

Sidel opens new office in Kazakhstan expands presence in Central Asia

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Sidel, a leading provider of equipment, services and complete line solutions for packaging liquids, foods, and home, and personal care products, established a new office in Almaty, Kazakhstan. The strategic decision aims to bring Sidel's expertise closer to its customers and best support its growth in the region.

Sidel has been serving the Central Asia and Caucasus (CCA) region for more than 10 years. The region is a significant market with Kazakhstan, Uzbekistan, Azerbaijan, Tajikistan, Turkmenistan, Kyrgyzstan, Georgia, and Armenia exhibiting growing GDP and disposable income levels.

Building upon the strong relationships Sidel has already developed with fast-moving consumer goods producers in CCA, the company will continue to significantly invest in this region, providing its high-standard solutions and services while supporting the local market needs.

“Being closer to our customers will enable us to better understand the evolving market and consumer trends, helping to provide even more tailor-made solutions to local businesses and support our customers’ growth as the region continues to develop,” comments Marina De Barros, EVP Customer Management ECA at Sidel.

The new office will give producers direct access to Sidel's regional expertise, including local project management, advanced engineering solutions and on-the-ground support services that understand and respond to local market nuances.