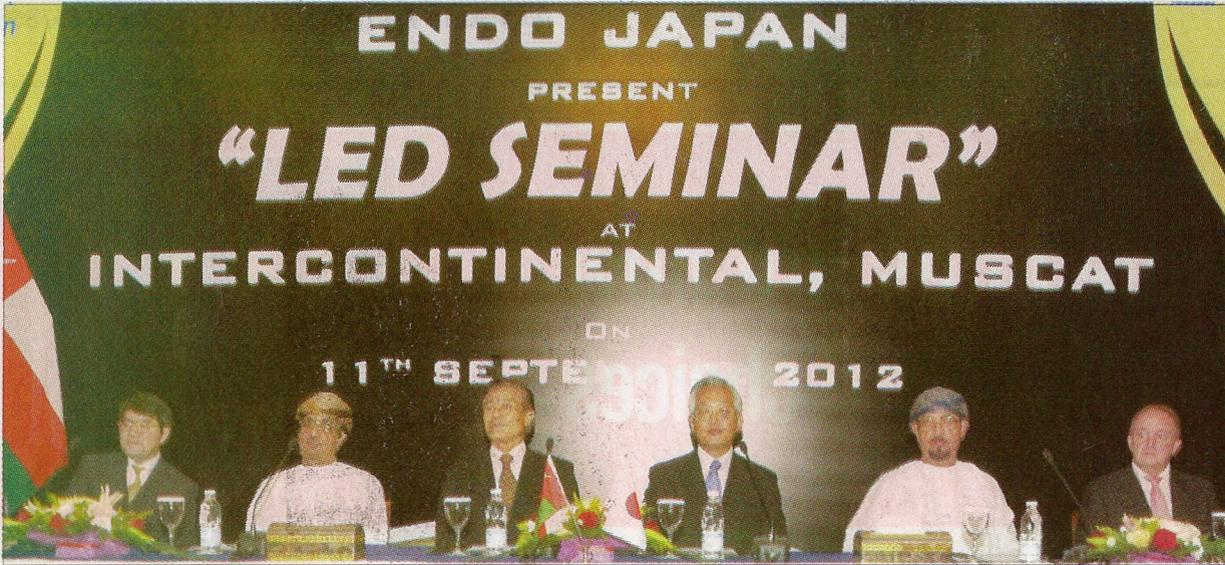


Endo Lighting Japan and Al Hassan Electricals hold LED lighting seminar



By A Staff Reporter

MUSCAT — Endo Corporation, Japan, a pioneer in the LED Lighting Solution for the residential and professional lighting sector, plans to service Oman's high-end market with its latest LED lights, which are 1.5 times brighter than standard modules and uses less energy. This was announced by Endo officials during a LED Seminar event organised jointly with their sole Oman distributor, Al Hassan Electri-

cals Co. LLC (AHE), at the Intercontinental Hotel, Muscat on 11th September.

The event was well attended by high profile lighting designers, architects, interior designers, consultants and representatives of media.

The occasion was graced by Al Hassan Group's top officials led by Hassan bin Ali Salman, Chairman, Maqbool bin Ali Salman, Managing Director, Luc Van Dingenen, CEO-Manufacturing and Trading, Shinchi Yamanaka,

Counsellor and Deputy Head of Mission, Japanese Embassy, Muscat and Ryoso Endo, President and CEO along with Kooji Murakami, GM-Overseas and Kosaku Suima, DGM-Overseas of Endo.

Endo, in his introductory remarks mentioned that "Basically LED is an energy efficient technology resulting in electricity saving and environment protection. And in fact Endo LED products are both eco-friendly and people-friendly." While elaborating the name

ENDO LEDS, he added, "The name LEDS reflects our commitment to developing the full potential of LED light source to the ultimate level, as suggested by the letter 'S', and of course, we are committed to being number one in LED Lighting Fixture industry."

A product display highlighting the difference between conventional lighting and LED lighting was showcased.

In Oman Al Hassan Electricals has successfully introduced Endo and already

supplied and installed Endo light-fittings in a few major projects like Duqm Beach Hotel, Oman Arab Bank Head Office building, Asian Beach Games and Majlis Ash'Shura building.

Hassan bin Ali Salman in his opening remarks mentioned that Al Hassan Lighting and Automation Division which was set up in 2007, has been able to quickly establish itself as a "Total Solutions Provider" in Oman for lighting and automation design and products requirement of customers from projects inception until successful completion.

Maqbool Ali Salman, Managing Director of Al Hassan Electricals remarked that "Between Al Hassan's past, present and future, there is one common factor: Relationship built on trust with all our stakeholders – customers, principals and employees. This is the main brand equity of Al Hassan Group."

He further added, "Al Hassan Electricals has always been in the forefront to bring the best of international and national products to consumers in Oman and acts as a catalyst between the manufacturers and end-customers.