

# news

Press release: Hengst goes to Dubai

December 2016

## Hengst goes to Dubai

### **16th location worldwide: new sales office strengthens presence and customer proximity in the Gulf**

A strong network around the world: on 1 January 2017, Hengst will open its 16th location worldwide in the form of Hengst Middle East FZE. This means that customers in the Gulf will be able to benefit from short routes and an even quicker and more customised service.

In the Gulf, Hengst filter products have been valued for their quality and reliability for many years. This is reason enough to expand the already strong market position with a permanent presence in the region. Hengst Middle East will use the Dubai location to serve the United Arab Emirates, Saudi Arabia, Qatar, Bahrain as well as Oman.

Regional Sales Director Ziad Alali, the manager of the new location, not only boasts many years of industry experience, but also commands extensive knowledge of the regional markets. The previous exporter, Manfred Hommert GmbH, will remain by the team's side in Dubai in a close advisory role.

The new location represents the next step for Hengst in expanding its presence in all major markets. Globally positioned but always close to the customer: it is based on this maxim that the company has built up a dense global service network over the past few years.



Ziad Alali is responsible for the 16th location of the Hengst Group in his role as Regional Sales Director of Hengst Middle East FZE.

*Picture: Hengst*

Hengst Filtration is an international established development partner and OEM supplier in the array of filtration and fluid management to the automotive and engine industry as well as in the fields of industrial filtration applications and in the consumer merchandize sector.

Hengst has more than 3,000 employees worldwide at 16 locations in Germany, Brazil, China, Denmark, India, Poland, Singapore, United Arab Emirates and North America. Hengst is a leading company in the areas of fluid management, crankcase ventilation systems as well as filter systems for oil, fuel, air and cabin air. Furthermore, in the range of the industrial and environmental technology, Hengst develops customized solutions for nearly all engineered filtration applications.

**Employees worldwide:**  
3.000

**Locations worldwide:**  
16 (Germany, Brazil, China, Denmark, India, Poland, Singapore, United Arab Emirates, North America)

**For more information, please see:**  
[www.hengst.com](http://www.hengst.com)

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