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17-19 SEPTEMBER 2019  
DUBAI WORLD TRADE CENTRE

# How INDEX Introduced Organisation in Design (and it's 43 European Exhibitors!) to the Middle East

## CASE STUDY

### HIGHLIGHTS:

- ▶ Organisation in Design, founded by Margriet Vollenberg, helps contemporary designers present and promote their work
- ▶ The team wanted INDEX to help them understand the regional design culture and trading habits
- ▶ Due to the success of Organisation in Design's 1st project in the Middle East, they're returning to INDEX 2019



*We were very happy with how everything turned out. INDEX showed us that it's possible to enter a new market successfully if you work closely together and rely on each other's expertise.*

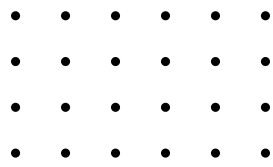


**Margriet Vollenberg,**  
Founder & Director,  
Organisation in Design





## CASE STUDY



# 02

### ► MEET ORGANISATION IN DESIGN!

**Founded in 2005, Organisation in Design is a PR and event studio with offices in The Netherlands and Italy.**

Under the name Ventura Projects, they curate international contemporary design exhibitions focused on quality and concept.

The company is the brain child of Margriet Vollenberg who's ethos is, *'design makes the world a better place and designers are an important part of this positive change'*.



### ► THE OBJECTIVE

Enter a completely new market for the first time [the Middle East] and connect with design professionals in that region.

### ► THE CHALLENGES

The Middle East represented a brand new culture Organisation in Design was not familiar with. As is the case with entering any market for the first time, Organisation in Design wanted to understand:

What trading platforms are available? What are the regulations surrounding each trading platform? What's the best way to generate leads and maximise sales in the region?

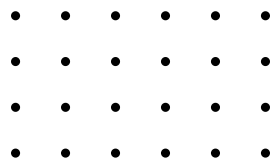
Most of Organisation in Design's exhibitors had never traded in the Middle East before.

They didn't have any existing business relationships or agency agreements in the region. Nor did they have any brand awareness. They were starting from scratch.





## CASE STUDY



# 03

### ► THE INDEX SOLUTION

#### The Middle East 101

Given that INDEX was Organisation in Design's first entry point into the Middle East market, the team started by providing them with a lot of information about the region upfront. This included reports on economic performance, relevant industry insight directly from prominent regional design buyers and project updates. Through this close collaboration, Organisation in Design were able to learn a lot about the region's design culture before arriving at the exhibition.

#### TIME + NETWORKING = MORE LEADS

*"The INDEX team took care of everything. Due to this perfect organisation, the exhibitors were able to dedicate their time to building as many new contacts and key relationships as possible."*

Margriet Vollenberg, Founder & Director, Organisation in Design

### ► THE RESULTS

- The 43 exhibitors who took part in Ventura Dubai met serious regional design buyers of various design backgrounds and were very happy with the quality of the new connections they made.
- Due to the success of their participation, Organisation in Design has announced their collaboration will be continued in 2019 with the second edition of Ventura Dubai at INDEX.
- INDEX is the only exhibition in the Middle East that Organisation in Design is participating in.



»» Watch the INDEX 2018 Show Highlights



## INDEX

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