



Increased Presence in the Middle East



Economic growth has resumed in the petroleum exporting countries of the Middle East. The number of building projects is once again on the rise and we would like to participate to an even larger extent than before. Therefore we have arranged for the establishment of a representative office in the United Arab Emirates.

A rising number of building projects indicates that the economic strength of the Arab countries has now resumed.

Belimo has been present in these markets through distributors or representatives for several years. Contacts to OEM have also been established. Service has up to now been provided out of Switzerland. Thus a limit is thereby set to the extent of turnover development in this region.

Increased participation in building projects

The aim is to increase participation in the growing number of building projects and thus in the increased demand for OEM located in the Middle East. How can the aim be attained from this platform?

A look at our strategic system points the way to the solution. Increased sales result from increasing success of our customers. If we want our customers to become more successful, we need, in addition to excellent products, outstanding service in sales and distribution. In order to provide these services, we must first make our partners (i.e. OEM, distributors and representatives) more successful.

Today, sales volume in the Arab markets has reached such an extent the future, permanent on the spot support of our partners is now feasible. Therefore, we have initiated the establishment of a representative office in the United Arab Emirates. Seat will be Dubai.

Technical assistance and on the spot customer service

The office is headed by Jim Cameron who, as employee of International Distribution, reports to Reto Manella. Jim Cameron carefully prepared for his new tasks and got acquainted with the most important contacts in the head office during a four week vocational adjustment training program.

He is very familiar with the Belimo products as a result of his many years of experience. He has come to know the control industry during his professional experience of more than 30 years in different functions and activities. He has spent a total of 13 years in the Middle East and has established valuable contacts in our industry during this time. He will be in charge of the partners involved in the project and OEM business. We wish Jim Cameron success in his new responsibility and the head office will support him to the fullest possible extent in the implementation of his demanding distribution concepts and ambitious objectives.

