

Company:	Almasa Value Distribution
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Almasa Holdings creates independent organization Almasa Value Distribution

Almasa Holdings, an organization with a successful track record of almost two decades in launching and managing new business ventures across the Middle East, announced that Almasa Value Distribution has become an independent company.



Previously a division within Almasa's IT Distribution, Almasa Value Distribution has evolved into a new organization which delivers trusted solutions and services to resellers keen to address regional networking, communications and security challenges.

'Almasa Holdings recognized that through a combination of market focus, the correct solutions, and strong relationships with vendors and resellers, there is a significant opportunity to be addressed, especially for mid-sized organizations in the Middle East, as well as the wider channel community. Almasa Value Distribution now has the vision, leadership and product mix to address the strategic growth opportunities for both IT solution vendors and the channel sector,' said Mehdi Amjad, President and CEO of Almasa Holdings.

Roger El Tawil, an industry veteran with more than 15 years of regional technology and channel expertise, is providing strategic direction to Almasa Value Division, of which he is now executive director after several months in a consultative role.

Ensuring the needs of both vendors and resellers are met, El Tawil's new role will see him refine the strategy and execution of Almasa Value Distribution's main objectives - providing focus to vendors and partners, as well as aiming to specialize in a solutions portfolio which brings value to the channel and transforms business while reducing cost.

Operating independently, whilst leveraging the infrastructure, experience and support of Almasa IT Distribution and Almasa Holdings, Almasa Value Distribution currently manages the full end-to-end Avaya portfolio of telephony, video, data, and WiFi from large to small enterprises across MEA, as well as networking solutions from HP.

With its holistic approach to people, products, coverage and operational excellence, the new independent company has the ability to move faster and respond to both channel and vendor needs as well as changing market dynamics.

El Tawil confirms, 'Understanding the market dynamic, maneuvering quickly, and building on our existing relationships - as well as establishing new ones - enables Almasa Value Distribution to address the pain points for both channel and vendors, bridging the gaps between them to build joint strategies for growth.'

'Within the next year we plan to further evolve Almasa Value Distribution and introduce additional services in key technologies such as collaboration, security and storage. We're building a dynamic, knowledgeable team which can leverage the entrepreneurial spirit of our parent company to deliver real value and focus to the Middle East's channel community,' added El Tawil.

At this year's Gitex, Almasa Vale Distributor will have a prime locations in Zabeel Hall, Stand ZL-C5 (partnering with Gateprotect) or Stand Z-C10 (partnering with Avaya).

Notes and Media Contacts

About Almasa Value Distribution:

Almasa Value Distribution has evolved from a division into a stand-alone company within Almasa Holdings to create a new organization which delivers trusted solutions and services addressing regional networking, communications and security challenges through strategy, expertise, firsthand market experience, focus and investment. With almost a decade of experience in the Middle East market, Almasa Value Distribution addresses the strategic growth opportunities for IT solution vendors and the channel sector through a dynamic approach, focus and expertise in networking, communications and security. Almasa Value Distributions is a member of Almasa Holding.

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