

Wonasa President R. Veeramani India, Gem Granites information read me

R. Veeramani (India, Gem Granites) President Wonasa

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<http://www.businessstone.com/2010/11/01/marketing-rocky-start/>

Marketing: Rocky start



Update: [Our readers' comments on Wonasa](#)

(November 2010) Wonasa is the acronym for the newly launched natural stone world organization presented at this year's Marmomacc – two years in the making by the „World Natural Stone Association“.

The organization's chief executives were introduced on the fair's opening-day press-conference: President is R. Veeramani (India, Gem Granites), Joint Vice Presidents are Antonio José Guidoni (Brazil, Mineração Guidoni), Medhat Mustafa Attia (Egypt, Sinai) and John-Petter Gundersen (Norway, Lundhs). Secretary General is C. Kaliannan (India, Metal Management Services), who also takes on the day to day running of the office, and the Deputy Secretary General Paulo Lucio Florio Giafrov (Brazil, DGG Stones).

3) There on top of the page, you find the blog under
<http://www.businessstone.com/2010/11/01/wonasa-blog/>

WONASA – BLOG

Our readers' comments on on the launch of Wonasa, the World Natural Stone Association:

on November, 12th, Rodrigo Silva, CEO of the [Royal Group Brazil](#) [✉](#) (Mail) wrote:

„It's always interesting to see the leaders of the stone business building up an institution focused on the marketing and valuation of the stone. Phrases and words to convince the use and the importance of the stones never miss.

But let's go deeper. Our company for example produces soapstone technical parts for wood burning stoves and fireplaces. We are also one of the leading suppliers of the mineral talc, used for carving and sculptures.

My question is very simple: does this new institution know enough about *all* stones and applications or is it only interested on the marketing of certain stones? I think that the first aim of any institution should be the grouping of all different companies from all expertise areas to provide concrete and wide information to the global market.

They have to consider that the market not only needs information but options.“

Sorry, I forgot: First you have to switch on your computer, than you open the browser... Everybody of my readers from all over the worlds understood it....



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