

Televés Accesses the Syrian Market

Santiago de Compostela, 26th January 2010. Televés has signed an agreement with the company MST, Malla Saban TRD for the distribution of its products in Syria. This way, telecommunications installers in this Middle Eastern country will be able to access the Spanish multinational's catalogue, which includes a complete range of state-of-the-art products and solutions for the reception, measuring and distribution of radio-television signals, and telecommunications services for the home.

The agreement between Televés and MST, Malla Saban TRD was signed in Damascus, in the framework of a seminar which was attended by over 200 people related to the telecommunications sector, as well as the local authorities. In the same event, Televés presented its solutions for MATV, SMATV, fibre optics, IPTV and Broadcast systems.

Syria represents another step forward in the deployment of the company's international strategy. Televés Corporation has production sites in Spain and Portugal, as well as subsidiaries established in France, Germany, United Kingdom, Italy, Poland, United States, China and the Arab Emirates. This structure of strategic bases allows the company to sell its products in over 80 countries.

The experience accrued in markets of south-east Africa and south-west Asia has provided decisive backing for Televés' introduction in Syria, a country with over 19 million inhabitants and a strong rate of demographic and economic growth.

Business Opportunities

The satellite is the dominant television signal distribution technology in Syria. The Government has recently approved a regulation which will make it obligatory to install collective acquisition systems on new buildings and the progressive withdrawal of individual equipment that is already installed. Another important business opportunity will be determined by the upcoming broadcast of digital terrestrial television (TDT) in the country.

The agreement signed with MST, Malla Saban TRD, a company with wide experience in the electrical sector and extensive presence in new constructions, places Televés in a privileged position to make the most of the opportunities in the Syrian market.

The entry in the Syrian market marks another step forward in Televes Corporation's international expansion policy, with the objective of continuing to increase its international sales to establish them at 50% of the total turnover in the mid term.