



WORKSPACE

17-19 SEPTEMBER 2019
DUBAI WORLD TRADE CENTRE

How WORKSPACE Helped GUALMI Win a Lucrative Project in Saudi Arabia

CASE STUDY

HIGHLIGHTS:

- ▶ GUALMI is a well-established manufacturer and exporter of office furniture solutions
- ▶ The Team used WORKSPACE as a means to maintain their brand positioning and source new business in the Middle East
- ▶ Through their participation at the exhibition, GUALMI has met a number of senior contacts in the Middle East who are key buyers/decision makers

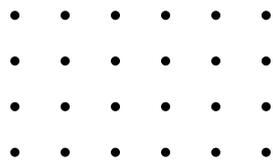


WORKSPACE is a good place to meet contacts with solid projects that are going to be implemented; the exhibition helps us identify and distinguish between 'potential projects' and projects that are actually going to take place.



Jorge Almeida
Export and Communication
Director, GUALMI

GUALMI



▶ MEET GUIALMI!

Founded more than 40 years ago, GUIALMI specializes in the development and production of office furniture solutions for professional spaces. The privately owned company, situated in Northern Portugal, sits across 20,000 sqm of industrial area.

With a focus on furniture production for offices, educational spaces and libraries, some of the products they're known best for include desks, storage and shelving solutions, partitions, chairs and conference room furniture to name but a few.

Jorge Almeida is the Export and Communication Director at GUIALMI and his design ethos is, *"we work with architects, designers and professional dealers specialized in the design and supply of professional spaces to add value to their clients' projects."*



▶ THE OBJECTIVE

To maintain their position as a leading exporter of commercial furniture solutions and secure new business in the Middle East.

▶ THE CHALLENGES

1. In 2018, due to a number of contributing factors, including fluctuating oil prices and a global economic downturn, project budgets were tight.
2. Due to conservative budgets, and operating from outside the region, it wasn't clear which projects were still in their planning stages and which projects were actually going ahead.



▶ **THE WORKSPACE SOLUTION**

By exhibiting at WORKSPACE, GUIALMI was able to demonstrate its commitment to doing business in the region, the exhibition helped them generate a sense of trust and credibility among current and potential clients.

WORKSPACE also provided a platform to directly address which projects were being planned and which projects were confirmed (and looking to source new interiors products!). The face-to-face interaction with visitors made it easier to distinguish between the two.

▶ **THE RESULTS**

- The GUIALMI team met more than 50 brand new connections with interior furnishings requirements for their upcoming projects (which according to Jorge Almeida had 'impressive dimensions')
- One of the projects GUIALMI won at the last edition of WORKSPACE consisted of 250 workstations with a panel base cubicle concept in Damman, Saudi Arabia (which they've recently completed!)
- As a result of projects conducted in the Middle East, through the WORKSPACE exhibition, the GUIALMI team feel their company is more respected in Europe due to their international exposure
- One of Jorge Almeida's main objectives is to make GUIALMI international, as prior to 2002 the company operated exclusively in Portugal, and WORKSPACE has played an important role in making that possible



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