

Brazilian Fashion Eyeing Arab World

Contributed by Geovana Pagel
Monday, 20 June 2005

Expansion of business with the Arabs. This was the main objective of the businessmen from the southeastern Brazilian state of Minas Gerais who participated in the seminar that took place in the state last week.

The meeting, organized by the Federation of Industries of the State of Minas Gerais (Fiemg), was included in the schedule of the visit to the state by the Council of Arab Ambassadors in Brazil.

Brand Patachou, signed by stylist Tereza Santos, is one of the companies that want to work on expansion of participation on the Arab market.

According to the foreign sales manager, Andréa Ribas, the brand is already exported to four Arab countries: Lebanon, Kuwait, Qatar and the United Arab Emirates.

"It is a market we want to invest in very much as it has great potential for development," explained Andréa.

Recognized on the Brazilian market for the originality of its collections, the brand is in the top of the Brazilian brand ranking and participates in the São Paulo Fashion Week, the most important fashion event in the country, which has been taking place since 1996.

So as to increase sales to the Middle East, the company intends to participate in sector fairs in the Arab countries and to establish partnerships with local distributors.

Another exporter present at the event and which is also betting on partnerships to sell more to the Arab countries is female shoe producer Spatifilus, which has been exporting to Saudi Arabia, Kuwait and the United Arab Emirates since 2002.

With 30 years on the market and daily production of 2,000 pairs, Spatifilus wants to increase the percentage of products shipped to the foreign market from 10% to 30% in five years.

According to the company export manager, Marina Purri, approximately 30% of exports are shipped to the Arab market, meaning that sales to the region will also be increased.

"It is a market of great opportunities. For this reason, any chance of closer relations and exchange of information, like this seminar, is very welcome," stated Marina.

Gems and Jewels

Brazil exports gems and jewels to over 40 countries. The Arab countries are among the emerging markets that are already among the main destinations for the sector.

In 2004, the Arab Emirates were in 2nd place for cut diamonds, 5th place for Brazilian rubies, sapphires and emeralds, and 8th place for manufactured jewellery. Bahrain was the 4th destination for ready jewels.

It was due to this demand from the Arab market that businessman André Luis da Silva, from gem and jewel producer Empire, participated in the seminar in Minas Gerais.

"We already export to France, Switzerland, Russia and the United States, and we now want to start prospecting the Arab market," stated Silva.

According to him, participation in fairs like Jewellery Arabia, in Bahrain, may be a good start for contacts with the region.

Last year, 10 Brazilian companies participated in Jewellery Arabia, with the support of the Brazilian Institute of Gems and Precious Metals (IBGM) and of the Arab Brazilian Chamber of Commerce (CCAB). All closed deals.

This year the event will take place again between November 8 and 12. "We are already getting ready to participate in the event this year," guaranteed the businessman.

Anba - www.anba.com.br