

Arabian Knight - March 2017



Mon, Mar 13, 2017

Private Aviation & Premium Travel

Vision Systems opens Dubai office



Boussebissi ... driving business for Vision Systems Middle East

Vision Systems of France has opened an office in Dubai to boost its business in the Middle East in all of its 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 UAE 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 Bachir Boussebissi, to increase responsiveness and have a better appreciation of trade negotiations locally," said 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).

Headquartered near Lyon, France, with a production and sales unit in Florida, US, and a trade office in Singapore and now Dubai, Vision Systems is a tier-one system supplier in the aeronautic, land transport and marine industries, designing and producing bespoke solutions for specific market segments in complex environments.

The company's expertise in solar protection places it as a world leader in this area and the development of customised onboard entertainment and connectivity solutions allows it to rank as a competitive challenger in embedded systems.

Vision Systems combines complementary skills in electronics, mechanics and composite to provide ever more innovative solutions for cost reduction, heightened safety and improved comfort.