



OPPO Appoints Ethan Xue as New President in the Middle East and Africa

Andy Shi is promoted to Senior Director of Global Product Marketing at OPPO Headquarters

September 17, 2019, Cairo, Egypt – OPPO, the leading global smartphone brand, has announced the appointment of Ethan Xue as its new President in the Middle East and Africa (MEA). The announcement comes as Andy Shi, Outgoing President of OPPO MEA, assumes his new role as Senior Director of Global Product Marketing at OPPO Headquarters in China where he will oversee OPPO's all product lines including smartphone and IoT on a global level.

Andy Shi, Outgoing President of OPPO MEA said, "Ethan's proven track record and customer-centric leadership make him ideal for this role. We believe his expertise and broad experience will play a fundamental role in driving OPPO's growth strategy and cementing its footprint further in the region."

Ethan joined OPPO in 2012, where he worked with the team to oversee China market. He was subsequently promoted to lead OPPO's training division, before he became responsible for marketing OPPO products in China. All these work helps OPPO to maintain its position as the top two brands in China. In his new role, Xue will take responsibility for leading product, marketing and sales across the region, guiding strategies and adding impetus to the further development of OPPO in MEA.

Earlier this year, OPPO established its regional headquarters in Dubai, the location which was selected for the first international launch of the new OPPO Reno series, following the smartphones' introduction in China.

The company is also committed to being a key contributor to the region's 5G ecosystem and is helping to shape the next generation of connectivity through contributions in research, software and hardware development, and deep consumer insight. In line with that, OPPO launched its first commercially-ready 5G smartphone in the GCC earlier this month. The smartphone combines the next generation connectivity of 5G with the power of OPPO's premium Reno series for a superior experience.

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For more details, please contact



OPPO PR Team

Enas El Masry

enas.elmasry@publicistinc.com

01006981811

Maged Ali

Maged.ali@publicistinc.com

About OPPO:

OPPO is a leading global smartphone brand, dedicated to providing products infused with art and innovative technology. Based on the brand elements of young, trend-setting and beauty, OPPO brings consumers delighted experience of digital life.

For the last 10 years, OPPO has been focusing on manufacturing camera phones, while innovating mobile photography technology breakthroughs. OPPO started the era of Selfie beautification and was the first brand to launch smartphones with 5MP and 16MP front cameras. OPPO was also, the first brand to introduce the motorized rotating camera, the Ultra HD feature, the 5x Dual Camera Zoom technology and 10X lossless Zoom.

OPPO penetrated the Egyptian market in 2015, in addition to its presence in the MEA region including Algeria, Morocco, UAE, Qatar, Oman and Kenya. Recently, OPPO has expanded in two markets, Saudi Arabia and Nigeria and it is currently preparing to enter the smartphone market in Tunisia.

In 2016, OPPO launched their first major hub in the Egyptian market serving the Middle East. Following its expansion in the GCC, OPPO recently launched its second hub in UAE to serve as the new operations center for GCC markets.

In 2018, OPPO was ranked as the number 5 smartphone brand globally, according to IDC. Today, OPPO's business is covering more than 40 countries and regions, and has 6 research centers worldwide, providing excellent smartphone photography experience to more and more young people around the world.

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