

Burhani Expo, Mumbai- 2008 - inaugurated at World Trade Centre

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At the inauguration Mr. Abbas Merchant, Director, BBCC stated 'In today's competitive scenario, business is not about selling goods but about building relationships. We facilitate this and give the community a consolidated platform to conduct business and to entrepreneurs to network and build relations.

Dawoodi Bohra manufacturers, industrialists and traders from across thirty cities of India and from countries from Far East, Middle East, Europe and North Africa are participating in this exposition.

In keeping with the objective of His Holiness for the upliftment of the community, the focus of this exposition is to help the Dawoodi Bohras prosper in their businesses. His Holiness has constantly counseled and assisted the community members to go into business and self employment and as a result a significant percent of Dawoodi Bohras across the world are into business or self employment.

'The newly established Burhaniyah Business Counseling Centre in Mumbai is a praiseworthy initiative to help the community members in its economic upliftment and assist them in their entrepreneur pursuits to contribute to the national economic growth of their respective countries of abode.' asserted His Holiness.

The Expo is divided into four sections - Industry & Manufacturing, Service & Import/Export, Trade & Wholesale, Retail & Others and Upliftment in order to facilitate easy access to all the business sectors.

The unique Upliftment Section at the **Burhani Expo, Mumbai- 2008** has specifically provided small and upcoming Dawoodi Bohra businessmen special facilities with space rentals at highly subsidized rates as to get opportunity to show their products and get international exposure.

The expo has jewelers like Motiwala & Sons and shipping major Sunrich to confectioner giants Mongines and ICT/Highsky Properties to Saifee Hospital, Mumbai, all run by Dawoodi Bohras participating in the event. A wide variety of consumer goods, products and services are also showcased at the exposition.

Dawoodi Bohra food is famous for its variety and the exposition will have a food court hosting *'The Dawoodi Bohra Food Festival'* where people can indulge in the exquisite Dawoodi Bohra cuisine while forging business networks as well.

The Burhani Expo'08 is the fifth expo organized by Burhaniyah Business Counseling Centre (BBCC), the first being in 2001. This year in February the centre had also arranged an expo in Dubai.

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About BBCC

The Burhaniyah Business Counselling Centre (BBCC) is an international body formed by the His Holiness Dr. Syedna Mohammed Burhanuddin (TUS). It is incorporated under section 25 of the Indian Companies Act 1956 - a non profit company. One of its main objectives is to help Dawoodi Bohras prosper in their businesses.

For more information, Please contact:

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