

CDB participated in 9th Asian International Trade & Tourism Expo 2015 held at Dhaka, Bangladesh

Coconut Development Board, participated in 9th Asian International Trade and Tourism Expo 2015 organised by CEMS Global, Dhaka at International Convention City at Bashundhara, Dhaka from 10th to 14th June 2015.

Mr.H.T Imam, Political Advisor of Hon'ble Prime Minister of Bangladesh inaugurated the expo. Mr.Abdul Matlub Ahmad, President, Federation of Bangladesh Chambers of Commerce and Industry and Mr Humayun Rashid, Acting President of Dhaka Chamber of Commerce and Industry were present on the occasion as special guests. Mr Imam in his key note address said that there are ample opportunities in increasing trade volume between Bangladesh and India and by joining hands together towards achieving desired developmental goals, both Bangladesh and India can make good advancements. Mr Imam termed the recent visit of India's Hon'ble Prime Minister to Bangladesh as a milestone of bilateral relations between the friendly countries.

Around 100 exhibitors from 10 countries exhibited their products in the expo. The participating countries were India, Pakistan, Sri Lanka, Singapore, Thailand, Myanmar, Bhutan, Malaysia, Vietnam and host Bangladesh. The exhibitors displayed in the fair a very wide range of products like food & beverages, healthcare products, personal care & beauty products, fashion and accessories, textiles, household products, arts and crafts, consumer electronics, machineries, real estates, tours & travels etc.

Dr A K Nandi, Secretary of Coconut Development Board represented the Board. A wide range of value added coconut products were displayed in Board's stall with the objective of creating awareness and market opportunities. Dr Nandi explained the benefits of VCO, Neera,

TCW etc and the convenience of other coconut based products like desiccated coconut, coconut milk, coconut milk powder etc to the visitors which helped creating a very high level of interest for such products in Bangladesh. Mr.J.L Mukherjee from HealthFitz Energy Product Private Limited, Kolkata displayed and distributed samples of coconut oil based baby oil under the brand name of BABY FIRST at the stall which was highly acclaimed by the visitors and a large section of visitors were very keen to buy the product outright from stall. Various other value added coconut based products like Virgin Coconut Oil, Coconut Milk, Coconut Milk Powder, VCO based Body Massage Oil, VCO based Mouth Freshener, coconut oil based Hair Cream, pure Coconut Oil (copra based), Packaged Tender Coconut Water, Coconut Chips, Spread and Syrup made of Neera, Activated Carbon etc manufactured by various Indian companies, were also displayed in the stall, which evinced keen interest among the visitors. The stall of Coconut Development Board attracted visitors and the public in general were found to be very passionate about several value added coconut based products.

It was generally felt that at present there was very little awareness of value added coconut products in Bangladesh and their knowledge about coconut based products was mostly limited to tender coconut, coconut kernel and copra based coconut oil. But after having seen and tested the value added products, people showed good interest when they were explained about various value added coconut products and their benefits and more particularly quality of Indian made coconut products produced under the technologies provided by Coconut Development Board.

