

Brazilian Sanitary Metals Firm Takes Its Goods to Middle East's Big 5 Show

Contributed by Geovana Pagel
Wednesday, 22 October 2008

Brazilian company Metalúrgica Meber, which has a factory in the city of Bento Gonçalves, in Rio Grande do Sul, in the South of Brazil, bets on greater value-added bathroom metals due to their sophisticated and different design aimed at attracting importers who visit the Big 5 Show, between November 23 and 27, in Dubai, in the United Arab Emirates.

The releases of the company will be exhibited at the Brazil pavilion organized by the Arab Brazilian Chamber of Commerce and the Brazilian Export and Investment Promotion Agency (Apex-Brasil).

"Meber is investing in the fair seeking an opportunity to show consumers on the Arab market its line of products and to consolidate its presence in one of the most promising hubs in the world. Aligned to the desire of knowing this market is the expectation of exhibiting in one of the most important meetings for the building industry in the Middle East and the largest trade show in the sector in the Gulf," stated Carlos Bertuol, a director and one of the company partners.

According to Bertuol, the opportunity of exhibiting at the fair, new to Meber, arose when they started participating in the Integrated Sector Program for Promotion of Exports of Non-Ferrous Metals, an activity developed in partnership between the Non-Ferrous Metal Artefact Union of the State of São Paulo and the Apex-Brasil. Meber exports to countries in Latin America.

Among the products that Meber is going to take to Dubai, special attention is to the Studio Meber line, with releases like the Nexo Línea, Nexo Miraggio and Nexo Filetto, and consecrated success stories, among them Quadra, Axiom, Tonino and Lumina. "They are our bet to win the preference of those participating in the fair," pointed out the director.

Metalúrgica Meber has operated in development of bathroom metals for 47 years. The company portfolio exceeds 6,000 items. There are complete lines of metals for kitchens and bathrooms, accessories, showerheads, mixers, basic products and complements. All of the Meber metals are manufactured under the company brand, which generates 200 direct jobs.

The company is installed in Bento Gonçalves, in the Vineyard Valley, and is 55 kilometers away from Caxias do Sul airport and 120 kilometers away from Porto Alegre, the capital of the state of Rio Grande do Sul.

Service

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