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## Hörmann MEA – Expanding Borders

### New territories – new name

Hörmann Middle East FZE was founded in the year 2009, when the Hörmann group decided to open a branch in Dubai, UAE. From then onwards, a small team was established and turned the branch into a successful company, thanks to their professionalism and product with high standard quality and a German name. That time our services were focused on the Middle East countries only, i.e.: Lebanon, Jordan, Syria, Iraq, Saudi Arabia, Yemen, Iran, Kuwait, Bahrain, Qatar, United Arab Emirates, Oman, Afghanistan and Pakistan (*from west to east*).

Meanwhile, Dubai has developed into an international hub and, thanks to its favorable geographic location in the Gulf, many countries in the Middle East and Africa could be reached quickly and effectively by plane or ship, which allowed the branch to expand its network, develop new markets and maintain a continuous growth.

In 2015, Hörmann Middle East FZE became **Hörmann Middle East and Africa FZE**. It was marked by the opening of a new office, a new showroom and extended facilities.



Under the management of Mr. Darius Khanloo, who successfully established the previous location, an international sales team started developing the new markets in the following countries of Africa:

- |                |  |
|----------------|--|
| Libya          | Kenya                                    |
| Egypt          | Somali                                   |
| Sudan          | Rwanda                                   |
| Southern Sudan | Burundi                                  |
| Eritrea        | Tanzania                                 |
| Djibouti       | Zambia                                   |
| Ethiopia       | Malawi                                   |
| Uganda         | Zimbabwe                                 |
| Botswana       | Namibia                                  |
| Swaziland      | South Africa                             |
| Lesotho        | Madagascar                               |
| Reunion        | Mauritius ( <i>from north to south</i> ) |

## Hörmann MEA – Expanding Borders

### New facilities

One of the perfect signs of any successfully developing company is moving to a bigger office and/or expanding its team. The new Hörmann premises have been built on 7000 square meters and officially opened their doors to the public in October 2015. They include not only offices, but also a warehouse, a showroom and an assembling line.



Our new address:  
Hörmann Middle East and Africa FZE  
Doors for Home and Industry

P. O. Box 262784  
Street N406, Plot MO 0203  
Dubai, Jebel Ali Free Zone North,  
United Arab Emirates

The 200 square meters big showroom displays the company's latest products and refurbishment solutions. It also features an in-house training facility that provides an interactive learning arena and demonstrates our products capabilities in an accessible and user friendly way.

All main product groups which are being distributed in the Middle East & Africa are being displayed:

- Industrial Doors + Loading Technology



- Residential Garage, Entrance and Internal Hinge Doors



- Steel Doors  
(also locally certified fire-rated doors acc. to BS + UL)



The local assembling line gives us a big competitive advantage – it enables us delivering to our customers the German quality products within 1 week only, in comparison to other suppliers who require 8 weeks and more.

## Hörmann MEA – Expanding Borders

### New team members

With all of our success over the last few years the year 2016 has brought us some more positive changes: our team has grown and accepted 6 more members.

Mr. Javad Omranifard joined the company on 1<sup>st</sup> April, 2016. Mr. Omranifard will support the sales and marketing departments of the company as the business development manager in Iran. Mr. Omranifard can be reached as follows:

**Javad Omranifard**

Business Development Manager in Iran

Moblile +98 912 096 6833

E-Mail [j.omranifard.dxb@hormann.com](mailto:j.omranifard.dxb@hormann.com)

Ms. Maryna Belahur joined the company on 1<sup>st</sup> June, 2016. Ms. Belahur will support the management of the company as an executive secretary in all organizational matters including marketing. Ms. Belahur can be reached as follows:

**Maryna Belahur**

Executive Secretary

Phone +971 4 805 3625

E-Mail [m.belahur.dxb@hormann.com](mailto:m.belahur.dxb@hormann.com)

Mr. Manoj Varadhan joined the company on 26<sup>th</sup> June, 2016. Mr. Varadhan will support the internal sales department. Mr. Varadhan can be reached as follows:

**Manoj Varadhan**

Sales Department

Phone +971 4 805 3616

E-Mail [m.varadhan.dxb@hormann.com](mailto:m.varadhan.dxb@hormann.com)

Mr. Piotr Cich joined the company on 1<sup>st</sup> August, 2016. Mr. Cich will support the internal sales department. Mr. Cich can be reached as follows:

**Piotr Cich**

Sales Department

Phone +971 4 805 3604

E-Mail [p.cich.dxb@hormann.com](mailto:p.cich.dxb@hormann.com)

Mr. Vincent Klauk joined the company on 1<sup>st</sup> August, 2016. Mr. Klauk will support the service department. Mr. Klauk can be reached as follows:

**Vincent Klauk**

Sales Department

Phone +971 4 805 3617

E-Mail [service.dxb@hormann.com](mailto:service.dxb@hormann.com)

Ms. Sanja Smiljic joined the company on 1<sup>st</sup> September, 2016. She used to work for Hörmann KG VKG in Germany before. Ms. Smiljic will support the company in sales and marketing matters.

**Sanja Smiljic**

Sales and Marketing

Phone +971 4 805 3626

E-Mail [s.smiljic.dxb@hormann.com](mailto:s.smiljic.dxb@hormann.com)

We would like to extend a warm welcome to our newest team members and wish them all the best in their new positions!

## Hörmann MEA - Trainings

### Training in Germany and Netherlands

In order to improve the product knowledge Hörmann MEA takes every opportunity to train its team members and partners. Every year we organize industrial trainings at Hörmann factories in Germany and Netherlands.

More than 20 participants from Middle East and Africa recently came back home from the last training which lasted one week, 21<sup>st</sup>-28<sup>th</sup> August 2016. They visited factories and participated in trainings for following products:

- High Speed Doors - Lüdenscheid (Germany)
- Loading Technology - Alkmaar (Netherlands)
- Operators - Brockhagen (Germany)
- Rolling Shutters - Dissen (Germany)
- Sectional Doors - Brockhagen (Germany)



Hörmann Factory in Alkmaar, Netherlands, August 2016

## Hörmann MEA - Latest Projects in Automotive Industry

### Automotive Projects

Hörmann MEA has successfully completed many prestigious projects, both residential and industrial.

There are 2 recent projects in the automotive industry, which are worth mentioning:

- supplying and installing doors for the new showroom of Lamborghini in Dubai, UAE
- supplying and installing doors for the new showroom Porsche in Tehran, Iran



Lamborghini Showroom, Dubai, UAE

In April, 2016 Lamborghini opened its new showroom in Dubai, which is considered as the biggest one in the world.

Hörmann MEA was a part of this project – we have delivered and installed Hörmann industrial sectional doors ALR F42.

Hörmann MEA is very active in Iran as well.

One of the biggest projects in the automotive industry of Iran which we have been working on is the showroom of Porsche in Tehran.

We have supported the Porsche Center in Iran by supplying and installing following doors:

- Industrial Sectional Doors,
- Industrial Rolling Shutters,
- Industrial High Speed Doors.



Porsche Showroom, Tehran, Iran