

HE Dr. Talal Abu-Ghazaleh interview with Muscat Daily in an exclusive interview

TAG.Global becomes Arab world's first computer manufacturer

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TAG.Global has already designed and developed three products – a tablet and two types of laptops – which will be manufactured in factories in China, Talal Abu-Ghazaleh, founder and chairman of TAG-Org told Muscat Daily in an exclusive interview.



“This will be the first electronics or computer brand from the Arab world. These products will be available in the Middle East markets, including Oman, from July this year. While the tablet is for basic use for digital citizens, one laptop is for professional use and the other is a multi-purpose laptop,” he said.

Abu-Ghazaleh stressed that their devices are being manufactured at the highest international standards and specifications, but will be available at significantly lower prices compared to the major brands in the market.

To ensure quick and seamless supply of its electronics products in the Arab world, TAG.Global is setting up a regional storage and distribution centre in Duqm. “Duqm will be a hub for our computer equipment for the entire Middle East region. It will be our biggest centre for storage, distribution and warehousing related activities,” Abu-Ghazaleh said.

He said that due to the escalating US-China trade war, the global market for computer equipment may suffer in the future and TAG products would help to fill the gap as an alternative in the market. All TAG’s tablets and laptops will be adaptable to the 5G technology, he added.

Abu-Ghazaleh does not expect any tough competition from well-established global brands as TAG.Global will keep the prices of its products nearly half of the global brands. “It’s no secret that the mark-up on such products are nearly 50 per cent profit. But we do not need 50 per cent profit, we would be happy with 5-10 per cent profit and will sell products at lowest possible prices.”

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