

### **Building and Industrial Market**

The Middle East region has witnessed significant expansion in the construction and energy industries, which have become the primary consumers of industrial and building cables. This surge in demand has been augmented by the government's efforts to develop smart cities, which are expected to enhance energy efficiency, bolster security, and improve user experience. The low current and low voltage market consists of structured cabling, access control systems, fire detection and alarm systems, CCTV and surveillance systems, and audio-visual solutions, among other products and services. Building Management Systems (BMS) and building cables are also critical components of modern building infrastructure, providing essential electrical connectivity and control for a range of applications.

The United Arab Emirates, Saudi Arabia, and Qatar are the most extensive markets for low current and low voltage systems in the Middle East, with considerable investments being made in infrastructure and real estate development. This demand has resulted in the development of advanced low current and low voltage solutions that can enhance energy efficiency, boost security, and improve user experience. In the BMS industry, a few large players like Honeywell, Siemens, and Schneider Electric dominate the Middle East market, while there are also several smaller and local players.

CHH Conex cables are used to transmit low-level electrical signals and power between devices such as audio-visual equipment, security systems, and communication networks. They offer reliable and interference-free performance over longer distances and can be made of copper or fiber optic material, depending on the application. Low voltage cables, on the other hand, distribute power at low voltages, typically less than 1000V, and are used in building wiring systems to provide power to lighting, heating, and air conditioning systems, among other electrical devices like computers and telecommunication equipment.

CHH Conex Cables provide a range of sizes and configurations to suit various applications, including BMS, which are computer-based control systems used to monitor and manage several building systems such as HVAC, lighting, security, and fire alarms. These cables are also used to connect sensors, actuators, and controllers to collect and analyze data from these systems, and make adjustments to optimize performance and energy efficiency, ultimately reducing energy consumption, improving comfort, and ensuring safety.

CHH Conex industrial and Building cables are a type of low voltage cable used in building wiring systems to connect electrical devices to the power supply. These cables are fire-resistant and designed to meet strict safety standards, typically installed in walls, floors, and ceilings. Additionally, the Middle East is a significant market for oil and gas, which requires various low voltage and low current cables for different applications, such as control and instrumentation, thereby expected to contribute to the growth of the low voltage low current cable market in the region.