

Fifty Sky Shades - February 2017



VISION SYSTEMS OPENS A TRADE OFFICE IN DUBAI

Based in France, the system supplier Vision Systems had already opened a technical trade office in Singapore last year to assert Vision Systems' presence in South-East Asia, as well as a production and sales subsidiary in Florida in 2014 to bring the company in closer contact with the major players of the American business aviation industry. Moreover, a global network of sales agents represents the company all over the world. As a major international group, Vision Systems continues to expand its international presence through a new strategic location, Dubai, to facilitate trade development opportunities in the Middle East, in all of Vision Systems' market segments: aeronautics, land transport, railway and marine.

"It became obvious for Vision Systems, as an architect of innovations, to gain a foothold in the United Arab Emirates and most particularly in Dubai, one of the greatest innovation arena in the world. The opening of a technical commercial office in Dubai, Vision Systems Middle East, will allow the group, through the physical presence of our newly recruited Regional Sales Director Mr Bachir BOUSSEBISSI, to increase responsiveness and have a better appreciation of trade negotiations locally." stated Mrs Catherine ROBIN, Executive Vice President & Business Development.

Several Middle Eastern contacts have already shown a strong interest for Vision Systems' solutions, most particularly airlines and yacht designers for Electronically Dimmable Windows (EDWs).

