# Launch of The First Beko Showroom in Saudi Arabia

**Beko announced its plans to expand further into the country in 2017**

Following the opening of its first fully branded showroom in Riyadh, the Kingdom of Saudi Arabia, Beko announced its plans to expand further into the country in 2017. This expansion will be realised by enlarging its product portfolio to cover all home appliances and promoting its smart, energy-efficient, and cutting-edge technology home solutions. The showroom was inaugurated by executives from Al Babtain Trading (ABT) and Beko’s distributor in Saudi Arabia.

Triggered by a high birth rate, an increasing number of expatriates coming into the country and, the effects of a modernizing society that needs to focus on sustainability due to diminishing energy resources, budgetary and time restraints, have all been factors pushing growth. These factors have provided an opportunity for our energy-efficient products to enter the market.

Beko has also echoed plans to expand further into the Gulf Cooperation Council (GCC) countries in 2017 and 2018, to become one of the top three brands in the region.