

News

Secure Land Communications

Airbus Secure Land Communications Welcomes Selim Bouri as new Head of Asia and Middle East

Boosting existing customer relations and enlarging footprint in both regions

Elancourt, 10 April 2017 – In the course of reinforcing its presence in the Asian and Middle-Eastern radio communications markets, Airbus has appointed Selim Bouri as the new Head of Sales & Program Delivery for the Middle East and Asia-Pacific of Secure Land Communications. He will build on Airbus' previous strong performances in delivering the latest Tetra technology in Asia and the Middle East, targeting new markets and additional regions.

"In the future, we will boost our existing excellent customer relations and clearly explain how they can obtain broadband technology," says Selim Bouri. Offering a hybrid solution with the help of Tetra and the Tactilon Suite product family, Airbus will support Professional Mobile Radio (PMR) network owners in the process of their migration to broadband.

In addition to intensifying existing partnerships, Selim Bouri intends to enlarge the footprints in the fields of public safety networks, transportation, energy and the mining sector. "Our project references in Asia and the Middle East show that we can deliver innovative and customised solutions that outpace competitors," explains Selim Bouri. "The demand for extremely reliable PMR technology is increasing in both regions – and Airbus will be there to discuss the best solutions to protect people and businesses."

Selim Bouri is a top manager experienced in the field of critical communications. Having graduated as an aeronautics engineer from the 'Institut Supérieur de l'Aéronautique et de l'Espace (ISAE)' in Toulouse, France, he started his career in the aerospace industry before moving to the PMR sector. He held top management positions covering Europe, the Middle East, Africa and Asia-Pacific. Before joining Airbus, he held positions at the companies Nortel Networks, Powerwave Technologies and Kapsch.

Selim Bouri is based in Abu Dhabi (UAE) and oversees more than 95 employees in the offices in the United Arab Emirates, the Kingdom of Saudi Arabia, China, Hong Kong and South Korea.

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Airbus

Airbus is a global leader in aeronautics, space and related services. In 2016, it generated revenues of €67 billion and employed a workforce of around 134,000. Airbus offers the most comprehensive range of passenger airliners from 100 to more than 600 seats. Airbus is also a European leader providing tanker, combat, transport and mission aircraft, as well as Europe's number one space enterprise and the world's second largest space business. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide.

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Secure Land Communications (www.securelandcommunications.com)

Secure Land Communications (SLC), a business unit of Airbus, develops, installs and maintains professional and land mobile radio (PMR/LMR) networks based on Tetra, Tetrapol and P25 technologies and offers a wide range of radio solutions and devices for customers worldwide. The portfolio also encompasses mission-critical broadband solutions based on 3GPP standards and emergency response centres (911/112). SLC is a leader in PMR, with more than 280 radio networks in over 74 countries, and the US leader for 911 response centres with the VESTA 911 call handling solution serving more than 60% of the market. SLC employs nearly 1,700 people in 20 countries.

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