



## Press information

### **Leica Camera AG further expands its presence in the growing market of the Middle East and establishes the regional subsidiary Leica Camera Middle East**

**Wetzlar / Dubai, 29 June 2021.** Leica Camera AG is opening another chapter in its global growth and expansion strategy. With the establishment of the country organization Leica Camera Middle East, the company is now expanding its business in the strategically important market of the Near and Middle East, thus strengthening its presence in the entire Arab region.

Since the beginning of 2015 Leica Camera AG has been represented in the United Arab Emirates by the exclusive distributor Perpetual Exposure General Trading LLC. This was followed in 2018 by the opening of a Leica Store in the Dubai Mall, one of the largest shopping centers in the world. The store presents the current Leica product portfolio from the camera and sports optics range as well as Leica accessories, and also houses a gallery in which changing high-profile exhibitions by Leica photographers are shown.

The joint venture between the highly successful partner Perpetual Exposure and Leica Camera Middle East, based in Dubai, expands the business territory to include additional regions such as Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar and Saudi Arabia. Leica Camera Middle East will be managed by Asaad Abboud, who, as owner and managing director of Perpetual Exposure, is already responsible for the successful establishment of Leica products in the United Arab Emirates.

"The expansion in the Near and Middle East is a further and consistent step in our global growth strategy. With the establishment of our national subsidiary in Dubai, we are sending an important signal and are convinced that our products 'made in Germany', manufactured

with craftsmanship and precision workmanship, meet the consumer demand for high-end traditional brands and uncompromising quality that is growing strongly in this region," says Matthias Harsch, CEO of Leica Camera AG. "I am all the more pleased that with Asaad Abboud we have been able to win a very experienced partner for this challenging task in order to jointly open up new markets."

"I am extremely glad to have received Leica Camera AG's confidence to fulfill this exciting mission. Being entrusted a legendary brand, highly appreciated for its values of exceptional quality and excellence is an honor. I am therefore confident that with this new Joint venture & the establishment of the Middle East subsidiary, we will accelerate growth, create new business opportunities and deliver an enhanced customer experience for passionate photographers and collectors alike. Our office will be housed in the Dubai Design District, a hub of inspiration and innovation having a common pioneering spirit of promoting creatives, talents and artists around the region" says Asaad Abboud, Managing Director & Partner of Perpetual Exposure, who will spearhead Leica Camera Middle East subsidiary.

Since its beginnings, the Leica brand has stood for excellent quality in the manufacture of cameras, lenses and sport optics products, iconic product design and the finest arts of German precision engineering. Leica products are perfectly crafted masterpieces – compact, ergonomically-designed and practice-oriented tools for analogue and digital photography. With their intuitive handling concepts, Leica camera systems guarantee best imaging results, enormous creative freedom and enduring value, while maintaining a tight focus on the corporate philosophy of 'focusing on the essential' – Das Wesentliche.

**Note for journalists:**

Download images: <https://extranet.leica-camera.com/s/iPi79TW4XEmnr3B>