

CDB participated in Chandigarh Fair 2013 from 25-28th Oct 2013

The Coconut Development Board participated in the Chandigarh Fair 2013 from 25-28th October 2013 at Parade ground, Chandigarh. The exhibition was organized by Confederation of Indian Industry Northern Region, with the support of Govt. of Punjab & Haryana. The Fair was formally inaugurated by K. J. Somaya, IAS, Adviser to the Administrator Chandigarh Administration along with the VIPs and other senior officials. In this exhibition Number of centre/state departments and NGOs from various sectors like Agriculture, Food, construction, Defense, Communications, Business, health, Cottage industries, commerce, financial institutions, education, automobile etc where participated in around 450 stalls of the exhibition.

The Coconut Development Board arranged display of various value added coconut products, handicrafts, well informative charts and posters and publications in the stall. During the exhibition good number of enquiry for the products like packed tender coconut water, Coconut oil, Coconut Milk Powder, Virgin Coconut oil, Coconut Squash, Coconut Vinegar, etc. A sales for the materials through the manufactures/ Rep of Manufactures like coconut oil, Virgin Coconut oil, Coconut oil based cosmetic products, Coconut Vinegar, Coconut Milk Powder where arranged in the exhibition and found a good demand.

A few number of reliable enquiry also received for the dealership of some selected products like coconut oil, virgin oil, DC powder and coconut Chips and appreciated the Board's activity for the marketing these products in the markets of Chandigarh by participating in these events.

Shri. Prakash Singh Badal Chief Minister of Punjab along with the VIPs along with other officials were visited exhibition in the 1st day. More than Two lakh visitors were visited the exhibition including the VIPs and officials of various Govt. Departments, Organizations and NGOs of the States of Punjab & Haryana. There was a good coverage has been made by PTC and the telecast has been done during these days.

The fair concluded on 28th October 2013 in the A.N.

