

CASE STUDY

HOW THE BIG 5 HELPED KAPELLI SECURE DEALS WORTH OVER **\$680,000**

HIGHLIGHTS

- KAPELLI is a leading supplier of high quality doors.
- The team chose to exhibit at The Big 5 to expand their exports in the MENA region.
- KAPELLI will continue to participate in The Big 5 in order to fully adapt their products to regional standards.



Eldar Ibragimov
CEO, KAPELLI



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If a company has a popular product and has a desire to develop and grow in the MENA region, then exhibiting at The Big 5 is a must.

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MEET KAPELLI

KAPELLI is committed to manufacturing the highest quality doors that meet international standards and are environmentally friendly.

Thanks to its positive cost and quality balance, KAPELLI has a long-term reputation in production export.

KAPELLI doors are well suited to the MENA region due to unique qualities such as absolute moisture resistance, high-heat and sound insulation, and strong durability.



THE OBJECTIVE

KAPELLI wanted to present their high-quality products and to become a part of the MENA construction market, which they consider as extremely promising.

THE CHALLENGE

By not being present in the target market country, it was difficult to define the most suitable business model for exporting to the MENA region.



THE BIG 5 SOLUTION

By exhibiting at The Big 5, KAPELLI was able to demonstrate its commitment to doing business in the region, and brand representatives were also able to speak directly with local traders to better understand the most efficient way to introduce their products to the market.

THE RESULTS

- As a direct result of The Big 5, the KAPELLI is now actively taking a part in the region's construction market.
- Since the last edition, KAPELLI has secured deals with companies from UAE and Kuwait worth over \$680,000.
- Following the 2018 event, delegations from Saudi Arabia and Kuwait visited the company's factory in Russia which resulted in the signing of joint contracts.
- KAPELLI were able to gain insight into business models and standards unique to traders in the region.
- KAPELLI confirm they will return to The Big 5 in 2019 and plan for annual participation thereafter.



Want to exhibit at
The Big 5?

GET IN TOUCH!

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Watch this short video highlighting the benefits of exhibiting at The Big 5!

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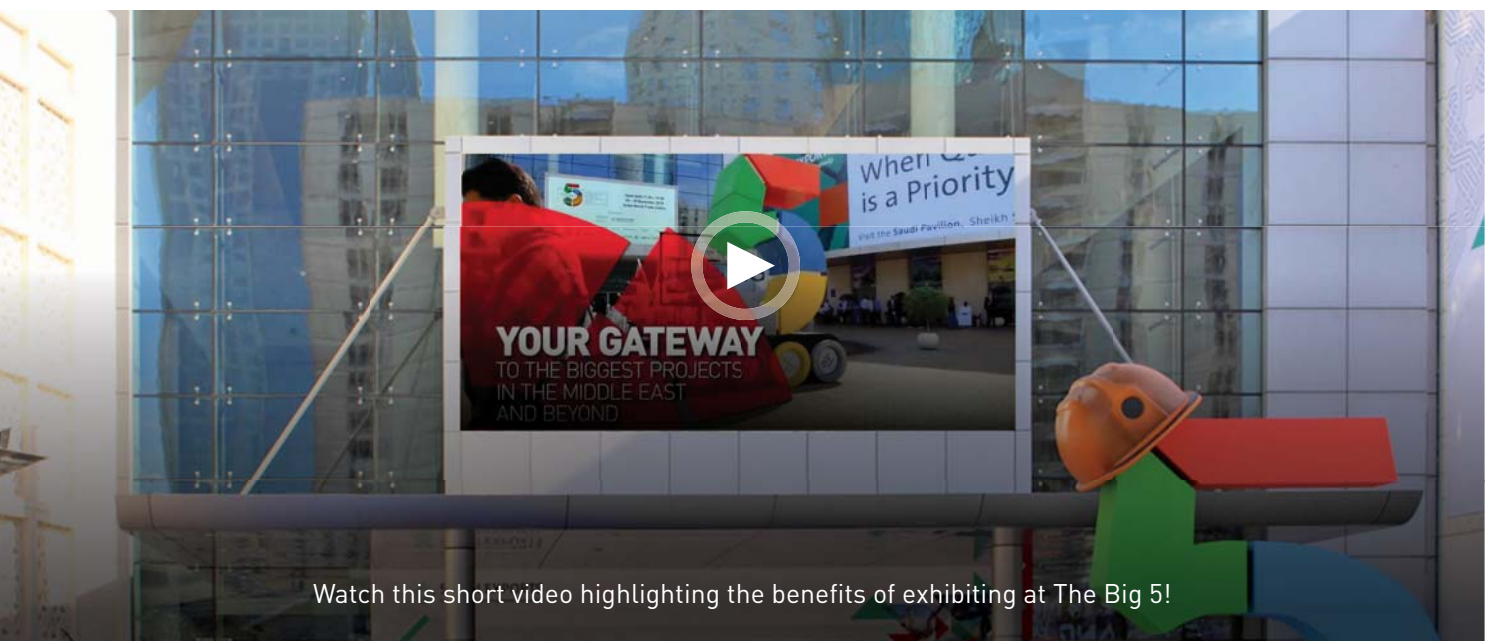
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