



Contact: **Mona Alnazer, Operations Manager**
Tel No: (+965) 222 30 666
E-mail: Mona.nazer@kefan-optics.com

Press Release

Nikon, “the world’s finest lenses”, has been providing millions of people with a sharper point of view for over 85 yrs.

Kuwait (March 27, 2011) Nikon/Kefan Optics has been exhibiting at Vision-X Dubai since 2006 and year-on year with great success. Due to the successful participation, not only has the customer database increased but new offices have been opened in Saudi Arabia, Iran, Iraq and Jordan to cope with the demand.

NIKON’S PHILOSOPHY

Nikon has maintained an unwavering commitment to the study of light with the corporate philosophy, “Trustworthiness and Creativity” simple words that are not easily put into practice. These important words represent unchanging principles to which Nikon will always be dedicated.

NIKON’S ASPIRATIONS

Meeting needs. Exceeding expectations. “Our Aspirations” mean not only to meet the needs of customers but also to provide customers with new value that exceeds their expectations.



NIKON'S COMMITMENTS

Our aspirations consist of making four key commitments: be pro-active, seek new knowledge, communicate well and display integrity.

About Kefan Optics: Kefan Optics has been operating in Kuwait since 1978. Kefan Optics prides itself on its name and reputation for integrity, quality, luxury and service. After having established a strong presence in the region, through a unique Nikon Factory which is professional, modern yet clinical environment and with a variety of distribution centres across the region offering the highest level of customer satisfaction and industry-leading service, Kefan Optics is now looking at extending its horizons even beyond so as to reach a greater number of customers across the region.

P.O. Box 999 Safat, 13010 Kuwait ▪ Tel. (+965) 222 30 666 ▪ Fax. (+965) 222 30 654
E-mail: info@kefan-optics.com ▪ Website: www.kefan-optics.com