

## Brazil Finds Clients for Its Expensive Toy Cars in Qatar

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Fapinha, a Brazilian maker of mini vehicles for children, is going to export 150 mini buggies to Qatar and the United Arab Emirates up to the end of the year.

The company, which is based in the city of São Paulo, started selling to the Emirates at the beginning of the year. Up to now they have already sold 40 units. To Qatar, the company has been exporting since 2002.

According to the company commercial manager, Giampaolo Tognocchi, the products that arrive in the Arab countries are the Super Xingu and Jeep Adventure, two kinds of mini buggies.

Qatar purchases around 50 units a year. The Emirates should purchase 100 small vehicles this year. The distributor in the Emirates also ships the products to other Arab countries, like Saudi Arabia and Kuwait.

Apart from mini buggies, Fapinha also produces mini motorcycles, tricycles and quads. The vehicles are made out of fibreglass, have petrol-powered engines, accelerators, brakes, gears and electric starters.

They are recommended for children aged eight or over, and are turned to high-income consumers. In Brazil, the cheapest toy costs approximately US\$ 2,000 and the most expensive around US\$ 3,700.

According to Tognocchi, due to the buying power of the population, the Arab countries are a potential market for the company.

In Qatar, for example, the per capita income is US\$ 48,000. In the Emirates, it is US\$ 20,9 mil. The toy market in the Middle East has a turnover of approximately US\$ 1.5 billion and grows around 11.5% a year.

In Brazil, Fapinha has 80 dealers for the small vehicles. São Paulo, which has one of the highest per capita incomes in the country, has the largest market and absorbs around 40% of production.

Fapinha has been on the market for 35 years and the brand is well known in Brazil. Exports began over 20 years ago and answer to between 10% and 15% of company production.

The company clients are in around ten countries. There are buyers in the Middle East, Europe, South America, the Caribbean and Australia.

According to Tognocchi, the company plans to increase exports. For this purpose, they are going to participate in four international fairs this year, in Mexico, the United States, Italy and Germany.

To the Arab countries there are no trips planned. The brand distributor in the Emirates, however, is going to look for new clients for the company in the region.

Fapinha has 80 employees and an industrial unit in the Campo Limpo neighborhood, in the city of São Paulo, the largest business center in Brazil, in the southeast of the country.

Most of the components of the mini vehicles are produced at the factory itself. Only the engine, tires, and some parts like headlights and bulbs are outsourced.

Fapinha - [www.fapinha.com.br](http://www.fapinha.com.br)

ANBA - Brazil-Arab News Agency - [www.anba.com.br](http://www.anba.com.br)