

Siemens opens e-business in Mideast to meet growing demand for industrial technology

- **Siemens Industry Mall features information on 135,000 products and systems as well as their configurations to meet growing industrial needs**
- **Sophisticated ordering tools to ease order management**
- **FAQs, application examples and a technical forum to help customers**
- **New portal to serve industrial customers in UAE, Qatar, Oman, Bahrain**

Siemens, the global powerhouse in electronics and electrical engineering operating in the energy, infrastructure, industry and healthcare sectors, has launched an e-business in the Middle East to provide electronic features and functions around automation and drive systems to regional customers, with an initial focus on the United Arab Emirates, Qatar, Oman and Bahrain. The Industry Mall offers in excess of 135,000 products and systems in the areas of automation and drive technology, with more than 30 million variations. In combination with the Siemens Industry Online Support, a vast number of additional technical-oriented features are available.

The gateway, which has been successfully implemented across Europe and Asia, makes the information gathering and ordering process more transparent, efficient and cost effective. Customers can check product technical specifications, prices, their availability and the date of delivery online. To support the selection and application of products and systems, application examples, FAQs and a technical forum are available. Customers can also track their orders and view configuration options on the website to customize products according to their needs.

Siemens Industry in the Middle East works with a large group of companies, including in the fields of oil and gas, pharmaceuticals, food and beverage, electric and electronic panel building, and steel manufacturing.

“The Industry Mall is an important milestone for Siemens in the Middle East,” said Bernhard Niessing, CEO of Siemens Industry in the Middle East. “This platform will enable our customers to meet their needs in a faster and more convenient manner, especially to accommodate for the different fast-growing industries in the region.”

Siemens has established itself as a world leader in automation technology products, engineered and manufactured for all industrial sectors. The products increase efficiency in configuration, integration, commissioning and production, and offer energy savings to meet worldwide service concepts. The company’s Integrated Drive Systems ensure maximum productivity, energy efficiency and reliability.

“The Siemens Industry Mall is a very useful tool. By using this new platform, it is now easier to identify the minimum order quantity that needs to be placed at any given time, to track the status of the orders and identify availability dates for a particular material. All in all, it is more transparent and saves time,” said Jojy Varghese, Commercial Executive, Commercial at Scientech, a leading provider of electrical and electronic solutions in the United Arab Emirates and a customer of Siemens Industry.

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About Siemens:

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world's largest provider of environmental technologies. Around 40 percent of its total revenue stems from green products and solutions. In fiscal 2012, which ended on September 30, 2012, revenue from continuing operations totaled €78.3 billion and income from continuing operations €5.2 billion. At the end of September 2012, Siemens had around 370,000 employees worldwide on the basis of continuing operations.

Further information is available on the Internet at: <http://www.siemens.com>