

Japan's Endo signs deal with Al Hassan Electricals

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Endo Lighting Corporation, a leading Japanese lighting solutions provider, is aiming for a foothold in Oman's high-end market by providing its latest energy-efficient LED lighting solutions to projects in the hospitality, tourism and industrial sectors and consumers.

Endo signed an agency agreement with Al Hassan Electricals Company, which is the Japanese firm's sole distributor in the sultanate.

An LED seminar was also jointly organised by Al Hassan Electricals and Endo at the Inter-Continental Muscat on Tuesday.

The seminar was attended by Hassan bin Ali Salman, chairman of Al Hassan Group, Maqbool bin Ali Salman, managing direc-



Maqbool bin Ali Salman, managing director of Al Hassan Group, and Ryozo Endo, CEO of Endo Lighting, signing the agency agreement

tor of Al Hassan Group, Shinchi Yamanaka, counsel and deputy head of mission at Japanese Embassy, and Ryozo Endo, president and CEO of Endo Lighting.

Speaking at the seminar, Ryozo said that the association with Al Hassan will help Endo tap

major projects and strengthen its market position in the sultanate.

He said, "We have executed highly prestigious projects worldwide. We consider Oman to be a very important market, which has seen rapid development. We are proud of our asso-

ciation with Al Hassan Electricals which has generated a tremendous goodwill in the market with their existing operations."

"LED is an energy efficient technology resulting in electricity saving and environment protection. We are committed to being No 1 in the LED lighting fixture industry in the world. Al Hassan has already successfully introduced Endo and supplied the company's light fittings to major projects like Duqm Beach Hotel, Oman Arab Bank head office, Asian Beach Games and Al Majlis Shura building," Ryozo added.

Luc Van Dingenen, CEO of manufacturing and trading, Al Hassan Group, said that LED is one of the major innovations in lighting and Al Hassan is committed to drive LED applications to consumers as well as professional users.