
Leader of Scale Model Market in Brazil Goes International

Contributed by Geovana Pagel
Friday, 17 October 2008

Brazilian company Adhemir Fogassa Maquetes, which currently has an 80% share of the scale model market in Brazil, is investing heavily to find new customers all over the world. In the same year in which the company opened an office in Dubai, it should also work on its strategy at the Big 5 Show 2008, the main fair in civil construction sector in the Arab world, to take place between November 23 and 27.

The maker of scale models will be one of the 37 Brazilian companies to exhibit its products in the Brazil Pavilion, set up in a partnership between the Arab Brazilian Chamber and the Brazilian Export and Investment Promotion Agency (Apex-Brasil).

"We chose Dubai as a potential client as it is a great construction site," stated Manoel Caras, the commercial director at Adhemir Fogassa. "Today, undoubtedly, the Middle East is our main market in terms of opportunities abroad," he pointed out.

According to him, the scale models produced by the company in São Paulo have been exported since the 1980s, mainly to the United States and countries in Europe and Africa. However, foreign sales represent just 5% of monthly production of 45 scale models.

According to Caras, production may be expanded by around 50% without the need for expansion of the current team of 175 professionals. "We have clear possibilities of supplying an immediate increase in demand," he guarantees.

In the market for 35 years, Adhemir Fogassa Maquetes develops scale models for the most varied applications, with investment in technology, teams and innovation bringing the company to leadership in Brazil, with over 6,000 scale models produced to date.

To develop and execute the projects, the company has an area of over 4,000 square meters (43,000 square feet), in which it has six assembly workshops, a painting area, carpentry, digital station, machinery park, photography laboratory and landscaping studio.

Adhemir Fogassa produces scale models with internal and external lighting, developing electro-mechanic equipment for controlled movement, which makes it possible to view the internal environment, or even remove certain parts in multimedia presentation.

The company goes by the name of its founder, architect Adhemir Fogassa who was born in Campo Mourão, in the north

of Paraná state, in the Brazilian South. In 1983, Fogassa changed from mixed art in scale models to sculptures. The same care taken by the scale modeler was transferred to the sculptor when understanding the material, dominating the technique and working the volumes.

Service

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