

## **AMADA to Establish a Local Subsidiary in the UAE**

Expanding metalworking businesses in the Middle East  
through Direct Sales and Services

AMADA HOLDINGS CO., LTD. (President: Tsutomu ISOBE) will establish AMADA MIDDLE EAST FZCO (tentative name), a local sales and service subsidiary in Dubai, United Arab Emirates (UAE), with the aim of expanding sales and improving services for metalworking machines in the Middle East.

Development of urban infrastructure, such as construction and electric facilities, is progressing rapidly in the UAE and Saudi Arabia in line with the economic policies of their governments aimed at breaking away from dependence on oil revenues. Given these trends, the local metalworking industry is expected to grow.

AMADA previously conducted sales activities in the Middle East through distributors. With market expansion as the backdrop, however, we have decided to establish a local subsidiary in the region based on the judgment that we can achieve further growth by capitalizing on our strengths in processing technologies and solution proposal capabilities.

We will roll out laser cutting machines and press brakes that meet market needs. In addition, we will open a technical center attached to the office building in December and establish a direct sales and service system. We will step up support activities for customers by improving their processing quality and productivity with proposals for processing technologies and networking solutions, which combine our machines with software, and strengthening service activities.

The AMADA Group has identified business expansion in emerging markets as one of the growth strategies of its Mid-term Management Plan. We aim to triple our net sales in the Middle East from the level in fiscal year 2017 by fiscal year 2021, through accelerated market development with the establishment of the local subsidiary.

### **Overview of the new company**

Company:	AMADA MIDDLE EAST FZCO (scheduled)
Location:	Jebel Ali, Dubai, UAE
Description of business:	Sales metalworking machines and maintenance services
Representative:	Taku Onodera, Managing Director
Capital:	AED 5. 0million (UAE dirham; approx. 150 million yen)
Employees:	12
Start of operations:	December 2018 (scheduled)

### **About AMADA Group**

Founded in Japan in 1946, The AMADA HOLDINGS (TSE: 6113) is a global comprehensive manufacturer of metalworking machines. The Group's main businesses include the development, manufacture, sales, leasing, repair, maintenance, checking, and inspection of metalworking machinery and equipment. The group has over 8,000 employees and about 130 bases in 30 countries and approximately 90 companies including its subsidiaries and affiliates. Our results for fiscal year 2017 were net sales of JPY 300.6 billion and net profit of JPY 29.8 billion. The Group's core operations in metalworking machinery center mainly on three businesses focusing on sheet-metal machinery (AMADA), metal cutting and stamping press machinery, structural steel cutting machines and machine tools (AMADA MACHINE TOOLS), and precision welding (AMADA MIYACHI). In addition to its main businesses, the Group also provides total solution services ranging from computer software and peripheral devices for controlling metalworking machines to tooling and maintenance.