



Front page picture: Govindankutty Mannath, Prasad Lolla and Christo Augustine from A W Rostamani Lumina are pictured on the Office Show stand.

A busy A W Rostamani Industries stand during a hectic day at the Office Exhibition.

A W Rostamani Industries took a major step towards creating a greater awareness of the company, its products and services when it took one of the biggest stands at the recently held Office Exhibition.

Indeed it was the first time A W Rostamani Industries had taken such a stand at the event and in collaboration with Lumina, Federal Building Industries and the newly formed Interiors subsidiary, it proved a huge success.

Emad Eldeen Khalid, CEO of A W Rostamani Industries, who was there at the show, said: "This is the first time this group has put together such a presence at this kind of exhibition and we are delighted to have been given a stand right at the entrance to Zabeel Hall. We were in the perfect position to catch every visitor and we had a tremendous reaction.

"We wanted to create the right awareness of A W

Creating awareness

Rostamani Industries in the marketplace and show people we can provide a total fit out solution for the office. And I believe we achieved just that."

The A W Rostamani stand was also honoured when the UAE Minister for Education, Dr Hanif Hassan Ali, who officially opened the show, stopped by during his tour to find out more about what A W Rostamani was exhibiting.

Emad, added: "I was delighted to talk to Dr Hanif Hassan Ali, Minister of Education, during his tour of the show, and he was very impressed to learn that we have our own manufacturing plant here in Dubai as well as us showcasing other

top products."

Sheraz Amin, A W Rostamani Interiors Business Development Manager, said: "We have had a great deal of interest on the stand, people are very keen to hear about everything we can provide. We believed we needed to create a greater awareness in this region and this event was the perfect way to do it. We were delighted to be allocated such a premium space and the whole experience was well worth the effort."

Included in the product range on show were lighting solutions from Lumina, Ceilings, floorings, office partitions and office furniture from top suppliers such as Hunter Douglas, Lindner and FAMO.

Also on the stand were representatives of the different manufacturers and they were happy to answer questions from any prospective customers.

"This is a very important step for us as we promote the A W Rostamani name and we were delighted to be at the Office Exhibition," Emad added.



Emad is pictured talking to Dr Hanif Hassan Ali during the Minister's tour of the show

INDUSTRY NEWS

■ Dewa's power projects

A series of major power transmission projects, costing more than Dhs8 billion are being implemented by the Dubai Electricity and Water Authority (DEWA) to meet the growing electricity needs of the city.

Dewa CEO Saeed Al Tayer has said that the projects include 34 transmission stations of 132KVA capacity costing Dhs6.806 billion and high-tension cables costing Dhs1.946 billion.

Dewa will also install four main transmission stations of 400KVA capacity during the next five years as well as 25 main transmission stations of 132KVA capacity. In addition, work on a 100km of transmission cables of 132KVA and high-tension cables of 400KVA will be completed.

■ Rooms for improvement

The Dubai World Trade Centre (DWTC) has signed agreements with four major hotel operators to build commercial destination projects that would add more than 10,000 rooms to Dubai's overall capacity when they are completed in 2015.

In a statement, DWTC said the projects involve the seven-square-kilometre Dubai Exhibition City (DEC), to be built in Jebel Ali, and the Dubai Trade Centre District (DTCD) that will be built near the current Dubai International Convention and Exhibition Centre (DICEC).