

Supplier Focus

• News • Analysis • Innovations • Trends

Rikan's rebranding revealed at show

Gala event showcased new products from the 2010 catalogue and new-look logo

EVENTS

The second annual Rikan show saw the company launch its new branding and showcase products from the 2010 catalogue.

Held on April 20-21 at Grosvenor House Dubai, The Rikan Show gave hoteliers the opportunity to view the luxury amenities products made by Rikan, which range from bathroom sets to buffet platters that can be made to order.

Rikan managing director Riaz Khimani said: "This year we launched a new catalogue, we are rebranding ourselves, and we have also changed our logo. The show is the launch of the rebranding, an introduction to our new products, and the new 2010 catalogue."

Guests at the event were treated to a range of cuisine and drinks, as



Some products from the new Rikan 2010 catalogue.

well as live entertainment from a band and belly dancer.

Ferrari World general manager, Claus Frimmand, a guest at the event, said: "It's our first year at the show — it's a good idea. We like the

products and we are definitely going to buy some of them".

As well as the Rikan products on display, guests were able to view a range of paintings from Khimani's father — part of a decision to 'introduce art to the hotel world'.

Khimani launched the show in order to display Rikan products in an informal environment and said that the response from the previous year's show prompted demand for it to be an annual event.

"Last year it was good, the response was good. People feel that it's something different — not just a regular exhibition which they would visit, and they do remember it. After last year people were asking when the next show was," said Khimani.

"We don't start something unless we are sure that we want to continue, and once we've started it's there for life."