

Beat: Technology

## Hager Middle East Reinforces Solution-Driven Approach to Support

### New Global Vision Flagship Customer Ev

Jeddah - Saudi Arabia, 02.06.2018, 19:58 Time

#### USPA NEWS -

In line with its commitment to address the evolving electrical needs of residential & commercial sectors, Hager Middle East, a leading innovation-focused electrical distribution and building automation solutions provider, announced its new solution-driven approach to service customers in the region. The approach was unveiled at its flagship customer event held at The Address Boulevard, Downtown in Dubai recently. The event also marked 20 years of the company's presence in the Middle East and rewarded its key customers for their achievements in 2017.

Olivier Laborie, Managing Director at Hager Middle East said, "The 20 years journey has been worthwhile and with a robust growth in the Middle East and we are now reinforcing our "products to solutions" approach. We are positive, that our present and prospective business partners will support and adapt to this change, thereby enabling us to really understand their current and future needs to offer right solutions. This approach will drive our growth and penetration in a region that continues to lead the world in terms of its building electrical requirements."

As a part of its renewed approach, Hager will also be introducing a number of solutions in the Middle East this year within energy distribution and building automation solutions to address the growing market demand. With its state-of-the-art KNX certified trainings centers in UAE & KSA the product launches will be well supported by hands on trainings.

The company's customer event recognised 11 longstanding customers including Al Hassan Electrical Co., Oman, Prakash Trading Co., UAE, Al Nasser Co., KSA, MB for Engineering & Contracting for their long standing association with the brand. Hager also named Safety Electrical Trading Co. as the Middle East Distributor of the year & Business Excellence Award in 2017.

#### ABOUT HAGER GROUP

Hager Group is a leading provider of solutions and services for electrical installations in residential, commercial and industrial buildings. Its range of solutions and services extends from energy distribution to cable management and from security systems to building automation. As an independent family-owned and family-run company based in Blieskastel, Germany, Hager Group is one of the industry's innovation leaders. 11,400 employees generate sales of around 1.9 billion Euro. Components and solutions are produced at 25 locations around the globe and customers in 136 countries all over the world trust in them.

Website:

#### Article online:

<https://www.uspa24.com/bericht-13506/hager-middle-east-reinforces-solution-driven-approach-to-support.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Zayad Alshaikhli

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