



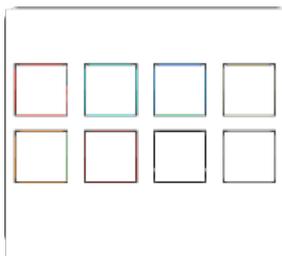
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- Exhibitor Manual
- Other dmj Events

The Big Interview: Elena Gosse, Executive Director, AIS



A world leader in salt-water treatment technology, Australian Innovative Systems has pioneered the industry since change of ownership in 1992. Renowned for its high quality products, competitive prices, fast delivery times and dedicated service, the company has distributors throughout Australia as well as partners serving markets all around the globe. We caught up with Executive Director, Elena Gosse to find out why The Big 5 is so important for AIS.

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The Big 5: Why do you exhibit at Big 5?



EG: BIG 5 is the largest trade show in the Middle East that provides both exhibitors and visitors with countless opportunities. For us, it is a great opportunity to share our product with a niche market.

The Big 5: What makes it special for you? Is it the visitors?

EG: Everything. The high quality professionals and product specifiers, the opportunity of being a part of such a global event, the challenge for our products of being selected from such a comprehensive product range, and of course the chance of making new friends and building a business partnership with other exhibitors.

The Big 5: Dubai has changed significantly over the last few years, and so has the Big 5, what have you noticed to be the biggest changes?

EG: The focus. BIG 5 is getting bigger and bigger and attracts more high-end visitors. For us the most exciting change has been the focus on sustainability. We live in time where we all should be very conscious about the future of the planet. We all have to do our part to preserve our future, big or small.

The Big 5: Are you launching anything new at The Big 5 2008?

EG: We are proud to announce the launch of two new developments. The first has been specifically designed to meet high water demands in areas such as the Middle East. This new line of chlorine generators is able to work with water of any salinity, including seawater.

In the residential range Autochlor™ can now operate in water with a salinity concentration of up to 3.5% compared with the industry standard of 0.7%. In the commercial range we have achieved even better result with the operation range of the unit up to 36%. This innovation helps to achieve significant water savings and operate more efficiently which is a win for the environment. It also allows the end user to switch to the seawater at any point of time.

Another product that will be launching at The Big 5 this year is the Autochlor™ mini chlorine generator ideal for saps and Jacuzzis. This model was introduced to satisfy public demand, and is built on the proven Autochlor™ technology. This cost effective solution has a capacity to produce 5 gram of chlorine per hour.

The Big 5: What's special about your product?

EG: First of all simplicity, with Autochlor™ one can enjoy crystal-clear pool water without the use harsh chemicals. It is a safe, clean, easy alternative to dosing a pool with dangerous, expensive and messy chemicals.

Our products help to achieve significant water savings or fully substitute potable water with the any other source of water such as bore water, seawater, water from canal, river etc.

Salt is a safe and naturally occurring compound. A chlorine generator recycles the salt over and over so there are no by-product wastes added to the environment. Sodium hypochlorite is generated on site, resulting in no handling, with less potential environmental damage due to accidental spillage, as well as saving on fuel.

The compact size of Autochlor™ allows efficient space utilisation in the plant room. Using our system helps to free the valuable space, otherwise taken by a chemical storage, and eliminates the danger associated with the mass storage of chlorine.

Our chlorine generators also come with 'self-cleaning' capabilities to lessen the burden of maintenance. Self-cleaning means the generators will reverse the polarity of the electrodes periodically in order to reduce the build up of calcium deposits on cells. Our commercial chlorine

generators are also equipped with a semi automatic acid wash systems keeping maintenance to a minimum.

Autochlor™ is powered by switch mode power supply (SMPS) deliver about 60% savings on electrical power consumption compared to standard chlorine generators available on the market. These savings achieved by gaining efficiency from SMPS, unique design of the electrolytic cell, as well as highly active catalytic coating of the anode material.

The Big 5: What can visitors expect to see from your company at this year's show?

EG: As well as access to our extensive range of products, visitors can take advantage of exclusive discounts offered on all display models and go into the draw to win one of three Autochlor™ residential chlorine generators as well as other prizes.

AIS will run a seminar on the 'Advantages of Salt Water Chlorination,' discussing the various methods used for pool water treatment as well as the cost effectiveness, economical and environmental benefits of salt-water chlorination systems.

We are also participating at the BIG 5 GAIA Innovative Product Awards and believe that our latest innovation is very timely and has a good chance of winning.

Please visit us at the Australian Pavilion Stand 8 G352

The Big 5: What's been your experience exhibiting at The Big 5?

EG: Anything is possible at BIG 5. You just have to be ready and grab the opportunity when it arises.

The Big 5: What are the biggest opportunities of doing business in the Middle East / UAE?

EG: UAE is the land of opportunities. As some research indicates the UAE population is expected to grow by 3.3% per annum to reach 5 million by 2010. Construction is booming and is not about to slow down. That means future developments with swimming pools, theme parks, lagoons, fountains etc.

The Big 5: How has the new green building directive in the UAE impacted your business?

EG: It will impact us in a very positive way. All our products are designed with the environment in mind.

The Big 5: What are your sales projections in the regions?

EG: I am very superstitious when it comes to projections. We have big plans and opportunities but I am talking about sales figures only when orders are confirmed. One thing I can tell you is that currently we own 3 manufacturing facilities that allow us to increase our production capacity by 30-40% and we are in the process of building our new facility that would allow us to double our current production capacity.

The Big 5: Which project do you most admire or wish you had been part of and why?

EG: I admire the size of Palm Deira project and wish to be a part of it.

The Big 5: Time and cost are a major factor impacting projects – how do you maintain quality standards?

EG: To maintain high quality you have to have high standards and ours are the highest in the industry. We are constantly investing in the most advanced testing equipment.

We have integrated systems in place for quality control where products are tested at various stages of production process. Our search for quality is a never-ending process and does not depend on time or cost.

The Big 5: What advice would you give others considering doing business in the Middle East?

EG: Take the time to build personal relationship with potential customers. Be persistent and don't expect a quick return. Always follow up every conversation, and never lose enthusiasm.

The Big 5: What is your favourite project that you have worked on?

EG: We favour all our projects equally as they are all memorable and unique. If we had to pick one, it would have to be supplying the Waterbomb Park in Jakarta.

The Big 5: What would be your dream project?

EG: Our dream project would involve converting all pools to use seawater. With water fast becoming a precious resource, we want people to enjoy their pools without feeling guilty about its effects on the environment.

Meet Australian Innovative Systems Pty Ltd (AIS) at the Australian Pavilion Stand 8 G352