



# ARGON ELECTRONICS EYES MIDDLE EAST EXPANSION

AN INTERVIEW WITH **FELIPE ARRIGHI**  
 Director of Business Development at Argon

**Q. In what ways does your role cover the Middle East?**

A. As Argon’s Director of Business Development, it’s my responsibility to understand our customers unique needs and provide effective solutions. I work closely with our local representatives to ensure we are able to identify and resolve the obstacles our customers face when conducting CBRN and HazMat training. I oversee the UK, mainland Europe, the Middle East and Asia, which involves extensive travel for meetings and exhibitions.

**Q. What is Argon’s history in the Middle East?**

A. We have been operating in the Middle East for many years, and our customer base includes both military and non-military entities in countries such as Saudi Arabia, Kuwait, and Qatar. We have provided both chemical and radiological simulation systems for these key sectors.

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Demand has dramatically increased for these products in recent years, due to the geopolitical tensions that the region has been experiencing. For example, in Saudi Arabia there is a real and growing need for training simulation systems for the armed forces. Our training systems help prepare the users for conflicts, attacks, or emergencies and support government operations when needed.



**Felipe Arrighi**  
 Business Development Manager

**Q. Can you provide an example of a training scenario using your simulators?**

A. One example could be training in safe and proper response to a radioactive leak. In a real emergency situation, you must find the source of the leak and neutralise it as quickly as possible. To do this you must first understand what the dangers are and how to effectively use your equipment to locate the source whilst mitigating the risks involved.

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Our Radsim GS4 Gamma Radition Source simulates the behaviour of a real radioactive source which allows users to learn how to use shielding to protect themselves, approaching the source with caution and carrying out the necessary remedial activities.

We also offer product training to ensure our customers know our simulators inside out so they can utilise our technology to get the most practical and realistic training possible.

**Q. How do your simulators help customers prepare for real-life emergencies?**

A. Understanding how to be proficient in detecting, identifying and neutralising a threat such as a radioactive or chemical source is crucial, however ensuring teams are properly prepared to correctly deal with threats can be challenging when using more traditional training methods. Our simulation training devices and systems offer the experience without the risk of radioactivity being present. It helps people identify risks, work out how to react to them and see whether or not their decisions were the right ones to take.

**Q. How is Argon expanding its footprint in the Middle East?**

A. We are working to increase our reach in the region at a particularly key time, especially as we know that many countries within the Middle East are increasing defence spending and are interested in using innovation and technology to find solutions. Our simulation solutions align with their targets in this field. There is also a lot of potential for us in the oil and gas sector with our latest multi-gas simulator, particularly within the health and safety professionals. We are ready and waiting to provide the support they need.





**Q. What trade shows and events in the Middle East will Argon be attending?**

A. We will be participating in NCT Middle East 2025. It is the first CBRN event in Saudi Arabia of its kind and we are proud to support this milestone. I'm making the most of being in the Middle East, as I will be visiting Qatar the day after the show to meet representatives of their armed forces. I am also presenting in Kuwait one week later at the ASSP conference, a major event for health and safety specialists in the oil and gas sector.



**Q. Why is there demand in the Middle East for Argon's products?**

A. We are pioneers in what we do and world leaders in CBRN training simulation systems. Customers know that our simulators offer premium quality and unrivalled technology. With over 35 years of experience, we truly understand the challenges of CBRN/HazMat training and have the knowledge and capabilities to meet our customers specific needs.

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In addition to our existing 'off the shelf' portfolio, we are also able to adapt and integrate our systems to provide bespoke training solutions. Furthermore, we continue to work with the top CBRN/HazMat detector manufacturers to develop new and innovative technology.