

MADE IN FRANCE

The growing number of French suppliers turning to the Middle East hospitality sector for business puts buyers in a stronger position to pick up unique, sought-after products for less



NUXE Spa is bringing its unique concept to the region following the success of its first spa in Rue Montorgueil, Paris.



Meteorites supplies natural stones and pebbles for indoor and outdoor coatings, and natural stone sinks and bath tubs.

FRANCE MARKET

As business continues to plummet in Europe, French suppliers are keen to entice high-end buyers in the Middle East hospitality market.

More than 60 exhibitors showcased their unique products on the France pavilion — one of the largest international platforms — at The Hotel Show 2009 in Dubai.

“Despite the economic slowdown, Dubai remains a big centre for hospitality. It’s a strategic place and there are more opportunities here than in France,” says Cyclade director Catherine Parillaud.

“The hospitality market is still dynamic, especially if we consider Abu Dhabi, Bahrain, Oman and Kuwait, which all continue to develop new hospitality- and tourism-based projects,” she adds.

Renarte Hospitality Supplies chief executive Ranjan Salis goes as far as

saying that while “Europe has been hit hard by the recession, the Middle East is the most vibrant market in terms of the ongoing hospitality project developments”.

So what does this mean for the region’s buyers? In terms of the standard of suppliers in the marketplace, Garbarino Interior Design interior designer Adriano Garbarino suggests the effects of the financial crisis on France may have succeeded in bettering the supplier industry by getting rid of “dead wood”.

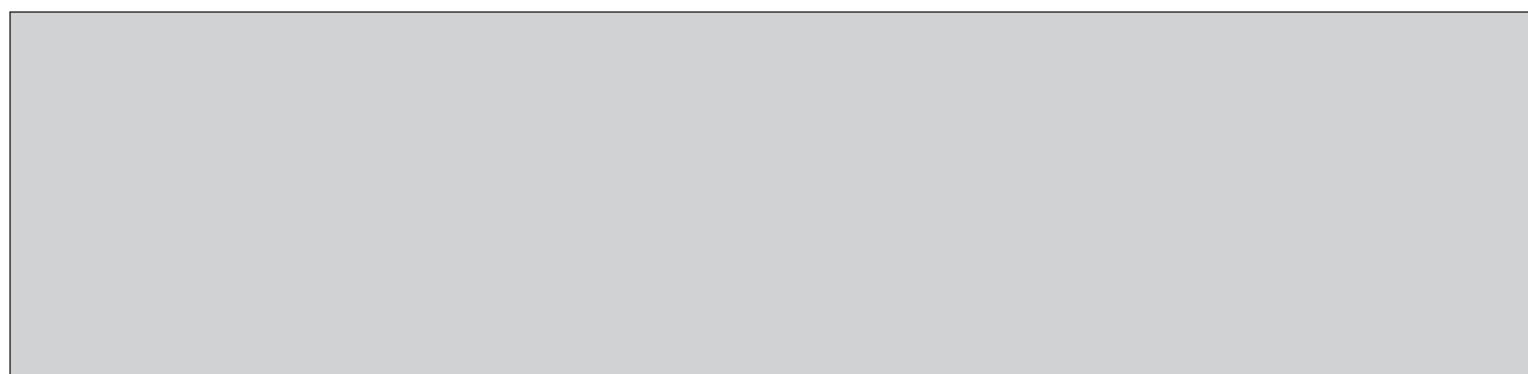
“Due to the financial crisis, potential clients’ choices have become more selective. Only the very efficient people in the trade manage to survive so the upscale leads to more sophisticated horizons. In that sense the market has very good prospects,” he says.

FRENCH FLAIR

Furthermore, France is renowned for its luxury products and services.

“I believe French products are

“ DUBAI IS A STRATEGIC PLACE AND THERE ARE MORE OPPORTUNITIES HERE THAN IN FRANCE ”



very famous all over the world for their high-quality, design and variety; from porcelain and uniforms to F&B products.

“We guarantee good value for high-quality products. That’s why we’re so well known,” says Clement export manager Alexandra Fantino.

“The French touch; the creativity of designers and quality in the hotel supply market is appreciated all over the world,” agrees Parillaud.

This is a key selling point in the Middle East because — as Ego Paris export manager Dominique Lafaurie points out — the region has so many high-end hotels that demand quality.

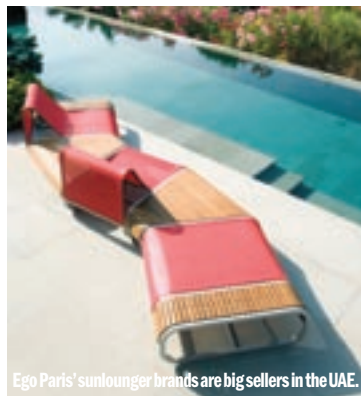
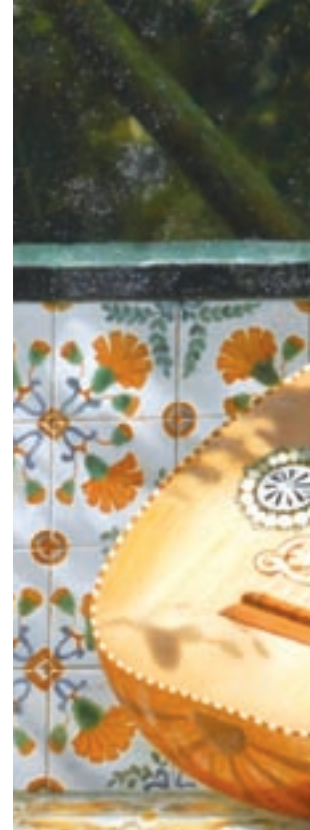
As suppliers recognise this market potential, they are putting deals out there that buyers will find hard to refuse. “Our strength is our goodwill,” claims Salis.

Already, high-profile hotel brands have shown an interest in the “very high-quality and innovative products” that Salis says French manufacturers are known for.

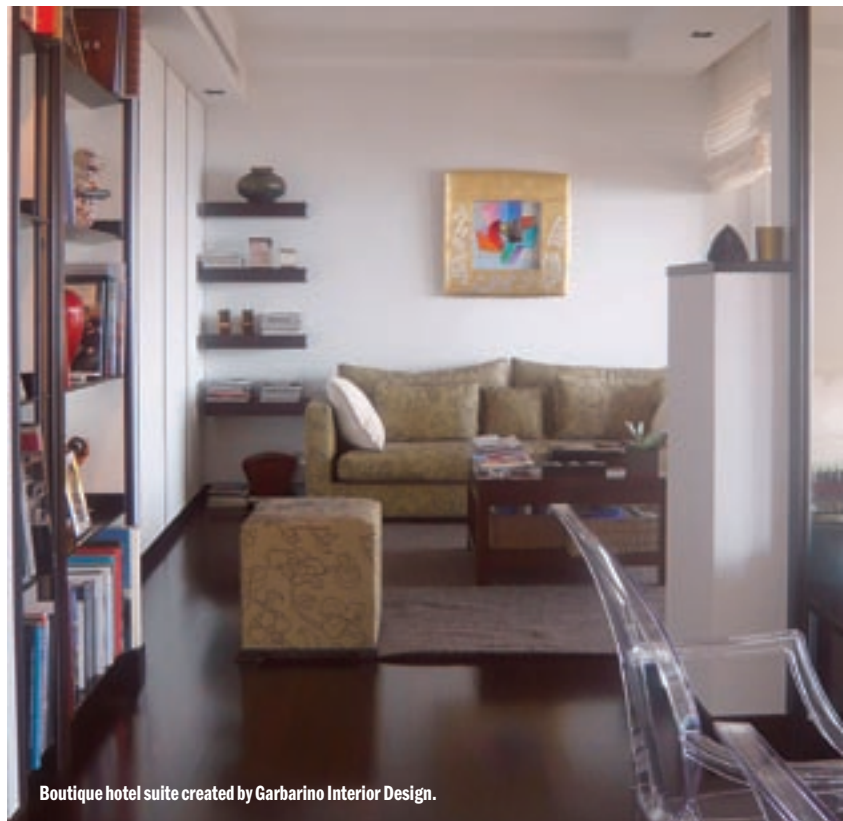
Renarte Hospitality Supplies names Raffles Dubai, W Hotel and Residences, Doha, and Six Senses in Jordan as three luxury hotels it has done business with, while Ego Paris supplied the Shangri-La Qaryat Al Beri Abu Dhabi among others.



Tableware supplier Montgolfier says its bestselling products include brands such as Pierre d'Anjou, Wenge, Gourmet and Lapillis.



Ego Paris' sunlounger brands are big sellers in the UAE.



Boutique hotel suite created by Garbarino Interior Design.

SUPPLIER SHOPPING LIST:

Company: Garbarino Interior Design
Email: garbarino.gid@garbarinosam.com or garbarino.tapis@garbarinosam.com
Web: www.garbarino.biz or www.g-i-d.biz (for rugs)

Company: Diplone / Meteorites
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Email: paris-morgane@hotmail.fr (Dubai), philippe.jolly@saitec.fr (France), contact@meteorites-galets.fr
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Web: www.clement-chef.com

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Email: cyclade@wanadoo.fr
Web: www.cyclade.fr

Company: Artasa
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Email: contact@artasa.eu
Web: www.artasa.eu

Company: Ego Paris
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BREAKING NEWS

France 24 is a popular international, non-stop news channel covering world affairs from a French perspective.

The channel is available in three languages, including Arabic and has been a hit with five-star hotels in the region such as the Burj Al Arab, Atlantis, The Address, Jumeirah Beach Hotel and Emirates Palace.

According to European Media Survey

2008, France 24's audience are the guests that travel the most; watching the channel for 18 consecutive nights compared to the average 16 nights for an international visitor.

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