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- **KG Muralidharan**, Managing Director, Middle East Engineering Solutions LLC

KG Muralidharan, Managing Director, Middle East Engineering Solutions LLC, shares more on the company's expectations at the event.

Expectations: As the market is still vibrant, and several projects are in design and execution stage, we hope to meet architects and designers, which will give us an opportunity to exhibit and explain our range of products.

Products: We will be displaying the complete range of dampers, jet fans, in-line box fans, turbine ventilators, valves and commissioning sets, pumps, independent VAV's, jet nozzles, floating floor, acoustic doors, acoustic wall lining, fire rated fabric panels, sound attenuators and acoustic louvers, recessed mounted air curtains. This year, we are launching the Generators, from Jengan; these are ISO 8528 certified generators, manufactured to the highest quality and standards, tested to this tropical climate.

Strategies: We will get an

opportunity to exhibit our range of products and explain the quality of products on use, which will give us a better platform in upcoming projects.

Target buyers: We are open to all the contractors and hope to be introduced to new players at the event.

Compelling factors: Any client or designer who is interested in quality and technology will definitely visit events like this. We want to cater to their requirements and believe this is a better platform to achieve this.

Current market in Oman: Previously, for any special requirement in the field of HVAC, etc, the contractors approached the UAE market, which has now changed. Middle East Engineering and a few other new local players have brought all the recent technology into Oman, which we are sure will help the clients and contractors to enjoy the local support and service, which will ultimately nurture the growth of local talent.

Middle East Engineering Solutions LLC is one of the fast growing technical, trading and contracting company in the field of HVAC; acoustics and vibration; ventilation; air and water flow, control, distribution; LED lighting solutions; electrical power solutions; fire rated metal, acoustic doors and shutters. It is an ISO 9001 certified company for acoustic installations in Oman.

Middle East Engineering has about 18 exclusive agencies for Oman. Most of its products are manufactured in the UK, Europe or the US, which carry successful test certificates, and ensure quality and reliability. Middle East Engineering is one of the few companies that offer design, supply, installation and commissioning, in terms of acoustics and vibration isolation.

"Infra Oman contributes in making us a market leader."

- **Aneel Kumar**, Marketing Manager, Prakash Pump-Middle East

Prakash Pump is devoted to manufacturing a wide variety of submersible motor, pumps, monoblock pumps, clean water pump, sewerage pump, dewatering pump, open well pump, cable, starter, pump controller, winding wire and all accessories related to domestic, industrial and irrigation field.

It continues to expand its activities in the local and international market by innovative ideas, design and advanced engineering methodology, with the help of highly professional engineers, R&D department and its profound team. Through continuous improvement strategy, Prakash Pumps have come up with maximum efficiency pumps for irrigation, which give maximum output and have unique characteristics. With teamwork and intense research on UPVC

pipes, the company has improved its technology, which is completely corrosion-free. **Aneel Kumar, Marketing Manager, Prakash Pump-Middle East**, shares more on the company's plans for Infra Oman.

Expectations: Infra Oman is one of the best exhibitions in Oman, which reflects high customer rate, brand image and the platform to show our presence in the market. Our endeavour and product quality makes us a market leader, and Infra Oman contributes a good role in it.

Products: The products that have high demand in Oman will be stored at the exhibition. Some of these are submersible pump, centrifugal pump, clean water pump, dewatering pump, sewage pump and all of its accessories. The newly launched products this year are solo power pump, sand fighter pump and intelligent pump.



Strategies: A strategy to generate sales from such an event is to get contact details of participants.

Target buyers: UAE locals and the corporate sector.

Compelling factors: Showcasing the presence of our brand in the market, and to always remain available to facilitate the current or new customers.

Current market in Oman: Prakash Pump is contributing in the growth of Oman in areas of energy saving, innovation and with long-lasting products. The industrial market in Oman needs sustainable and long-lasting products, which also meet up with the cost of the buying material.



"We are expanding our portfolio by bringing in best manufacturers."

- **Manimaran**, General Manager, Teejan Equipment LLC

Teejan Equipment LLC is part of the multi-disciplinary Teejan Group of companies operating in the Sultanate of Oman since 1974. Teejan has invested in adequate infrastructure with 2,000 sq m showroom and office, 3,500 sq m of workshop and warehouse, tailor-made ERP software to improve customer experience and satisfaction, team of qualified sales staff and factory trained service team with a fleet of delivery and breakdown vehicles.

Manimaran, General Manager, Teejan Equipment LLC, shares more on the company's plans for Infra Oman.

Expectations: We expect Infra Oman

to bring visitors from Oman, neighbouring GCC countries as well as international visitors. We are looking forward to exhibit and demonstrate our capabilities and product offering to our existing and potential customers.

Products: We will launch Wheel Loader from L&T and also Telehandler (Boom loaders) from Dieci, Italy. We are excited to introduce these equipment for the first time in Oman, backed up by our after-sales service and parts availability. We will display earthmoving machinery, excavation machinery, compaction equipment, concrete batching plants, block making machines, diesel generators, lighting towers, concrete processing machines, among many more.

Strategies: Our sales engineers will be available at the event to cater to customer

needs and will be keen to explain the products and its features and willing to arrange for a demonstration post this event.

Target buyers: These include civil, infrastructure, telecom and electromechanical contractors, facility management companies, logistics and warehousing operators.

Compelling factors: We have received a highly encouraging responses from our clients on our product range and are excited to meet them during this event.

Current market in Oman: We have been able to acquire new key clients and also expand geographically though our Sohar and Salalah branch. The operational experience and business acumen gained in the Sultanate of Oman has provided us the confidence and strength to meet customer needs.

"The show will help us highlight our products and services."

- **Samar Ferzly**, Marketing Manager, Vermeer Middle East FZCO

Vermeer Middle East FZCO is the exclusive dealer for Vermeer Equipment within the Middle East region, covering all the GCC countries. Its products have helped enable the construction, underground, agricultural, and environmental industries since 1948. Vermeer has been serving the Middle East market for over 10 years by supplying quality products equipped with the latest technological advancements.

Samar Ferzly, Marketing Manager, Vermeer Middle East FZCO, shares on the company's expectations from Infra Oman.

Expectations: We expect the show to attract companies from the world of infrastructure and underground industry, and for this, we would like to be there and communicate our services to them. The event is a good opportunity to better penetrate the Omani market and build a stronger linkage with our existing or

potential customers.

Products: We will be promoting our range of products including trenchers, terrain levelers, horizontal directional drilling rigs, auger boring machines, and other NDRC equipment in addition to our environmental equipment, which consists of brush chippers, compost turners, trommel screens, and grinders.

Strategies: We consider the show to be a gateway to reach out to potential customers. Our strategy is to reflect our professional image as a world leader in the field of trenchers, surface miners and horizontal directional drills; highlight the services we provide and the spirit of our team. Further, we will develop a relationship with companies to guide them through the most suitable equipment for their current and future projects.

Target buyers: Infrastructure construction contracting companies; pipeline and cabling companies;



horizontal directional drilling contracting companies; surface mining companies; quarries; and environmental companies for compost and solar energy production.

Compelling factors: We consider this event as an opportunity to get introduced to the market, and projects, as well as to meet new and existing contractors and further develop our portfolio.

Current market in Oman: Currently, Oman is investing in various mega project in the infrastructure sector. Our range of heavy duty equipment such as trenchers and horizontal directional drills suits the market well and will assist the contractors in the proper execution of the projects.