

SAIF MIDDLE EAST

CHINA FOCUS



Saif enters into an agreement with Chinese manufacturers.
TOP: Saif International Group at the China Refrigeration Exhibition.

AT THE Big 5 show, Dubai-based Saif Middle East, a member of the global group of Saif International will exhibit a selection of its vast range of HVAC (heating, ventilation and air-conditioning) and related electro-mechanical products and services from an array of international manufacturers. The move is in line with the group's participation in international engineering exhibitions such as those in Canada, Saudi, Qatar, Kuwait, Jordan, Abu Dhabi, Iraq and China.

"Almost all Middle Eastern air-conditioning OEMs (original equipment manufacturers) are being serviced by our group's products in their air-conditioning equipment, having confidence in our high-quality products - thanks to their consistent performance," says a company spokesperson. "Many of our products are also considered as value-added features to any manufactured unit. Over the years, various OEMs across the region have found Saif International Group to be the preferred choice for engineering products supply meeting their specific requirements."

Through its extensive experience in the region, Saif International has developed a competence for catering to the specific requirements of its customers, whether they be contractors, traders, OEMs, specialty trade clients, developers or government authorities. Saif International specialises in the supply of high-quality HVAC and related electro-mechanical systems including American brand Loren Cook fans and ventilation systems, Tuttle & Bailey VAV (variable air volume) and terminal air outlet systems, Erie controls, Swiss brand Sauter controls and building management systems (BMS), Sontex

BTU metering systems, and Canadian-brand Enerstat controls, Maska power transmission systems, and Manson thermal and acoustical products, among other renowned international engineering brands.

"In addition to providing customers with the required engineering support, high-quality products and competitive prices, we ensure that we meet delivery time schedules, offer field support and after-sales service systematically. We take care of customer requirements right from the initial inquiry studies and quoting, throughout the approval process with consultants and provide complete support for the installation and commissioning, whenever needed," adds the spokesperson.

Established in 1989 in Toronto, Saif International Group operates from its local offices in Canada, US, Egypt, Iraq, UAE and China. While the group has mainly concentrated on North American and European products, having an office in Beijing has allowed the group to expand its business in China and realise its long-term goal of utilising the vast potential of the Chinese market as a provider of quality products at reasonable costs.

"To ensure the highest quality, it implements a set of procedures that starts with screening pre-selected Chinese manufacturers' current production capabilities, potential, experience, research and development, strength, plans and work policy. It then works together with well selected manufacturing groups to target potential products and market segments, ensuring and carrying out local and overseas

testing and certifications such as those of UL, ETL, ITS and AMCA as applicable for having these products exported to the target markets across the globe," the spokesperson says. "We know this is a long and costly process, but it is the only way for our group to add new products in our programme to meet our quality and customers' satisfaction assurance standards, to boost our already wide range of high standard products and services."

"We realize the sensitivity of adding Chinese products to our well-established brands from the US, Canada and Europe, aware that the general perception in the Middle East is that Chinese products are of low quality and price. Though it is true that China has only relatively recently focused on manufacturing high-quality products, it has surprised the markets in the West by its rapid yet well-planned growth in quality and quantity, balanced with reasonable pricing," adds the spokesperson.

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"In the Middle East, however, although Chinese industrial products are used, they are usually considered to be at the low end of the line in terms of quality and command the lowest prices due to lack of guarantee on durability. We look at this as relatively fair labeling. This, however, is not because of the lack of expertise in Chinese factories, but mainly due to most of the Middle East importers who are used to demanding the lowest price for any quality of products and the fact that Chinese manufacturers offer many types of product - some for the quality-conscious North American and European markets and others for the price-conscious markets."

"We are, however, currently looking at participating in changing that perception and believe in the Chinese industry's capability to provide equal or better products than what is produced in other markets. We are focusing and will keep on working together with selected Chinese manufacturers to manufacture and add selected products which will carry our company's trademark of excellent after-sales and guarantee services and according to our commitments to all customers and our group policy," he concludes.

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