



**Robert Grischany**

Managing Director of Premium-Line Systems

**We will showcase Premium-Line's advanced solutions in structured cabling and networking systems in collaboration with Oasis Distribution**

**An interview by: Mohamed Lotfy**

In the fast-evolving landscape of technology and telecommunications, Premium-Line stands out as a leading name in providing infrastructure and networking solutions. Robert Grischany, the Managing Director of Premium-Line Systems, shares insights on Premium-Line's participation in this year's Cairo ICT Exhibition, along with the company's strategies for expansion and growth in the Egyptian market. In this interview, we will explore the key features of Premium-Line's products, how the company contributes to supporting digital transformations in Egypt, and its future vision for the industry amid rapid technological changes.

Oasis Distribution is keen to participate annually in the CAIRO ICT exhibition, and this year its participation is different through your company, Premium-Line Systems. Can you talk to us about the nature of this participation and what your company is showcasing?

This year, our partnership with Oasis Distribution brings a unique and valuable perspective to the

Cairo ICT Exhibition. Together, we're showcasing Premium-Line's advanced solutions in structured cabling and networking systems, emphasizing innovations that enable secure, high-speed data transfer and smart building integration. This includes our latest fiber optic and copper cabling solutions, designed to meet the growing demands of the Egyptian market for reliable, efficient digital infrastructure.

**What is the core vision of Premium-Line Systems, and what distinguishes it from other companies in the market?**

Premium-Line Systems' core vision is to provide world-class, future-proof networking solutions that support secure, reliable digital transformations across industries. What sets us apart is our commitment to quality, innovation, and customer-centricity. We continuously invest in R&D to stay ahead of technological advancements, ensuring that our products meet the evolving needs of businesses and align with global standards.

**How does Premium-Line Systems view the Egyptian market?**

Egypt is a dynamic and rapidly growing market for us, particularly as the country continues its digital transformation journey. With major investments in smart cities, data centers, and ICT infrastructure, Egypt represents a strategic opportunity for Premium-Line to contribute with our expertise and products designed for high-performance, scalable networks.

**"The Egyptian market is dynamic and rapidly growing, especially as the country continues its journey toward digital transformation"**

**What are the target sectors for your company in the Middle East market in general, and specifically in Egypt?**

In the Middle East and particularly in Egypt, our focus is on sectors with high data and connectivity needs, such as finance, telecommunications, healthcare, education, and large-scale construction projects like smart cities. We aim to support organizations in these sectors with cabling solutions that ensure network reliability, security, and scalability.

**Can you provide us with details about the product portfolio you offer? How do these products meet the current market needs?**

Premium-Line's product portfolio includes a full range of fiber optic and copper cabling systems, smart building infrastructure, data center connectivity, and IoT-ready solutions. Our products are designed for optimal performance and durability, meeting the specific needs of industries that require secure, high-speed connectivity. We prioritize energy efficiency, ease of installation, and compatibility with evolving technologies to ensure our solutions are robust and future-ready.

**If we talk about the size of your company's operations and its growth rates in the region, particularly in Egypt, what can you tell us?**

Premium-Line has experienced strong growth across the Middle East region, with Egypt being one of our fastest-expanding markets. As businesses and government initiatives prioritize digital transformation, we've seen consistent annual growth, which we attribute to our commitment to quality and reliable partnerships with local distributors. This momentum positions us well to continue expanding our footprint in the Egyptian market.

**How does the company contribute to developing new technologies in the field of technical networking?**

At Premium-Line, we invest heavily in R&D, focusing on innovations in connectivity, data security, and smart infrastructure. Our technology labs continually explore new materials, energy-efficient designs, and solutions that support the ever-growing data demands of modern businesses. We also collaborate with industry

experts and partners to refine our offerings and introduce cutting-edge solutions to the market.

**What challenges have you faced in developing your products, and how have you overcome them?**

Some of the main challenges involve ensuring compatibility with rapidly changing technology standards and meeting the diverse regulatory requirements across regions. We've overcome these by maintaining an agile development process, working closely with local regulatory bodies, and engaging with global standards organizations to ensure our products are compliant and meet the highest quality benchmarks.

**What are your future plans for expanding your business in global markets? Are there any new markets you plan to enter in the near future after the Egyptian market?**

Our expansion plans include strengthening our presence in North Africa and the Gulf Cooperation Council (GCC) countries, where demand for robust networking solutions is increasing. Beyond the Middle East, we're also exploring entry into select European and Asian markets, focusing on areas with rapid digital transformation initiatives and a demand for reliable, scalable connectivity.

**"We focus on sectors such as finance, telecommunications, healthcare, education, and large-scale construction projects like smart cities"**

**How do you aim to build strategic partnerships with other companies in the technology sector?**

We prioritize partnerships with companies that share our commitment to quality, innovation, and customer satisfaction. By collaborating with technology providers, distributors, and industry specialists, we can enhance our product offerings, reach a broader customer base, and deliver integrated solutions that are tailored to market demands. These partnerships also enable us to co-develop and test new products that add real value to our clients' applications.

**How do you see the future of the technical networking industry in the coming years?**

The future of the networking industry will be shaped by the exponential growth in data needs, the rise of IoT, and the shift toward smart, connected infrastructures. As businesses continue to digitalize, we anticipate a greater demand for ultra-high-speed networks, enhanced security protocols, and sustainable, energy-efficient solutions. Premium-Line is committed to leading this evolution, ensuring our clients are equipped to meet these future demands head-on.

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