



**For Immediate Release**

## **Genetec Appoints Firas Jadalla as Regional Director, Middle East**

Genetec to Host Access Control Seminar in Dubai on May 21st to Further Build Company Awareness in Middle East Region

**DUBAI, May 14th, 2014** - [Genetec™](#), a leading provider of unified IP security solutions today announced that Firas Jadalla has been appointed Regional Director for the Middle East region. In his new position, Mr. Jadalla will be responsible for developing sales strategies in the region that further increase Genetec's reach in the growing Middle East markets, recruiting and hiring new regional sales managers in key countries, and expanding the company's network of certified systems integrators.

"Firas is a 15 year veteran in the Middle East security industry, and his knowledge, technical expertise and industry-wide connections make him a great asset to Genetec and to our growing community of certified systems integrators," commented Ted Ghali, Genetec Vice President of Sales, EMEA.

To further build awareness in the Middle East region, Genetec, together with partners ASSA ABLOY and HID, will host a one-day seminar presenting an in-depth look at trends in Access Control. Scheduled to take place on May 21st at Atlantis, The Palms, in Dubai, the event will offer an overview of the future from the three global market leaders. The free seminar will give attendees an insight into the benefits of combining products from three companies and what it can mean to their organization. The event will close with a visit of the Lost Chambers with underwater views of the ruins of Atlantis. To register please visit:

<http://info.genetec.com/EMEA-Access-Control-Seminars-2014-Dubai.html>

## About Genetec

Genetec develops open-platform software, hardware and cloud-based services for the physical security and public safety industry. Its flagship product, Security Center, unifies IP-based video surveillance, access control and license plate recognition (LPR) into one platform. A global innovator since 1997, Genetec is headquartered in Montreal, Canada, and serves enterprise and government organizations via an integrated network of resellers, integrators and consultants in over 80 countries. Genetec was founded on the principle of innovation and remains at the forefront of emerging technologies that unify physical security systems. For more information about Genetec, visit: [www.genetec.com](http://www.genetec.com)

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