

Interiors UAE

UAE fair could be the beginning of African safari



Mr. R.C.Nair, Counsellor, Indian Embassy in Abu Dhabi (centre) visited FIEO's booth in the Interior UAE. On his left is Mr. Sushil Kumar, Asst. Director, FIEO and on his right is Dr George P Thomas, Managing Director, TJP Group of Companies.

The Federation of Indian Export Organizations participated in Interiors UAE which was held from 29 March 2010 to 31 March 2010 in Abu Dhabi.

Background

Interiors UAE is the UAE's and wider Middle Eastern flagship event for the design led interiors sector running in the heart of the rapidly developing and hugely affluent UAE capital Abu Dhabi, the event is an invaluable opportunity to source the very best in design-led interior products.

An edited gathering tailored specifically for interior designers, architects, contract buyers/specifiers, retailers, property developers working within the commercial, domestic and retail markets.

FIEO's Participation

With five exhibitors, FIEO was participating in the event for the very first time. The Counsellor at the Indian Embassy in Abu Dhabi also visited the Federation's stands on 30 March.2010 and pledged his full support to the participants during the fair and in the

future as well.

Trade Enquiry

FIEO received trade enquiries especially from the event management organizations working in the Middle East. With the participation at this event, FIEO may get access to bigger markets like Saudi Arabia and Bahrain. Participant organizations have also received business enquiries which may lead to business transactions .

Overall Assessment

1. The region can be used as a hub

centre for Indian goods because most of the products of Indian origin are being re-exported to east/southern African countries. Therefore, the possibility of gaining direct access to these countries must be explored. It was also learnt that African bankers have less credentials in the eyes of exporters. Therefore; precautionary measure must be taken for any inconvenience. These issues must be discussed with the MEA/MOF.

2. Since the participants had useful interactions and some familiarity with event management in this region, it may help in gaining access to other major markets, especially Saudi Arabia and Bahrain.

The event was coordinated by Mr. Sushil Kumar, Asst. Director, FIEO. ■

Do you have queries on exporting Food & Food Products, Drug & Pharmaceuticals to USA?

Seek online clarification on FIEO website <http://www.fieo.org> Every Thursday from 6:00pm to 8:00pm. Questions will be replied to directly by Registrar Corp, United States.



MR. R C Nair, Counsellor (4th from right) with other Indian participants.