Bosnia-Herzegovinian company wins prestigious award at the Ambienta trade fair in Zagreb

Mersed Mehic, of Rattan Sedia company (left) receives the Golden Plaque and Diploma

In a tough competition of some 400 exhibitors that took part in the Ambienta 2012 trade fair held in October, BiH company, Rattan Sedia d.o.o.from Brčko won the Golden Plaque and Diploma “Mobil Optimum 2012” for outstanding design and quality of their products from their OPLETTI collection.

Ratan Sedia was one of the five BiH furniture companies supported by the USAID-Sida FIRMA Project that promoted the BH wood industry at the fair that hosts 393 exhibitors, of which 198 are international from 29 countries and exhibit in 10 pavilions on more than 38,000m2 of exhibition space.

“Appearing at the Ambienta Fair, with the help and support of the USAID-Sida FIRMA Project meant a lot to us, the Croatian market is one of the most important ones for presenting of our products. We expect even better results next year. The award we received will improve our ratings in Croatia which will result in better sales,” Mersed Mehic, one of the owners of the Rattan Sedia company said.
The company reported a 60 percent increase in their export partly as a result of their cooperation with FIRMA.

“Regardless of how successful we are, the cooperation with the FIRMA project, through participation in various fairs and promotion of our products, has significantly helped the growth and expansion of our company,” Mehic added.

Other four BiH companies that exhibited at the fair are: Economic Vitez; Izazov Kalesija; Eden Garden East Sarajevo and Zedex Zenica.

The last joint exhibition of BiH companies at the Ambienta fair was in 2007 and that is why this participation is very important as it brought BiH companies back to the important Croatian market.

The importance of the Croatian market is even more important with the upcoming Croatian accession to the EU. FIRMA supported the joint BiH exhibition at a stand that covers 200sqm.

AMBIENTA is an important meeting place of the entire wood industry - manufacturers and traders of furniture, business people, experts and specialized media. Ambienta Fair is not only oriented towards the regional market (Croatia, B&H, Serbia, Monte Negro, Macedonia) but also Italy, Hungary, Austria, Poland and Germany.
“The cooperation with the USAID-Sida FIRMA Project, which has been going on for several years, has proven to be extremely productive as they work on promoting original design and they have motivated us,” Mersed Mehic, one of the owners of the Rattan Sedia company said.

The AMBIENTA 2012 exhibition segments are Housing furniture; Kitchen and bathroom; Office furniture and furniture for equipping buildings; Products and equipment for interior and exterior decoration and Wood industry machinery and tools.