



THE POLY PRODUCTS STORY: HOW THE INDEX EXHIBITION HELPED US MEET WITH EXISTING CLIENTS

Poly Products is one of the largest manufacturers in the Middle East of superior quality spring mattresses & beds and for over 30 years, they have been adding comfort to people's lives by providing products of superior technology and lasting value.

Their main objective at INDEX was to meet existing clients and the reason why they chose an exhibition is because it offers them the platform to meet a large number of existing clients face-to-face, over a short period of time. As they are in the business of providing comfort which is a very subjective and tangible quality, exhibitions help them showcase their products on a more personal level.

Mohammad Mirza said, "Prior to the show, our main focus was on stand design, product selection and customer contact. Another key component is the human element involved in personally inviting our clients to visit us at the exhibition." Preparation for exhibitions plays a vital role in determining the outcome of your objectives; Poly Products, due to sufficient pre-show preparation, got to meet clients they do business with on a daily basis who are widely spread across the globe.

When asked why they feel the GCC is the best place to achieve business objectives, they felt that customers can experience the cutting edge offerings of the industry's finest all under one roof. "As we strive to focus on delivering personalised customer service, our primary focus is on the GCC market, across which our sales and distribution network is spread."

"Since INDEX is the premier industry event in the region, nearly all potential clients visit this show and this allows us to not only strengthen our relationship with existing clients, it also leads to developing many new contacts."

“OUR PHILOSOPHY HAS ALWAYS BEEN TO PUT THE CUSTOMER FIRST AND CONTINUE TO STRENGTHEN OUR RELATIONSHIP BY GOING ABOVE AND BEYOND STANDARD BUSINESS PRACTICES TO ENSURE THEIR NEEDS ARE MET. THE RENOWNED TRADITIONS OF OMANI HOSPITALITY ALSO DICTATE WE MUST DO OUR BEST TO MAKE SURE OUR CLIENTS KNOW THEY ARE OUR FAMILY.”



INDEX

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