



Internationalization



7 March 20

CLIMATIZACION - 2011 - MADRID (IFEMA)

2011 was the launch of **EMOTION AIR**: a new brand based on over two decades of experience, innovative designs and superior quality. It was a challenge but once more **EWEXPORT** is proud of its customer achievements. Side by side we launched the brand at one of the most important industry shows in Madrid.



Preparing an international show is already a great challenge. Launching a new brand in an important international event is even more daunting. However with proper preparation and motivation success can be achieved.

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The exhibition for EMOTION AIR was very busy and a time to understand that international markets are a long term project that requires method, organization, image and keeping up to customers' expectations and wherever possible overcome these.



During this demanding exhibition EMOTION AIR collected praises and recognition from the industry leaders that recognized the design and superior quality of the products shown.

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An exhibition can also provide you with the opportunity to see real and rare new things and...



Meet the other side's team...!