



**CAPEXIL Exhibits at Decorex SA  
Johannesburg • South Africa  
4<sup>th</sup> – 9<sup>th</sup> August 2010**

**Backdrop:**

Decorex Joburg SA closed the curtain on its 17<sup>th</sup> successful edition of the exhibition on 9<sup>th</sup> August 2010 at Johannesburg, South Africa. The official post show report reveals that there has been a phenomenal 74% increase in visitor numbers from the trade sector and professionals in the field of interior design, architecture etc flocked to the show to experience the offerings of Southern Africa's largest and most influential interior décor and design show. About 50,000 visitors experienced the magnificent products and services of more than 700 exhibitors spread out over five halls.

H.E. Mr. Vikram Doraiswami, Consul General, Consulate General of India in Johannesburg inaugurated the CAPEXIL Pavilion on 5<sup>th</sup> August 2010 followed by the visit by H.E. Mr. Virendra Gupta, High Commissioner, High Commission of India, Pretoria. CAPEXIL and its members' stall were spread in Hall Nos 2 and 5. The theme of the show this year was "Breath of Fresh Air."

#### **Major Exhibits at Decorex SA**



Bathroom Finishes ▪ Accessories ▪  
Building Industry ▪ Ceramics and  
Pottery ▪ Decorative Accessories ▪  
Décor and Lifestyle Publications ▪  
Fabric and Trimmings ▪ Fireplaces ▪  
Floor Coverings and Rugs ▪  
Property Industry ▪ Furniture ▪  
Interior Decoration and Design ▪  
Kitchen Finishes and Accessories ▪  
Landscaping ▪ Lighting ▪ Outdoor  
Furniture ▪ Soft Furnishings ▪ Wall  
Finishes

## Market Overview:

South Africa, the largest economy in the sub-Saharan Africa, stepped out of recession in 2009. It was reported that rising infrastructure investment and agricultural productivity, and a growing demand for Africa's exports will help the continent's economy expand by 5% in 2011 and 5.1% in 2012. Falling exports and weak commodity prices slowed the continent's growth to 2.3% in 2009, but improving global trade enabled Africa to rebound to 4.7% in 2010. All sectors made a positive contribution especially the mining and manufacturing industries, bearing out the fact that economic recovery is being driven by renewed demand for exports. .

It was reported that invitation to South Africa to join the BRIC group of countries (Brazil, Russia, India, and China) is an affirmation of its role in the world economy and will boost trade and investment. According to the International Monetary Fund, BRIC will account for 61% of global growth in three years. The council said the fact that South Africa had the opportunity to be affiliated to the group underlined two main points - the country was recognised as a developing economy of significance and was the gateway to Africa. The invitation to join BRIC, combined with its renewed membership of the United Nations Security Council, would enhance South Africa's influence. "Huge new opportunities will open up for South Africa on the investment and trade front. Private companies may also find market access into the BRIC countries easier, and partnerships with companies from this grouping might evolve."

The following table summarizes **Doing Business (DB) 2011** data of South Africa.

Economy Overview	
REGION	Sub-Saharan Africa
INCOME CATEGORY	Upper middle income
POPULATION	49,320,150
GNI PER CAPITA (US\$)	5,770.00

### Topic Rankings

[Starting a Business](#)  
[Dealing with Construction Permits](#)  
[Registering Property](#)  
[Getting Credit](#)  
[Protecting Investors](#)  
[Paying Taxes](#)  
[Trading Across Borders](#)  
[Enforcing Contracts](#)

DB 2011 Rank	DB 2010 Rank	Change in Rank
75	66	↓-9
52	52	No change
91	87	↓-4
2	2	No change
10	10	No change
24	23	↓-1
149	148	↓-1
85	86	↑1

**Topic Rankings**  
**Closing a Business**  
 (Source: IFB Data)

DB 2011 Rank	DB 2010 Rank	Change in Rank
74	77	+3

	2009-10		2008-09		2007-08		2006-07		2005-06	
	Rs. Million	USD Million	Rs. Million	USD Million	Rs. Million	USD Million	Rs. Million	USD Million	Rs. Million	USD Million
India's total exports to South Africa	97,512.54	2,058.50	89,942.91	1,980.28	106,987.55	2,660.75	101,652.77	2,241.61	67,600.04	1,526.87
Source: MoC Website										

	Import in USD Million in 2006	Import in USD Million in 2007	Import in USD Million in 2008	Import in USD Million in 2009	Import in USD Million in 2010
South Africa's total import from World	68469.1	79872.6	87593.1	63766.1	81064.6

**Leading trade partners of South Africa for all commodities**

Value: USD Thousand  
 Source: Trademap

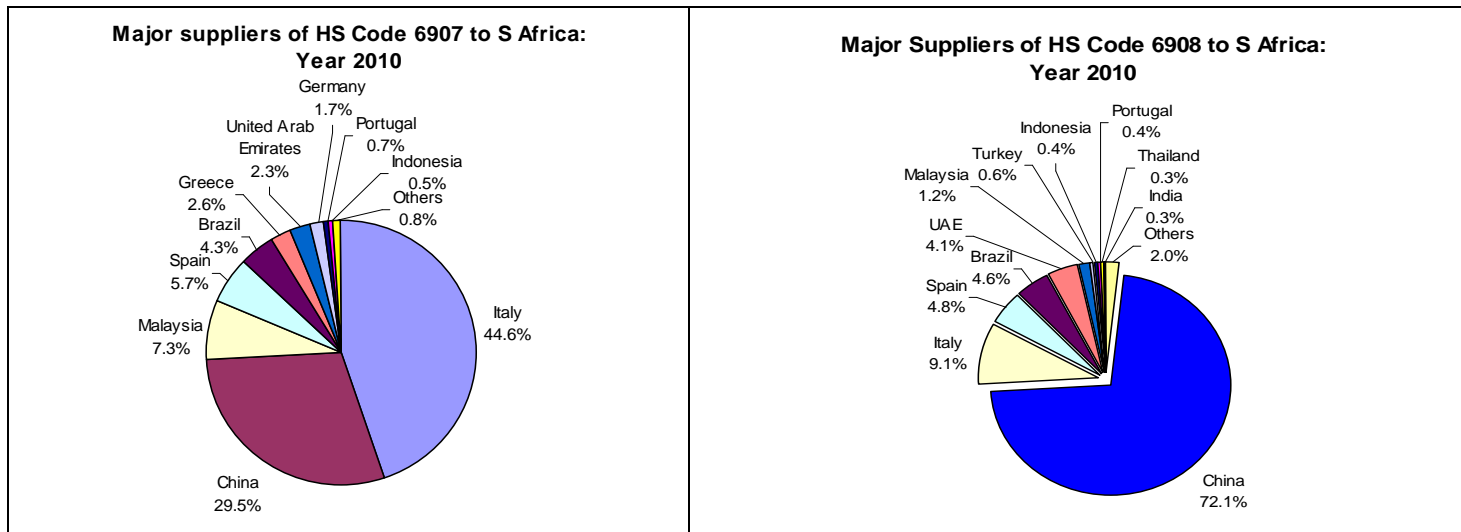
Exporters	Imported value in 2006	Imported value in 2007	Imported value in 2008	Imported value in 2009	Imported value in 2010
World	68469128	79872584	87593072	63766056	81064576
China	6879455	8562745	9909266	8325306	11742564
Germany	8584459	9316860	9914010	7438290	9118796
United States of America	5216119	6166137	7037955	4949372	5825231
Japan	4458144	5249379	4882611	3093702	4294069
Saudi Arabia	3612450	3606265	5522995	3204053	3240574
Iran (Islamic Republic of)	2697758	2955505	3290393	2599083	3165541
United Kingdom	3396515	3863489	3556168	2526103	3043971
<b>India</b>	<b>1613235</b>	<b>1777536</b>	<b>2261935</b>	<b>1811587</b>	<b>2874622</b>
France	2495441	2680269	2502565	1993185	2359101

Nigeria	1366675	1771839	1892426	1838965	2209583
Italy	2045898	2218681	2134007	1608952	2030916
Angola	366029	1645794	2686473	1370601	1983139
Thailand	1174011	1466553	1756054	1352470	1859529
Republic of Korea	1746029	1791515	1437057	1135278	1780546
Netherlands	1112796	1276326	1213192	1157907	

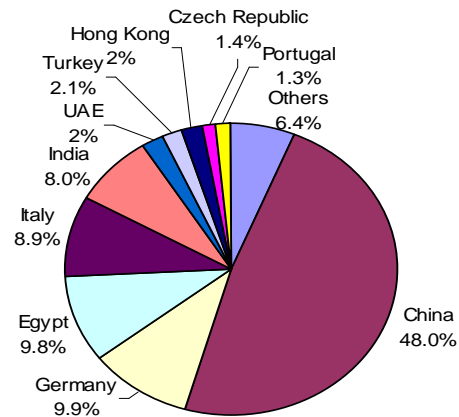
### Market Entry Strategy

- The majority of consumer demand is very price sensitive.
- Distribution issues where the large retail centers are spread over only five metropolitan regions.
- A judicious selection of one of three low-risk entry strategies: representation, agency or distributorship.
- The entrenched bias of a conservative market that sticks to known suppliers requires sustained market development.
- South Africa is the pre-eminent stepping-stone for developing most sectors in sub-Saharan Africa. The marketing mix should anticipate this medium-term option.

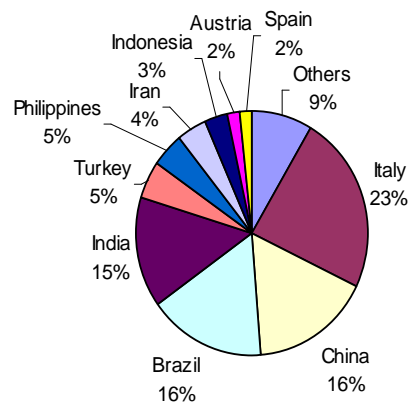
### Major Trading Partners of South Africa for Ceramics, Granite and Natural Stones and Glass Beads



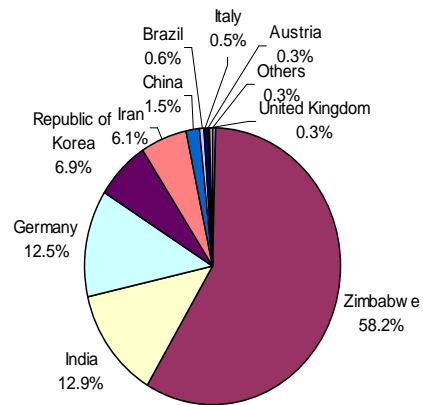
**Major Suppliers of HS Code 6910 to S Africa:  
Year 2010**



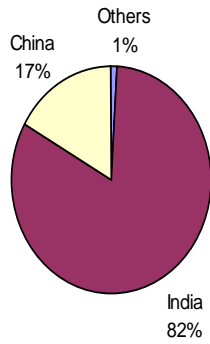
**Major suppliers of HS Code 2515 to S Africa:  
Year 2010**



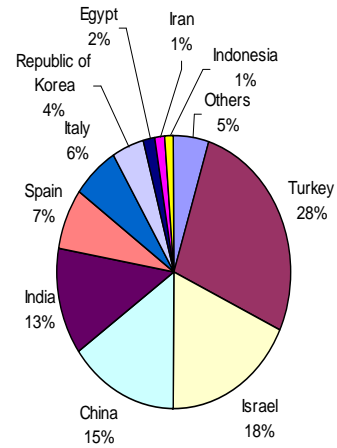
**Major Suppliers of HS Code 2516 to S Africa:  
Year 2010**



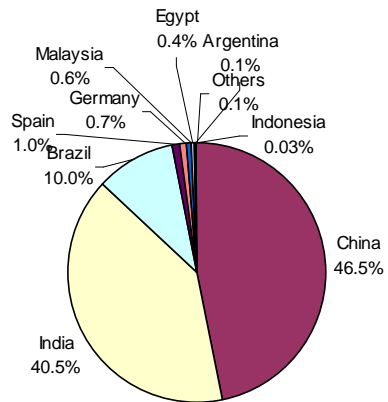
**Major Suppliers of HS Code 6801 to S Africa:  
Year 2010**



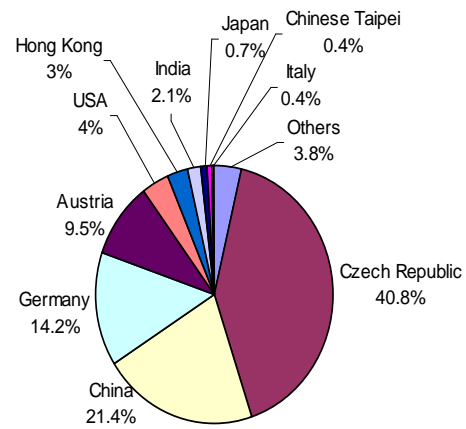
**Major Suppliers of HS Code 6802 to S Africa:  
Year 2010**



**Major Suppliers of HS Code 6803 to S Africa:  
Year 2010**



**Major Suppliers of HS Code 701810 to S Africa:  
Year 2010**



<i>Value: Rs. Lakh</i>			
<i>Source: Dept. of Commerce Export Import Data Bank</i>			
ITC HS Code	Description	India's total exports	Exports to South Africa
6907	Ceramic Tiles (Unglazed) etc.	4390.6	12.5
6908	Ceramic Tiles (Glazed) etc.	21533.4	163.4
6910	Ceramic Sinks, Wash Basins etc...	15775.9	676.5
2515	Marble, Travertine, Ecaussine & Othr Monmnt/Bldg Stone	13935.6	9.4
2516	Granite Propyry Etc & Othr Monumental/ Bldg Stone	241430.3	1060.4
6801	Setts Curbstones And Flagstones Of Natural Stone	363.6	16.4
6802	Wrkd Monmnt/Bldg Stone (Excpt Slate)	340697.9	1334.2
6803	Wrkd Slate & Artcls Of Slate/Aglmrted Slate	8909.6	7.5
701810	Gls Beads, Imtn Perls, Imtn Prcs Stones	13636.7	55.2



South African Customs Tariff for Following Selected Products

Heading/ Subheading	Description of Goods	Rate of duty			
		General	EU	EFTA	SADC
<b>SUBCHAPTER II OTHER CERAMIC PRODUCTS</b>					
6904	Ceramic building bricks, flooring blocks, support or filler tiles and the like:				
6904 10	- Building bricks	Free	Free	Free	Free
6904 90	- Other	Free	Free	Free	Free
6905	Roofing tiles, chimney-pots, cowls, chimney liners, architectural ornaments and other ceramic constructional goods:				
6905 10	- Roofing tiles	Free	Free	Free	Free
6905 90	- Other	Free	Free	Free	Free
6906 00	Ceramic pipes, conduits, guttering and pipe fittings	Free	Free	Free	Free
6907	Unglazed ceramic flags and paving, hearth or wall tiles; unglazed ceramic mosaic cubes and the like, whether or not on a backing:				
6907 10	- Tiles, cubes and similar articles, whether or not rectangular, the largest surface area of which is capable of being enclosed in a square the side of which is less than 7 cm	20%	10%	17.6%	Free
6907 90	- Other	20%	8%	14%	Free

6908	Glazed ceramic flags and paving, hearth or wall tiles; glazed ceramic mosaic cubes and the like, whether or not on a backing:				
6908 10	- Tiles, cubes and similar articles, whether or not rectangular, the largest surface area of which is capable of being enclosed in a square the side of which is less than 7 cm	20%	8%	14%	Free
6908 90	- Other	20%	8%	14%	Free
6909	Ceramic wares for laboratory, chemical or other technical uses; ceramic troughs, tubs and similar receptacles of a kind used in agriculture; ceramic pots, jars and similar articles of a kind used for the conveyance or packing of goods:				
6909 1	- Ceramic wares for laboratory, chemical or other technical uses:				
6909 11	-- Of porcelain or china	Free	Free	Free	Free
6909 12	-- Articles having a hardness equivalent to 9 or more on the Mohs scale	Free	Free	Free	Free
6909 19	-- Other	Free	Free	Free	Free
6909 90	- Other	Free	Free	Free	Free
6910	Ceramic sinks, wash basins, wash basin pedestals, baths, bidets, water closet pans, flushing cisterns, urinals and similar sanitary fixtures:				
6910 10	- Of porcelain or china	20%	10%	17.6%	Free
6910 90	- Other	20%	10%	17.6%	Free
6911	Tableware, kitchenware, other household articles and toilet articles, of porcelain or china:				
6911 10	- Tableware and kitchenware	30%	12%	21%	Free
6911 90	- Other	30%	15%	28.4%	Free
6912 00	Ceramic tableware, kitchenware, other household articles and toilet articles (excluding those of porcelain or china)	30%	12%	21%	Free



### Buyer Seller Meet in Johannesburg

CAPEXIL felt that the buyer seller meet can only be successful if the right business partners are identified for the Indian suppliers. To execute the job a match-making company based in South Africa was appointed as suggested by the Consulate General of India in South Africa.

### The feedback about Decorex Exhibition and Buyer Seller Meet:

Based on the following parameters the feedbacks of the Indian delegates were adjudged:

Was this your first participation in such an event?	Yes 14%	No 86%
No. of contacts you could generate in the event	5-10 29%	More than 10 71%
Quality of business visitors	Excellent 29%	Good to Fair 71%
Please indicate your impressions about business done by you	Highly Satisfied 14%	Satisfied 86%

### Profile of Indian Delegates:

Company 1	<b>Asian Granito India Limited</b>
Representatives	Girish N.Patel
Designation	Director (Exports)
Address	202, Devarc, Opp. Iscon Temple, S G Highway Ahmedabad India
Telephone	91-79-66125500/5799
Fax	91-79-66058672
Mobile	919321495215
E-mail	exports@asiangranito.com

Website	www.asiangranito.com
Products Offered	Flooring, Wall Coverings
Stall No.	H 23, Hall 2

<b>Company 2</b>	<b>Tilo Pvt. Ltd.</b>
Representative	Chetan Anand Choudhary
Designation	Director
Address	G – 1/314 Bhamashah Industrial Area Kaladwas Udaipur, Rajasthan India
Telephone	91-294-2486160
Fax	91-294-2489735
Mobile	91-98290-44478
E-mail	<a href="mailto:sales@tiloarts.com">sales@tiloarts.com</a> , <a href="mailto:tilo@sancharnet.in">tilo@sancharnet.in</a>
Website	<a href="http://www.tilohandicrafts.com">www.tilohandicrafts.com</a> , <a href="http://www.pietredure.co.in">www.pietredure.co.in</a>
Products Offered	Marble Inlay Table Tops , Semiprecious Stones / Slabs / Tiles and Miscellaneous Marble Handicrafts
Stall No.	E 32, Hall 2

<b>Company 3</b>	<b>RSI Stone World Pvt. Ltd.</b>
Representatives	V S Jadon
Designation	Managing Director
Address	E-7/M708 Arera Colony, Bhopal Madhya Pradesh India
Telephone	91-755-2423965
Fax	91-755-2460405
Mobile	919425148963
E-mail	Vsjmdrsi2004@yahoo.com
Website	www.rsistoneworld.com
Products Offered	Natural sand stone

Stall No.	E 31, Hall 2
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Company <b>4</b>	<b>Tandon Brothers</b>
Representatives	Somesh Tandon
Designation	Partner
Address	Shiv Shambhoo, 132.A. Sondhi Tola, Chowk Lucknow India
Telephone	91-522-2256679
Fax	91-522-2256677
Mobile	91-94150 28600; within South Africa 0-8451 35778
E-mail	<a href="mailto:tandonbrothers@gmail.com">tandonbrothers@gmail.com</a>
Website	<a href="http://www.tandonbrothers.co.in">www.tandonbrothers.co.in</a>
Products Offered	Glass beads, Camel bone beads, Wood beads, Brass Chimes, Jewellery
Stall No.	Q 12, Hall 5

Company <b>5</b>	<b>TJP Rubber Industries</b>
Representatives	Dr..George P Thomas
Designation	Managing Partner
Address	Industrial Development Plot Poovanthuruth.P.O Kottayam – 686 012, Kerala India
Telephone	91-481-2342636
Fax	91-481-2341363
Mobile	919847944444
E-mail	tjprubber@hotmail.com
Website	<a href="http://www.rubbermat.net">www.rubbermat.net</a>
Products Offered	Rubber door Mat

Stall No.	D 29, Hall 2
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Company <b>6</b>	<b>M.B. Granites Private Limited</b>
Representatives	Ashish Somani
Designation	Director
Address	No.32, Road No.2, Jigani Industrial Area 1 <sup>st</sup> Phase, Bangalore-562106 India
Telephone	91-80-32518933
Fax	91-80-26787392
Mobile	919845106876
E-mail	diaamondgranite@yahoo.com
Website	www.diaamondgranites.com
Products Offered	Indian Granite Slabs, Tiles, Blocks, Monuments Product application: Flooring, Cladding, Exterior Design, Countertops, Vanity Tops Etc.
Stall No.	D 12, Hall 2

Company <b>7</b>	<b>Cyber Ceramics</b>
Representatives	Nandasana Kirit Dayalal
Designation	Managing Partner
Address	48-A National Highway Morbi 363642 Gujarat India
Telephone	91-2822-283102
Fax	91-2822-283102

Mobile	919426712490
E-mail	<a href="mailto:cyberceramics@gmail.com">cyberceramics@gmail.com</a>
Website	<a href="http://www.cyberceramics.com">www.cyberceramics.com</a>
Products Offered	Ceramic tiles.
Stall No.	C 27, Hall 2

Company <b>8</b>	<b><a href="#">Ajireswar Mines &amp; Minerals Pvt. Ltd.</a></b>
Representatives	Dr. K. Lakshmi Sowjanya,
Designation	Director
Address	8-3-720/9, Venkatesam 1B, Shalivahana Nagar, Srinagar Colony, Hyderabad – 500073, India
Telephone	91 40 3258 3519
Fax	91 11 6617 3749
Mobile	093932 61869, 098859 54489
E-mail	<a href="mailto:ajireswar@gmail.com">ajireswar@gmail.com</a>
Website	<a href="http://www.ajireswar.org">www.ajireswar.org</a>
Products Offered	Granite crude or roughly trimmed Granite cut into slabs Slate Kerbstone and Flagstones Granite blocks / tiles, polished Other granite (countertops, furniture, etc) Other stone
Stall No.	D 28, Hall 2

Company <b>9</b>	<b><a href="#">Atlantic Marbles Pvt. Ltd.</a></b>
Representatives	Mr. Bhaveshkumar V Nandasana
Designation	Manager
Address	G-1-42 Riico Area, Growthcenter, Jhalrapatan-326023 India
Telephone	912822-283102, 283103
Fax	912822-283101



Mobile	91-9427275084
E-mail	cyberceramics@gmail.com
Website	www.atlanticmarbles.com
Products Offered	Ceramic Glazed Wall & Floor Tiles
Stall No.	C 26, Hall 2

### Our Comment

Two of the registered participants of Decorex SA 2010 encountered problem in regard to non-issuance of visa. The matter had been taken up with the Ministry.

Press Snippet

## **Indian home decor exporters to showcase products in S Africa**

*PTI – Sat, Aug 14, 2010 9:29 AM IST*

Johannesburg, (PTI) With an aim to win clients in South Africa, Indian exporters will showcase their home decor products like Ceramics, Handicrafts and stone items at the five-day Decorex Expo here. A delegation of Indian exporters has been brought to Decorex by the Chemicals and Allied Products Export Promotion Council - Capexil. Capexil has experimented this year by roping exhibitors of handicraft products. "It is true that the granite and marble sector did not have much success last year, but the ceramic tiles and sanitary ware sectors saw good success," said Susmita Das Biswas of Capexil, which organised a buyer-seller meet here last evening with assistance from the local Indian mission. "We are participating at Decorex for the second year now, and some of our exhibitors have met with great success." She said a new component to the Indian exhibition this year is handicrafts. "Decorex is basically a home decor expo, so this time we have brought out Tandon Brothers, that is into glass beads and camel bone beads and we are hopeful that they will do very good business." Virendra Singh Jadon, managing director of RSI Stone World of Bhopal, who has exhibited at Capexil for two consecutive years now, said he hopes to find more clients in South Africa. Jadon's company is exporting the products to South Africa for last five year. "We are continually growing as South Africans take to our sandstone, but the margins are very low as the market is extremely competitive here with products from Europe and China, so we have to cut our prices." Sanet Hirst, Head of Procurement for major South African dealer Ferreiras Decor World, was very impressed with the exclusive high-end custom-designed marble table tops of Tilo Pvt Ltd, which she felt would find favour among elite customers in South Africa.