

PRESS RELEASE

Sales office spun off as LEWA Middle East FZE

LEWA founds subsidiary in Dubai

To strengthen their presence in the Middle East and the Arabic region, Lewa has expanded its existing sales office in Dubai into a legally independent subsidiary. LEWA Middle East FZE is headquartered in the Jebel Ali free trade zone in Dubai. Jim O'Neil was appointed to CEO, having already headed the sales office in Dubai since September, 2010.

"We want to show a stronger presence in the region, which offers us a significant sales potential in the oil and gas sector as well as in the process industry, with a separate company," explains Bernd M. Stütz, CEO of the Lewa Group. To be successful there, after all, you have to be represented on-site with sales and service.

There's an important long-term strategy behind this new subsidiary; in the future, more countries in the Middle East will be represented from the base in Dubai which promise interesting potential, especially in the oil and gas industry: These are 27 countries around the Caspian Sea in the North, through Sudan and Yemen in the South, to Saudi Arabia in the West and Sri Lanka in the East. For the companies in the process industry also in focus – including Aramco, Sabic, Fertil, Gasco, Takreer, Borouge, RasGas – Lewa is initially concentrating on the United Arab Emirates, Qatar, and Saudi Arabia. The longer goal, according to Adolf Grossmann, Head of Oil and Gas Industry Sales, that LEWA Middle East FZE could also tap into the enormous potential of the Indian subcontinent from Dubai.

Jim O'Neil clarifies the background of the company foundation with this statement: "Our top goal is to work as closely with our regional customers as possible. To that end, not just complete technical solutions are important, but also personal availability and regional 24/7 customer service."

Lewa currently primarily handles customers in the upstream and downstream sector of the oil and gas industry – companies like the national oil companies (Adnoc, Aramco, KOC), but also the big internationals (Shell, BP) and service companies (Halliburton, Schlumberger). Especially important are the national and international EPC contractors (McDermott, Petrofac, NPCC, Saipem, etc.) who are responsible as general contractors for the engineering, procurement, and installation of facilities (EPC: Engineering, Procurement and Construction). For example, McDermott recently entrusted Lewa with the delivery of chemical injection skids in the amount of over 10 million Euros for an offshore project in Saudi Arabia.

PRESS RELEASE

All these customers expect as quick a reaction as possible – both to technical requests and any customer service they require. "It is now to the point that suppliers and system builders with a regional presence are clearly preferred by the customers," explains Jim O'Neil. "Customers don't want to accept delays due to different time zones and a work week that falls on different days." In the Middle East, the work week runs from Sunday to Thursday, while the week begins on Monday and ends on Friday in the West.

Lewa's general strategy to provide complete system solutions from design to commissioning ("Creating Fluid Solutions") and not to restrict themselves to the delivery of standard products is also supported by LEWA Middle East FZE, as shown by this example: LEWA experts worked with their customer Petroleum Development Oman (PDO) to prepare specifications for special condensate pumps. These weren't only affected by the difficult questions of corrosion resistance of the materials used and low available NPSH values, but also how reliable maintenance should be organized in the middle of the desert. Jim O'Neil says, "We developed a unique, custom-fit solution for this customer. It has now become a reference at PDO for similar tasks."



Figure 1: (f.l.t.r.)

Aslam Parvez (Regional Mgr. Sales and Business Development Mgr. LEWA Middle East FZE)

Jim O'Neil (Managing Director LEWA Middle East FZE)

Naota Shikano (Managing Director LEWA GmbH)

Adolf Grossmann (General Manager Business Unit Oil & Gas LEWA GmbH)

Sriram Iyer (Sales Director LEWA Middle East FZE)

Noreen Koshy (Spares and Sales Support LEWA Middle East FZE)

Pictures and digital text can be found at: www.lewa.com/press

PRESS RELEASE

Produkte & Leistungen:

- Dosierpumpen
- Prozess-Membranpumpen
- Plungerpumpen
- Tieftemperatur-Tauchmotorpumpen
- Dosier- u. Mischanlagen
- On- & Offshore Anlagen & Systeme
- Odorieranlagen
- Mechatronische Systeme
- Condition Monitoring Systeme
- Weltweiter Service
- Partnerprodukte – Vertrieb für Deutschland:
 - Chemineer Mischtechnologie
 - Pomac Hygienepumpen
 - Viking Zahnradpumpen
 - Wilden Pumpen

Products & Services:

- *Metering pumps*
- *Process diaphragm pumps*
- *Plunger pumps*
- *Cryogenic submerged motor pumps*
- *Metering and mixing systems*
- *On- & offshore skids, systems & packages*
- *Odorizing systems*
- *Mechatronic systems*
- *Condition monitoring systems*
- *Worldwide service*
- *Partner products – sales for Germany*
 - *Chemineer mixing technology*
 - *Pomac hygienic pumps*
 - *Viking gear pumps*
 - *Wilden pumps*

Branchen:

- Öl & Gas
- Chemie & Petrochemie
- Pharma & Biotech
- Kosmetik
- Lebensmittel & Getränke
- Kunststoffe
- Wasch- & Reinigungsmittel
- Energie & Umwelt
- Gasodorierung

Key industries:

- *Oil & Gas*
- *Chemicals & Petrochemicals*
- *Pharma & Biotech*
- *Personal Care*
- *Food & Beverages*
- *Plastics*
- *Cleaning & Detergents*
- *Energy & Environment*
- *Gas Odorization*

Kontakt/Contact

LEWA Marketing

Nicole Kochenburger

Fon +49 7152 14-1490

Fax + 49 7152 14-2490

nicole.kochenburger@lewa.de

Kontakt Agentur/Contact Agency:

markenkrieger e. K.

Corinna Sauer

Fon +49 5451 93686-0

Fax +49 5451 93686-19

lewa@markenkrieger.com

Belege bitte an die folgenden Adressen/Please send voucher copies to:

LEWA GmbH, Nicole Kochenburger, Ulmer Straße 10, 71229 Leonberg, Germany
 markenkrieger e.K., Knappenstraße 15, 49479 Ibbenbüren, Germany