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## **Robe Expands in the Middle East**

Leading European moving light manufacturer Robe lighting is expanding its Middle East operation with the formation of Robe Middle East Trading LLC, a new company complete with a new regional HQ in Dubai.

This is the first part of Robe's current planned medium term expansion strategy, the initial stages of which will be rolled out over the next three months.

Robe Middle East will be headed by Robe's Middle East Regional Sales Manager, Elie Battah, who is already well known and respected in the industry. It will distribute the full Robe ranges of moving and digital lighting fixtures and Anolis architectural LED products, driving the presence of both these premium brands across the region.

Says Battah, "Robe Middle East will provide the platform to continue the high standards of excellence expected from Robe". These will include office and administration, demo & training facilities, full sales and technical support, including a comprehensive stock of products and inventory of parts - to further aid quick delivery.

Josef Valchar, CEO of Robe lighting SRO comments, "Elie has been a key figure in the development of Robe's international distribution network and we're delighted he is heading up Robe Middle East. He's extremely popular with all our clients and has a fantastic knowledge of the technology and understanding of the right way to do business".

Robe's Sales Director Harry von den Stemmen adds, "This move gives us an even stronger basis and better communication channels throughout the whole of the Middle East and enables us to plan the future with real confidence. We are expecting rapid growth and we are already moving fast with several new projects".

Dubai was chosen as it is a major epicentre for shows, events and 'spectaculars' and for its central location ideal for deploying equipment quickly, efficiently and cost-effectively to other countries. A host of rental and production companies and designers are also based there and it's an easily accessible business destination.

There is a huge interest generally in the use of high quality LEDs, and Anolis is now perfectly placed to supply and service the most ambitious installations.

John Saunders, Sales Director of Anolis comments, "The benefits of now having a comprehensive base in the region helps facilitate existing and upcoming projects with local knowledge and expertise and enables us to support our brand with even higher levels of service. We will also have access to public tenders and a local showroom facility available for the first time".

Over the last 12 months, whilst some areas of the ME are undeniably volatile, Robe has experienced a steep increase in business in the UAE, Saudi Arabia and Qatar ... among others.

News of the new Robe Middle East company and infrastructure is the first in a series of exciting announcements to come from Robe this Autumn .... as the company ups the ante in the development of its benchmark lighting technologies.

*Watch this space for further announcements!*

