

20.4.2011

Robe on Target for New Qatar Operation

Egypt based The Target Group has opened a new subsidiary to take advantage of the growing market in Qatar, which will be headed by Emad Nabil and will be a dedicated rental operation using Robe fixtures.

Based in Doha, the facility will offer a wide range of Robe stock including 575, 700, 1200, 2500 and 700 series, plus the whole range of Robe LED products.

Target is the exclusive Robe Egyptian distributor and has already established the brand in this market with great success. Says Nabil, "We have been looking for new business opportunities for some time, and now feel that this is the perfect time to launch in Qatar". Qatar is very much an emerging market for sports and entertainment, hosting several world class events like the Doha Tribeca Film Festival and now having won the upcoming FIFA World Cup in 2022.

Robe's Regional Sales Manager for the Middle East, Elie Battah, says, "We are fully supporting this new venture with all our resources, and look forward to Target repeating the excellent job that they are doing in Egypt".

In the meantime, Target's Egyptian operation continues to be active in the market and business is picking up again after the recent revolution and political change.

Recent projects using Robe in Egypt include concerts with Arabic and African superstar Amr Diab with over 120 moving lights; and a video shoot for legendary singer Tamer Hosney in Media City Studios, Cairo.











