



Product Launch for interstuhl Partners from Middle East and North Africa

The first exclusive interstuhl partner event for the region Middle East and North Africa (in short "MENA") took place on 10th December 2013. For 9 years, interstuhl has been actively involved in these markets and has therefore already developed solid partnerships and realised projects of different sizes. Partners from Abu Dhabi, Dubai, Egypt, Ghana, Jordan, Qatar, Kuwait, Lebanon, Saudi Arabia and Turkey were invited by interstuhl to come to the world metropolis Dubai to this event.

With a casual "get together" and an Arabic brunch the event started. An organized shuttle-bus brought the participants to the international financial centre of Dubai, the DIFC. In a stylish and architectural art gallery, located in the centre of DIFC, general topics like the development of the international office furniture market were discussed. Furthermore the new communication products VINTAGEis5, KINETICis5, NESTYis3, Ritmo und X&Y were presented.

Remarkably, the gallery was furnished with all the new products in order for participants to experience them face-to-face. The highlight of the event was the presentation of the new conference family VINTAGEis5. The German Designer Volker Eysing came from Kiel to the event in Dubai and outlined the development process of VINTAGEis5. Under great applause he unveiled the new products. The enthusiasm was so great, that all samples displayed, were sold to the participating partners. The showrooms of the partners will be equipped with the new products very soon.

The intensive exchange about the current needs of the Arab markets was crucial, both for the partners and interstuhl alike. The first MENA partner event ended with a joined dinner in DIFC. This event contributed positively to strengthening the partnership with our distributors in these markets and will ensure the success of interstuhl in the MENA markets!