

Press release

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AS-Schneider goes Middle East

Following the set-up of AS-Schneider Asia-Pacific in 2011, the Armaturenfabrik Franz Schneider GmbH + Co. KG will officially open a further company, AS-Schneider Middle East, in Dubai in the autumn 2012. The Middle East region has a very important strategic role to play for AS-Schneider, as more than 30% of the world's oil and more than 20% of global gas reserves lie in the area of the Gulf Cooperation Council, a federation of the Gulf States.

Continuous investment in the development and promotion of enormous oil reserves offers huge potential. If you also consider the population in the GCC States is set to grow from approximately 43.5 million in 2011 to around 50 million in 2013, it soon becomes clear that it is not just the oil industry that will contribute to future growth. For example, GCC States* will have to invest approximately 140 billion US dollars

by 2020 simply to keep pace with the constant growth in demand for electricity and desalinated seawater. Industrial valves and fittings, primarily made from special materials, are used in these areas. In contrast with the competition, AS-Schneider is in a fortunate position to be able to handle large projects, for example, the Sadara project in Saudi Arabia, virtually entirely in-house – 'Made in Germany'. AS-Schneider has a large part of the value-creation chain at its disposal thanks to the high vertical integration of its extremely flexible and ultra-modern manufacturing facility in Nordheim and is therefore able to control quality and reliability.

What does Dubai offer?

Because of its geographic position, coupled with the latest infrastructure, Dubai has established itself as one of the leading regional trade centres. The Emirate of Dubai is the most important, and at the same time independent trade centre in the United Arab Emirates, and is seen as a vital link between Europe and Asia. It is possible to reach Dubai directly in around 7 hours by air from AS-Schneider's head office in Germany and from the site in Singapore, which acts as the regional head office for Asia-Pacific and the Middle East. It will therefore act as a lynch pin between Europe and Asia within the AS-Schneider Group.

According to Tim Kohler, CEO of AS-Schneider Asia-Pacific, setting up a subsidiary on the Arabian Peninsula had been on the cards for some time. The interplay between the successful creation of the subsidiary in Singapore, the strong growth markets of the GCC States* and the close co-operation with existing customers in Dubai contributed significantly to the decision to found the company. Above all, AS-Schneider has learnt from the example of Singapore that you have to have a daily presence in the key markets to be able to participate in the successful growth there.



Successful implementation concept

As already implemented successfully in Singapore, AS-Schneider also offers its customers in Dubai a more in-depth, personal service locally with short reaction times using its own staff. AS-Schneider also has its own warehouse in the Jebel Ali Free Zone, so AS-Schneider is able to guarantee its customers faster delivery times. Totally true to its own customer model, "Tailored to Your Business".

*Comment: The Gulf Cooperation Council (GCC) is made up of the countries: Bahrain, Qatar, Kuwait, Oman, Saudi Arabia and the United Arab Emirates.

Would you like more information? Then just e-mail us at kontakt@as-schneider.com. We look forward to hearing from you.

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