

UK to profit from India's boom?

India represents a huge opportunity for cleaning equipment manufacturers that put in the groundwork now, according to Rosemor's Efi Rosen. Brendan Coyne reports

Rosemor exhibited at Mumbai's first cleaning exhibition, the Clean India Pulire show in November and December. According to Rosen, the company's Rotomac and Rotofast escalator cleaning machines pulled in visitors, many of whom were purchasers and specifiers for India's major developers. He claims meetings with representatives of Delhi Airport, Delhi Metro, the Taj Mohal hotel chain, the mall group Reliance and escalator manufacturer, Johnson, could generate exports in the region of 200 machines over the next two years.

"I think India now represents our biggest growth opportunity," says Rosen. "They are developing their infrastructure rapidly in line with

economic growth. In the next year alone it plans to build 32 million square foot of mall space." With early mover advantage as a result of exhibiting at the Pulire show, he believes Rosemor is in prime position to help keep the hundreds of resultant escalators clean.

"We had originally planned to exhibit in two years time, but took the decision to take action now in



light of the country's pace of change," says Rosen. "I'm pleased we did. India wants innovation now and it is important to figure in developer's budgets from the outset. I think a lot of [UK firms] missed this opportunity."

In the UK, Rosen says the company has big plans for next year and has just completed its new warehouse in Wallingford, Oxford, to support planned growth. Unable to give details of the new product prior to its launch, Rosen says visitors to next year's InterClean in Amsterdam will be able to see it for themselves.

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