



Vision Systems opens office in Dubai

French manufacturer of electronically dimmable windows has appointed Bachir Boussebissi to the role of regional sales director.

Vision Systems has opened a trade office in Dubai. The new location follows on from the opening of an office in Singapore last year.

The French manufacturer of electronically dimmable windows says the new location will facilitate trade development opportunities in the Middle East, in all of Vision Systems' market segments including aeronautics, land transport, railway and marine.



Bachir Boussebissi

"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," says Catherine Robin, executive vice president and business development.

She continues: "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."

Headquartered near Lyon, France, Vision Systems also operates a production and sales unit in Florida, in the US.