

26.1.2004

ROBE with V.V. & Sons in Dubai, UAE

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Robe Show Lighting products continue to prove a big hit since their introduction to international markets in 2002. In the Middle East, Dubai is fast emerging as a lively, bustling business hub and a cosmopolitan metropolis, as individuals and companies come from all over the Middle East and the world to enjoy the city's superlative shopping opportunities.

With some good business in the region already, Robe has now made the strategic move of announcing V.V. & Sons as sole distributors for its products in the United Arab Emirates.

V.V. & Sons will provide the necessary logistics and administrative infrastructure for sales in all areas, while Sonia Electronics will continue to offer excellent rental and production services with over 80 Robe moving lights units in stock already.

V.V. & Sons is headed by Mr. Subash Karani. The company is an "institution" in the U.A.E. market, and Mr. Karani is very positive about the Robe deal: *"We can provide a solid platform for establishing Robe's as a key player in our marketplace. We expect to see the success of the entire Robe product across all entertainment and leisure areas, and will offer the best possible support to all our clients."*

Tony Sawyer, Manager of V.V. and Sons' Professional Supplies department spotted the potential of Robe, and approached the Czech Republic based manufacturers at the PLASA 2003 show in London. A busy period of groundwork followed, before the first Robe product shipment actually landed in Dubai. Coincidentally, this was the same day as Robe's globetrotting International Sales Manager Harry von den Stemmen arrived in town. He was visiting V.V. and Sons, and to discuss sales and marketing issues with Mr. Karani and Jamal al-Aushbi, V.V.'s Project division manager. Harry von den Stemmen says, *"I've known Tony and Jamal for some time, and I am confident they'll do an excellent job for Robe."*

The UAE deal is well timed in relation to the upcoming Palme show in Dubai - February 17th - 19th - where both Robe International and V.V. & Sons will launch the brand in the UAE.

Von Den Stemmen adds, *"Robe has seen intense activity lately on the global set up front. We are now structuring and fine-tuning our international sales forces, and will be fully established in the Middle East after Palme."*

The exhibition sees V.V. & Sons taking care of Robe's local business, while Robe themselves have a separate booth to welcome current and future customers from all other areas.

