaganda about versatility of the Coconut were arranged in Board's stall. The Board's officials enlightened the visitors about the beneficial effects/usefulness of consumption/ application of coconut and coconut products.

The sale of coconut products like packaged tender coconut water, coconut oil, virgin coconut oil, coconut chips and coconut oil based toiletries were made available in the Board's stall through manufacturers/ dealers which had a good response. M/s Keratech (P) Ltd., Kerala (manufacturing coconut virgin oil and other products made from virgin oil), M/s Nakshatra Enterprises, Delhi (dealers of virgin coconut oil, coconut water vinegar, distilled vinegar, coconut oil based cosmetics) and M/s K LF, Enterprises, Delhi (coconut oil, virgin oil) had sold their products among the public.

Shri Prakash Singh Badal, Hon'ble Chief Minister of Punjab presided over the valedictory ceremony of PITEX 2013 on 09<sup>th</sup> December 2013, in presence of Sr. Minister / MLA, from Govt. of Punjab and other VVIPs./ Delegates.



Photographs of PITEX -2013 held at Amritsar, Punjab from 05-09 Dec.2013

