

# Clipsal Middle East FZC

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Clipsal Middle East started as the regional arm of Clipsal Australia. Through its Saif Zone Head office it handles marketing and technical support of 31 countries in the Middle East, which includes GCC, Levants, East, West, North, Central Africa and part of Mediteranean. Clipsal Middle East started with 200 products and today it houses and distributes 12,000 different products. Clipsal Middle East has established different divisions consisting Wiring Accessories, Industrial products, Lighting, Switch Gear, Energy & Lighting management & Air Inflation technology and are handled by different product managers. Clipsal Middle East today employs 495 people and has a built up area of 153,000sq.ft. Clipsal Middle East has acquired a land of 78,000 sq.mtrs to expand its manufacturing and distribution facilities.

Satellite Offices: Clipsal Middle East operates through its own offices in UAE, Oman, Qatar, Kuwait, Bahrain and Saudi Arabia to effectively service the customers.

African Continents, Levants and part of CIS countries are managed by Sales representatives based in respective country or based in SAIF zone office and serviced by the local channel partners. Marketing: Clipsal employs 78 staff exclusively for marketing of Clipsal products. The company today handles 12,000 products from the 45,000 products portfolio. CME offers marketing support to all its regional distributors through technical Seminars and participation in exhibitions, exclusive displays, and various promotional & continuous training programs.

Manufacturing: Clipsal's manufacturing facility spread over 150,000sq.ft with a built

up area of 50,000sq.ft houses ultra modern & high speed German machines. The high-speed extrusion machine extrudes today 310kms of PVC conduits per day. Distribution Centre: Clipsal operates its distribution through multiple channels in all countries for different products. Clipsal's new distribution centers spread over 100,000sq.ft fitted with modern material handling equipments and software, helps the logistics department to service the customers with maximum efficiency & accuracy.

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