

Signamax targets partners

SIGNAMAX IS preparing to welcome new partners to the company's international network and introduce them to its latest channel programme during GITEK TECHNOLOGY WEEK.

"The Middle East is a very important region for us. We actually prepared a special Signamax channel partner programme for it and we support our customers in this region," says Marketing Manager, Marek Salanda.

Signamax provides unified products for copper and fibre-based network connections, which are designed for increased performance, reliability and easy installation.

The company's enterprise group of products consists of the Signamax Enterprise line of switches and routers. As part of its GITEK display, Signamax will be introducing a new group of products under the Enterprise name that it hopes will appeal to corporates that are looking for robust infrastructure.

Signamax is quick to point out that all of the Enterprise switches with L3 management have the same IOS management and feature internal thermal diagnostics. Visitors to Signamax's stand will be able to sample a host of other products being showcased, such as its new Signamax 065-1166 converters which are designed for all standard optical and metallic interfaces.



NEWS IN BRIEF

Ayeh Noor casts net for new allies

AYEH NOOR General Trading is hoping to walk away from GITEK TECHNOLOGY WEEK with a list of potential leads after declaring its intent to strike new partnerships during the show.

The UAE-based outfit is eager to meet with companies that are interested in its digital technology solutions as it looks to expand its geographic footprint.

"Our company is exhibiting to find new partners in most of the Middle East and North Africa countries," says Ali Akbar Moshari, Executive Manager at the company. "We need to find new distributors from the MENA region which are professionals in test and measurement devices for electronic repairing, industrial design, quality control and medical equipment."

Ayeh Noor will be showcasing its flagship technologies at the event, including its Dino-Lite digital microscope and dedicated Green Clean cleaning kit. Dino-Lite is a brand of Asian manufacturer AnMo Electronics Corporation, which specialises in the design and production of digital microscope and related image products.

Ceel slims down for GITEK 2009

CEEL INTERNATIONAL is bidding to make an impression on Middle East consumers by promoting an array of newly-developed products that include its stylish 19-inch slim LCD TV range.

The Hong Kong-based outfit has a long history in the flat panel display business, specialising in production of LCD screens from its own assembly facility in China. Ceel's LCD TVs range from 15-inch to 52-inch models, but it is the 19-inch unit that the company will be aggressively pushing during GITEK TECHNOLOGY WEEK.

Eddy Xu, Marketing Manager at Ceel International, expects GITEK to provide the company with plenty of leads and he says the vendor is ready to do business. "We can supply customers with SKD parts or complete sets at a competitive price with excellent quality," says Xu. "Our main products are display units, such as LCD TVs, GPS navigation systems, portable DVD players and digital photo frames."

Ceel also hopes its participation at the show will go some way towards increasing its brand profile in what remains a very competitive sector. "GITEK gathers high-class companies from all over the world so we want to take the opportunity to let consumers know about our company," insists Xu.

Informatix steps into the Middle East

EUROPEAN TECHNOLOGY outfit Informatix will be showcasing its range of mobile IT solutions at this year's GITEK TECHNOLOGY WEEK — and hopes the exhibition will allow it to extend its already-wide geographic coverage.

"We are a Hungarian-owned company, but more than 50% of our revenues come from international projects," discloses Peter Hajnal, Business Development Director at the company. "We know that we have a lot of opportunities in the Middle East market so our goal is to introduce our solutions, and find leads and partners," he explains.

Informatix claims its mission is to create mobile and enterprise solutions that enable clients to manage their business with greater efficiency and react to changes more quickly.

It prides itself on delivering up-to-date and customisable solutions and says that it is independent of both software and hardware developers, meaning it can always provide clients with the best possible answers to meet their require-



Peter Hajnal, Informatix.

ments. "Our team consists of young and creative people who have broad experience of IT system design," continues Hajnal. "Thanks to them, we have the latest IT knowledge at our disposal to provide the most effective solutions to our client's questions. We are proud to

announce that we have already managed several regional projects for our many customers based around the world."

The company, which has developed software for devices ranging from mobile phones to PDAs and laptops, will be giving visitors to its stand a glimpse of the technology it has developed.

This includes solutions for mobile marketing, sales force automation, mobile CRM and e-mail synchronisation. It also has offerings for a range of vertical markets.

Hajnal hopes the company's participation at GITEK will open the door to new opportunities in the Middle East and lead to the region becoming a larger part of its global business.

"GITEK is very important because it will be the first step in our Middle East success story," he says. "We know of other Hungarian companies who have had success in this region and we know that the ERP market is very successful. That's why we think our unique mobile solutions could be successful."