

For This Brazilian Firm Half of Business Will Soon Come from Middle East

Contributed by Geovana Pagel
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Brazilian company WK Comercial Exportadora's target, headquartered in Curitiba, in the southern state of Paraná, is to increase sales to the Arab market in 2009. The trading company, which already exports to the United Arab Emirates, Egypt, Lebanon and Yemen, works with wood industries from the raw material to finished products, including doors, floors, skirting boards and frames.

To proceed with the expansion project in the Arab countries, between November 23 and 27, WK is going to participate in the Big 5 Show, a building sector fair in Dubai.

This will not be the trading company's first participation in the fair since it has already participated in 2007. "We already exported to the Emirates and consolidated the market during the fair by winning new clients," stated Igor Kaufeld, the sales director. According to him, the Arabs mainly buy finished products, especially doors. Shipments are normally through distributors.

"The region now represents 30% of company revenues and the target is to reach 50%," he pointed out. "This year we should have a much larger and better planned stand. Our objective is to promote the trading company and the products we export to the largest possible number of companies, with samples of products and catalogues in English and Arabic," added the executive.

WK has suppliers in the states of Santa Catarina, Paraná and Rio Grande do Sul, and also tropical woods from Northern Brazil. The Caribbean, the Middle East, Europe and Asia are among the main markets for the company.

Comercial Exportadora WK is located in Curitiba, the capital of Paraná, where the whole logistics flow of export operations is managed, from the supplier to the client. The trading operates in the purchase and sale of products made at the customers' request, and production is outsourced. It also operates in the sector of logistic, financial and tax planning of the operation and provides consultancy to customers who also want to enter the foreign trade logistics chain.

"We promote pre inspection at the port of shipment, providing the security that the client abroad requires and guaranteeing to suppliers that the process is promoted professionally," pointed out Kaufeld.

The trading company was established in 2003, but its owners and collaborators already have experience of over 15 years in the wood sector. Today the products traded by WK are in almost all places of the world like North America, Central America, Europe, Asia and Oceania.

The Brazil Pavilion, organized by the Arab Brazilian Chamber of Commerce and the Brazilian Export and Investment Promotion Agency (Apex-Brasil), should bring together 37 companies in the sectors of ceramic tiles, ornamental stone, bathroom metals and locks.

The space should cover an area of 480 square meters and will be in the central hall. It will be divided into environments with products in use, in a project by renowned architect and designer Ivan Resende. This is the fifth participation of the Brazilian organization in the Big 5 Show and the objective is to show buyers the diversification of building material made in Brazil, including the possibility of customization.

Service

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