

## Construction: event shows opportunities in the UAE

Seminar organized by the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) will present projects being developed in the Arab country. Registrations are open until November 17.

**André Barros\***

São Paulo – The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) organizes on Thursday, November 23, a seminar in São Paulo for business owners of the construction sector interested in getting to know business opportunities in the United Arab Emirates. Divided in two presentations, with the second one focused on the ornamental stones and ceramic tiles sectors, the event *Opportunities and Trade Perspectives in the United Arab Emirates Construction Sector* has registrations open until November 17.

According to Karen Fernandes Jones, head of operations of Apex-Brasil's office for the Middle East and North Africa, the seminar will present a survey conducted by Dubai-based Meed Insight, commissioned by the Brazilian agency. It brings many infrastructure, hospitality and other sectors projects that are being developed in the country.

“We will promote these projects that present an opportunity for Brazilian entrepreneurs to do business in the UAE,” says Jones. According to her, the country is again going through a phase of large construction works, similar to a few years ago, and it's time for Brazilian companies to renew efforts to export to the UAE. “The Expo [Expo 2020, to be held in Dubai], for instance, will attract 25 million visitors and a structure is being built to welcome them.”

Opportunities are not limited to Dubai: there are also business opportunities in Abu Dhabi and in other emirates. According to Jones, there's interesting content regarding all the segments of the construction sector.

The presentations will be divided in two phases. In the morning, Jones will give a lecture talking about the work of Apex-Brasil in the region, followed by talks by Edward James, content and analysis director of Meed Insight, and João Paulo Paixão, head of the São Paulo office of the Dubai Chamber of Commerce and Industry.

In the afternoon, Jones and James will talk again, but focusing in the ornamental stones and ceramic tiles sector, followed by a presentation by Fernanda Baltazar, International Business executive of the **Arab Brazilian Chamber of Commerce**. Later, they will take questions by the audience.

Some important expos in the region, such as The Big 5 and the Middle East Stone, will be presented to the entrepreneurs. According to the head of operations of the Apex-Brasil office, this time there won't be a business matchmaking. "The goal is to launch this survey, which will be made available later in the Apex-Brasil's platforms.

Registrations for both modules are open until November 17.

### **Quick info**

Opportunities and Trade Perspectives in the United Arab Emirates Construction Sector

Thursday, November 23, from 9 am to noon and from 2 pm to 5 pm.

Hotel Tivoli Mofarrej - Alameda Santos, 1437, São Paulo (SP)

Registrations:

Morning presentation (all the construction industry sector)

Morning presentation + workshop in the afternoon (for ornamental stones and ceramic tiles companies)

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