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## **Techno AV, Saudi Arabia**

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During a recent visit to Dubai, UAE, Robe Show Lighting's International Sales Manager Harry von den Stemmen was approached by Mahmoud Samawi, Operations Manager for Technolight, based in Jeddah, Saudi Arabia.

The company is the lighting division of the renowned Techno Group, which also includes Techno AV (audio visual projects, sound systems, public address and car audio systems) and Technobuild (general civil work and electromechanical contracting). The Techno Group employs over 200 full time personnel, including 100 technicians, and successfully represents many prestigious brands in Saudi Arabia, including Erco, Lutron, Fujitsu and Marantz. With showrooms in Jeddah, Riyadh and Khobar, the group targets contractors, interior designers, architects, creative individuals and project managers.

Mr. Samawi and Harry von den Stemmen had already discussed a potential distributor agreement with Robe, and decided to close the deal with a meeting in Dubai. Abdul Rahman Al-Azem signed the sole distribution deal on behalf of Technolight, and discussed the immediate action, which includes presenting Robe and specifying the equipment for various projects starting now in the Kingdom of Saudi Arabia.

Robe product is already ordered for installation into the company's various showrooms - totaling over 2000 square metres.

Robe's Harry von den Stemmen says, *"We're very excited that the Techno Group has added our range of products to their portfolio. They are well positioned to specify Robe in both private and public sector projects, and Robe will benefit from their experience and company philosophy. Signing such an agreement at this time will help enormously in the establishment of Robe in the Middle East, as Saudi is one of the very important territories."*

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