

# IBS appointed to distribute Haier products

Haier Group Corporation, the global home appliances brand, has appointed International Business Systems (IBS) as its authorised distributor in Egypt, it was announced yesterday, 9 May 2012. The new partnership enables Haier to offer its extensive home appliance and consumer electronics products to the Egyptian market.

## Haier

IBS is expected to extend Haier's local presence in addition to actively promoting Haier's product lines. As the exclusive distributor, IBS will be responsible for developing an extensive dealer network and channel partnerships. IBS is reportedly one of the foremost distributors in Egypt, representing some of the world's biggest computer and consumer electronics brands.

Hu Jianhua, Haier's sales and marketing director for Africa and Middle East noted, "Haier's new partnership allows us to establish a strong local presence in the Egyptian market, and complements our expansion in the Middle East. We consider the Egyptian market to have tremendous potential and IBS will enable Haier to reach out to new customers as well as support one of the fastest growing consumer markets in the region."

Mamdouh El Baz, CEO, IBS commented, "We're extremely proud to be partnering with the world's number one major home appliances brand. With strategic distribution channels throughout Egypt, IBS is confident our partnership will result in strong brand awareness and sales activity for Haier's products. We look forward to a long and mutually beneficial relationship."

Haier offers Egyptian consumers a range of innovative products including home appliances as well as its complete line of LED and LCD televisions.