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Robe Launches New French Subsidiary

Czech Republic based lighting manufacturer Robe Lighting s.r.o. announces the launch of a new wholly-owned subsidiary, Robe Lighting France S.A.S, which will be headquartered in Paris.

Robe Lighting France S.A.S. will be headed up by two senior managers. Managing Director Bruno Garros, a familiar face in the world of the French professional entertainment lighting market takes the helm of the French operation alongside Elie Battah, who as Business Development Manager for France, will spearhead the parent company's business plan.

The new subsidiary is part of Robe Lighting s.r.o.'s planned medium-term expansion strategy, and follows robust trading worldwide in recent years.

Robe Lighting France joins four other highly successful fully Robe-owned operations worldwide - in the UK, USA, UAE and Singapore.

Also responsible for Robe Lighting France will be Ingo Dombrowski, Key Account Manager Europe who has already been active in the territory for several years, and International Sales Director Harry von den Stemmen, co-ordinator of Robe's global sales operations.

Says Harry von den Stemmen, "We are delighted to have someone of Bruno's calibre onboard. He is a great communicator with extensive knowledge and experience in the world of moving lights. With a dedicated sales and support operation now fully focused on France, we look forward to growing our business and visibility in this key European market."

Bruno Garros states, "I am extremely excited to be joining Robe. The brand's success in recent years has been truly impressive together with Robe's reputation for innovation and zeal for the future. I see great potential for success in this proactive, client-centric business model and look forward to being part of the team".

Josef Valchar, CEO / Managing Director of Robe Lighting s.r.o. comments, "We welcome Bruno to the Robe Family and look forward to a long and successful working relationship based on a combination of personality and reputation, plus a full range of highly versatile, quality, next-generation products suitable for the large and dynamic range of entertainment industry sectors in France".

Elie Battah adds, "Following the continued success of Robe Middle East, I am excited to be starting another new challenge in France, and very happy that Bruno and I will be collaborating to run the company. We have a great synergy. While he is well-known in the French market, familiar with many customers and offering numerous contacts, I have extensive knowledge the products and Robe's operational structure. As a team - and as part of the wider Robe Family - Robe Lighting France S.A.S can look forward to a highly positive and successful future".

Robe Lighting France S.A.S. will be officially inaugurated with an Open House event in the near future at the new premises: ZI Paris Nord II, Bâtiment Euler, 33, rue des Vanesses, 93420 Villepinte.

Guests can meet the new group of executives in person, together with a number of other incoming Robe Lighting France staff who will be involved in the day-to-day running of the company. They can also look around the cool and conveniently located premises, which will be the hub of operations and business throughout France.

The event will also be the official French launch of the BMFL – Robe’s highly acclaimed new signature moving light. There will be a special presentation of this incredibly bright multi-functional fixture and a chance to see the fixture in action and close-up as well as a set of exclusive Q&As.

The French BMFL launch will continue in the following weeks with a full BMFL Tour showcase that will visit major cities throughout France. Details to be announced ...

