

**BakuBuild**   
BAKU, AZERBAIJAN

## BAKUBUILD 2014:

[22 - 25 OCTOBER 2014 AT BAKU EXPO CENTER, AZERBAIJAN]

INDIAN NATIONAL PAVILION ORGANIZED BY FEDERATION OF INDIAN EXPORT ORGANISATIONS (FIEO)

**B**akuBuild 2014: Azerbaijan's largest and best-known trade exhibition will take place on 22 - 25 October 2014 at Baku Expo Center. For the past 19 years it has firmly maintained its position as the leading construction forum in Azerbaijan and the Caspian region and showcases the full spectrum of products and services for the country's ever-growing construction, building, and interiors markets.

Baku Build organizers ITE Group plc regard India as a special trading partner. Modern Woodwork Readers who are intending to expand their prospects should visit their website to see the visitor and exhibitor profiles.

We at Modern Woodwork have interviewed the BakuBuild Project Manager Maya Gafarli who has enlightened us further about this unique opportunity for Indian business professionals.

**Modern Woodwork:** Congratulations on the 20th edition of Azerbaijan International Construction Exhibition BakuBuild which will be held on 22-25 October 2014. Can you please enlighten our readers about the headway of the show with regards to exhibitors/participants? And what will be the expected profile of overseas visitors?

**Maya Gafarli:** Being the 20th anniversary edition, it is a very important year for BakuBuild and reminds us how much the exhibition has achieved since its 1st edition. Today, BakuBuild is a major specialised event in the construction industry of the region. It is a place where trends are determined, important business meetings are held and partnership agreements signed. The construction

Maya Gafarli | BakuBuild Project Manager, ITE Group plc

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industry of Azerbaijan is one of the most dynamically developing sectors of the country's economy, which is reflected in BakuBuild's impressive growth rate.

This year we are expecting more than 500 exhibitors from over 35 countries. The majority of our exhibitors participate every year, however, new companies are constantly refreshing the line-up. This year we have returning National Groups from Hungary, Germany, Italy, Iran, India, Portugal, Spain, UAE and France and are especially pleased that a large group from India, under the auspices of the FEDERATION OF INDIAN EXPORT ORGANISATIONS (FIEO), will be exhibiting for the first time.

**Modern Woodwork:** In your opinion, what is the Unique Selling Point of this edition of BakuBuild 2014? Please let us know the prospects in Azerbaijan for Indian business community.

**Maya Gafarli:** Many additional events have been planned for the anniversary edition, including a packed entertainment programme for visitors and exhibitors, which will serve to facilitate interaction with potential partners. The exhibition will also be larger this year, its unprecedented growth rate has allowed us to expand into the brand new fifth hall of the Baku Expo Centre. With regards to Indian Business, I am sure that the experience and technologies of Indian companies will be very beneficial for the local market. India is already one of the top five trading partners of Azerbaijan. However, part of this trade takes place through third party countries, such

as the states of the CIS, the UAE and several others, which lowers our mutual profits significantly. This is why the establishment of direct business contacts between the entrepreneurs of our countries are necessary for more productive business. I believe that there are a lot of prospects for Indian companies in Azerbaijan.

**Modern Woodwork:** What type of promotional activities are taken up so that overseas participants will gain more mileage?

**Maya Gafarli:** The BakuBuild exhibition is an international business platform where more than half of the exhibitors are foreign companies. Many of these businesses come here organised by the Chambers of Commerce and Industry of their countries. This shows that cooperation with Azerbaijan is strategically important for these states. We underline the international significance of the exhibition and describe the exhibitors and their products in all of our promotional materials, which include brochures, press releases, the BakuBuild official exhibition newsletter, official website and TV, radio and online advertising. We place news about the exhibitors on our websites and mail the visitors in advance to make their visit effective for both themselves and for our exhibitors. The fact that the majority of our foreign exhibitors are here every year shows that they are achieving their aims at this exhibition.

**Modern Woodwork:** Which building material products are in demand in building industry in your country?

**Maya Gafarli:** Azerbaijan has been going through a construction boom for several years. There is a lot of construction and renovation activity of all types both in Baku and the regions of Azerbaijan. This is why the construction market requires a wide range of construction and finishing materials, sanitation equipment and related products. The BakuBuild exhibition serves to meet these demands. Exhibitors will present a wide selection of products this year, including construction materials, metallic constructions, construction machinery and many others. The exhibition will also offer a wide range of finishing materials, sanitation equipment, window production equipment, road building machinery, technologies for the production of concrete and cement, a substantial selection of construction chemicals, woodworking equipment, manufacturing equipment and tools, ceramics and many others.

**Modern Woodwork:** We wish you all the best for the 2014 edition of BakuBuild.

**Maya Gafarli:** Thank you! We would like to wish your readers all the best and we are waiting to see Indian entrepreneurs at the BakuBuild exhibition to establish and strengthen partnerships between Azerbaijani and Indian businesses.

