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Robe Launches UAE Operation

Robe UAE is a new operation launched by Czech Republic based lighting manufacturer Robe lighting to distribute and market their Robe and Anolis brands across all sectors in the United Arab Emirates.

This recognises the key strategic importance of the UAE in the Middle East in terms of both rental and installation markets, and also as a supplier of specialist technical supplies and services to other nearby Arab states, including Oman, Qatar and Bahrain.

The new office is in the Makateb Business Centre, Abu Dhabi. "We chose Abu Dhabi because business for events and shows here is very strong and expanding at the moment, and we want to be where the buzz is," explains Elie Battah, Robe's Middle East Regional Sales Manager, who will be the main initial point of contact there.

He sees it as a logical step forward in the sales and distribution process. Everywhere else that Robe has established a direct operation has been a huge success, and face-to-face is also very much the best way to do business in the Middle East.

Robe already has a strong presence in the UAE, but with the increasingly complexity of some of its products - like the Digital Series - it has become important to have direct manufacturer contact with the clients, and easy access to all the facilities needed to set up training seminars and full technical demonstrations, together with the full back up of the Robe technical sales team.

One of the advantages Robe has over its competitors in the region is the sheer diversity of its product range, from the most powerful moving lights to club effects, to the Digital series, LEDs, the Plasma series and the popular new ROBIN fixtures, plus Ropix LED screens and a full array of fog machines and hazers.

Adding to that is Anolis, Robe's architectural LED lighting sister company, which also has a dynamic range of indoor and outdoor fixtures for all applications.

The other big plus point is the reliability of and quality engineering of both Robe and Anolis - which is vital in the Middle east, as environmental and operating conditions are often tough, specially for installations.

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