

**WEICON GmbH & Co. KG**

## **20 years in Dubai**

### **Weicon branch celebrates anniversary**

On 1 March 2005, Weicon, the Münster-based manufacturer of adhesives and sealants, established its first international branch in Dubai on the Persian Gulf. This past weekend, the branch celebrated its twentieth anniversary.

Weicon Middle East LLC is managed by Thorsten Lutz, a native of Hamburg, who worked for Weicon in Northern Germany for many years before moving to Dubai. Lutz and his team are responsible for the sales of chemical products and the technical support of customers across the entire Gulf region.

The team at the branch now includes 25 employees. They support customers not only in the United Arab Emirates but also in other countries in the Middle East, as well as in India and East Africa.

### **Continuous growth**

Thorsten Lutz looks back on his beginnings in the Gulf region: “Back in 2005, when we started, we had 15 business contacts in the United Arab Emirates, one in Qatar and one in Saudi Arabia. Even twenty years later, we still work with these contacts. Here in Dubai, we focus on continuity, just as Weicon does in Münster.”

The local Weicon team now supports more than 1,000 customers throughout the region. The technical expertise, flexibility, very short

delivery times and reliability of the company from Münster are highly valued in the United Arab Emirates.

Ralph Weidling, managing partner of Weicon, travelled to Dubai for the anniversary celebrations. “Our branch has developed extremely well since 2005. We are happy and proud to have such a great and strong team here in the Gulf region. This means that we are excellently positioned for the future. Dubai is and remains a booming location with enormous economic potential. The neighbouring countries and East Africa are also very interesting in economic terms. The industry is growing at a rapid pace there, and it is essential for us to have a local branch in order to be part of this development.”

## **Dubai is booming**

In 2005, around 1.2 million people lived in the emirate. Twenty years later, this figure has more than tripled to 3.7 million people.

In Dubai, a new record is always being set: the tallest building in the world, the largest shopping mall, the biggest water fountains and the largest artificial islands on the planet – all of this and much more can be found in Dubai.

The emirate also has ambitious goals for the future. Dubai aims to double its economic strength within the next ten years.

Thorsten Lutz and his team are ready to be part of this exciting development.

426 words

52 rows

2.518 signs (incl. blanks)

## **Further information:**

[www.weicon.com](http://www.weicon.com)

## **Company profile:**

Since 1947, WEICON GmbH & Co. KG has been manufacturing special products for the industrial sector. The company's product range includes special adhesives and sealants, technical sprays as well as high-performance assembly pastes and lubricants for all areas of industry – from production, repair and maintenance to servicing.

WEICON is also active in the development and distribution of stripping tools.

The company's headquarters are located in Münster, Westphalia.

WEICON has branch offices in Dubai, Canada, Turkey, Romania, South Africa, Singapore, the Czech Republic, Spain, Italy, Colombia and Australia and is represented by partners in more than 120 countries all over the world.

## **Press contact:**

WEICON GmbH & Co. KG

Thorsten Krimphove M.A.

Public Relations

Königsberger Str. 255

48157 Münster

Tel.: +49 251 93 22 294

Mobile: +49 151 121 06 06 7

Email: [t.krimphove@weicon.de](mailto:t.krimphove@weicon.de)

Internet: [www.weicon.com](http://www.weicon.com)

Blog: [blog.weicon.de](http://blog.weicon.de)

Social Media:

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