



*Iramaia Kotschedoff, representative of INDEX in Germany and Brazil and Abdul Salam Al Madani, Chairman of INDEX Holding.*

## INDEX Events in Dubai Welcoming the Brazilians with Open Arms

**E**stablished in January 1991 as a 100% United Arab Emirates national company, INDEX Conferences and Exhibitions Organizations Establishment is specialized in organizing international, national and regional medical, scientific and trade conferences and exhibitions. INDEX is a member of the FDI World Dental Federation, International Hospital Federation (IHF) and several other international organizations, with a worldwide network of agents. INDEX also shares a working joint venture with recognized government associations and offers high quality services through a dedicated and professional team.

To know a little more about that company and the high level of development achieved by Dubai, **BRAZIL EXPORT Magazine (BE)** has interviewed **Abdul Salam Al Madani**, the chairman of INDEX Holding, as follows:

### **BE – How many events does INDEX organize yearly?**

**Abdul Salam Al Madani** - INDEX organizes yearly about 24 events with the majority of them intended for the medical profession. In addition, INDEX organizes conferences and exhibitions related to economic partnership between United Arab Emirates and different nations. These conferences attract more than 2,500 exhibiting companies from

120 countries and 45,000 participants from different professions.

### **BE - How was the performance of that company in 2005? What are the perspectives for 2006?**

**Abdul Salam Al Madani** - In 2005, INDEX organized more than 20 conferences and exhibitions with a growth of 25% as compared to the previous year. INDEX will be organizing 24 conferences and exhibitions before the end of the year. In 2006, INDEX was able to add two new conferences to its portfolio and to organize three business forums. This is an outstanding fact since the company organized only one business forum in 2005.

### **BE - Which are the leading events organized by INDEX in this current year?**

**Abdul Salam Al Madani** - The leading events organized by INDEX during 2006 are:

- Tif (10th International Conference on Thalassaemia and Haemoglobinopathies & 12th International Tif Conference for Thalassaemia Patients and parents)
- DWDM: Dubai World Dental Meeting (Pre AEEDC Conference Courses)
- AEEDC: UAE International Dental Conference and Arab Dental Exhibition
- ACHC: Arab Children Health Congress
- REHAB Dubai: Dubai International Rehabilitation Forum

- DUPHAT: Dubai International Pharmaceuticals & Technologies Conference & Exhibition

- Dubai Paediatric: A Course in Paediatric Emergency Medicine

- DIHAD 2006: Dubai International Humanitarian Aid & Development Conference Exhibition

- IECM DUBAI 2006: Dubai International Emergency & Catastrophe Conference & Exhibition

- Dubai Derma: Dubai World Dermatology and Laser Conference & Exhibition

- Emirates Germany Economic Partnership Forum

- KUPEX: UAE Property Investment Opportunities Exhibition & Kuwait Property Exhibition

- The 1st Annual International Infectious Diseases Congress

- Minors, Care, Rehabilitation and Utilization Intl conference for Awqaf and Minor's Affairs Foundation

- Emirates UK Business Investment Opportunities Exhibition

- Offshore Arabia 2006: Regional Conference & Exhibition on Offshore/Coastal Protection

### **BE - What are the plans of INDEX Conferences and Exhibitions Organization Establishment and INDEX Holding for Brazil?**

**Abdul Salam Al Madani** - In 2006,



INDEX participated in three conferences and exhibitions that were held in Brazil. It is in the process of attracting several companies from Brazil to participate in its upcoming events. INDEX was able to attract a Brazilian pavilion to the AEEDC Conference. INDEX is also planning to organize an exhibition and conference in Brazil during 2008.

**BE – Are the events of INDEX Conferences and Exhibitions Organization Establishment specially intended for micro, small and medium companies?**

**Abdul Salam Al Madani** - INDEX events are geared to all business companies independently on their sizes and financial capabilities. INDEX has attracted several multinational and some of the top 500 Fortune companies to participate in its events in addition to all business companies. The most important philosophy that INDEX adopts in organizing its conferences and exhibitions is to attract leading companies nation-wise to participate in its events. That procedure gives a high quality to all events organized by INDEX.

**BE – What was the reason for the INDEX Holding creation?**

**Abdul Salam Al Madani** - INDEX Holding was established in 2006 in order to gather all its companies under one umbrella and start purchasing several companies and assets in the upcoming five years in order to become one of the leading corporations in Dubai, United Arab Emirates, and the region. It is worth noting that some of the companies under INDEX Holding now have been in the market for more than 45 years, INDEX Conferences and

Exhibitions Organization Establishment has been in the market since 1991. The last addition to INDEX was Health Management in December 2005, which is specialized in healthcare consultancy, healthcare management, training and education.

**BE - In your opinion the current high international price of petroleum could inhibit the development of global economy in 2006? Do you think that**

**this price could decrease in the medium term?**

**Abdul Salam Al Madani** - We don't agree with the opinion that the increase in oil prices may have a negative impact on the global economy. We guess that the global economy, especially in the Gulf Region, is flourishing as the current economies of Dubai, United Arab Emirates, Qatar, and Saudi Arabia. Those countries are attracting a lot of interested companies to invest in these nations. Similarly, Dubai is investing in projects outside the United Arab Emirates and we are sure that everyone in the world is aware of these investments.

In respect to the oil price, we don't believe that this price will decrease in the medium term. Our monitoring of oil prices indicate that they won't significantly drop from where they have reached independently on current economic and political events. Also it is worth mentioning that according to our readings of the major governmental buyers in the world the oil prices will only rise if there be an increase in the corresponding collected taxes.

**BE - What is the secret for the**

**high level of development achieved by Dubai?**

**Abdul Salam Al Madani** - The main secret behind the exponential development of Dubai, as compared to any other place in the world, is due to the vision of the leaders of Dubai, especially the vision of **HH Sheikh Mohammed Bin Rashid Al Maktoum**, Vice-President, Prime Minister and Ruler of Dubai, who has clearly set the vision and targets to achieve an unprecedented growth in Dubai and the world. This vision does not abide with norms or principles of eco-



nomical development known or taught to professionals. It is simply correlated to a dynamic, proactive leadership and execution of projects beyond red tapes and bureaucracy depending on diversified and dynamic national United Arab Emirates resources and attracting investors from all over the world. These investors are provided with opportunities to see a return on their investments in the short term.

**BE - Is there anything else you would like to add?**

**Abdul Salam Al Madani** - We would like to emphasize that Brazil has a high growth potential. We invite and encourage our colleagues in Brazil to open their doors to the Gulf Region for exchanging with us their expertise and experiences. We assure them that Dubai and the entire region welcome Brazilian companies and people with open arms for investing, expanding their business and living in Dubai, the city of visionaries. 

