

## New SOCOMECS ME UPS subsidiary to open in Dubai

April 2011

*SOCOMECS UPS is strengthening its grip on the Middle East with the opening of its new subsidiary in DUBAI, for more complete market monitoring and improved on-site interaction with its partners, distributors, customers and prospective customers.*

Dubai is the main gateway to the Middle East, a significant financial centre which, thanks to its strategic position, provides the ideal base for the development of business with Africa and all the countries forming the Arabian peninsula. These geographical areas are experiencing strong economic growth and should be perceived as new markets to be consolidated.

SOCOMECS UPS, a leading company in supplying critical applications with electricity, is already present in the area through a representative office shared with SOCOMECS SCP, and has now announced plans to open a new subsidiary in the UAE.

There are numerous objectives involved: strengthening the company's position in the Middle Eastern market, directly monitoring the progress of large-scale projects in the area, offering local distributors constant support and dedicating even more time and effort to the pre-and post-sales services provided.

The team will be led by Stefano Costa, SOCOMECS UPS Middle East & Africa Sales Director, who comments: *"For SOCOMECS the Middle East is an important reference market which is constantly changing. There are currently three segments experiencing significant development in the area: infrastructure, hospital facilities and data centres. Our solutions are ideal for all these applications, which is why actually being here is a strategic choice".* Mr Costa also adds: *"A very high level of technological innovation is required in these areas; we believe that we possess all the right qualities to successfully tackle the challenges presented by the market. Throughout this assignment, I will be supported by Aldo Lunardi, Sales Area Manager, in the development of the African continent. I am sure that together we will be able to develop winning policies for these countries, which are now offering new, concrete business opportunities".*

With its office in the DAFZA (Dubai Airport Free Zone Area), the SOCOMECS ME Dubai subsidiary will serve the following countries: UAE, Saudi Arabia, Oman, Yemen, Bahrain, Kuwait, Qatar, Iraq, Iran, Jordan, Egypt, Lebanon and all of Africa.

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### Company Profile

**SOCOMECS Group** is an independent manufacturer specialising in the distribution, control and quality of power supplies serving low-voltage electrical networks, industry and the services sector.

Created in 1922, the industrial group has developed two business areas: Trip and Low Voltage Protection Systems (circuit breakers, circuit breakers with fuses, switches, safety circuit breakers, electronic control and protection devices, boxes, cabinets etc.) and UPS (uninterruptible systems, load transfer modules, rectifiers-battery chargers, harmonic equalisers, 400 Hz converters).

*With 23 subsidiaries throughout the world, 9 industrial sites (France, Italy, Tunisia, India, China) and a 310 million turnover, SOCOMEC combines technological innovation and technical know-how with high-quality pre- and post- sales services.*

*SOCOMECS UPS, part of the group, is a leading company in the business continuity sector. It is the ultimate representative in terms of the following applications: ICT, Data Centres, Healthcare, Transport, Industry, Commerce, Public Administration and Finance, devising efficient, reliable and scalable solutions.*

*SOCOMECS-branded UPS systems offer high performance levels and save a considerable amount of energy. The company observes the European Commission's Code of Conduct by adopting its best practices while participating in the UN Global Compact initiative; it has also signed up to the Green Grid association.*

For further information: [www.socomec.com](http://www.socomec.com)