***Consumer IT* interviews V.M. Chandrasekar, MD of Global Distribution FZE, nearly a billion-dollar global IT distributor based in Dubai**



The IT world is changing with the speed of light and companies that fail to keep pace will simply die, says a key Dubai-headquartered IT distributor.

***V.M Chandrasekar**, founder-group managing director of **Global Distribution FZE**, spoke to us while on the occasion of his company’s international executive meeting. Chandrasekar flew in 25 key of his business heads from around the world for a three-day conference in Dubai to brainstorm innovative ways to ensure his company keeps changing with the times.*

*Established in 2001, the $900-million **Global Distribution FZE** operates in Europe (Germany, Austria, The Netherlands), Latin America (14 countries including Brazil, Argentina, Peru, Bolivia, Venezuela and the Caribbean), India and the Middle East. With a 35% year-on -year growth, it works through a network of over 50 offices, has 80,000 sq ft warehouse space and employs over 650 people worldwide. It deals in finished goods and components and its partners include top names such as Apple, Samsung, Dell, Lenovo, LG, SAP, Cisco, WD, Xerox, Seagate and others*

*In a Q&A session, **Chandrasekar**-- a man who has personally witnessed the IT space transform itself over the years-- brings us up-to-date with his views on the current IT distribution market.*

What role does Dubai, and the Middle East, play in the global IT distribution market?

Dubai remains the regional IT hub and continues to be the hub of the IT export market. Africa exports out of Dubai are particularly strong. Iraq is doing well. Consumer spending has gone up tremendously in the last six months in the GCC, particularly in Kuwait, Qatar and KSA.

The Middle East market, as a whole, is one of the fastest growing markets in the world. True, the social and political instability in some countries have reduced their buying capability, but once stability returns, the market will definitely bounce back.

Whoever stays put now, in these very tough times, will be the winner once the market is back to normal.

What kind of support are you getting from financial institutions, given the global slowdown?

The banks have been very supportive to us. We are one of those companies who are headquartered in Dubai with a global reach. All our different revenue streams come and get consolidated in Dubai, so the local banks with whom we work get indirect presence in the foreign markets where we operate.

These are difficult times worldwide. How have you managed your growth?

Very fortunately, we operate across regions, so when one region is down, another is up, somewhat restoring balance for us. For example, Europe is stagnant right now, but both the Middle East and Latin America are growing. That allows us to distribute resources the right way.



Global Distribution FZE