

Great interest in Parans' solutions at Light Middle East in Dubai

On September 23-25, Parans' partner BMTc exhibited at Light Middle East in Dubai, United Arab Emirates. Parans' part in BMTc's stand was well-attended by property owners and corporate representatives who were looking for new innovative technologies.



Watch BMTc's video from the exhibition at Youtube: <https://youtu.be/XZIRRUIM8g0>

Light Middle East has established itself as the region's primary network and sourcing platform for, among other, solutions for indoor lighting. The visitors, included property owners, business representatives and government authorities, expressed great curiosity and interest when Parans' demo system was displayed to them.

-It was a good exhibition with relevant visitors for us, says Johan Lundmark, VP Sales & Business Development at Parans. Many of them actively look for new technology and see the benefits of Parans' solutions, not only from an energy saving perspective, but also the added value it brings from a health and work environment perspective. Understanding of the latter has increased remarkable only in the last year and probably thanks to the work done in Dubai through the relatively newly established Minister of State of Happiness & Wellbeing.

-I'm pleased with the exhibition not only because of the great interest of the visitors but also for our partner's professional work and great focus on Parans' products during the fair, which can be verified by BMTc taking home prizes in the categories of the Creativity Award Winner and Technology Award Winner, says Fredrik Johansson, Senior VP Sales & Marketing at Parans. The exhibition was a great opportunity for us to strengthen our relationship, both with the management and sales teams from all BMTc offices in the UAE. Dubai is currently ranked on the third place globally regarding cities that have the highest number of buildings with LEED certification after London and New York and are in the first place with ongoing projects, with 81 percent of projects focusing on sustainability. (Arabian Business June 2017) It feels incredibly good that Parans is now well positioned in a growing market with the right partner.

For more information, please contact:

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About Parans Solar Lighting AB (publ)

Parans Solar Lighting offers sunlight for indoor environments through an innovative system that captures and leads the rays of the sun. Parans, which developed and patented the technology, turns mainly to property owners, architects and larger employers worldwide. Parans Solar Lighting is quoted on Spotlight Stock Market and has office in Möln dal, Sweden.