



Case Study

AMCA Association Management in ME



Client Name: Air Movement and Control Association

Mandate: Establishing AMCA Brand in the Middle East;
Advocating for AMCA members;
Managing AMCA events.

The Challenges

Peculiarities unique to GCC market and each country of the region;
Reaching the right institutions;
Multiple languages.

The Solutions

Knowledge of local market nuances while incorporating AMCA's global strategy;
Attaining the sustainable expansion of organization and its Certified Ratings Program in the Middle East region.

Achievements:

- CIMGlobal ensures a steady and rapid growth of AMCA International in the Middle East Region.
- Significant numbers of local manufacturing companies are joining AMCA's efforts to "advance the health, growth, and integrity of the air-movement-and-control industry consistent with the interests of the public.
- CIMGlobal guarantees the implementation AMCA's mission, to sustain the abundant growth and to resourcefully implement the certification program.
- CIMGlobal enables that AMCA's 100 years of engineering excellence reach the right people who are existing or future members through its membership resources and programs which are tailored for local engineers, architects, contractors, and government agencies.

The Middle East is a New Leader in Emerging Markets. ME countries acts fast to diversify their economies and is supported strongly by a robust domestic demand. To meet the vision 2030, it requires to acquire world-class knowledge and experience; educate its population.

Achieved

100 %

Increase in adoption of AMCA International standard