



KUWAIT: Ravallela Carnivalli speaks as General Manager of Peroia Design Co Basil Ashqar looks on. — Photos by Joseph Shagra



KUWAIT: The leading decor contracting company in Kuwait Peroia Design officials announcing its representation of Modou Milan in Kuwait at a press conference yesterday.

PEROIA DESIGN TO REPRESENT MODOU MILAN IN KUWAIT 'KUWAIT THE FASTEST GROWING MARKET IN GCC FOR INTERIOR DESIGN'

KUWAIT: The leading decor contracting company in Kuwait - Peroia Design - yesterday announced its representation of Modou Milan in Kuwait, by far the most prestigious company in engineering and interior design located in Italy, with head offices in both Dubai and Abu Dhabi and now in Kuwait.

Modou Milan company is one of the companies that made a quantum leap in the field of luxurious interior design, as it was able in recent years to leave an outstanding imprint in interior design in the UAE. The firm is credited for undertaking most of the prominent projects in the Emirates, such as the Hilton hotel designs in Masdar city in Abu Dhabi, as well as branches of the Gucci brand, in addition to other projects in the Behar market and Jumeirah Beach Residence, as well as some of the projects in the Al-Hamra Tower in Kuwait.

General Manager of Peroia Design Co Basil Ashqar commented: "We are delighted to announce this partnership that complements our expertise and services with that of Modou Milan company, with its large presence in the GCC. With Peroia Design's pursuit to gain a greater share in the interior design market in Kuwait, which is the fastest growing in comparison with its neighboring countries, figures show that the value of interior design market in the GCC amounted to 7.35 billion dollars, Saudi Arabia acquires 43 percent, and the UAE to 31 percent.

Ashqar pointed that Peroia Design has undertaken a number of different projects, fore-fronted by Al-Mutawa tourism and travel agencies, in addition to a series of affiliated health and cosmetic sector projects, yet most notably its restaurants projects. Ashqar highlighted the keenness of the Peroia Designs to provide added

value to any work handled in different engineering fields.

"The interior design market in Kuwait - one of the most promising markets for the next five years - presses a major challenge for competitors to generate the greatest possible profits, with an estimated total area in the market of about 3.1 million square meters distributed between all kinds of interior design market sectors such as offices, restaurants, schools, retail stores, clinics, hospitals, sports and health clubs, etc ... in total, that space represents a total sales value of nearly 290 million Kuwaiti dinars in the



KUWAIT: Basil Ashqar speaks during the press conference.

next five years." Ashqar added. He explained that the interior design market within the retail sector in the State of Kuwait accounts for about 20 percent of total activity and sales for the coming period.

Ashqar also noted that Peroia Designs attracts many companies seeking innovative design with international standards, and looks

forward to further expansion within the promising local market to which all indicators point a prospective growth. Proof of this lies within the heart of the capital, which is considered the most attractive regions of the State of Kuwait for interior design with a total sales space of approximately 24 percent of the total Kuwaiti market. This also confirms the Kuwait government's direction towards transforming Kuwait into a pivotal important financial center in the region by 2030.

Ashqar concluded by stating that the interior design market is one of the markets that are dominated by technical elements, which gives it the competitive advantage of distinguishing the marks between different companies, and this is what Peroia Design Company seeks in its partnership with a group of international companies.

Managing Partner at Modou Milan, Ravallela Carnivalli said: "We believe in Modou Milano company that our partnership with the Peroia Design Co. will bring us the widespread expansion we require within the Kuwaiti market. It will also contribute to strengthening our network with a wide range of clients, in light of the expected growth of the enterprise market in the GCC countries to \$172 billion during the current year 2015."

Carnivalli also noted that Modou Milan company has managed during the past years to build their own elite reputation through the implementation of projects exceeding customer expectations on time and with such quality that adheres to that of the seven stars criteria, assuring that all the projects that have been implemented vary between private and public sectors and works have been executed by the Italian team of Modou Milan at the company's head office in the Emirate of Dubai.

MODOU MILAN TO REFLECT A BLEND OF ARAB-ITALIAN CULTURE: CARNIVALLI

By Faten Omar

KUWAIT: Dr Ravallela Carnivalli is an entrepreneur who believed in the UAE's vision and invested in it. She is an art collector and the Chief PR Officer of Arab Fashion Council (AFC). She holds an Economics and Business Administration degree from the Statale University of Milan as well as a degree in fashion from Mangoni Institute of Milan.

In conversation with the Kuwait Times on the sidelines of the conference, Carnivalli said that she began working in the family business 15 years ago. "I started by doing very normal things like cooking a meal for the people at office or making a coffee before making it to management. In Italy, we believe we have to start from scratch. Modou Milan is a family-owned company and the strategy was to shift from Milan to expand our business in the GCC countries. As a result, it began in Dubai about eight years ago," she said.

"We do have some contracts as well for very prestigious projects like hotels. Kuwait has always been a place that I have considered but as everybody can understand, you really cannot find a proper partner who is knowledgeable and passionate enough to enter this kind of business, and it is very difficult to do so. The first time I ventured into Kuwait's market was via our office in Dubai when we designed restaurants and villas where we worked either individually or with clients who came to visit us in Milan or Dubai."

"We never really wanted to partner with any local company in order to develop our business, but then I had the chance to meet Peroia Design, and we started talking and now we are targeting government projects, hotels, and the private sector. Peroia Design knows what they are doing since they have a lot of experience and I believe they will protect my reputation when I give them my name and my work," she explained.

Dr Carnivalli considers the Gulf her second home, "I feel really good here, maybe because I come from a family which taught me the importance of knowing other cultures, religions, and traditions. This made me flexible enough to live in Dubai and now Kuwait. In Dubai, they call me "Our little Arab". I always lend

my Italian touch to every project I commit to and blend it with the tradition of their country to make them comfortable," she said.

Modou Milan is set to open an office in Saudi Arabia, and develop in Qatar. As the Managing Partner of her family-owned businesses in Italy (Milan), UAE (Dubai and Abu Dhabi) and now Kuwait, Dr



KUWAIT: Ravallela Carnivalli during the interview.

Carnivalli is the driving force behind Modou Milan, a premier Italian Architecture, Interior Design and procurement company and its joinery/fit-out company, Modou Luxury.

The companies have a portfolio of exclusive, prestigious and luxurious projects in Europe and all of GCC, namely: hotels (currently working on Hilton Masdar in Abu Dhabi), residential towers, royal palaces, villas, corporate offices, private resorts, commercial projects, luxury retail and F&B (both private and governmental).

Modou Milan is the Design Consultant and Project Manager of Gucci (corporate office in Boulevard Tower, flagship boutiques in HN and Bloomingdale in Dubai Mall and Mall of the Emirates); Bice International, Meraas Holding, Marka Group, Lababidi Holdings in Nigeria, etc.

Dr Carnivalli is a member of the Higher Management of Arab Fashion Council (AFC) a Dubai-based, London-registered non-profit organization that is: representing 22 Arab countries' highest values in fashion and style; positioning the Arab world on the international map of the fashion industry; enlisting it in the world's fashion calendar; and letting fashion speak Arabic.

INDIA GOVT NEEDS TO ACT ON REFORMS AMID LOW INFLATION

Asiya Capital Investments Report

By Camille Accad

Last week's developments showed an Indian economy in good shape with a positive outlook. The gross domestic product (GDP) figure was released for the first quarter of 2015, depicting a strengthening economy. Real GDP grew at a robust rate of 7.5 percent YoY, a pick-up from the previous quarter's 6.6 percent. In the same week, the Reserve Bank of India (RBI), the country's central bank, decided to cut rates by 25 basis points to 7.25 percent. High inflation had been a long-standing issue in India, but recent data has shown a sharp moderation in price growth. It appears like the South Asian economy is one of the few bright spots in today's gloomy environment.

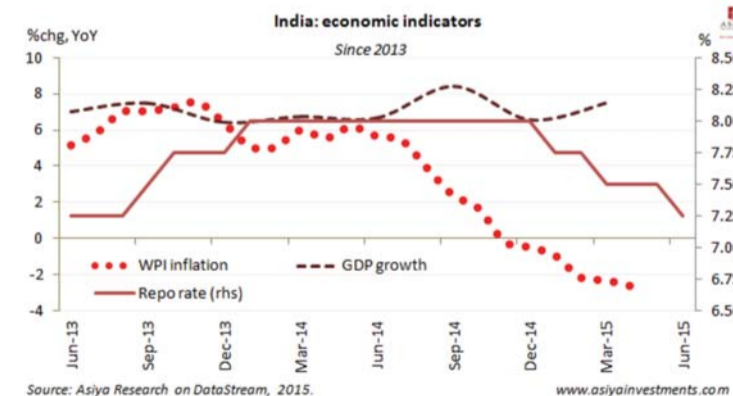
India's GDP is one of the fastest growing in the world, ranking in the top ten and outpacing China. However, the data is misleading. In January, India revised its GDP calculation methodology, which pushed the 2013-14 fiscal year growth rate from 4.7 percent to 6.9 percent and added 1.9 percentage points over the 2012-13 growth rate. These figures do not match the trend of other indicators such as industrial output, CAPEX,

imports, credit and auto sales, receiving a great deal of criticism, including from RBI Governor Raghuram Rajan. Furthermore, statistical discrepancy has added 1.8 percentage points to GDP growth in the first quarter. In terms of prices, the data is inconsistent between the wholesale (WPI)

than other products, a key indication that structural issues have not been resolved. The Indian economy lacks adequate infrastructure, such as roads and product storing facilities, causing supply constraints in the food market and adding upward pressure to prices.

dropped sharply - fueling annual inflation. Food prices will also face upside pressure during the same period, as India's meteorological department projects a second year of weak rainfall. Finally, the US Federal Reserve is expected to hike rates sometime this year. This could trigger outflows from emerging markets like India, hurting the Indian rupee and creating another source of inflation.

Prime Minister Modi's administration faces a tough second half of 2015. Sentiment was strong when the Bharatiya Janata Party (BJP) won, leading to a more than 30 percent rally in the stock market. However, confidence fell this year, reflected in the Nifty's -0.5 percent year-to-date return as of June 2nd. Investments need to take off, and this must be facilitated by the government. Lower inflation has allowed monetary policy to be loosened, setting the right environment for private investments. However the authorities need to fast track some of the reforms, such as the streamlining of approval requirements for projects. There is little time left for the government to act before the central bank is forced to halt the loosening process due to increasing price pressures.



and consumer price (CPI) indices. WPI is in deflation while CPI is rising at a stable pace. Furthermore, the decline in WPI is mainly led by a fall in energy prices, while energy prices are not falling for consumers. The key common trend in wholesale and consumer prices is food. In both cases, food prices continued to grow faster

In the next few months, various factors will contribute to a rise in inflation. Energy inflation is expected to pick up following the recent gains in global oil prices. Furthermore, compared to twelve months ago, energy prices will look much higher in the second half of this year - the period last year when the price of oil

UK TO UNVEIL PLANS TO CLEAN UP MARKETS HIT BY RIGGING SCANDALS

LONDON: Britain's regulators will unveil plans that aim to clean up behavior in the financial markets, where banks have been fined billions of pounds for trying to rig currencies and interest rate benchmarks.

The Bank of England, Treasury and the Financial Conduct Authority will publish recommendations from their Fair and Effective Markets Review into conduct and operation of currency, bond and commodity markets. "It is going to say some quite significant things about what the scope of regulation should be for asset classes that historically have not been heavily regulated," Martin Wheatley, FCA Chief Executive and co-chair of the

review, told Reuters. The review will focus on how to raise standards of behavior among traders at banks, recommend tougher sanctions and give markets more detailed guidance on what are acceptable trading practices. Finance industry officials expect the review to take on board some of their ideas, such as cracking down on traders known as "rolling bad apples," making it harder for a rogue trader to get a job unchallenged at another bank.

Some expect a new independent body to help with providing guidelines on market practices and enforce a new global code of conduct that central bankers are

already working on. Wheatley said, for example, there was a need to determine more clearly when legitimate hedging in markets becomes abusive "front-running," where banks use information to trade on their own account ahead of customers.

Guidance is also expected on when it is acceptable to pull out of a trade at the last minute in the currency markets, a practice known as "last look."

Given the global nature of forex, commodity and bond markets, Wheatley said international backing would be needed to make the review's recommendations effective in practice. —Reuters

THRIFTY CONSUMERS PUT BRAKES ON INDONESIA'S ECONOMY

JAKARTA: The Muslim fasting month is traditionally a time of plenty in Indonesia: shoppers through Jakarta's markets snapping up gifts to exchange at extravagant fast-breaking celebrations. But this year, Ramadan - which runs from mid-June - will be a more abstemious affair because widespread job losses, a spike in inflation and lower earnings from commodities that Indonesia sells to the world have crimped consumers' purchasing power.

The unseasonable thriftiness of Indonesia's 250 million inhabitants - who between them spend \$500 billion a year on goods and services, about the same as Thais, Malaysians and Singaporeans combined - is another obstacle in the way of President Joko Widodo's promise to lift economic growth to 7 percent.

Because private consumption accounts for more than half of gross domestic product, even a slight slowdown in spending has a big impact on overall growth.

Already growth has slipped to its most sluggish pace since 2009, and consumption languished at a four-year low of 5 percent in the first quarter as disposable incomes were squeezed. To stimulate demand, the government is considering raising the income tax threshold and the central bank plans to relax rules on lending, including mortgages and auto loans. But, with inflation rising and the rupiah at a 17-year low versus the dollar, cutting interest rates isn't an obvious remedy.

Such measures would come too late anyway for traders at Jakarta's sprawling Tanah Abang

market, who are waiting impatiently for their seasonal sales boom. "Last year was way better," says Meta, a chatty middle-aged woman who peers over a jumble of prayer mats and religious robes in her basement stall, scanning the market for customers. Her best hope now is that business will pick up ahead of the Lebaran holiday, which follows Ramadan.

CAUTIOUS SHOPPERS

But there is an abundance of evidence that shoppers in Southeast Asia's largest economy remain cautious. Consumer lending has recovered a little after sinking to an eight-year low last September, but is still only growing slowly.

Sales of cars and motorbikes dropped by 16.3 percent and 21.5 percent, respectively, in January-April from a year earlier, and in the first five months of 2015, sales-tax collection was down 6.1 percent. Consumer prices rose by 7.15 percent in May, the highest this year, as the cost of food staples such as rice and chilli leapt. This means households have less to spend on other things.

"Overall this year, the trend for sales has been down," said Fetty Kwartati, corporate secretary of retail giant PT Mitra Adiperkasa Tbk, which oversees big brands such as Zara, Marks & Spencer and Starbucks. Satria Hamid, secretary-general of the national retailers' association, said sales during the holiday period usually account for 60-70 percent of the group's annual target, but this year retailers will do well to hit 40 percent. —Reuters