

Brazil's Power Generator Company Already in 53 Countries

Contributed by Cláudia Abreu
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The Leon Heimer group, from the northeastern Brazilian state of Pernambuco, a producer of electric energy generators, plans to export 30% more up to the end of this year.

The company, which had revenues of US\$ 31.6 million in 2004, already ships products to over 50 countries, among them Kuwait, Saudi Arabia and Yemen.

The main products sold to the Middle East are diesel engines used for the production of electric energy.

According to the marketing manager of Heimer, Isabella Vieira, despite sales to the Arab countries still being small, the company considers the market one with great potential.

"There is great need for electric energy generated from diesel in the region. We are working so as to supply the demand well," he explained. The company started selling to the Arabs in 2000.

Among the Arab importers are public companies, hospitals and industries. "Sales are made by Internet, telephone and through local distributors. Various clients have visited the company in Brazil so as to inspect their orders," explained the manager.

Leon Heimer, established in 1940, is currently one of the most important mechanical, electric and electronic development nuclei in South America.

"Apart from electric energy generators, we also produce welding machinery, pumps, engines, electric switchboards, illumination towers and alternators," stated Isabella.

Installed in an industrial park with an area of 65,000 square meters in the state of Pernambuco, the company generates around 700 direct jobs, and has nine branches and representatives throughout Brazil, apart from distributors in 52 countries.

Leading Technology

Diesel engines produced by Heimer are recognized for their high technological level. All the lines of generators have low level sound and gas emissions. The equipment may be diesel or natural gas powered.

Heimer generators are used for various applications: information technology, telecommunications, TV, radio, transport, navigation, industry, rural production, construction sites, buildings, stores, hospitals and sound trucks. The company also offers free technical services, for the period of one year.

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