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LG ENTERS NEW STRATEGIC PARTNERSHIP WITH TADMUR

TRADING TO REVOLUTIONIZE QATAR'S HVAC LANDSCAPE



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Doha, Jan. 18, 2025 – LG Electronics, a global leader in technology, has recently announced a groundbreaking collaboration with Tadmur Trading, a prominent player in Qatar’s construction and infrastructure sector. This alliance aims to elevate the standard of HVAC solutions in Qatar, combining LG’s cutting-edge technology with Tadmur’s local expertise to deliver sustainable, energy-efficient innovations.

The launch event, held at Corniche Hall at The NED in Doha, brought together senior executives from both LG and Tadmur, as well as media representatives. The occasion featured Michael Park, VP of LG ES Division Middle East and Africa, and Omar Halawa, General Manager of Tadmur Trading, who formalized their collaboration with a ceremonial agreement signing. This union marks a significant step forward in providing innovative HVAC solutions tailored to Qatar’s

dynamic environment.

Michael Park, VP of LG ES (Eco Solution Division) Middle East and Africa, expressed his enthusiasm, stating: “At LG Electronics, we are thrilled to work with Tadmur Trading to bring our state-of-the-art HVAC systems to the Qatari market. With our expertise in eco-friendly and digitally advanced technologies and Tadmur’s trusted market presence, we are ready to set a new benchmark for high-performance HVAC solutions in the region. This collaboration underscores our commitment to sustainability and customer-focused innovation, ensuring exceptional support and service for our clients.”

Omar Halawa, General Manager of Tadmur Trading, remarked:

“Joining hands with a globally recognized brand like LG marks a milestone for Tadmur Trading. We are excited to bring LG’s extensive HVAC portfolio to Qatar while highlighting their commitment to energy-efficient, environmentally conscious solutions. Together, we aim to address the growing demand for innovative and sustainable technologies in the region.”

The event featured a compelling opening address by Ahmad Abed, Regional Sales Director for LG Electronics Gulf CAC business, whose speech underscored the transformative potential of this partnership. He emphasized the alignment with Qatar’s vision for sustainability, remarking:

“This partnership represents a shared commitment to excellence, innovation, customer satisfaction and environmental responsibility. Together, we aim to drive meaningful progress in Qatar’s HVAC industry and beyond.”