

PRESS ARTICLE

Press release

03/10/2013

NEW SIDEL ZONE HQ NOW OPEN FOR BUSINESS



Sidel has officially opened its new regional HQ for the Greater Middle East and Africa (GMEA) zone with an inauguration ceremony held on 12 September 2013 in Dubai.

The Gulf state of Dubai in the United Arab Emirates is fast becoming an important hub for the industry attracting hundreds of customers and multinational organisations from all over the world to take advantage of its cutting-edge infrastructure, transport and communication links. The new regional headquarters in Dubai, Sidel GMEA's new home, allows the company to focus on customer requirements and their local market demands while still delivering a global level of operational excellence and know-how. The new offices are located in the heart of Dubai at the TECOM Media Cluster and are part of Sidel's ongoing commitment to provide global experience backed by local sales and service support through proximity to customers.

On 12 September, Sidel representatives were joined by officials from TECOM Investments' Group, including CEO Dr. Amina Rustmani, Managing Director of the Media Cluster Mohammad Abdullah, TECOM Business Parks CEO Malek Al Malek and Managing Director of Dubai Studio City and Media City Jamal Al Sharif.

Contact:

Group Communication

Public Relations

Tel: +41 41 785 23 60

group.communication@sidel.com



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Other contributors and suppliers to the new headquarters were also present to mark the official opening with a tour of the new facilities and a presentation outlining the thinking behind Sidel's choice of Dubai as a location, the investment the business is making and the role the new HQ will play going forward in servicing the GMEA region.

Commenting at the opening ceremony, Clive Smith, GMEA Vice President at Sidel, said – “We have invested a great deal of time and resources into the creation of this new zone; over 90 high calibre and talented employees have joined and are joining to deliver all Zone front line services from our new HQ in Dubai which include customer service management, project management, planning, sales and installation management.” Speaking about the longer term opportunities for the Greater Middle East and Africa regions, Smith adds, “We see excellent prospects for Sidel in the region to support our customers. In many ways the markets here are at a similar level of maturity with customers facing many similar challenges. This means we can focus the expertise we have built over 150 years on helping them meet those challenges with complete service and line solutions across PET, glass and can and all product categories.”

Mohammad Abdulla, Managing Director of TECOM Media Cluster, also attended the opening and said – “We welcome Sidel to Dubai Studio City as it embarks upon the next phase of its growth in the Middle East. We are pleased to provide them with a location that is well connected with the rest of Dubai. Our ability to identify and provide a solution to our valued business partners continues to set us apart as a destination of choice, and we look forward to Sidel growing further with us in the UAE.”



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For editorial and advertising enquiries, please contact:
Shaw & Underwood PR
Chris Twigger, Director
Tel: +44 121 622 6868/Cell: +44 7795 423796
Email: christwigger@shawandunderwood.co.uk

Contact:
Group Communication
Public Relations
Tel: +41 41 785 23 60
group.communication@sidel.com



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About Sidel

Sidel is the leading global provider of PET solutions for liquid packaging. We are also a driving force for glass and can solutions. We are committed to being the most innovative, responsive and reliable partner, providing sustainable solutions for the beverage industry.

Headquartered in Switzerland, we have production sites in 13 countries and 30,000 machines installed in more than 190 nations worldwide. With over 5,500 employees worldwide, we provide optimal PET, glass and can packaging solutions for water, soft drinks, milk, sensitive products, edible oils and alcoholic beverages including beer.

We aim to create value for our customers by giving them A Better Match. This is the tailored solution that caters to their needs exactly. We do this by offering flexible and reliable production systems that are easily adaptable to market developments and future technology, supported by value-added services.

We are Sidel. We are **A Better Match**.

Find out more at www.sidel.com

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