



Company News

## **BEUMER Group has a new partner, V-LINE in Saudi Arabia**

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*Beckum, Germany -*

The BEUMER Group now has a new partner, V-LINE, which will support it in projects in Saudi Arabia and help to give customers better local service. The system provider BEUMER is continuing to expand its activities and customer support in Saudi Arabia, with a focus on the cement, building material and petrochemical industries as well as minerals and mining.



At the signing of the contract (left to right): Bilal Jabboul, Area Sales Manager Conveying & Loading Systems BEUMER Group, Andre Tissen, Sales Director EMEA BEUMER Group, Waseem Sheriff, Head of Branch Management V-Line, Taha Iqbal, Product Manager Product Business V-Line, Boris Juchems, Area Sales Manager BEUMER Group, Ziyad

AlDakheel, Product Manager Conveying & Loading Systems V-Line.

BEUMER is strengthening its presence in Saudi Arabia, which has been one of its important markets for years. In the future, it intends to put a stronger focus on sales in the region. Support will be provided by V-LINE EUROPE GmbH and its subsidiary V-Line Middle East, based in Jubail. V-LINE began as a small company in northern Germany in 1979 and now has more than 200 employees worldwide. Based in Sehnde near Hanover, it offers end-to-end supply chains for companies in 20 countries. It has subsidiaries in Saudi Arabia and other countries of the Middle East, plus customer service centers in the Gulf region, USA, Mexico and Brazil. As a specialist in maintenance, repair and operations (MRO), it has increased its know-how for more than four decades, enabling its industrial customers to operate in promising growth markets, minimize risks and cut costs.

The new partner's customer base and expertise are perfectly matched to BEUMER's business areas. V-LINE will support BEUMER in projects in Saudi Arabia. "Our partnership will bring us closer to customers and strengthen our customer service in key industries" says Andre Tissen, Director of Sales of the BEUMER Group. "Through V-LINE Middle East we can offer our customers in Saudi Arabia access to a network of local specialized suppliers, augmenting our range of services."