



DAHBASHI ENGINEERING

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After the extremely positive response received during our participation in the last edition in 2011, we did not have to think twice before deciding to take part in this year's **Materials Handling Exhibition**, "the ultimate International Exhibition for Warehousing, Supply Chain, Freight and Cargo Industries".

Held biennially, it is the only platform of its kind to showcase one's Traction Power products and services. As with previous expositions, our decision to take part stems largely from a notion of "being present", we have no illusions of anything substantial coming out of it, we just want to "be there".

While we were more than satisfied with the

contractor we had chosen to design and build our stand in the 2011 Exhibition, we nonetheless decided to call a handful of other "exhibition specialists" to see what they had to offer.

After a critical evaluation of all the proposals, we ultimately settled on the one that had already proved his worth during

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digitally printed graphic panels designed. It took us the better part of almost 2-3 weeks to complete all the panels.

Work on a couple of new leaflets for the Division's brochure proceeded in conjunction with the display graphics.

Things were slowly but surely falling into place. The exhibits from **HOPPECKE** and **BENNING** arrived well in advance of the scheduled inauguration.

1000 hours the next morning (September 10th.)

The **MaHEX 2013** was officially opened by **Mr. Mattar Al Tayer**, Chairman of the Board and Executive Director of the Road and Transport Authority (RTA). He spent a few minutes at our stand, showing a keen interest in **DAH BASHI ENGINEERING's** "Green Initiative", the underlying theme in all the displayed products and services.

The next three days were busy, to say the least ! Even though we had a lot of

the last exhibition. The attitude, the pro-active demeanor and our own "comfort level and feel good factor" weighed in for the existing contractor. The design and layout for the stand was chosen from a few alternatives that he proposed.

This time we had even more to show, we therefore doubled the size of the stand. It's a good thing we did as we had exactly the right number of exhibits to tell our complete story without making the stand look too crowded ! We kept the stand design simple so that it did not detract nor take the focus away from the systems and solutions that were to be exhibited.

Once that was finalized, we started regular 2-3 hour sessions with our graphic designer to get the back-lit



We were lucky to get 3 full days for the stand build-up; anything less and we would have struggled. Last minute glitches and a few panic situations later, we had the stand ready and all the powered exhibits wired up by midnightthe inauguration took place at

"hands on deck" with the entire MRP sales team in attendance, we had our hands full owing to the sheer number of visitors that passed by in a steady stream.

I suppose it was a combination of all the factors, namely, the personal invites and reminders; the follow-up



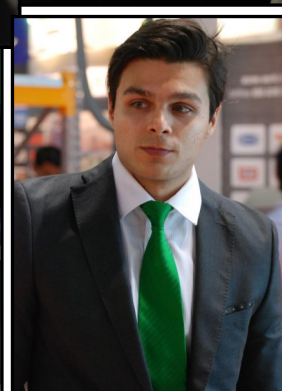




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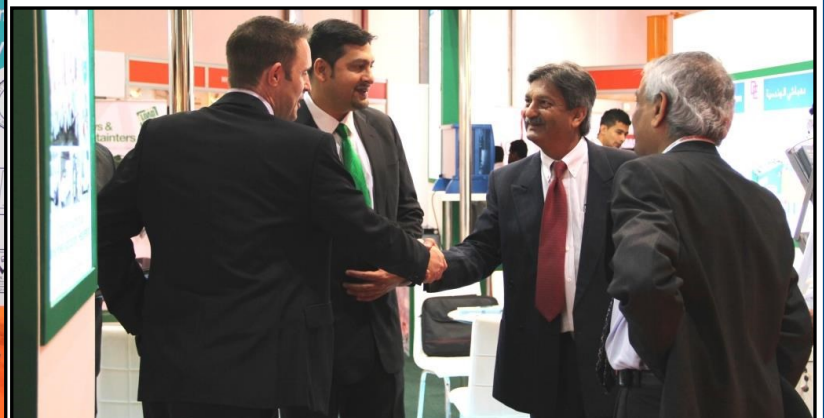




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invites and reminders; the follow-up calls; the attractive back-lit panels and graphics; the interesting exhibits portraying and demonstrating the different systems and solutions; the positive and friendly sales executives.....all resulting in a 3-day period that kept us on our toes throughout.

Apart from the quantity, the quality was not left wanting either; there was a great amount of intelligent interest in specific products, systems and solutions, be it trac air, quick charge, battery handling systems, lithium ion or nickel cadmium technologies.

HOPPECKE (one of our principals) was well-represented by **Bjorn Riechers** and **Pieter Roos**.

Among our **Joint Venture** partners from **Bahrain**, **Kuwait** and **Saudi Arabia** and our **Associate Dealer** from **Oman**, either the management and / or the sales personnel attended.

The overwhelming response is a tribute to **DAHBASHI ENGINEERING's** focus on being professional, on its emphasis on being a solutions provider rather than a mere trader, on backing quality products with prompt and pro-active service.....the list goes on.



When you go into an Exhibition with low expectations, you are always pleasantly surprised. We are really glad we participated.

Let us take this opportunity to thank each and every

member of the **DAHBASHI** family for their involvement, be it direct or indirect, our principals, with special reference to **HOPPECKE** and **BENNING**, our **Joint Venture** partners / **Associate Dealer** and last, but most important, everyone who took time off of their busy schedules to visit us. The show was an unconditional success, thanks to all of you !



Vinod Arya

October birthday's 2013 !

Ayub Gaffar SERVICE 10/10	Anthony T. Itteera MHD 15/10
Khozaima S. Moochhala FINANCE 11/10	Yasirkhan H. Pathan SERVICE 16/10
Hir Lal Sunar ADHBRH 24/10	

WEDDING BELLS !



HEARTIEST CONGRATULATIONS to Phinu (Accounts Department) and Karuna on the occasion of their joining in holy matrimony on the 17th. Of August, 2013 !

The marriage was solemnized in Thrissur, Kerala.

We wish them a long, happy and prosperous wedded life !

November birthday's 2013 !

Chandan Vaidya MHD 01/11	Mohammed Ibrahim AlAmi ADHBRH 15/11
Kaiser Javaid Mughal MHD 01/11	Prasanth Abraham DXBSALES 17/11
Chander Singh Kami MHD 02/11	Mohammed Fakruddin SERVICE 22/11
Achaiah Vaterira H.O. 02/11	Varun Anil Godambe MHD 24/11
Khaja Ehtesham Uddin FINANCE 10/11	Khag Bahadur Sonar DXBSTORES 25/11
Phars B. Vishwokarma SHJBRH 11/11	Ghabash Mohammed Asif FINANCE 28/11

NEW ARRIVAL !

Sameena and Majid (Aweer Branch) were blessed with a baby daughter, Mahra on September 18th., 2013. She weighed in at 3 kgs.

CONGRATULATIONS !

