

**SDMO® reorganises its Dubai office and opens an office in Cairo**

*A key player in the international energy market and the world's third largest manufacturer of generator sets and power plants, SDMO® is strengthening its presence on all continents with the recent reorganisation of its Dubai office in the United Arab Emirates, and the opening of a new office in Cairo, Egypt.*



Forging ahead with its international growth strategy, SDMO® is expanding its commercial presence in the Middle East from its office in Dubai. By reorganising this strategically located office, SDMO® demonstrates its determination to conquer market share in response to increasing demand in this region.

Laurent Berthouloux, former Regional Director for Europe, has been tasked with heading up the SDMO® office located in the Dubai Media City business district. He is now responsible for the whole of the Middle Eastern region.

This new Dubai office boosts the commercial and service capabilities of SDMO® in this region with an increased stock of standard products and human resources, particularly with the addition of two local employees at the technical assistance department. This new organisation makes it possible to offer responsive support, close-to-the-customer service, and special assistance for rental customers and the extensive network of distributors located throughout the region's countries.

To ensure comprehensive coverage of the region, a new SDMO® office, headed by Ahmed Shouman and directly attached to the Regional Office in Dubai, was opened in Cairo, Egypt, on 5 December 2011.

This reorganisation clearly reflects the French leader's desire to strengthen its position in these markets and expand its international presence.

Created in 1966, SDMO® is now the leader in France and the third largest manufacturer of generator sets in the world. The company designs, manufactures and markets a range of electricity generators and power plants from 1 kW to 200 MW to meet all power needs and to suit all applications. Thanks to the expertise of its engineering department, and to meet more specific requirements, SDMO® Industries is also able to offer tailor-made power plants. It manages every project from start to finish, from plant design through to technical support, while its dynamic service policy ensures the durability of these systems worldwide.

**For additional information, please contact:**

**SDMO® Industries**

Contact : Mr Philippe Forest  
12 bis, rue de la Villeneuve - CS 92848  
F-29228 Brest Cedex 2 - France  
Tel. +33 (0)2 98 41 41 41  
Fax + 33 (0)2 98 41 15 92  
sdmo@sdmo.com  
www.sdmo.com

**Press contact:**

**Agence Schilling Communication**  
11, boulevard du Commandant Charcot  
F-17440 Aytré - France  
Tel. +33 (0)5 46 50 15 15  
Fax +33 (0)5 46 50 15 19  
agence.schilling@n-schilling.com  
www.n-schilling.com