

# Chinese lighting giant Yaming names Mena GM

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DUBAI, DUBAI SILICON OASIS, UNITED ARAB EMIRATES, October 11, 2016 /EINPresswire.com/ -- China-based [Shanghai Yaming Lighting](#) Company has appointed Ayhan Siriner as the new general manager for the Middle East and North Africa (Mena) region in line with its regional expansion strategy.

A trusted brand and [pioneer in lighting technology](#) development, Yaming said Siriner will be responsible for managing the sales and marketing team to maximize market share, sales, margin and volumes of Yaming and Feilo Sylvania's Lighting brands (Concorde, Lumiance and Sylvania).

In his new role, Siriner will oversee Yaming's overall marketing strategy, developing profitable business relationships with contractors and specifiers, and increasing offerings to both existing and new clients.



Mr. Ayhan Siriner

He will report to Rashid Al Noori, the chairman, Yaming MEA and CIS regional headquarters in Dubai.

Siriner comes from Philips Lighting, where he served since 2000. His role, which he held for 10 years, saw him responsible for the successful introduction of the Master LED (light emitting diode) lamps category for the professional channel in Europe.

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*Ayhan Siriner*

He also led the professional lighting marketing department in Turkey, where he oversaw several landmark projects in Istanbul, such as the Bosphorus Bridge and built up a local network of specifiers with the Philips Lighting Club.

After this, he joined Osram in Munich and Hong Kong, where he was responsible for its Asia Pacific marketing strategy. And

in a period of three years he had introduced the industrial design thinking for product development, and directed a region-wide category launch campaign of professional luminaires with architect and lighting designers.

In 2014-2015, Siriner worked for Dow Corning and was the [regional marketing leader](#) for the lighting business where in one year he developed the regional growth strategies for silicon solutions, focused on new lighting applications, and increased the innovation in lamps, luminaires and the associated

LED applications for Europe.

Welcoming the appointment, Al Noori said: "Siriner brings valuable know-how to Yaming and Feilo Sylvania and will be an asset to the management team. His knowledge of commerce, lighting and international experience will be invaluable as we look to define more innovative solutions for our clients and grow our presence in the Mena region."

Siriner said he was looking forward to expanding Yaming's business in MEA/CIS countries and globally too, by "leveraging my experience around the world as we look to help clients exploit the changes and endless possibilities in the future of lighting."

Ayhan studied at Rotterdam School of Management / Erasmus University, majoring in strategy management and international business, while minoring in services marketing management and cross cultural consulting. He received a Master's degree in Business Administration

Irene Osegere  
Atlantis Businessmen Service  
+97142829119 ext 603  
email us here

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