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## **DEHN establishes a subsidiary in the United Arab Emirates (UAE)**

**After the opening of the 19th subsidiary in Singapore in 2015, DEHN continues to grow and establishes a subsidiary in the Middle East, in Dubai. The aim of this investment is to help our local customers market our products, to develop customised protection solutions and to promote internationally recognised quality standards in the field of lightning protection, surge protection and safety equipment in the Middle East.**

The fourth-generation, family-owned company, which was founded in Nuremberg in 1910, is active in more than 70 countries worldwide. DEHN's product portfolio includes surge protection for power supply and information technology systems, lightning protection and earthing solutions as well as safety equipment.

DEHN has been present in the Middle East for more than 10 years. As of March 2016, DEHN will now be represented locally with an own subsidiary. The new team is currently being built and the first employees have already been hired. The subsidiary, which will operate under the name of DEHN MIDDLE EAST FZE, will particularly focus on the oil and gas industry, process industry, infrastructure projects, the telecommunications sector and also increasingly on alternative energies. With the new subsidiary, DEHN plans to expand its business in the Middle East. Bassam Zahabi, who has been representing DEHN in this region so far, will become managing director of DEHN MIDDLE EAST FZE.

The increased presence in the Middle East gets DEHN closer to the customer and simplifies order processing. The new subsidiary in Dubai, UAE will offer training courses for customers in the Middle East and ensures to reach a contact partner during local working hours. This allows DEHN to increase its presence in the region and offer protection solutions to a broader customer base. Moreover, DEHN will work on

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customised protection solutions together with its local partners. The new subsidiary will strengthen cooperation with current distributors, thus expanding business in the Middle East.

DEHN MIDDLE EAST FZE is a 100% owned subsidiary which is situated in the free zone area Jebel Ali. The subsidiary in Dubai is further proof of DEHN's international growth. This strategic investment demonstrates DEHN's clear commitment to internationality and the market.



**The market leader DEHN, a globally active family-owned electrotechnical company** with about 1,700 employees worldwide, offers innovative products and solutions as well as comprehensive services in the field of **surge protection, lightning protection and safety equipment**. DEHN focuses on the protection of system and building technology, the transportation, telecommunication and process sector, photovoltaic systems, wind turbines, etc. The company's continuous growth is based on more than 100 years of tradition and experience as well as highest quality standards and consistent customer and market orientation throughout the world. DEHN protects.

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