

## Brazilian Faucet Maker Wants to Expand Its Overseas Reach

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Company Docol, from the southern Brazilian state of Santa Catarina, one of the main Brazilian producers of faucets, mixers, showers and bathroom fittings in Latin America, started investing in the Arab market with greater intensity this year.

This month, the company is going to have its first participation in the Big 5 Show, the largest civil construction fair in the Middle East, scheduled for November 16 to 20 in Dubai, in the United Arab Emirates. The company's main objective is to start exporting to the region.

Faucets that close automatically are among the main products exported by the company, the leader in the sector on the domestic market. According to information on the Docol site, the automatic operation of the faucets reduces water consumption by between 30% and 77%.

The company export manager, Christian Barreta, bets on these faucets for the Arab market. "We offer solutions for water control and know that the market is greatly concerned with the matter," he said.

This will be the second concrete action by the company in the Arab market. In February this year, Docol participated in a business mission to Saudi Arabia and Kuwait, in the sidelines of the visit of the Brazilian minister of Foreign Relations, Celso Amorim, made to ten countries in the region, with the support of the Arab Brazilian Chamber of Commerce.

"That was our first encounter with the Arab market, and the second will be our participation in the fair in Dubai," stated Barreta. "Winning the Arab market is our objective," he added.

Docol already exports to the United States, Germany, Australia, New Zealand, Taiwan, India and Latin America. The foreign market absorbs 18% of company faucets, mixers, valves and showers, among others.

Based in the city of Joinville, Docol was established in August 1956. The company currently dominate 19% of the Brazilian market of bathroom faucets and invests 3% of revenues every year in research and development of new products. The company employs 900 people and the industrial complex covers an area of 32,000 square meters.

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