

# GENERAL ELECTRIC LAUNCHES NEW MIDDLE EASTERN SUPPORT CENTRE

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**General Electric** has launched its **Middle East Aviation Technology Center**, which will serve as a regional customer and product **support** hub.

The US engine manufacturer says it hopes to increase productivity, maximise performance and minimise downtime for customers by leveraging data analytics, domain experience and software capabilities.

Gary Mercer, vice-president of engineering services for GE Aviation, says the aviation technology centre – located in Dubai Airport Freezone – "provides the environment and expertise to collaborate with our customers to identify challenges while looking at the entire aviation

ecosystem."

He adds: "It will support our customers from our engines, to our services, to our software."

Jim Daily, GE Aviation's vice-president of systems and digital engineering and technology, describes the centre as "a vibrant facility focused on customer outcomes, where GE and airlines in the region can exchange ideas and collaborate as the world of data grows and changes".

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**SOURCE: FLIGHTGLOBAL**

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