

# Endress+Hauser strengthens presence in the Middle East

New support structures ensure customer centricity and open growth opportunities

**Endress+Hauser is strengthening the Group's presence on the Arabian Peninsula with the establishment of Endress+Hauser Middle East. The new organization, headquartered in Dubai, will lead and support all regional solutions, sales and service activities, including Endress+Hauser sales centers and sales representatives in the Middle East region.**

Endress+Hauser Middle East will complement and optimize the existing sales and service structures. The reorganization is designed to ensure the Group's sustainable success in the region. Streamlined operations will allow the creation of greater value for customers and free up capacity to develop better customer relationships. The underlying guiding principles of openness, transparency, cooperation, customer centricity and innovation are reflected in the company's modern offices in Motor City.

## **New regional leadership**

Effective 1 July 2020, Tariq Bakeer assumed overall responsibility for the region as Regional Managing Director of Endress+Hauser Middle East. He has been with Endress+Hauser for 14 years in various roles and looks back on a highly accomplished career. Tariq Bakeer will be supported by a regional management team committed to effectively implementing the new structures and processes.

## **Stronger customer focus**

"We have realigned and simplified our regional organization to achieve better market focus and execution. The well-established set-up in the Middle East has been amended to increase customer proximity, ensure ongoing high quality of sales and service operations, expand all customer-focused activities and create a lean and future-oriented business," Tariq Bakeer stated.



**EH\_middle\_east\_1.jpg**

By leading and supporting all regional activities with Endress+Hauser Middle East, Endress+Hauser will strengthen the Group's presence in the region.



**EH\_middle\_east\_2.jpg**

The new offices underlying guiding principles of openness, transparency, cooperation, customer centricity and innovation.



**EH\_middle\_east\_3.jpg**

Tariq Bakeer, Regional Managing Director of Endress+Hauser Middle East.

### **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement and automation technology for process and laboratory applications. The family company, headquartered in Reinach, Switzerland, achieved net sales of over 2.6 billion euros in 2019 with a total workforce of 14,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Own sales companies in 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

Endress+Hauser was founded in 1953 by Georg H Endress and Ludwig Hauser. Ever since, the company has been pushing ahead with the development and use of innovative technologies, now helping to shape the industry's digital transformation. 8,000 patents and applications protect the Group's intellectual property.

For further information, please visit [www.endress.com/media-center](http://www.endress.com/media-center) or [www.endress.com](http://www.endress.com)

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