Dubai Representative Office Opens

Rinnai Corporation is a comprehensive manufacturer of heat and energy appliances that supports people's lifestyles. Seeking to strengthen its sales and marketing activities in the Middle East and Africa, the Rinnai Group will open its first representative office the Middle East region, in Dubai.

With significant economic growth and rising populations, the Middle East and Africa are promising markets with solid projected demand for heat and energy appliances. In particular, there are major international events planned for the region, including the International Exposition in Dubai and the FIFA World Cup in Qatar, sparking the construction of many hotels, commercial facilities, and residential units at a fast pace. Through the new office in Dubai, we will focus on offering commercial water heating systems, gas water heaters, and kitchen appliances for such facilities and homes.

Going forward, we will promote mutual collaboration across the Rinnai Global Technology Network, which represents the advancement of four business models under our medium-term business plan, "Evolution and Succession 2017." Our aim is to expand our business operations in the Middle East and Africa, where further growth is expected.

Overview of Dubai Representative Office
Name: Rinnai Corporation Middle East
Address: LOB 21, Office No. 21130, Jebel Ali Free Zone, Dubai,
    United Arab Emirates
Opened: June 20, 2015
Start of operations: October 2015 (plan)
Main business: Sales and marketing activities in the Middle East and Africa

Products for the Middle East and Africa

Commercial water heating systems

Gas water heaters

Built-in hobs (stovetops)

Table-top cookers

Through the three themes—heat and lifestyles, quality, and contributing to local communities—that infuse the Rinnai Spirit since its foundation, we will continue to develop overseas operations matched to local needs.

Note: Information contained herein is relevant at the time of this document's release, and may change without notice.