



Tyrolean solar thermal expert conquers Arab markets

In order to serve the markets in the Middle East, the Austrian solar thermal manufacturer TiSUN has founded the subsidiary TiSUN GCC FZC in Dubai at the beginning of December 2011.

"The countries on the Arabian Gulf are among the sunniest regions in the world. With nine hours per day, the amount of sunshine is much higher than in any European country. This is one reason why the Middle Eastern countries provide the ideal conditions for the installation of solar thermal systems," explains TiSUN CEO Robin M. Welling of the economics of renewable energies in the Arabian markets.

Since December 2011, TiSUN G.C.C. FZC distributes (plans, installs, designs and services) its solar thermal systems in the United Arab Emirates, Bahrain, Qatar, Oman, Saudi Arabia and Iraq. With the founding of the subsidiary in Dubai the solar thermal expert wants to drive growth in the regions of the Gulf Cooperation Council (GCC) and expand its distribution network. In 2009 TiSUN appointed Mr. Mohammad Saeed Latizfاده to the position of Sales Manager for Middle East. Since 2011, Latizfاده is also partner of TiSUN G.C.C. FZC.

"The Gulf regions are among the largest exporters of fossil fuels. A change in mind-set from fossil to renewable energy is already in evidence. The demand for solar installations in the Middle East is rising and many construction projects in Dubai and Abu Dhabi will be built sustainably. In a few decades a large extent of the energy needed in the Arab countries could be covered by solar energy," comments Robin M. Welling. "We want to become one of the market leaders in Middle East – particularly in the field of large-scale solar plants."

TiSUN has been developing, producing and selling complete systems for the utilisation of solar heating energy for over two decades. The solar systems provide 100% independent, infinitely available, free solar energy for backup heating, water heating, process heat and cooling. Known as Europe's solar heating specialist, TiSUN has an export quota of 83%. The company employs a workforce of 120 at the main location in Tyrol/Austria and 90 sales personnel in Europe. TiSUN products are available in 44 markets in the EU27 and candidate countries, Switzerland, the former CIS states, the USA, MENA and India. All serially produced solar collectors feature multiple certifications. In addition to the Solar Keymark, which is valid across Europe, and the Austria Solar Seal of Quality, quality certifications from five other countries confirm the high standard of the products. The ISO 9001:2000 Quality Management Test Certificate verifies that both product and service quality levels are

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especially high. Since 2010, the company has also been certified under the international environmental management standard ISO 140001.

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