



THE BURLINGTON TECHNOLOGIES STORY: WHY WE CHOSE THE GCC AS OUR FIRST EXHIBITING COUNTRY

Dubai is a swiftly gaining global recognition as the design capital of the Middle East and is home to some of the world's most iconic architecture. Many companies are choosing Dubai as the place to enter the market to strengthen their brands, amongst these companies is Burlington Technologies, a leader in manufacturing different types of fabrics for residential and hospitality use.

We spoke to Sam Rayess, MENA Director, Burlington Technologies, and one of the main reasons why he chose the GCC to be a part of their business development plan is because it is their major export market. "The market is strong and offers stability for our business". It is presently the fastest growing market in the world, which we find very appealing in terms of doing business."

With an overall 21 years' experience in the fabric industry, Sam had planned ahead for his business venture to the Middle East - he conducted extensive research on the local market, rules and regulations and what to expect when moving to another market territory. He set objectives to be achieved at the exhibition - gather new clientele data and leads as well as increase sales - and put in place strategies on how to achieve these goals.

When opening up a new business in a different territory you are bound to face a few hurdles - Burlington technologies experienced difficulties and delays on the bureaucratic level starting from license registration to facilities - however, their overall experience continues to be a good one and they continue to work hard to achieve the goals they have set for themselves.

Burlington Technologies feel that the market for first-timers is a good market, and the best way to support your entry into a new market would be through joining a major exhibition in the GCC. "This is a great way to reaffirm your position in the market and meet key players in the industry".

“THE BEST WAY TO ADVERTISE THE OPENING OF OUR SHOWROOM AND EXISTENCE IN THE GCC WAS THROUGH PARTICIPATING IN A MAJOR EXHIBITION”



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