

Brazilian Tile Maker Embramaco Wishes to Expand Overseas Presence

Contributed by Marina Sarruf
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Brazilian group Embramaco, a maker of flooring and wall tiles, is already present in 45 countries and now wants to win the Arab market. For this, the company, from Santa Gertrudes, in the interior of São Paulo, is going to participate for the first time in the Big 5, the largest building sector fair in the Middle East, to take place between November 23 and 27, in Dubai, in the United Arab Emirates.

"It is a potential market for the company," stated the export manager at the group, Renata Scatolin. According to her, the main objective is to open new business at the event. The group is going to show several kinds of tiles, from plain to elaborate ones, like marbled line Esther.

The main markets for the group are South and Central America, South Africa and the United States. Currently, around 20% of group production is turned to export. For 30 years on the market, Embramaco Group sells five brands of tiles: Acro, Cepar, Esther, Duramax and Smaltcolor.

According to Renata, the group's monthly production is 3.3 million meters a month. "With a heated domestic market and with the search for new markets we are expanding our production," stated the manager, who guarantees that up to March 2009, production should reach 4.4 million meters.

Investment for greater production is taking place at the Acro factory, where new ovens will be installed. Acro Cerâmica, established in 1985, is one of the main units in the group and it is at that unit that the group's distribution center is located. Embramaco employs 860 people.

The Brazil Pavilion at the Big 5, which is organized by the Arab Brazilian Chamber of Commerce, in partnership with the Brazilian Export and Investment Promotion Agency (Apex-Brasil) should include 37 companies in the ceramic tile, ornamental stone, bathroom metal and lock sectors.

This should be the country's largest participation in the event. The space should cover an area of 480 square meters and should be in the main hall.

Last year, the fair covered an area of 10,000 square meters, received around 50,000 visitors and generated over US\$ 1 billion in business.

Service

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