

UNICEL IS HEADING EAST



Unicel will be part of the Hospital Build Show 2009 in Dubai (UAE). We will be proud to showcase Vision Control® to the Middle Eastern countries.

Due to the enormous success of Arab Health Congress, the organizers decided to create an event that is entirely dedicated to

the non-clinical side of the healthcare industry. Attendees of Hospital Build will be at the exhibition & congress solely with the intention to gain knowledge and to network with the leading key players in the industry.

Hospital Build is a larger and more comprehensive version of the very successful HDU conference (Hospital Design and Upgrade event) that was previously held at Arab

Health. Hospital Build Exhibition & Congress is the first of its kind and will encompass every aspect of Investing – Planning – Designing – Building – Operating – Managing and Refurbishing Healthcare facilities, institutes and organizations.

According to the organizers of Hospital Build, there are currently more than 100 hospitals in the planning stage across the Middle East and Africa. This is where Hospital Build exhibition, taking place from 14-16 June 2009 at the Dubai International Exhibition Centre, assumes significance. Approximately US\$14 billion is being spent in the Arabian Gulf countries alone on new hospitals and healthcare facilities.

Come see us at the Dubai International Exhibition Centre at the Sheikh Maktoum Hall booth #MD24.

<http://www.hospitalbuild-me.com/index.html>

UNICEL'S IMPRESSIONS OF THE AIA SHOW

This year's show was held at the Moscone Center in the heart of downtown San Francisco. It clearly attracted a large West Coast crowd. Many from the East did not judge it worthwhile to venture so far given the economic situation.



The exhibit halls were divided into 3 pavilions, resulting in mixed reviews. Some argued this caused uneven distribution of the visitors. The North Pavilion seemed the most active, largely explained by the fact that the educational sessions were being held in this same pavilion. Due to the fact that many seminars were separated by half hour breaks, this did not allow architects to break too far away from the conference rooms. On the other hand, some thought the divisions were much easier to work with from a visitor stand point, avoiding the lost feeling usually associated with endless exhibit halls. Nevertheless, a quick visit through the 3 pavilions proved that the crowds were thinner than expected, but activity still intense.

For Unicel, it was a good experience coming face to face again with customers and architects. As a new exhibitor to the AIA, it was a pleasure to see the positive reactions to our lines of products. The booth setup and backboard were given praise by many: elegant, simple, well-lit and to the point.

Unicel will be flying next to the Middle East to exhibit at Hospital Build Show in Dubai, the jewel of the United Arab Emirates. Slowly but surely, Unicel shows the world its wide-ranging product portfolio.

Read more about our trip in the next issue of Reflections.

UNICEL AROUND THE WORLD

A worldwide presence has become part of Unicel's greatest goals. We are happy to welcome 2 new rep agencies to our sales team.

SOUTHERN CALIFORNIA:

S.I. Enterprises
Zach Passman (zach@sienterprises.com)
Stan Iceland (stan@sienterprises.com)

UNITED ARAB EMIRATES:

Bahir Keldany (bahir@keldany.com)

Reminder that we are also represented in

SCANDINAVIA & BALTIC REGION:

Vitrea Oy in Finland
Kari Miettinen (kari.miettinen@vitrea.fi)

INTERACTIVE UNICEL MAP

The unicelarchitectural.com website has been enriched with an interactive Contact-us World Map.

Now clients and prospects can easily find Unicel Architectural's area

UNICEL'S SUMMER BREAK Operations schedule	
June 24th	<i>St-Jean Baptiste</i>
June 29th	<i>Canada Day</i>
Jul. 18th to Aug. 2nd	<i>Québec Construction Holidays</i>

representatives in their region with a simple click of a button. We expect traffic to double thanks to this new tool, so stay close to your phones. Feedback will be appreciated.