

# A gateway to new era of innovation: Dahua Technology unveils cutting-edge experience centre in Dubai

*Leading provider of video-centric smart IoT solutions, Dahua Technology, boosts regional presence with new Dubai office to ring in 'new era' of collaborations*

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At Dahua Innovation Centre we can brainstorm, join forces, and deepen our partnerships. Together, we aspire to step into the future and craft a prosperous tomorrow for Dahua and our valued partners”

*Yacob Bai, CEO, Dahua - MENA*

Dahua [Technology](#) Middle East & North Africa, a leading global tech and security solutions provider, announced the grand opening of their state-of-the-art experience centre in Dubai on Tuesday following a ribbon-cutting ceremony that was attended by Brigadier Mohammad Karam, Head of Dubai Police Traffic Department. This innovative hub, strategically located in the heart of the Middle East, stands as a testament to Dahua's unwavering commitment to unity, growth, and breakthrough technology, according to the privately held company founded in China.

“Dahua's revolutionary experience centre marks a significant upgrade, symbolising the company's dedication

to providing superior products and services tailored specifically for the Middle East and North Africa. In line with Dahua's philosophy of collaboration, this centre aims to foster robust relationships, ensuring shared success with partners and customers in this dynamic new era,” said Yacob Bai, CEO, Dahua - MENA. “We celebrate Dahua [Innovation](#) Centre where we can brainstorm, join forces, and deepen our partnerships. Together, we aspire to step into the future and craft a prosperous tomorrow for both Dahua and our valued partners. We believe in smart growth fueled by unity and collaboration. This 'New Era' is all about working together to achieve remarkable things. Everything is upgrading.”

Equipped with advanced technology and located in Jumeirah Lake Towers, the Dubai experience centre offers an immersive platform for customers and partners alike. It serves as a tangible manifestation of Dahua's continuous innovation, allowing visitors to experience firsthand the value brought by the company's industry-leading solutions across various sectors.

Open to all Dahua customers and partners from this week, the centre provides a unique opportunity to explore Dahua's comprehensive solutions portfolio directly.

"As we inaugurate this inspiring space, Dahua extends a warm invitation to partners, customers, and industry enthusiasts to join in this journey of success and growth. The New Era signifies a commitment to upgrading everything, and Dahua is excited about the prospects of achieving remarkable milestones together," added Bai who heads the regional operations for Dahua that provides solutions in domains as diverse as security, smart parking, traffic management & smart city parking, banking and retail and even smart energy and new electricity systems.



Brigadier Mohammad Karam, head of Dubai Police Traffic Department, and Dr Khamees, chief technology officer of Ayoon, lead the ceremonial ribbon cutting, marking the grand opening of a new chapter in collaboration between law enforcement and technology in

As a company, Dahua also specialises in smart home solutions, advance technology CCTV, smart education and commercial display solutions. Dahua's investment in this cutting-edge facility underlines its dedication to fostering collaboration and innovation within the region. The experience centre will provide a platform for customers, partners, and industry professionals to interact with Dahua's comprehensive suite of solutions firsthand.

About Dahua Technology Middle East & North Africa:

Dahua Technology Middle East & North Africa is a leading provider of [video-centric smart IoT solutions](#). With a mission of "Enabling a Safer Society and Smarter Living," Dahua operates with a focus on innovation, quality, and service. Dahua Technology is committed to creating an open and win-win ecosystem, sharing its success with partners, and providing customers with high-quality and cost-effective products and solutions.

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