

Tech First Gulf and Kaspersky Unite for Cybersecurity Excellence in the UAE!



kaspersky

*Tech First Gulf appointed as
Kaspersky Lab's Consumer
Portfolio Distributor in UAE*



Authorized Distributor

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Dubai, United Arab Emirates Feb 28, 2024 (Issuewire.com) - Tech First Gulf (TFG), a leading value-added distributor in the Middle East and Africa (MEA) region, proudly announces its distribution partnership with Kaspersky for the consumer portfolio in the UAE.

In alignment with TFG's commitment to delivering cybersecurity solutions, this strategic collaboration

with Kaspersky marks a significant milestone in fortifying digital security across the UAE. The official agreement signed in January of this year, positions TFG as the distributor for Kaspersky's consumer solutions, specifically Kaspersky Standard, Kaspersky Plus and Kaspersky Premium along with Kaspersky Safe Kids.

Amid the rising cybersecurity threats and the digital evolution in the UAE, Kaspersky, renowned for its top-notch expertise in cybersecurity, brings a robust combination of advanced threat protection, user-friendly solutions, and a global reputation for excellence. TFG is poised to leverage its extensive network of partners and regional expertise to ensure the seamless distribution of Kaspersky's consumer products and solutions, meeting the dynamic cybersecurity needs of individuals and businesses alike.

"We are excited to join forces with Kaspersky, a global leader in cybersecurity. This partnership reflects our commitment to providing top-tier cybersecurity solutions to our partners and clients in the UAE. By combining TFG's regional knowledge with Kaspersky's global experience, we will be able to meet the unique challenges and requirements of this region. We are confident that this collaboration will be a significant step forward in strengthening the cyber security posture of businesses in the UAE." said Mr. Akashdeep Singh, Chief Strategy Officer at Tech First Gulf.

"By joining forces with TFG, we aim to bring our globally renowned expertise to address the escalating cybersecurity needs in the region. Together, we look forward to empowering individuals and businesses to navigate the digital realm securely, marking a significant step forward in fortifying the UAE's digital resilience.", said Seifallah Jedidi, Regional Head of Consumer Channel for the Middle East, Turkiye and Africa.

Together with Kaspersky, TFG is poised to empower individuals and businesses to navigate the evolving threat landscape effectively.

About Tech First Gulf

Tech First Gulf (TFG) is a leading value-added distributor in the Middle East and Africa (MEA) region, specializing in unified communications, unified collaboration, audio-visual, infrastructure, and cybersecurity solutions. With a diverse workforce and a focus on next-generation technology, TFG enables business partners to operate more efficiently and successfully in the markets they serve.

For more information about Tech First Gulf's partnership with Kaspersky Lab, please contact:

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The Kaspersky logo is displayed in a bold, teal-colored, lowercase sans-serif font.



Redefining Distribution

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