

ROE Visual Expands Focus on MEA Market

Announcing New Regional Sales Staff

Shenzhen, China (October 2022) – The ROE Visual team is pleased to announce the appointment of Khalid Sweidan as Vice President of Sales in the Middle East and Africa. True to its philosophy of offering local support, the expansion of its sales staff with a regional-based and native Arab-speaking sales executive, ROE Visual, taps into the growing opportunities in this MEA region.

The growing market in the Middle East and Africa has made it necessary for ROE Visual to expand its efforts in the region. The subsidiary ROE Visual MEA sales office will offer regional support and service, enhancing ROE's growth opportunities, service, and customer satisfaction.

Khalid brings more than 20 years of sales leadership experience in the MEA region with several multinationals like Sony, Barco, and FOR-A. He has developed and executed regional business plans for the channel partners and worked closely with the region's top-end users and broadcasters to enhance the presence at C-level Executives.

Entering into the new workplace as Vice President of Sales in the Middle East and Africa regions, Khalid will start his journey based in Dubai and will have the primary focus on overseeing revenue growth in the MEA countries. Industry and peer-recognized, Khalid is a seasoned professional with practical experience and solid background in a diverse range of business management applications, including market analysis, sales, marketing, and quality assurance, high caliber presentations, negotiation and closing skills.

"For nearly two decades, ROE Visual has been at the forefront in innovating and developing visual solutions that have exceeded the expectations of the world's most demanding customers. With the massive growth in high-end video display solutions in the Middle East, now is the right time to have a formal presence in the region to be close to our customers and to be able to cater to their service requirements. I feel very excited to be a part of the ROE organization, which is fully committed to growing and capturing business in the MEA region," said Khalid.

"We are thrilled to welcome Khalid to the team. ROE Visual considers top-notch service and customer support integral to a sustainable development plan. We look forward to building solid and long-term partnerships with our MEA-based customers, and we're

confident that Khalid will be a vital part of this process," states Grace Kuo, Sales Director at ROE Visual.

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