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## **Major international manufacturers to launch new products and drive innovation at Big 5 PMV**

*Major international manufacturers are expressing confidence in the Middle East construction market and are actively pursuing expansion plans as the industry continues to recover from the economic downturn.*

fibo intercon, a leading Danish supplier to the global concrete industry with more than 70 years experience, said the Middle East region presents many opportunities for manufacturers from Europe looking to expand their operations following the downturn.

- We are focusing a lot of attention on the Arab markets at the moment. We want to strengthen our position in the MENA region, extend our representative network and establish our own sales organisation in the UAE to capitalise on the ongoing opportunities here, said Jens Bollerup, Managing Director and CEO of fibo intercon.

The company, which manufactures and delivers mobile, semi-mobile and stationary concrete batching plants as well as production equipment and complete production systems globally, is participating in the Big 5 PMV, the region's leading exhibition for construction plant, machinery, equipment and vehicles from 22-25 November in Dubai to meet potential business partners and customers from the region.

fibo intercon will also use the event to launch updated versions of their mobile batching plants B1200 and M2200. – The global economic slowdown provided an opportunity for us to be more innovative and “think outside the box”. We look forward to presenting the mobile batching plants at the show, which have been adapted to meet the requirements of the MENA market, said Bollerup.

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