

Bridgestone Middle East FZE



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Bridgestone Middle East & Africa FZE is the Strategic Business Unit headquarters for the Middle East and Africa region. It was set up with the objectives of speeding up decision-making and action and of optimizing regional strategy by identifying market trends close to the customer and market. Bridgestone Middle East & Africa FZE (BSMEA) has been conducting Sales and Marketing Activities, Technical and Commercial Activities all over Middle East & Africa. BSMEA has 23,040 square-meter state of the art warehouse which stores Bridgestone & Firestone brand tyres from Japan and various overseas supply sources for all kinds of vehicles. BSMEA is also a regional training center which has lecture halls and houses fully-equipped 5-garage service bays for cars and two bays for trucks. All year round, training courses are being conducted by Bridgestone engineers from all over the world. Trainees range from distributors to technical staff of public sectors from all over Middle East & Africa.

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