



# PROCOM

middle east

## COMPANY PROFILE 2025

### Distribution of Entertainment Technology

- Audio
- Video
- Lighting
- Rigging
- Lighting Control
- Stage effects
- Signal Distribution
- Power Distribution

DUBAI, UAE  
[WWW.PROCOM-ME.COM](http://WWW.PROCOM-ME.COM)



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**PROCOM**  
middle east

Live Demo Room  
Procom Head Office  
Dubai, UAE





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VISIO TEK

VISIO TEK

Warehouse  
Procom Head Office  
Dubai, UAE



# ABOUT US

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Procom Middle East is a professional audio, lighting, video, rigging, stage effects and stage technology equipment distributor.

Procom was founded in 2009 in Dubai with the vision to be the premier entertainment technology distribution company in the Middle East.

Founded as an entertainment technology one-stop-stop for the events industry and venues, Procom has since expanded its portfolio of exclusive brands and of product support services with its 100+ team members and extensive reseller network.

Procom supports its portfolio with an array of added-value services that include:

- Product representation across the Middle East region with account and product managers
- Stock keeping, warehousing, logistics, and door-to-door shipment across the region, including through e-commerce
- Maintenance and repair services in its best-in-class service center in Dubai
- Technical support services including on-site support
- An end-to-end project support services department that works hand in hand with integrators on their projects from design to commissioning
- A permanent training center on the products and brands represented as well as for related disciplines

Procom operates from its head office in Dubai from a facility of over 10,000sqm of warehousing, service center, sales and corporate offices and a state-of-the-art showroom, live demo area and a training center.





# OUR CATALOGUE

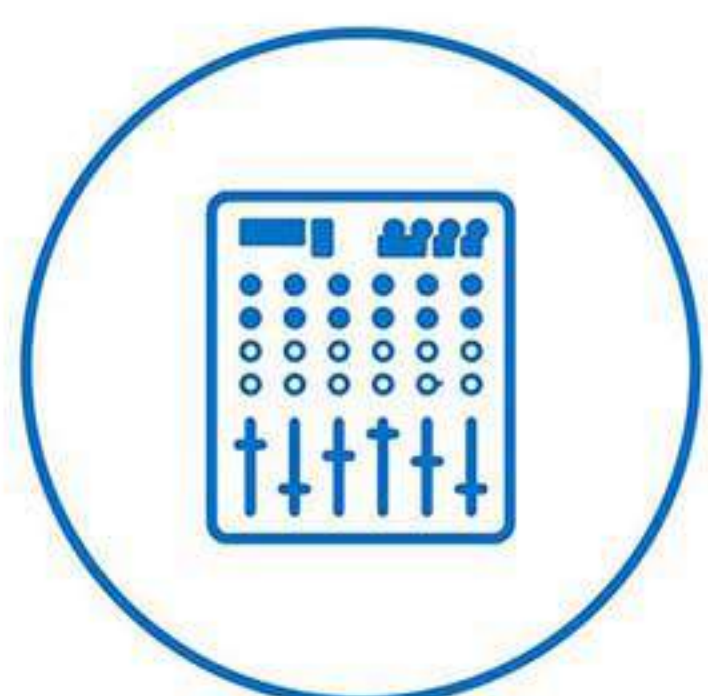
*Click on icon for product portfolio*



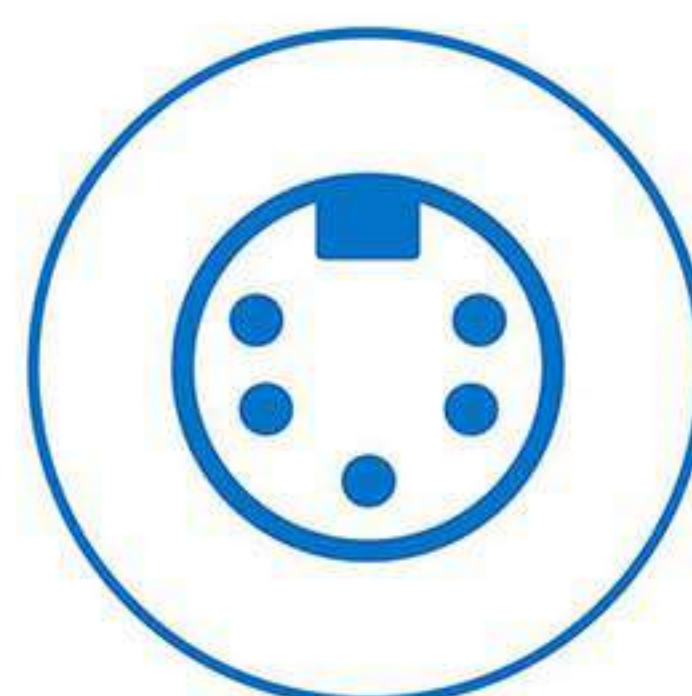
**LIGHTING**



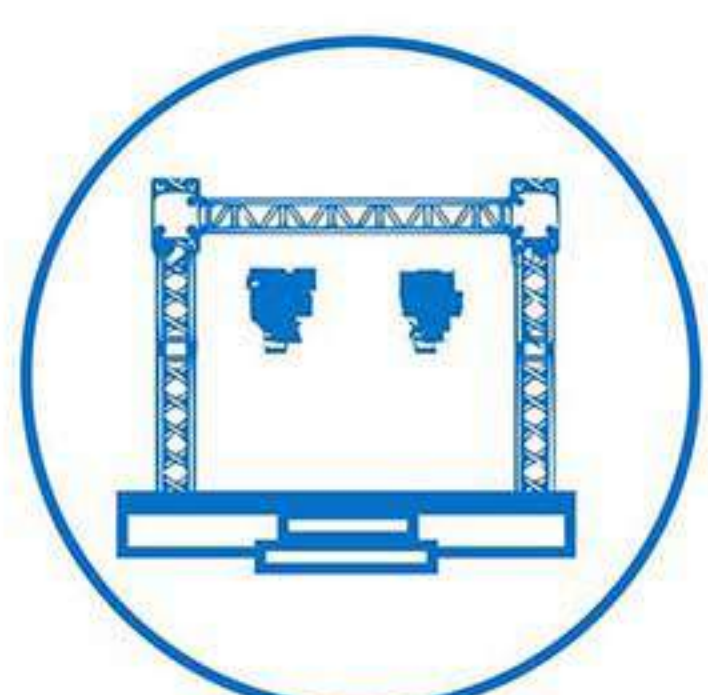
**EFFECTS**



**LIGHTING CONTROL**



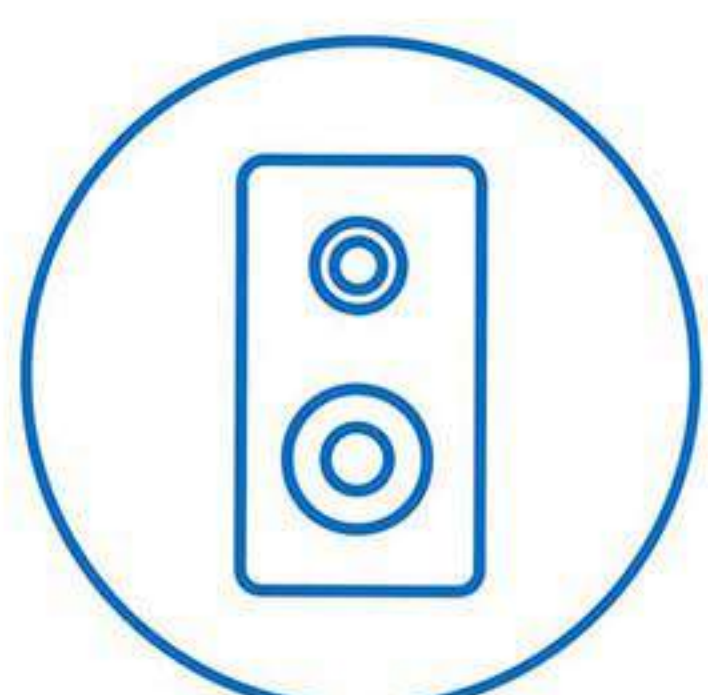
**SIGNAL DISTRIBUTION**



**TRUSS & STAGE**



**POWER DISTRIBUTION**



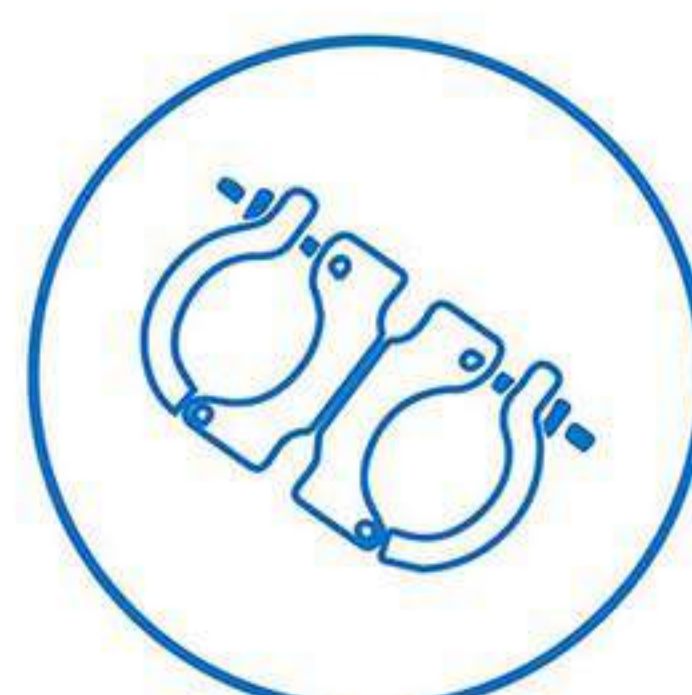
**AUDIO**



**HOISTS & LIFTERS**



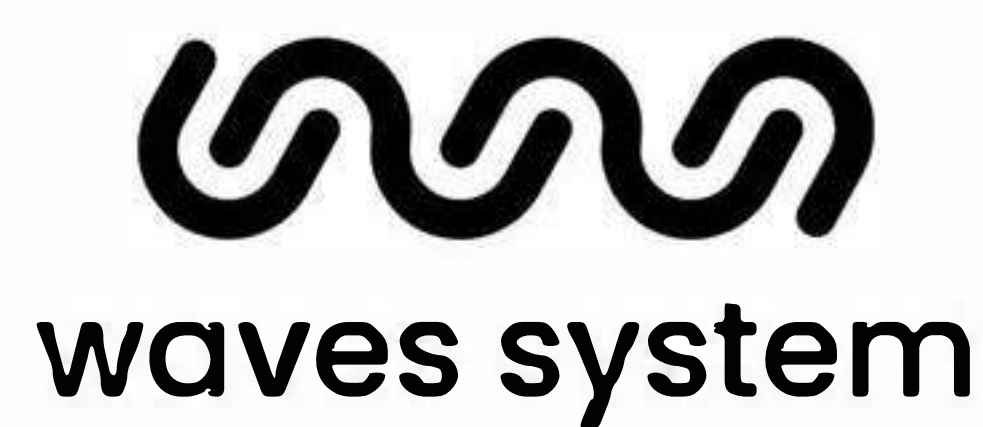
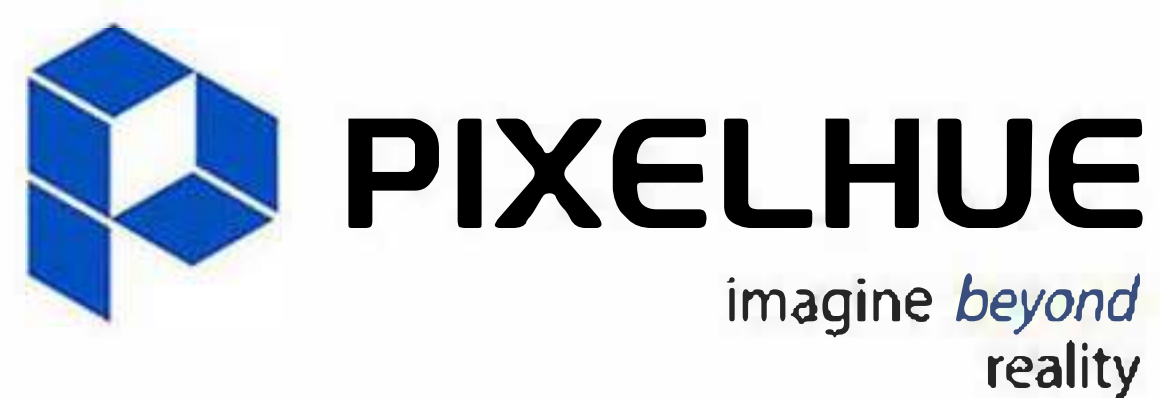
**VIDEO**



**RIGGING MATERIAL**



# BRANDS WE REPRESENT





# TRAINING CENTER

Procom Training Center offers a suite of trainings on industry and product topics. Trainings are given in small groups by industry veterans and typically provide a certificate after examination.

Training sits at the heart of both our customer support and marketing efforts. It allows us to engage with our customers.

## HIGHLIGHTS



grandMA3 User Training



NetGearAV Training



Pangolin Training



Lumenradio Training



Madrix Training



Rigging Training

## PAST AND UPCOMING TRAININGS

[EXPLORE](#)





Experience Ayrton Dubai  
Dubai, UAE

## COMMUNITY ENGAGEMENT

We are an integral part of the AV industry in the Middle East. From exhibitions to magazines, from open days to customer visits, we stay engaged with the industry professionals at all levels.

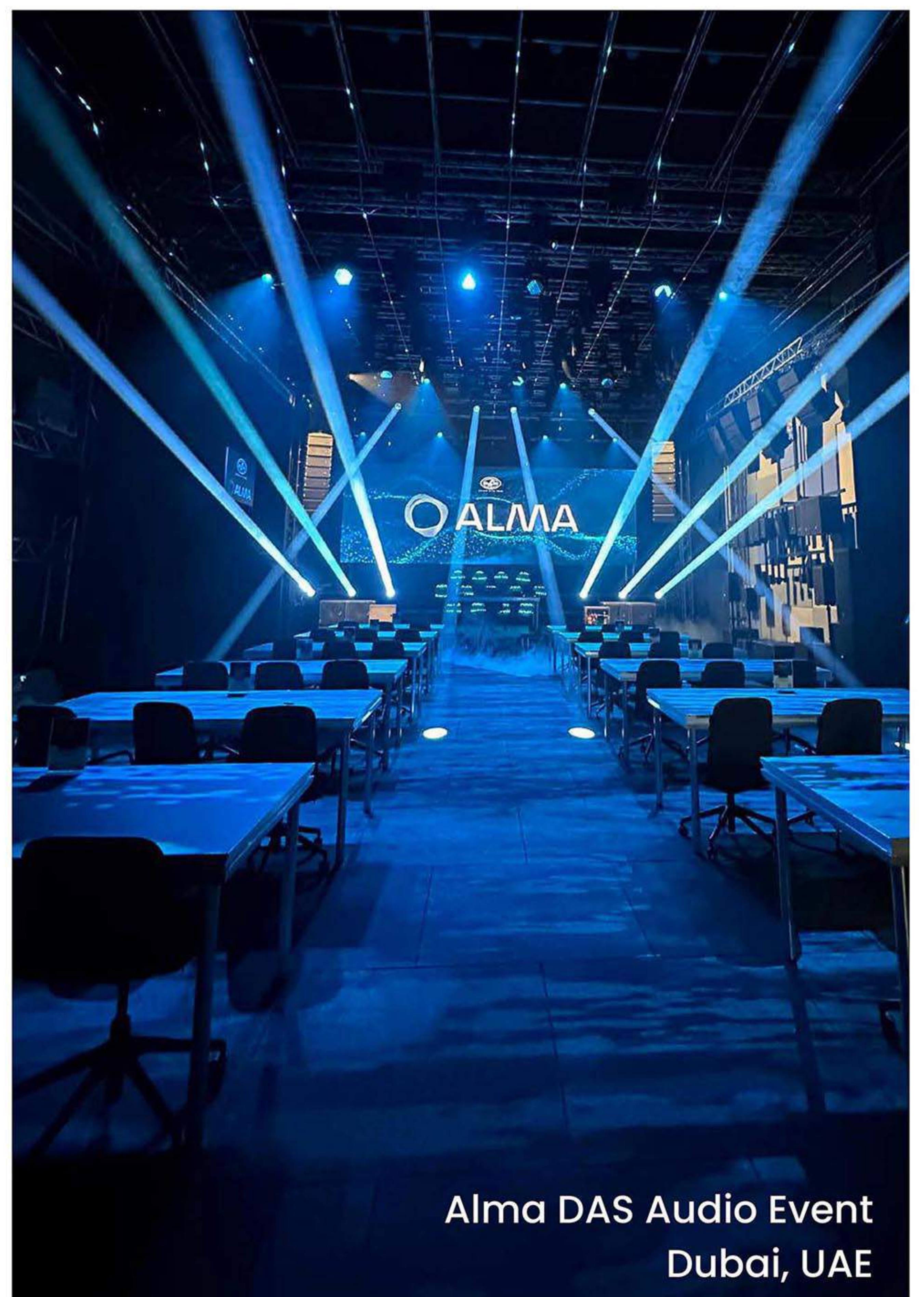
Furthermore, over the years, our team has developed a deep expertise in lighting control, video control, signal distribution and networking making us a go-to support partner for the AV industry



Experience Ayrton Dubai  
Dubai, UAE



Experience Ayrton Dubai  
Dubai, UAE



Alma DAS Audio Event  
Dubai, UAE



# PROCOM

middle east

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Dubai Head Office, Service Center & Warehouse  
Dubai Investment Park 2, Dubai, UAE

**For sales and after-sales support:**

+97142369777

(Call, WhatsApp, English & Arabic)

[sales@procom-me.com](mailto:sales@procom-me.com)

**For general inquiries:**

[info@procom-me.com](mailto:info@procom-me.com)

