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MOOD UPBEAT

Major investments in infrastructure development

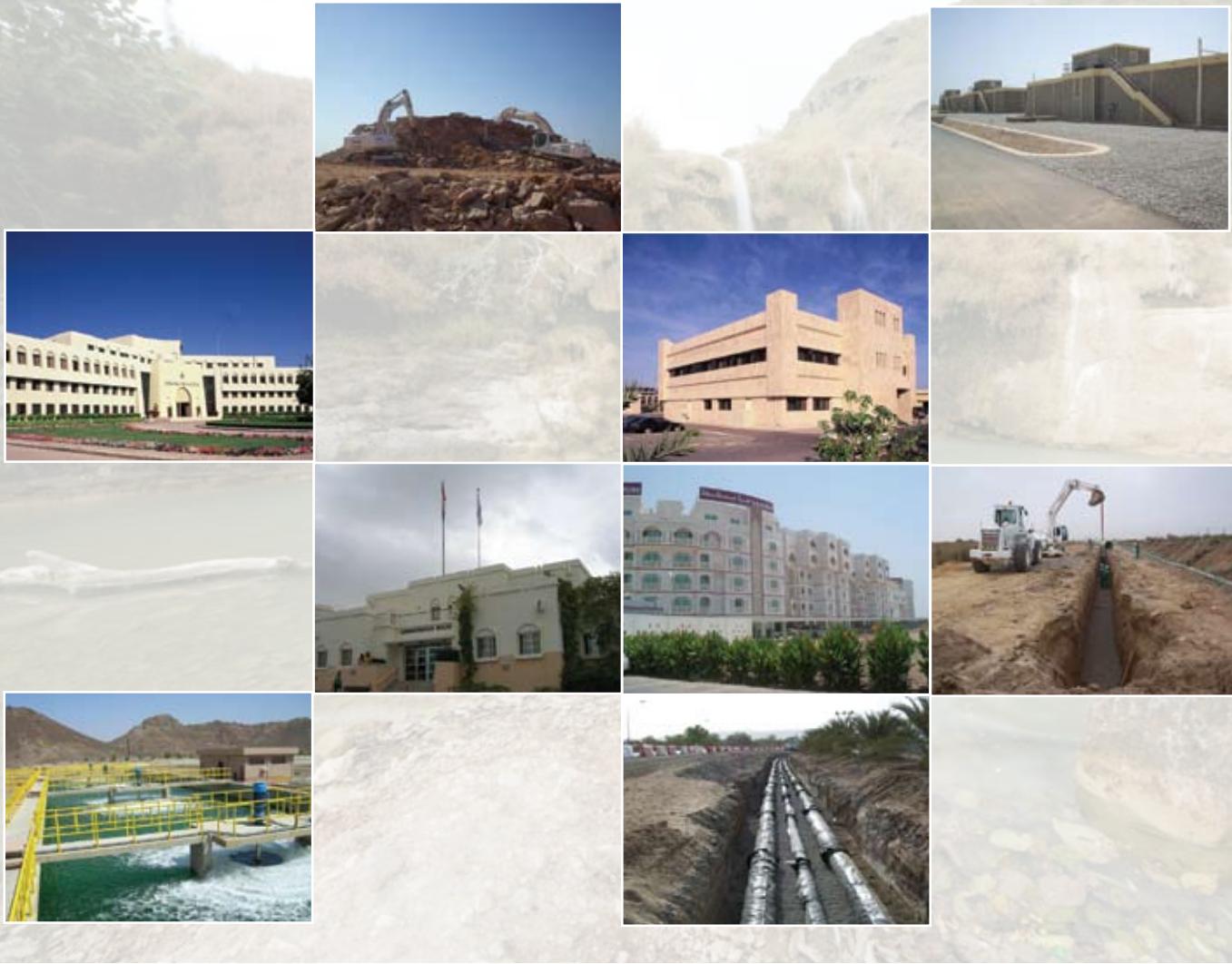
Feature

Lighting Fixtures

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An
Oman Economic Review
Presentation

INSIDE: Building Materials • Modular Fabrication • Automation • Transport Solutions • Steel • Furnishing • Electrical Industry



Infrastructure Projects

- Water Supply Projects • Sewerage Projects • Ancillary works related to water supply and sewage treatment plants • Water reservoirs

Building works

- Executing of various building works - Residential & Commercial buildings, medical centers, villas etc.

MEP works

- Executing of all electrical, plumbing & HVAC works • Associated infrastructure & building projects

Steel Fabrication

- General & Heavy Fabrication Works

Joinery

- General Joinery/Interior works/Fire Rated Doors

Trading

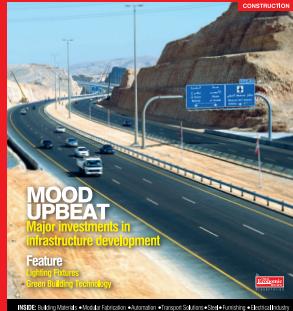
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MOOD UPBEAT

Major investments in infrastructure development

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Dossier

POWER OF BUSINESS INTELLIGENCE

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Published by
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Muscat, Sultanate of Oman
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An **Oman Economic Review** Presentation

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Transportation – The Saviour

Recently Jones Lang LaSalle, the leading global real estate advisory firm, in one of its reports stated that it expects the industrial sector to be one of the strongest performing sectors of the real estate market across MENA, attracting increased interest from both regional and global real estate developers and investors. It added that real estate markets across MENA will see a significant shift in emphasis over the next few years, with far greater attention being focused on the light industrial/logistics market. This sector has not witnessed the same level of speculative construction as the residential, commercial and hotel sectors of the market. There remains strong underlying demand for quality light industrial and logistics units. This demand will be enhanced by continued investment in major new transport infrastructure including seaports, airports and important new rail initiatives across the GCC.

The firm further stated that the investor interest is likely to be the strongest for those properties securely leased to major international occupiers on long-term leases. The light industrial/logistics market offers more opportunities for investors looking for secure, long-term income producing assets than other sectors of the real estate market.

Though the report was mainly focused on key regional markets such as Dubai, Abu Dhabi, Riyadh, Jeddah and Cairo but if we look at the developments within Oman in the last few years probably the Sultanate is also moving in the same direction. There haven't been too many new residential, commercial or tourism oriented projects announced in the last year or two in Oman. On the contrary, if we review the developments in the industrial, logistics and transportation sectors, many large projects have taken off. The prime example is Duqm where the construction of the dry docks and a port are driving the development of a modern city from scratch. More than 20 contractors are working on different components of the construction at Duqm project alone.

The expansion of international airports at Muscat and Salalah is another development that is supporting the construction community to grow at a sustainable pace. Then there are developments of logistic hubs, rail networks, surface transport and free zones apart from oil & gas activities in various parts of the Sultanate.

Does it mean that 2010 was a great year for the construction sector? Not really. The operating income and profit margins of the leading companies were under tremendous pressure in 2010 compared to the year before. But the good news is that their order books have begun to generate new contracts, mostly from the sectors such as transport, logistics, industries and oil & gas. The reliance on tourism and residential activities has come down.

The mood seems to be upbeat among the industry players as we head closer towards the New Year!

Enjoy reading.

Akshay Bhatnagar

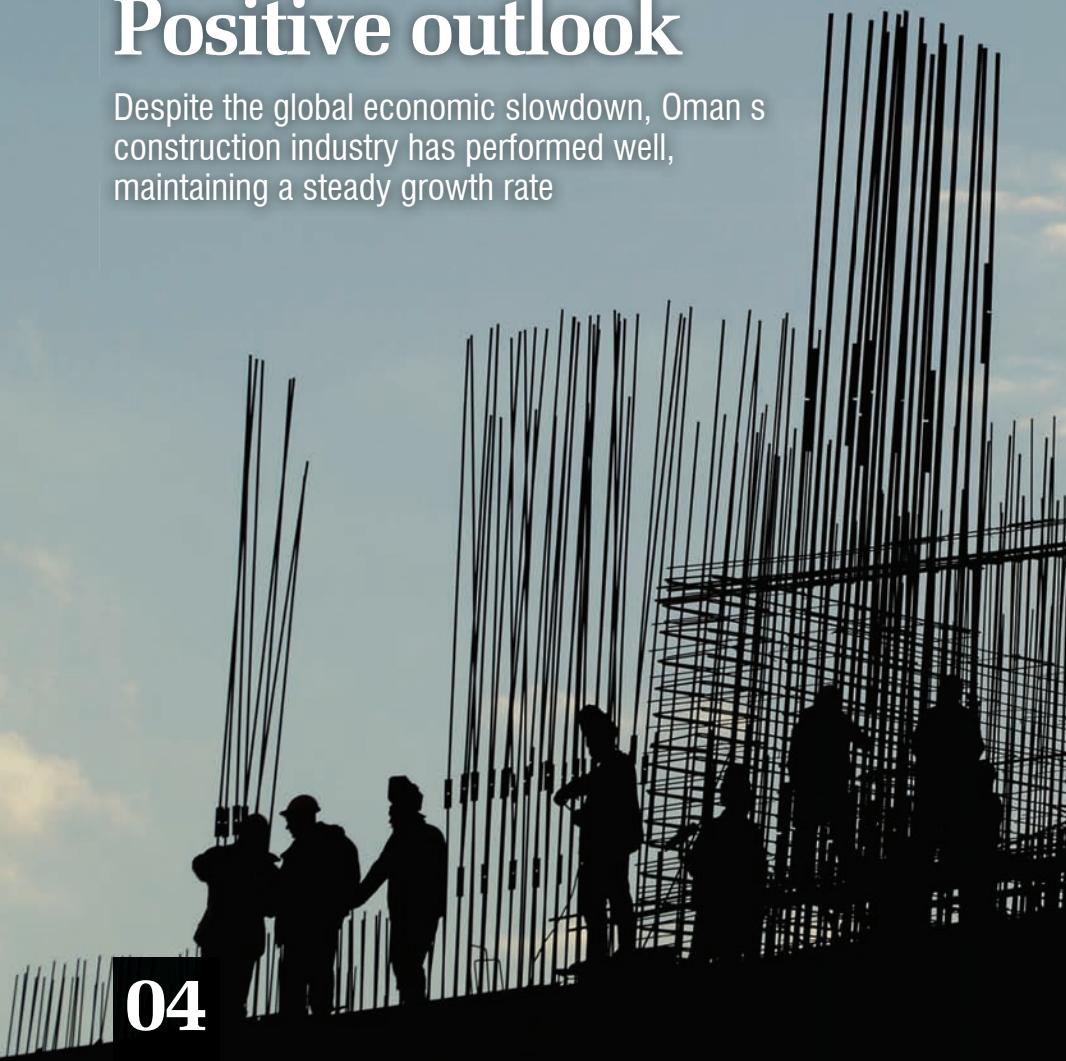
Group Managing Editor

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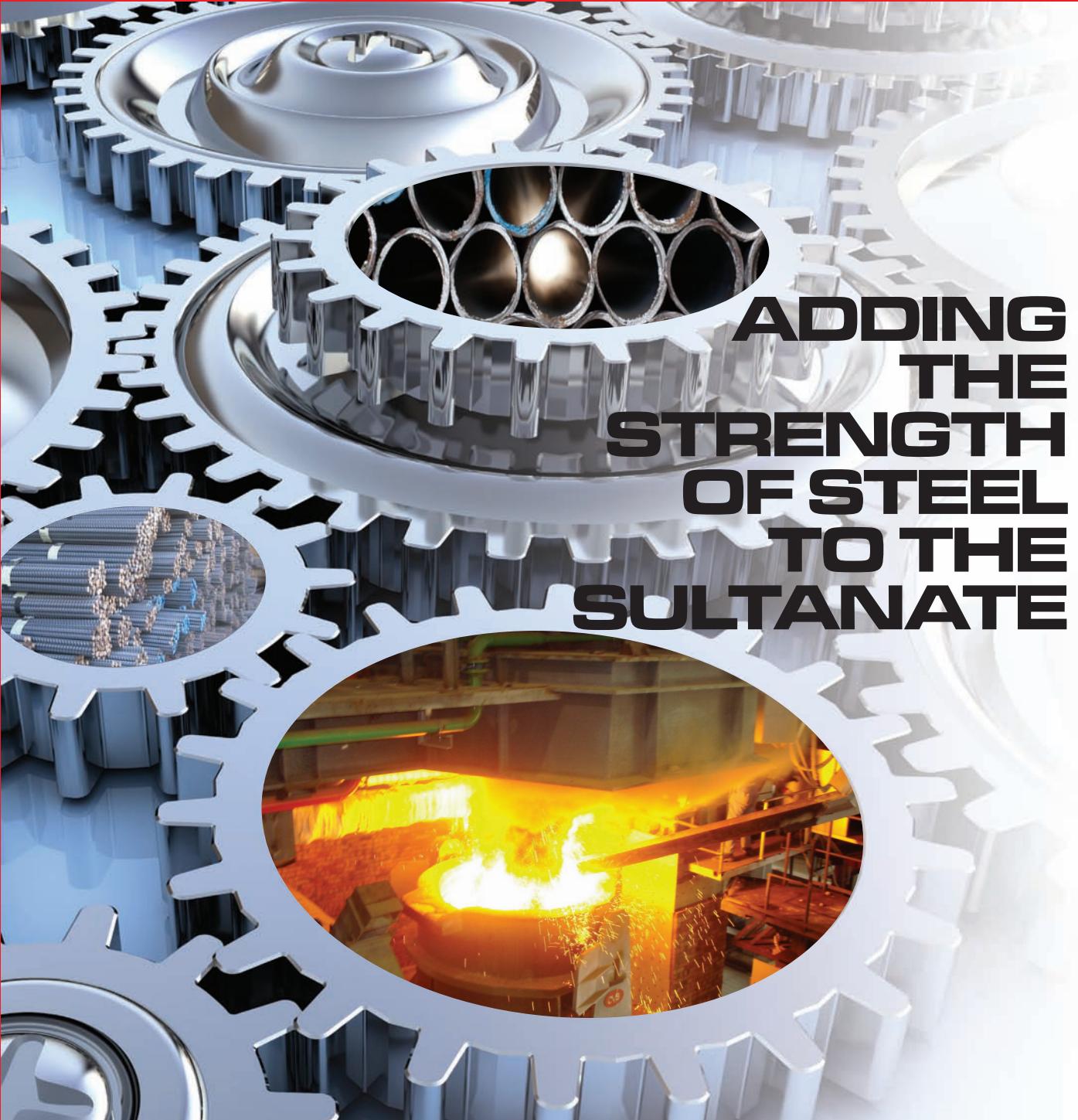
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MOOD UPBEAT

THE GOVERNMENT OF OMAN IS FLOATING A LARGE NUMBER OF TENDERS CURRENTLY WHICH CLEARLY REFLECTS THAT THE COUNTRY IS FOLLOWING THE PATH OF PROGRESS

Despite the global economic slowdown, Oman's construction industry has performed well. Construction work has permeated almost every sector of the country's economy, more so in travel and tourism. Government spending in 2009 focussed on building projects and infrastructure to counterbalance wider economic crisis across the globe. Oman's construction industry has been resilient to the economic downturn of late 2008 and 2009 and maintained a steady growth rate. With a small number of large projects, which are adding substantial

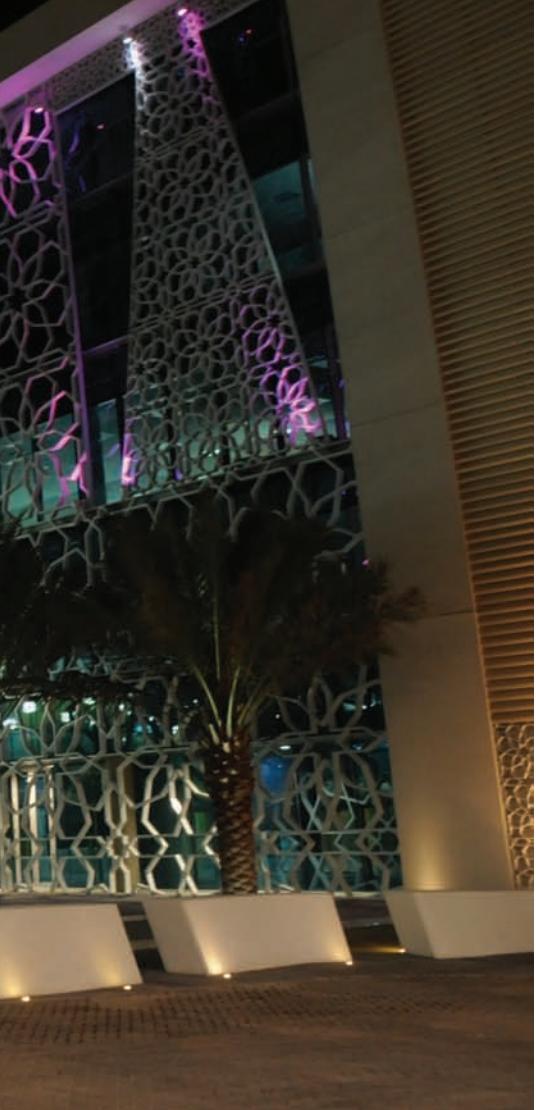
value to the currently small sized industry, the construction industry is estimated to have posted substantial real growth of 14.21 per cent year-on-year (y-o-y) in 2009, to reach a value of OMR1.31bn (US\$3.39bn).

The Government of Oman is floating a large number of tenders currently which clearly reflects that the country is following the path of development and progress and the situation is encouraging for the construction industry. Very recently, the Tender Board awarded tenders for projects, many of which are construction

projects, and opened bids for tenders in construction work.

According to Oman Infrastructure Report Q4 2010, "The construction industry, valued at US\$3.7bn this year, should register growth rates of around 5 per cent in the next three years, which beats many of its neighbours which are experiencing a slower emergence from the real estate downturn that hit some Gulf states particularly hard in 2008."

The infrastructure sector is the driving force and there is an



emphasis on developing transport, water supply, power transmission network and airports. Projects are coming up in the tourism sector also.

The transport sector is one of the key areas generating value added growth for the construction industry. "Between 2010 and 2014 we are forecasting Oman's construction industry to grow by 5.8 per cent on average per year," says the report.

The best part is that there is positivity in the air. According to many industry captains, in the next five years, the construction industry in Oman is poised to grow further because of the infrastructure development projects such as airports and hotels; it must also be said that the demand materials in the construction industry is on the rise. The construction of capital-intensive prestigious residential

properties, major industrial projects with the doubling of gas exploration activity and world-class tourism infrastructure have greatly boosted the demand in Oman for all types of building materials, interior furnishings and other construction supplies. Also for moving earth or for processing construction material, heavy transportation and logistics services to the construction sites, the presence of heavy equipment is felt strongly in the Sultanate of Oman.

The Omani construction industry requires 600,000 tonnes of steel every year, and a major part of this need is fulfilled by local companies. Rest of the demand is met through imports from markets such as Turkey and other countries. By mid-2008, things took an abrupt turn when the economic crisis had hit the market. Most of the construction projects were put on hold, which in turn affected the manufacturing industry as well.

The steel prices fell but local companies kept the supply chain moving. The government has reintroduced the 5 per cent custom duty. "This will help the local market and also keep the prices stable. We are really thankful to the government for this," says Khalid Tawfiq Abdul Rasoul, Deputy Executive Director, Sharq Sohar Group.

MAJOR PROJECTS UPDATE

Real estate had experienced a very challenging year but Oman's reservation to enter the global property market had helped to propel investments inspite of world wide recession.

A string of multi-billion infrastructure development projects funded by the government is underway and in the pipeline at present. Notwithstanding the economic slowdown that adversely affected real estate and construction sectors, a large number of major construction projects in Oman has recorded steady progress.

Sohar Port: It is one of the largest port development projects in the world with current investments exceeding \$14 billion and is all set to continue its development swiftly. The latest initiative aimed at the development of the port was the Tender Board awarding project for construction of phase II of Sohar Port in Al Batinah Region.

For the year 2010, Tender Board awarded RO27.6mn for the project.

The construction of a deep water jetty at the Port of Sohar is progressing and is likely to be ready this year. The 1380 meter long and 25 meter deep-water jetty, when completed, will be capable of receiving the next generation of Very Large Ore Carriers of 400,000 dwt. The Port of Sohar will be one of the few ports in the world with the possibility to receive these large vessels when the jetty becomes operational.

Al Batinah Coastal Road: One of the biggest initiatives in the roads sector is being implemented by Government of Oman currently. The construction of the 241 kilometers-long causeway will be done in two phases.

India's Nagarjuna Construction Company (NCC) is undertaking Section 2 of the first phase at a cost of RO149 million. C. Chandran, Deputy General Manager informs the work has begun in March this year and is progressing.

The project will open up the area to tourism and commercial investment. The all-weather, four-lane dual carriageway runs for the most part, parallel to the Gulf of Oman coast from Naseem Garden to Khatmat Malaha on the Sultanate's border with the UAE. Road projects have gained prominence in the past few years. Budget allocations for road building has more than doubled to RO1.7bn in the 2010 budget, and a host of new contract awards speaks of goings-on in this key sector.

Airports: Muscat and Salalah International Airports are the major airports in Oman that are undergoing ambitious modernization and development programme, needless to say that aviation investment is enjoying an upward trajectory.

Regional Airports: Smaller airports are also being developed like Sohar airport in Al Batinah region, A' Duqum Airport project in Al Wusta region and Adam Airport in wilayat of Adam in Al Dakhiliyah region.

Construction of these regional airports at Sohar, Duqm, Ras Al Had and Adam are progressing and they will become operational shortly after 2014. George Bellew, CEO of Oman Airports Management Company, comments that work of all the four regional airports is progressing satisfactorily and phase 1 of the new Adam Airport in the Dakhiliyah region is already being inaugurated. The Adam airport will initially be used for VVIP flights, with commercial operations to commence by 2012.

In April 2010, it was reported that six companies were competing for the US\$100mn contract for the second phase of Sohar airport. The contract for the second phase of the Ras al Hadd airport, a contract worth over US\$100mn, was awarded to Oman's Galfar Engineering & Contracting in February 2010. It is learnt that, the Tender Board has awarded the consortium of L&T Oman and Galfar Engineering & Contracting SAOG a contract, valued at RO294.110mn to modernise and expand Salalah International Airport. Authorities announced a similar contract award for the construction of the Muscat International Airport terminal at a cost of RO706mn a few months back.

The expansion of Salalah Airport is part of a strategic plan to develop Salalah as a tourist destination. A new state-of-the-art passenger terminal

TENDERS AWARDED FOR CONSTRUCTION PROJECTS —2010

- Salalah new airport – RO294.1mn
- Converting aerial power lines to ground cables in Sidab – RO1.8mn
- The same in some parts in Muscat Governorate – RO1.6mn
- Schools in the Northern Al Batinah Region – RO1.2mn
- Subsidiary power plant in the Al Wusta Region – RO751,018
- Updating wards at the Royal Hospital – RO530,628
- Wastewater treatment plant in the Wilayat of Quriyat – RO245,000
- Supply, installation and operation of maintenance equipment at the electrical engines workshop of Oman Dry Dock company – RO334,819
- Additional work for the wastewater system and the treated water network system for the waterfront development project worth RO164,032



building is planned for Salalah with a capacity to handle 1 million passengers annually by 2013. The first phase of developmental activities at Salalah airport is expected to be complete by the end of 2014.

Muscat International Airport: A new terminal is being constructed at Muscat International Airport. The work which is expected to be complete by 2014 will enable the biggest airport in the Sultanate to handle 200,000 tonnes of cargo and 12 million passengers annually. The first phase of developmental activities at Muscat international airport is expected to be complete by the end of 2014.

As per the plan, the new control tower and second runway would be operational by the end of 2013 and passenger terminal and other buildings would be complete by 2014 end. It is planned to expand the capacity of the airport to 48 million passengers by 2050. This would be done in three subsequent phases. The new terminal building will have a floor area of 290,000 sq. mt. It would have an 80 bed hotel for transfer passengers and a 101 metre high control tower and a new air traffic management centre. The existing runway at the airport will be upgraded. A motorway to the airport with three lanes in either direction

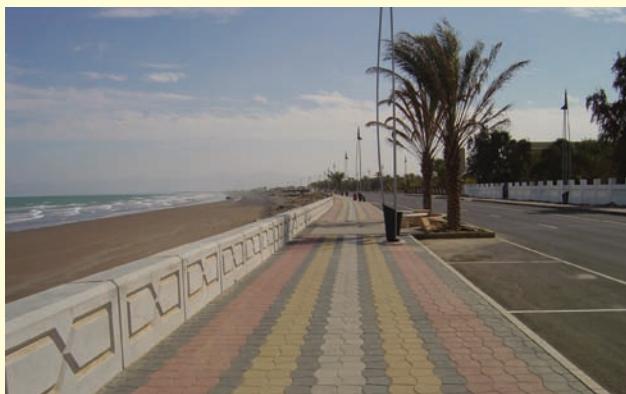
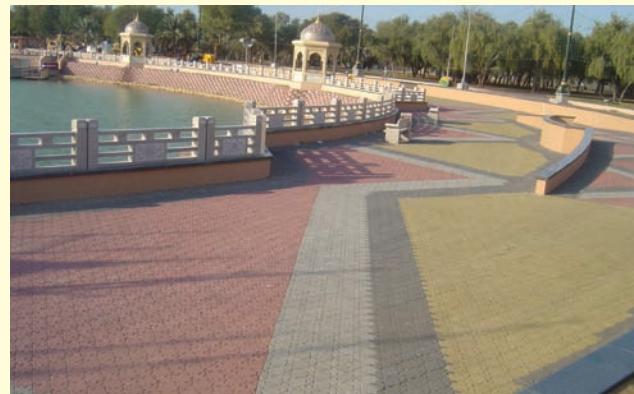


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- Play Equipment
- Street Furniture
- Composite manhole covers
- Tensar Retaining Wall System

will also be built. Explaining the progress in construction works, Bellew said major construction works are progressing at the airport sites. As many as 4000 workers are already engaged in work at Muscat airport only, he said. "Earthworks and ground stabilization works for the development of the new terminals are underway. Initial works, like fill for the runway and taxiway are at an advanced stage," noted Bellew.

However, Reuter's reports that the development of Oman's airport in Muscat has been delayed after excavation hit seawater. The additional cost could be as high as \$500 mn.

OMAN NATIONAL RAILWAY PROJECT

The multi-billion Oman National Railway Project is another major infrastructure initiative of the Government of Oman, due for completion by 2017. Momentum is building up for the Omani link in the ambitious Gulf-wide rail network project, as the invitation of two bids for project management and design work for the rail project in 2010 suggests.

As per the plans the national railway network will be developed in four phases. The project is going to be one of the crucial in the construction sector in Oman in the coming days. Oman's railway system will be a part of the \$20 billion 1,900 km long GCC railway network.

INTEGRATED TOURISM PROJECTS

Integrated tourism projects in Oman are another important construction activity centres which attract huge investment and create job opportunities. For The Wave Muscat, 2010 is a milestone with nine holes of its Golf Course expected to be ready this year. The economic slowdown did not seem to have affected the projects of Muriya Tourism Development. At its Jebel Sifa complex, work is in different stages in all the 18 apartments, while finishing work is



nearing completion on five blocks.

Work on phase I of Muriya projects at Al Sodah Island and Salalah are also progressing. The first phase will feature five hotels including one boutique hotel. Nearing completion, the boutique hotel will open in the first quarter of 2011 and the rest in 2013. Masirah Sea-Bridge: The Government of Oman plans to commission an international consultant to study the feasibility of constructing a sea-bridge linking Masirah Island with the mainland. Given the length of the channel, which is roughly 30 km across at Shannah, this bridge project is said to be one of Oman's biggest transport infrastructure ventures.

When operational, the Masirah Sea-Bridge will open the island to major economic, commercial and tourism investment. Significant development is envisaged on the mainland side of the sea-bridge as well.

Duqm Beach Hotel:

Galfar Engineering & Contracting has been awarded a contract to commence construction of the Duqm Beach Hotel, the first luxury property in the Wusta region. Omran has awarded the contract valued at RO 16.717 million for the construction of the property. This four-star hotel on a 10-hectare plot overlooks the Arabian Sea and the site is located a short distance from Duqm Town.

CHALLENGES GALORE

Answering questions on the challenges faced by the construction industry, Fawzi Al-Harrassy, Executive Director, Teejan Group, said currently the government makes sound policies for construction industry but it would be more appreciated if those policies were drafted in consultation with the industry. He further suggested that instituting awards to the best contracting companies similar to His Majesty's Cup for Best Factories will be of great encouragement to the sector afterall construction industry makes progress tangible and creates landmarks.

Due to the downfall across borders, a lot of contracting firms are coming to Oman currently. Competition itself has become challenging, though it also has positive connotations. Following the entry of international players in the construction sector, state-of-the-art technology has been introduced and there has been improvement in other areas of the industry also. Oman is not affected by the economic slowdown that hit the construction industry in other countries and development activities are progressing here in a planned manner. The industry is evolving.

Though construction industry creates the highest number of employment opportunities and lays the foundation for overall development of the country, there is still a shortage of skilled people, many would admit.

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THE RACE TO DIVERSIFY

THE BOFA MERRILL LYNCH MENA CONSTRUCTION OVERVIEW NOTES THAT THE CONSTRUCTION SECTOR IN THE REGION REMAINS INTACT DESPITE NEAR-TERM HEADWINDS

The long-term outlook for the MENA construction sector remains intact even as contractors in the region continue to grapple with the aftershocks of the collapse of the Dubai construction market, says a report released by BofA Merrill Lynch Global Research, titled, *BofA ML Equity – Industry Overview: MENA Construction: The race to diversify*.

The MENA construction and infrastructure sector is the second

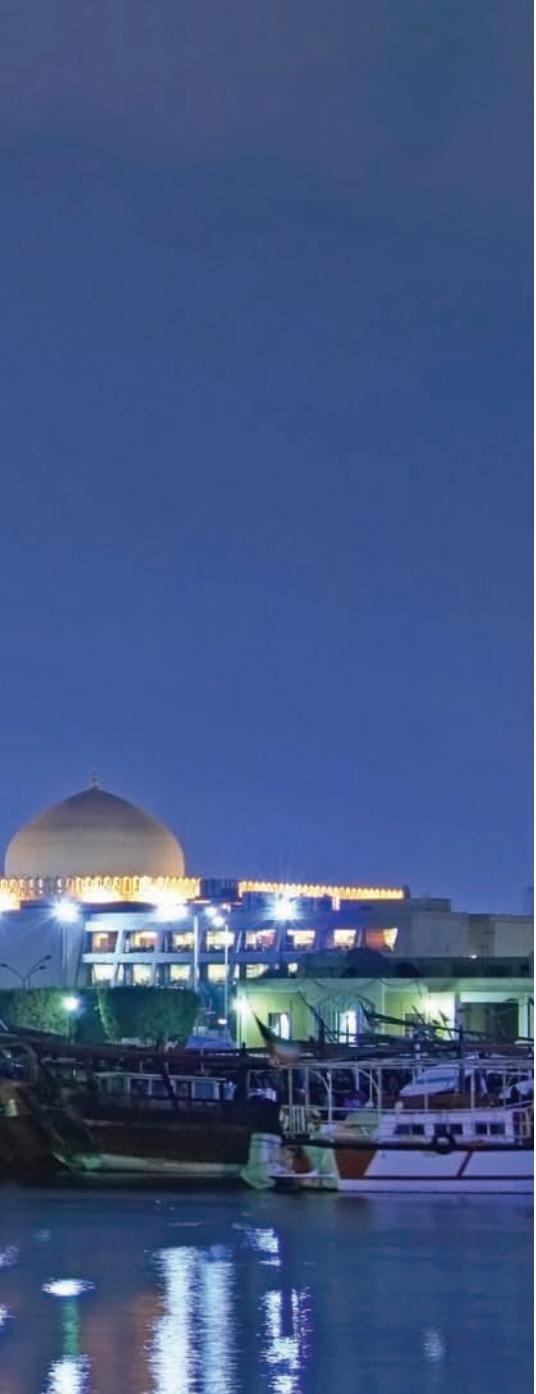
largest in the emerging markets after China, with an expected total spend of US\$600bn over the next three years. The urgent need of contractors to diversify away from Dubai is met with a wait-and-see attitude from clients, private and government alike, owing to a lack of visibility on the macroeconomic outlook, notes the report.

It sees seven key themes across the MENA infrastructure and construction sectors, all of which suggest that Dubai-related issues are

still a drag on growth, including a tight funding environment, margin compression, receivables write-down risk and intense competition.

THE CASE FOR MENA INFRASTRUCTURE

The MENA infrastructure and construction market remains among the world's most attractive given its sheer size. MEED Projects estimates the total value of planned and un-awarded projects to be US\$2.5tn, of which 55 per cent are in the construction sector and 28



per cent are in the infrastructure, power and water/wastewater sectors. The uneven spending boom between 2005 and 2008 left several MENA countries suffering from infrastructure underinvestment. In the medium term, the construction and infrastructure spend will even out – spreading from the UAE to underinvested countries, such as Saudi Arabia and Kuwait.

GCC: STRONG GROWTH ALBEIT A LOWER RATE

Infrastructure spending in the GCC is likely to remain strong over the

next three years, though will be more restrained compared with pre-crisis activity. A sharp, sustained slowdown in oil prices accompanied by a marked deterioration in the external demand environment, as well as scarcer funding opportunities, represent the downside risks to regional spending plans.

UNDERINVESTMENT DRIVES FUTURE SPENDING

A decade of underinvestment on the supply side (as evidenced by declining gross fixed capital formation as a percentage of GDP), the needs of a rapidly

past years, we remain comforted by the fact that oil prices are still above the GCC's budget breakeven of \$63/bbl.

AGGRESSIVE FISCAL EXPANSION IN SAUDI ARABIA

Saudi Arabia's 2010 total expenditure was budgeted at SAR540bn (US\$144bn), 14 per cent higher than the 2009 budgeted amount. The actual expenditure could be higher given the typical pattern of overspending, and construction (1,200 new schools, 8 new hospitals planned, 6,400km of new roads, and rehabilitation of water and sewage networks) is likely to be the key

Infrastructure spending in the GCC is likely to remain strong over the next three years

growing population and economic diversification on the back of the hydrocarbon windfall continue to provide the impetus for policy-makers to press on with their investment plans. The tighter external funding environment has contributed to streamline the overall project pipeline and shelve the more unrealistic planned investments. The solid overall regional investment outlook hides, however, country-specific disparities.

GOVERNMENT BALANCE SHEETS STILL HEALTHY

Overall, the GCC has managed prudently its oil windfall. Fiscal balances and current accounts averaged 15.8 per cent and 19.8 per cent of GDP respectively on aggregate over 03-09. Saudi Arabia has been retiring its domestic debt. Greater investment has meant a rise in external debt in the UAE and Qatar, but this is backed by future cash-generating LNG assets for the former or overall sovereign wealth for the latter. Although budgeted oil price assumptions have increased over the

beneficiary. Over the next few years, Saudi Arabia will press on with fiscal expansion with the recently approved SAR1.44trn ninth five-year development plan (2010-14). Spending is earmarked to increase by 67 per cent versus the previous plan.

KUWAIT OPENING FOR BUSINESS

In Kuwait, at KWD16.2bn (US\$56bn), the budget for the fiscal year FY10/11 is set 33 per cent higher than the previous year, with an oil price assumption of US\$43/bbl. Capital expenditures and land purchases are projected at KWD2.1bn, up 66 per cent Year on Year. The Ministry of Public Works is set to receive 26 per cent of budgeted investment capital while the Ministry of Electricity & Water would get 49 per cent.

Hydrocarbon capital expenditures are part of the US\$104bn recently-announced 5-yr development plan. Given the potential administrative delays and the lack of appropriate absorption capacity, we think a partial implementation (20-30 per cent of planned projects) could be in



the cards, but this should still be a game changer.

QATAR BUDGET IS THE EMIRATE'S LARGEST TO DATE

Qatar's FY10/11 budget has been set at QAR118bn (US\$32bn), up 25 per cent from the previous one. Development expenditures are projected to increase by 15 per cent to QAR43.5bn, with oil assumed at US\$50/bbl. QAR35.5bn is earmarked to infrastructure projects (airport, port, roads, electricity & water) while healthcare and education budgets (QAR25.9bn) include construction of new hospitals and schools.

OMAN FOCUSING ON GAS AND INFRASTRUCTURE DEVELOPMENT

The 2010 budget has been set at RO7.2bn (US\$19bn), up 12 per cent over the 2009 budget. Capital expenditures are set to rise by 11 per cent to RO2.1bn to support

key infrastructure projects (20 per cent of which is going towards gas production). RO937mn would be allocated to new development (schools, health centres, desalination plant) projects in 2010. The oil price assumption remains prudent at US\$50/bbl.

MENA CONSTRUCTION IN TRANSITION

The MENA construction sector continues to grapple with the effects of the Dubai real estate market collapse. As a result, we see six main themes prevailing across the construction and infrastructure sectors:

The push to diversify away from Dubai: MENA contractors are in a rush to reduce their exposure to the unattractive and oversupplied Dubai market. With relatively low barriers to entry, Abu Dhabi and Qatar absorbed some of Dubai's overcapacity but



then quickly became overcrowded as evidenced by the average number of bidding EPC contractors per project rising from six in 2009 to fifteen in 2010. A slowdown in the pace of awarding new contracts in Abu Dhabi, prolonging of the average project lifecycle and suspension of several mega projects left several UAE contractors with no choice but to accept lower margins on projects and to explore diversification into unfamiliar markets.

MENA contractors' days receivable have risen dramatically to well above 315 since the Dubai real estate market came to a grinding halt at the end of 2008. Nonetheless, little provisioning took place as contractors set up extended payment schedules. Additionally, contractors sought to deal with their rising receivables balances by delaying payments to their suppliers and subcontractors,

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thus creating what we believe will be an extended deadlock until demand returns. Contractors' lung capacity is now defined by the strength of their balance sheets, for now it is the only way that Dubai-based contractors can withstand the liquidity crises and, more importantly, expand geographically.

Compressing margins: Construction margins in MENA are coming under severe pressure thanks to 1) intense competition resulting from regional overcapacity as well as international players, 2) a slowdown in awarding new projects and client-driven delays in current projects, and 3) continued project cancellations.

The margin squeeze issue has been flagged by all contractors and our

strength of the economic recovery.

Banks play a bigger role in the sector: The UAE Property Market report published by analysts of Bofa Merryl Lynch notes that banks remain risk averse when it comes to financing construction projects in general. Contractors say that this situation is not confined to the UAE alone and banks' lending criteria are tough across the region. Banks are no longer satisfied with the balance sheet position of contractors' local subsidiaries. Corporate guarantees are now being required and banks have denied contractors funding when the project client has been deemed high risk, regardless of the contractor's financial health. This has led some contractors to resort to non-traditional sources of capital.

A similar pattern has been observed in the Saudi market, where Korean contractors went from having a 4 per cent market share of 2008 project awards to an 11 per cent share in 2009.

The Korean contractors' active participation in MENA projects is not a new phenomenon. MENA has been a key international market for Korean contractors since the late 1980s and, from 2004, has grown to become the largest. According to the International Contractors Association of Korea (ICAK), Middle East projects represented 62 per cent of Korean contractors' US\$401.1bn overseas projects as of 25 September 2010.

The report expects underinvestment on the supply side to drive future spending based on the needs of a rapidly growing population and economic diversification. It sees Korean E&C companies as the primary beneficiaries of this together with the incumbent players.

Korean E&C companies are targeting the following types of projects: 1) power/nuclear plants, 2) water-related works and 3) steel mills. Extended relationships with local clients and vendors could be an opportunity for them, notes the report. In this regard, Samsung Engineering, the leading overseas player with far-sighted management, and Daelim Ind will benefit the most.

Chinese market share small but growing: Chinese contractors have also made significant inroads into the hard-to-penetrate Saudi market: their 1 per cent market share of all projects awarded in 2008 rose to 11 per cent in 2009, thanks to major railway and power projects in the Kingdom. We expect Chinese contractors' activity to be mainly restricted to large infrastructure projects, especially in Saudi Arabia, such as the King AbdulAziz International Airport project and Package 2 of the Haramain High-Speed Rail Network (HHR) project.

MENA has been a key international market for Korean contractors since the late 1980s

channel checks report that several projects already face cost overruns as a result of changes to the specs made by the client without any adjustment in contract value for the additional work performed.

According to the report, the risk to margins will persist over the near term. For civil construction projects, the expected margins range between 6 per cent and 7 per cent.

Clients adopt a wait-and-see attitude: According to the report, awards postponement and project delays are the new major risk to MENA contractors. The average lifecycle of a project has been extended from 22 months to 35 months. Also, the rate of monthly project awards across MENA remains well below the two-year average. The main reason, in our opinion, is a tight lending environment driven by uncertainty about the

Korean contractors a force to be reckoned with: Prior to the collapse of the Dubai construction market, 71 per cent of total UAE construction awards went to MENA contractors. Korean companies represented only 6 per cent of all contracts awarded in 2008.

In 2009, the picture changed, with the MENA contractors' market share shrinking to 34 per cent and Korean competitors also capturing 34 per cent of total UAE construction awards. This is due largely to the award of the US\$20bn ENEC nuclear power plant project in Q4 2009.

However, this is also due to the decline in residential and commercial construction project awards and the rise in infrastructure and energy awards, where Korean contractors have the advantage of technical expertise over their MENA counterparts.

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FIRING THE ECONOMIC GROWTH

WITH THE CONSTRUCTION AND INFRASTRUCTURAL DEVELOPMENT AROUND, FUTURE IS BRIGHT FOR THE ASSARAIN GROUP OF COMPANIES, SAYS ITS MANAGING DIRECTOR KHALID AL WAHAIBI

WHAT ARE THE HIGHLIGHTS OF THE PERFORMANCE OF ASSARAIN GROUP OF COMPANIES IN 2010 AS COMPARED TO 2009?

Many of our companies felt a dip during 2009 which thankfully has been overcome by 2010. Major achievements of the construction related companies of our Group would be the consolidation of the newly setup Modern Concrete Products which has firmly established itself as a premier concrete products manufacturer in the Batinah region. At Assarain Concrete Products we have invested in a finishing line which will add value and increase the range of our concrete pavers, blocks and walling items.

Assarain Furnishing has strengthened its design studio and can offer interior design services for all kinds of commercial establishments and residential houses.

Assarain Telecom has strengthened its offerings up to Cat 7 category in its structured cabling projects that we do by representing Krone in Oman. KONE lifts another division of our company is now a market leader in elevators in Oman with a huge number of elevators in service all over Oman.

In the context of diversification, our Group is likely to make several investments in the coming years.

ASSARAIN FOODS HAD PLANS TO VENTURE INTO AREAS LIKE SEA FOOD AND SPECIALTY PRODUCTS, ANY UPDATE ON THAT?



Khalid Al Wahaibi, MD
Assarain Group of Companies

Yes, we are in the process of starting whole round sea food. We have already met with one potential supplier in Cochin and contacted other suppliers.

We have already taken active distributorship of Freshly Frozen Foods brand from Dubai in January 2010. The brand consists of a large array of processed food. We are looking forward to strongly establishing this brand further in the Oman market in 2011.

WHICH ARE THE NEW TELECOM PROJECTS YOU ARE WORKING ON?

The following are some of the new major projects we are currently working on:

1) ADC Krone Cat6 structured cabling solution for New Military Hospital Salalah MOD.

2) Al Aman Camp, Barka RGO.

3) Expansion of administrative block from SQU.

4) National Defence College, AL Falaj, MOD.

5) Shariate College, Wattayah, SQU .

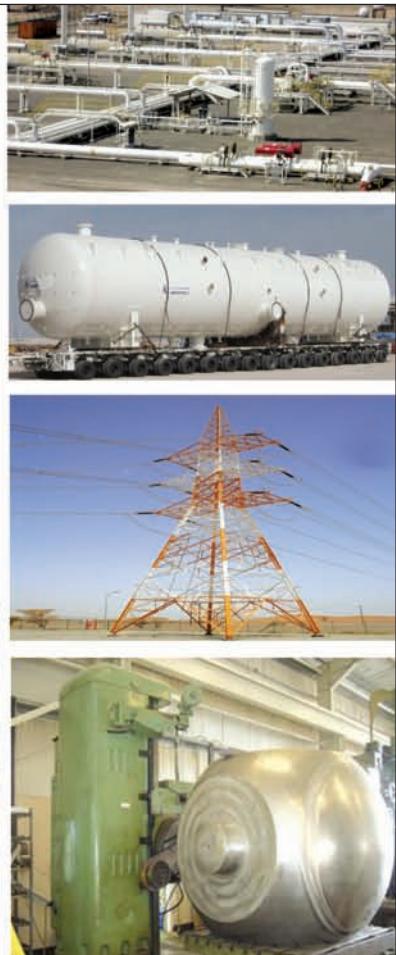
WHAT DO YOU THINK IS THE FUTURE OUTLOOK FOR INDUSTRIES IN OMAN WHERE ASSARAIN GROUP IS OPERATING?

As everyone is aware that the oil prices have been averaging significantly above the Government projections in its budget for 2010. If this trend continues for the next two to three years, we can expect significant investment and projects in the construction and infrastructure field which bodes well for all the construction related companies in our Group.

With the developments going on in Duqm, major road works across the country and the setting up of the Railway line and the five new Airports will definitely provide huge opportunities for all construction and service industries that Assarain Group is operating in.

Further with demographic growth in the Omani population there will be requirement for houses and increased demand for all products and services. I can safely say that we do have a bright future if we are willing to work hard and remain focused and steadfast in our investment approach.

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INNOVATIVE SOLUTIONS

ALOK VARMA, THE GENERAL MANAGER OF ASSARAIN CONCRETE PRODUCTS & TRADING LLC TELLS OER DOSSIER ABOUT THE PERFORMANCE OF HIS COMPANY AND THAT OF THE CONCRETE PRODUCTS INDUSTRY



Alok Varma, General Manager, ACP

WHAT ARE THE HIGHLIGHTS OF THE PERFORMANCE OF ASSARAIN CONCRETE PRODUCTS & TRADING THIS YEAR?

Being the largest and one of the most respected concrete products manufacturing companies, we have several achievements to our credit. We have executed external landscaping of several prestigious projects. We have also catered to leading contracting companies and ministries for many of their prestigious projects this year.

We have supplied high quality interlocking tiles, kerbstones etc. for Southern Expressway, Central Median extension, Muttrah Corniche beautification, Kharijia Street beautification, Maaridh Street

beautification, Bowsher beautification, Seeb Souq Beautification, Mawaleh Beautification, Al Khoud Beautification, Muscat Airport, Adam Airport, Sohar Airport apart from many other landmark projects of private investments.

Another highlight of our performance is being chosen to supply concrete products for the execution of Al Batinah Coastal Road, in one of their segments.

The thrust of our strategy this year too, as always, is on excellence, customer service and taking up challenges despite difficulties and demanding schedules. Currently, the demand for ACP's products

has further gone up. We have even changed production schedules every 8 hours to meet the increase in demand.

One of the major reasons for our unprecedented success is our ability to supply large quantities in a limited time with consistency and without compromising on quality and ethics.

COULD YOU PLEASE COMMENT ON THE TECHNOLOGICAL INNOVATIONS IMPLEMENTED IN THE COMPANY AND THE STEPS TAKEN FOR PRODUCT DIVERSIFICATION?

Our company has always been the front-runner in upgrading and adopting innovative technology in different areas. Way back in 1992, we made

a major technological shift towards use of world's best brand of concrete products manufacturing plant.

Assarain Group of Companies have two concrete product companies in Oman viz., Assarain Concrete Products & Trading LLC, Muscat & Modern Concrete Products LLC, Sohar, Muscat (called ACP & MCP respectively in industry parlance). ACP underwent major modernization programmes during different periods in the past by adopting technologically innovative concrete manufacturing plants, whereas MCP has technologically the most advanced plant as it is a relatively new plant.

We also invest in technically well qualified personnel who have the expertise to make use of technology to produce quality products and innovate them. We have launched technologically advanced and innovative products such as green concrete products, new age product types in the luxury segment as well as technologically most advanced surface finishes. We are poised to introduce technologically advanced concrete products viz., over the entire genre of Interlocking tiles, kerb stones, patterned tiles, paving slabs, building blocks, light weight blocks, dry-mix plasters, decorative plasters, tile adhesives and many other such products.

We have also diversified to provide single roof access to external landscaping products such as planters, bollards, benches, play equipments, composite manhole covers, artificial grass, lighting systems, etc.

COULD YOU PLEASE EXPLAIN THE ENVIRONMENT FRIENDLY INITIATIVES AT ASSARAIN CONCRETE PRODUCTS AND TRADING?

As part of a socially responsible business group viz. Assarain Group, ACP is fully committed towards

protection of environment. ACP is all set to receive its certification for ISO 9001:2008 for quality; ISO 14001:2004 for environment and OHSAS 18001:2007 for occupational health and safety management systems within the company.

Among all the concrete products manufacturers, we are one of the first to go in for integrated management systems covering all the three areas of quality, environment, health & safety. This apart, ACP has already started producing green concrete products which have a lower carbon footprint and these products are also gaining acceptance among many companies in Oman.

HOW WAS THE PERFORMANCE OF CONCRETE PRODUCTS INDUSTRY IN OMAN IN 2010 COMPARED TO 2009?

Oman also felt a comparatively lower impact of economic slowdown in its construction activities in the later part of 2009 till say August 2010.

However, the economy is back in action currently. If I extrapolate my present numbers to 2010 closure, I am sure we shall beat our 2009 numbers. As the General Manager of ACP, I can say we have managed quite well throughout by our well conceived strategies, and above all, by the sustained customer preference.

OMAN HAS EMBARKED ON A MASSIVE INFRASTRUCTURE DEVELOPMENT INITIATIVE. HOW IS IT GOING TO BENEFIT THE CONCRETE PRODUCTS INDUSTRY?

All are aware that many infrastructure development projects have already been conceived. This apart, tourism, education and health are also the main thrust areas of the government to achieve intelligent yet inclusive growth. Hence, I foresee a positive future for the concrete product industry.

I am sure, the concrete products

manufacturers in the organized sector having the state-of-the-art large capacity stationary plants are well poised on the demand side in the coming years. However, the key would be "how many projects" are under actual implementation and "how much" is the actual lift-off on the time line versus the current supply capacity.

WHAT DO YOU THINK IS THE FUTURE OUTLOOK FOR CONCRETE PRODUCTS INDUSTRY IN OMAN IN GENERAL AND ASSARAIN CONCRETE PRODUCTS AND TRADING IN PARTICULAR?

The concrete products industry is clearly divided into two categories:

- (i) manufacturing plants having large, high quality stationary plants, forming the organized sector; and
- (ii) small scale concrete products manufacturing units owning egg-laying plants with rudimentary technology in manufacturing, forming the unorganized sector.

Here, the end-users suffer because of a big divide in the quality parameters and hence, the concrete products industry should not only have specifications on the "product" manufactured, but also on the "manufacturing process" deployed.

This will therefore eliminate the low quality, low-priced products presently rampant in the market. The infrastructure industry as a whole will stand to also gain in the overall life cycle costs also.

The future outlook of the concrete product industry is quite bright if the industry and the government sector work hand-in-hand on implementing better checks, specifications and controls. ACP also has a very bright future due to its dynamic strategies, organic and proactive thought process and above all, its customer orientation, quality and range of product alternatives offered to its valued customers.



SCALES REDEFINED

L&T MODULAR FABRICATION YARD WILL CONTRIBUTE SIGNIFICANTLY TO THE PROGRESS, PROSPERITY AND TECHNOLOGICAL GROWTH OF THE SULTANATE. REPORTS SUSMITA DE

L&T Modular Fabrication Yard (L&T MFY), a joint venture between Larsen & Toubro (L&T) and Zubair Corporation of Oman, is another feather in the cap of the Sultanate. This modular fabrication facility is Oman's maiden effort to build mega structures and provide logistical advantage to the upstream oil & gas projects coming up in the Middle East and Africa.

Dedicated to build structures never been built before in this part of the world, this facility is expected to transform the region's capabilities for the fabrication of offshore equipment for the oil and gas sector.

L&T MFY LLC has signed an agreement with Sohar Industrial Port Company to establish its facility in the Gulf.

Located in the Sohar Industrial Port Area, this all-weather fabrication yard sprawls across 400,000 square metres and has a dedicated load out facility. The yard is well equipped for heavy fabrication, for testing of sophisticated equipment and loadout of ultra large modules with an annual loadout capacity of up to 50,000 tonnes. A 300 mt reinforcement jetty juts out into the sea.

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Though the manufacturing sector in the Middle East region is still at its nascent stage, it enjoys unique advantages due to its strategic location. This, in sync with the port facilities at Sohar, provides opportunity to establish a mega manufacturing facility supplying equipment to large oil and gas companies around the world.

The facility can fabricate and supply an impressive array of complex modules such as off shore oil & gas process topsides weighing upto 20,000 MT, jack up drilling rigs, Floating production storage and offloading vessels (FPSO) and semi-submersibles. It will also make large onshore modules, LWG and CCR modules, large ethylene furnaces, reformers, fire heaters and similar large dimensional equipment, informs one of the L&T officials.

L&T MFY is certified to various international standards and has the Certificate of authority to use API monograms for products manufactured. The yard is authorised to use ASME and NBBI stamps.

MEGA STRUCTURE

This particular large piece of structure or MHN process platform, which weighs 12,000 tonne, is ordered by Oil & Natural Gas Corporation (ONGC). The structure is over \$70 mn worth export value. It is 85 mt in length, 62 mt in height and 80 mt in width. Transported by special barges, it will be installed by L&T with its own installation vessel in Bombay High offshore field. Serving as exploration, production and process platforms, it can be installed offshore as well as onshore.

This facility will contribute significantly to the progress, prosperity and technological growth of the Sultanate and its industry and will significantly augment the country's industrial base by manufacturing latest-generation

INFRASTRUCTURE

Fabrication yard – 400,000 sq m
Covered shop area – 3,000 sq m
Covered stores area – 1,400 sq m
Total Office Area – 2,000 sq m
Testing Lab/Training area – 1,400 sq m
Shot-blasting & Painting area – 4,000 sq m
Canteen Area – 1,000 sq m

JETTY/QUAY WALL

Length – 300 m
Level – + 4.6 m w.r.t Chart Datum
Heavy Load-out facility – 10,000 MT
Waterfront – 500 m

products. The company has invested \$60 million in the Sohar facility so far. "It will go up to \$100 million when we go for expansion. It is a 100 per cent export-oriented unit and will bring in a lot of export revenue," says K. Venkataraman, president (Operations) and a board member of Larsen & Toubro.

Also, plans are afoot to invest another \$40 million for expanding facilities at Sohar for manufacturing structures beyond Gulf region, which includes Australia and South Asian countries.

At present, Sohar yard's clientele includes large national oil companies like Oil and Natural Gas Corporation (ONGC), Adnoc, Saudi Aramco and Chevron among others.

TOWARDS OMANISATION

The labour-intensive modular fabrication yard offers considerable employment opportunities. The company has formulated an elaborate programme for training Omani youth to acquire the required technical skills, and is working in close

cooperation with the Ministry of Manpower to this end.

Commenting on the issue, L&T chairman and managing director A. M. Naik said, "The venture will focus on sustainable growth in harmony with the environment and the community around us.

Omanisation, therefore, is high on our agenda. Our emphasis on training is raising the skill levels of our Omani personnel to world standards." From shopfloor to management level, training is available at every stage of performance.

Venkataraman pointed out that the company has been providing training for 215 candidates in Saham Vocational Training Institute. "Of this, 83 have been absorbed, after completing their training programmes."

POWER OF PARTNERSHIP

The inaugural ceremony of L&T MFY's facility marked the Sultanate's 40th anniversary and was graced by Ahmed bin Abdulnabi Macki, minister of national economy and other dignitaries.

Commenting on the occasion Zubair Group chairman, Rashad bin Mohammad Al Zubair said: "We are proud of our 15 years long association with Larsen and Toubro, one of the largest and most respected business entities from India". L&T and Zubair Corporation have a range of offerings including joint ventures.

Wisdom and foresight are the two strongpoints of Oman's economic planning. L&T MFY is part of that practical wisdom designed to secure the country's long-term prosperity. This is a win-win situation for both India and Oman. While India gets location advantage, Oman generates revenue and develops technical skills and takes one step ahead in Omanisation drive.

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A NAME TO RECKON WITH

BAHWAN BUILDING MATERIALS IS DIVERSIFYING INTO NEW MATERIALS AND PRODUCTS TO MEET THE CURRENT MARKET DEMAND. SOURAV SEN, GENERAL MANAGER, SPEAKS TO OER DOSSIER ON HIS COMPANY'S INITIATIVES AND GENERAL TRENDS IN THE CONSTRUCTION MARKET



Sourav Sen, General Manager, Bahwan Building Materials LLC

TELL US ABOUT BAHWAN BUILDING MATERIALS IN A NUTSHELL

Spearheading the construction materials market, Bahwan Building Materials (BBM) of Suhail Bahwan Group is a trading company in commodities, and is also a distributor of branded building items. It offers an impressive array of quality products to consultants, contractors

and customers. All these products from local and major international manufacturers are available under one roof at competitive prices, steel, cables, tiles and sanitary ware being its core business.

Within the Suhail Bahwan Group Holdings, Bahwan Building Material is the largest company and is one of the oldest, too. Under the visionary

leadership of Chairman Sheikh Suhail Salim Bahwan, the business is moving up the growth trajectory. Recently director Amal Bahwan, a new generation dynamic leader, has also brought in many effective changes for the company to gear up for a sustainable long term growth.

WHAT IS YOUR CURRENT BUSINESS STRATEGY?

The company has evolved and redefined its business over the last two years, following a boom in infrastructure. A business that was steel driven is now offering materials solutions for construction projects. The services offered by the company span right from making a foundation to the completion of any project. The approach today is four-pronged:

- Retail and Distribution
- Project Solutioning and Enterprise account management
- New products -Special, niche, more branded Products
- Commodity materials

The company sources materials more locally than internationally. With a well-maintained inventory, delivery is executed within 24 hours from the multi-nodal warehouses and stockyard facilities.

COULD YOU ELUCIDATE THESE APPROACHES?

- ❖ In the retail sector, the Bahwan brand name stands for trust and reliability both in the capital and

in the interiors. Catering to market needs, the state-of-the-art retail showrooms across Oman displays tiles, sanitary and other products. The one at Wadi Kabir offers a wide range of tiles and bathroom products ranging from very high to low end to suit everybody's budget.

We have Elegance, the latest boutique series of the reputed RAK brand of tiles from UAE in our portfolio, and contemporary designs are coming from Black & Decker. The approach of creating concept rooms and bathrooms in a simulated environment inside the showroom, where a customer is able to see how it will look in his private space, has paid dividend generating a lot interests.

Variety of products, a wide price range, Bahwan as a brand name and its far and wide reach – these are the core strengths of Bahwan Building Materials which help it to stand in good stead in competition with local and Chinese tiles manufacturers.

Bahwan Building Materials opened new branches in Ibri, Mabella, Sinaw this year, and is eyeing a few more in areas not tapped yet. It is through 150 to 160 dealers all across Oman that Bahwan gets a wide reach to far-flung areas.

❖ We are present significantly at most large infrastructure projects in Oman whether its Airport govt project, Batinah Coast, Quryat Housing, Duqum Port, Southern Express and other private constructions. Our approach is to provide material solutioning, just in time deliveries and continuous value management with purchase, project and finance teams of clients.

❖ We are now diversifying into new materials and products to meet the current market demand and our company is focusing into stainless steel. These are our niche areas.

Stainless steel is in demand in oil & gas projects in coastal areas where corrosion is a challenge.

Sewage and waste water and the drinking water are the major growth areas in the coming years. We have ventured into ductile iron pipe business first time with a reputed company from India, and are looking into niche products like customised ACO drainage products with high value application, imported from Germany. We source our materials from Asia and Europe and also from UAE. Countries as far as East Europe are also approaching us. This sourcing strategy dovetails well with our current product strategy. We are also spreading out in the dimming lights area, industrial poles, and exterior solar lightings; these, with LED lightings will be our growth areas in the coming future.

❖ Apart from Steel rebars from Oman, GCC and Turkey we have brought back wood business in a big way. We are importing best quality wood and plies from Indonesia, Malaysia, China and Chile, which are popular in this region. We never compromise on quality.

We have significantly expanded also. We have more than tripled our cable business and going very strong in that area, thanks to our partnership with local cable companies, Specialty Cables from other international markets.

WHAT IS YOUR TAKE ON OMANISATION AND THE TEAM YOU ARE LEADING?

We have attained a very high rate of Omanisation which is close to 67 per cent by 2010 end. We are training them in retail and they are doing wonderful job in the branches and in the Wadi Kabir showroom. For training and exposure, we periodically send them to our principals. Even our new team in Projects and Accounts are very enterprising and supporting

the middle management to implement mentioned strategies with great vigour.

HOW DO YOU COPE WITH THE CHALLENGES YOU FACE IN THE MARKET?

Owing to competition, margins are thinner nowadays. To manage cost with such a wide distribution network and operations, spanning so many segments and products, is itself a big challenge.

Managing the commodity cycle is also a huge challenge. What is crucial for our business is that one must have insights into what drives the commodities like steel and copper up and brings them down, so that one can be prepared for any eventuality. We have to be prepared for the downfall as much as we have to be for the upside of the market.

So one has to be very cautious and knowledgeable and cannot take everything at face value. One has to look for signals or tell-tale evidence from market dynamics. We are helping the main commodity marketing sales team and especially the sourcing commercial team, to understand what those signals are. One must have a database and knowledge and a constant online mechanism for interpreting situations and subsequent dissemination.

Our directors allow a lot of freewheeling interaction and knowledge sharing to happen. I ensure that it is completely shared across all our marketing, sales, retail teams in branch and capital when commodities are being bought and sold. Risks and pitfalls are going to happen, there is no denying that. But it is controlled when dealt with knowledge of global trends like fluctuating currency and raw material costs as well having full customer insights. The key is, not to speculate but develop an ability to see through in a highly fluctuating marketing at this point of time.

BRIGHT DAYS AHEAD FOR LIGHTING INDUSTRY

THE REVIVAL IN CONSTRUCTION INDUSTRY IS LIKELY TO SPUR GROWTH IN THE GLOBAL LIGHTING FIXTURES INDUSTRY. DEMAND FOR ENERGY SAVING LIGHTING MAY GO UP IN THE COMING DAYS



Global lighting fixtures industry is expected to come out of the effects of financial slowdown in the coming days. Studies conducted by different agencies point to the industry registering significant growth in the coming five years.

According to a report released by Global Industry Analysts (GIA), titled *Lighting Fixtures: A Global Strategic Business Report*, the lighting fixtures market across the world will touch US\$118 billion by 2015. The growth of global lighting fixtures market will be driven by the rise in demand for roadway lighting and other outdoor lighting fixtures, and increasing non-residential construction work in rising economies of Eastern Europe and Asia.

The market growth will also be propelled by advanced energy efficient, durable solutions, including portable fixtures with built-in LEDs, electronic ballasts, high intensity discharge lighting, and non-incandescent portable fixtures.

According to another study, worldwide demand for lighting fixtures is projected to grow by 5.8 per cent annually through 2014, a significant improvement from the market advances registered during the 2004-2009 period.

Product sales will be driven by, acceleration in residential building construction activity and continued growth in non-building construction expenditures. A strong rebound in

motor vehicle output is also likely to help growth of the industry.

Revival of construction activities at several large scale projects around the world after the economic slowdown of 2009 are also expected to help growth of electrical products market in late 2010 and 2011. Large scale public sector expenditure in housing, education and health will also sustain the market in the short to medium term, underpinning demand in the market.

PAST PERFORMANCE

World electrical products market recorded fast growth revenue-wise in 2006 and 2007 but profitability growth did not keep pace with volumes. In 2007, the combined sales

of the electrical wholesalers reached around £4.55 billion, according to industry statistics reflecting overall growth of over 13 per cent since 2004.

One of the key factors which provided growth for the electrical wholesale market in terms of sales revenue was the increased cost of many of the key raw materials used in products sold through this sector, such as steel, copper, plastics etc., as well as the rising price of fuel contributing to higher transportation costs. All these lead to increased prices.

These issues partly contributed to the rapid growth in the market in 2006 in terms of revenues, but eventually they had a negative impact on profitability levels, both for electrical product manufacturers and the electrical wholesalers themselves.

Eventually, inflationary pressures from fuel, energy and materials in particular, dampeden revenue growth in the medium to longer term, sustaining pricing pressure, along with subsequent negative impact on profitability.

BRIC OUTPERFORMING OTHER INVESTMENT MARKETS

The Global Industry Analysts' study predicts that lighting fixtures industry in Brazil, Russia, India and China (BRIC markets) will outperform other markets in the coming years.

The study includes the key segments

of non-portable lighting fixtures, portable lighting fixtures, and accessories and parts.

The report analyzes markets based in the regions, such as Latin America, Asia-Pacific, Europe, Japan, Canada, the US, and the rest of world. The report covers key players, including Zumtobel AG Group, Toshiba Lighting & Technology, Taschibra Brasil, Ruud Lighting, Philips

In a few industrialized nations like Austria and Belgium, the rate of growth through 2014 will be similar to advances posted in developing areas, attributable in large part to a strong upturn in automotive industry production after a period of decline.

Sales of lighting fixtures in developed areas will also be spurred by an acceleration in economic growth and higher per capita income, leading

Revival of construction activities worldwide are expected to help growth of electrical products market

Lighting B.V, Morlite Systems, Panasonic Electric Works, Koito Manufacturing Company, Hubbell Lighting, GE Lighting Systems, Cooper Lighting, Catalina Lighting, and Acuity Brands Lighting.

According to another study, China alone will account for one-third of all additional demand through 2014, strengthening its position as the largest lighting fixture market in the world. Sales gains are also expected to be healthy in lower-volume markets such as Thailand, India, Russia, Vietnam, Turkey, Mexico and Indonesia.

Lighting fixture demand in developed parts of the world will rise as well.

to a pickup in consumer spending and renewed strength in residential building construction activity.

VEHICULAR, NON-PORTABLE FIXTURES

Vehicular fixtures will record the fastest market gains of any major product segment through 2014, stimulated by increases in global motor vehicle output and supported by a shift in the product mix toward more expensive units, including high intensity discharge and light-emitting diode (LED) lighting fixtures.

Because of the anticipated recovery in industry production in countries such



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EXPLOSION PROOF LIGHT FITTINGS, J/BOXES AND ACCESSORIES AND HAZARDOUS AREA PRODUCTS AS PER AMERICAN SPECIFICATION





as Canada, France, Italy, the UK and the US – all of which have registered substantial drops in automotive output in recent years – vehicular lighting fixture sales advances in these areas will be more robust than in many developing nations.

Non-portable outdoor fixture demand will expand at the next fastest rate, fueled by ongoing non-building construction expenditure growth and an improvement in residential building construction spending. Efforts to increase the energy efficiency of outdoor lighting equipment which is already in place will contribute to sales growth as well.

In 2010, the lighting market consumption trends and changes in high-profile holdings in the established market, based on individuality, energy, service, professional and other consumer demands will dominate the lighting market.

According to another survey, consumers are also becoming more rational and mature, and this has brought to light industry greater challenges and opportunities. In the present market one who is closest to consumers will win the market.

The current trends in global lighting fixtures market are the following:

INCREASED DEMAND FOR CUSTOMISED LAMPS

In 2010, the demand growth for traditional lighting has been slowed down slightly, but customers in the pursuit of personal lighting products are increasing rapidly.

People are focusing more on the choice of lighting design and overall aesthetic harmony of decoration. In addition, people are also preferring lighting that adapts to different occasions and functions such as writing and having dinner.

Different types of lights like writing lights, emergency lights, and dining room lamps have many takers.



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EX-PROOF LIGHT FITTINGS
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CONNECTORS



CABLE MARKERS, TIES

BRAND PREFERENCE

In the lighting market, consumers are likely to become more brand conscious and are likely to opt high quality products, especially the high-end market of consumers. When consumers select the high-end lighting they are likely to pay more attention to the brand and quality of lighting. They will pay more attention to the intrinsic value of the material and production process as well.

OFFICE LIGHTING TO BE IN DEMAND

According to some surveys, growth in development of commercial and office spaces around the world will lead to an increase in demand for office lighting.

In China, due to the sharp rise in operating costs, the Pearl River Delta, Yangtze River Delta's labor-intensive industries have begun to shift to the Mainland, and a large number of plants now need lighting products; on the other hand, the need for industrial upgrading in the Yangtze River Delta and Pearl River Delta's manufacturing environment will result in the increasing demand for office lighting.

As the business community continues to develop, more and more people want to improve lighting at factories and offices to provide better work environment, allowing staff to be more pleasant.

Office lighting has more and more



Currently, customers in the pursuit of personal lighting products are increasing rapidly

extensive group of users, including small and medium enterprises, individual offices and private study, state-owned and collective, joint-stock companies and large enterprises. The needs of the office environment and more diversity not merely demands light but quality lighting fixtures that could create a healthy, comfortable, intelligent office environment.

Five major popular themes in modern office lighting are modern minimalist, cutting-edge fashion, art, environmental technology and classic

luxury. Office lighting applications will meet environmental and user groups' needs with different models. Many industry sources said that by 2011, the variety of office lighting style will continue to increase.

INCREASING DEMAND FOR ENERGY SAVING

The coming days are likely to witness more demand for energy saving lighting. Compared with other types of buildings, consumption of power in large commercial buildings is high. According to statistics, in developed



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MASTERPLUG
EXTENSION SOCKETS, PLUGS



HADLEY GROUP
TRAY & TRUNKING

countries, energy consumption by commercial buildings is 40 per cent of the total energy consumption. China's building energy consumption accounts for about 23 per cent of the total energy consumption currently and is projected to increase to 35 per cent by 2010. Electricity is a major expenditure after labour costs. Therefore, at many shopping malls and departmental stores, energy saving lighting products are on high demand.

In 2009, several big retail chains switched on to energy-saving LED lighting for more energy-savings. This energy saving lighting products are supposed to make further inroads into the shopping malls, supermarkets and specialty stores.

HOTEL LIGHTING

The growth of hotel industry has influenced the development of hotel lighting. Speakers at the '2009 International Hotel Investment Forum', had pointed out that the golden age of China's tourism and catering industry is coming.

The direction for future investment is mainly in second and third tier cities. That means hotels in the second and third tier cities will increase their demand for lighting. Moreover, in tune with the ratings of the hotel, demand for simple, personalised hotel lighting products will be higher than the demand for high-grade decorative lighting. The intelligent lighting system solutions have become



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popular in a large number of upscale hotels throughout the world currently. This is helping them reduce operating costs and enhance the hotel's comfort and quality. In a service-oriented hotel industry, customer personalization, intelligent and interactive services are especially in demand. Therefore, hotel intelligent lighting systems have gradually become the key hotel decoration. Hotel intelligent lighting control products have entered the mature, practical, reliable stage. In the coming years, intelligent lighting system solutions will continue to be the focus of the hotel industry and will gradually spread to different types of hotels.

PROJECT LIGHTING STILL ATTRACTIVE

The past two years was the golden period for green engineering lighting in China driven by the infrastructure development for Olympic Games, Shanghai World Expo and the Guangzhou Asian Games. Indoor lighting products like fluorescent lamps and lamp panels were in demand for infrastructure projects, particularly schools and hospitals in recent years, for the effective implementation of energy-saving goals. The use of T5 lamps is becoming increasingly common in engineering projects currently.

INCREASING DEMAND FOR PROFESSIONAL SERVICES

"With the breakthrough in technology, products will tend to become homogeneous in the future and the

The designs which are popular include vintage throwbacks to sleek, cutting-edge ones

society will be a service-based one. Engineering quality and service will become equally important. To this end, many lighting fixtures companies in developed economies have formed a complete sale and after-sales service systems and established 24-hour response mechanisms. As more huge projects are coming up, maintenance of a full range of professional services will become important for lighting fixtures companies.

LIGHTING DESIGN TRENDS

2010 is a year of exciting new trends in lighting designs. The designs which are popular include vintage throwbacks to sleek, cutting-edge ones. There is something stylish in store for every taste and budget. Some of the models in vogue are the following.

The 'Edison' Look: In lighting designs, this design has many takers currently. This design looks highly modern, but also celebrates lighting's roots in a fun way. We love the sleek look of the Dimond "Mont Alto" table lamp.

Farmhouse Fixtures: A major 2010 lighting trend that is sure to stick around, 'Farmhouse' light fixtures, usually with open cage designs and traditional candelabra interiors, strike

that perfect balance between a fancy chandelier and functional pendant. Try a farmhouse pendant in your foyer for an inviting touch. Better yet, try it over your kitchen table. The Savoy House "Sheridan" foyer light (now available) definitely strikes our fancy.

Metallic Pendants: Copper and pewter finishes are another popular lighting trend in 2010, particularly with upcoming mini pendant designs. Metallic pendants can lend an inviting rustic touch to your home and are certain to remain stylish for years to come. The Hudson Valley Independence mini pendant is a particularly good use of this lighting trend, and works well in a range of surroundings.

Brass is Back: Brass finishes made a big comeback in 2010 lighting. But these aren't the 'brass and glass' fixtures you remember from way back in the day - there are lots of super stylish brass designs on the horizon. Case in point: the recently unveiled "Ferrara" chandelier from Quoizel.

Whether your style is traditional or you yearn for up-to-the-minute style, you are certain to find something that suits you in the new 2010 lighting designs.



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LIGHT FITTING



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WEATHER PROOF ENCL
& MODULAR BOXES



WARNING ACCESSORIES

SOFTWARE TO SAVE

CONSTRUCTION SECTOR CAN CUT UNNECESSARY EXPENDITURE BY USING CONSTRUCTION MANAGEMENT SOFTWARE. IT WILL ALSO HELP THEM TO STREAMLINE THEIR OPERATIONS AND STIMULATE GROWTH

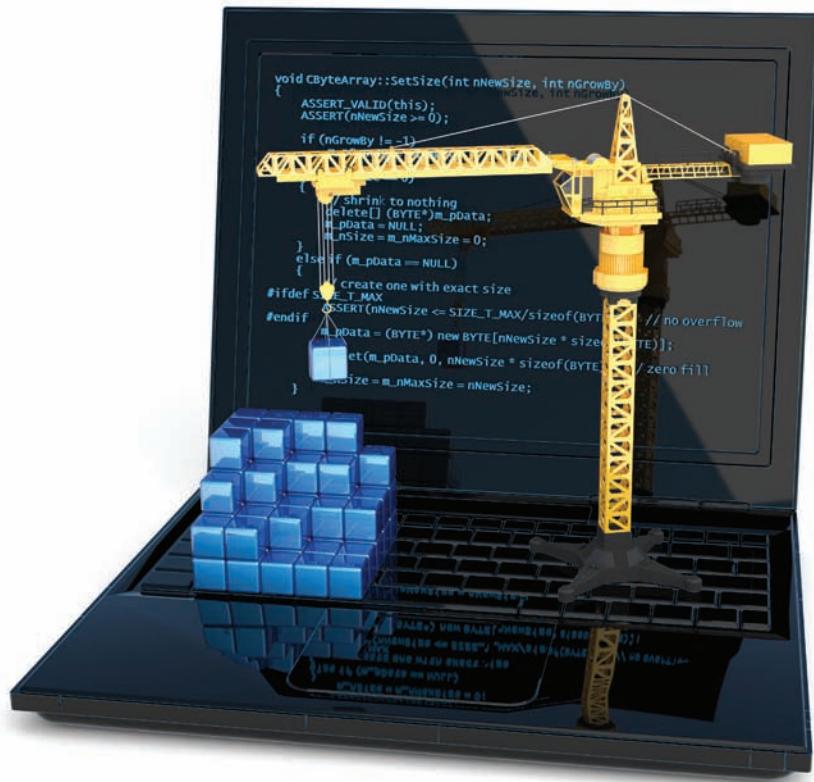
Construction Management Software is a solution for builders and construction groups to manage construction projects. It can help clients stay up to date on their projects online with this software.

Some of them help create a project and add tasks and clients could then log in and can place comments on each task, view estimated completion dates and the status of each task. The software helps to ensure that client satisfaction is high, by keeping them informed of the project. In short construction management software will help to run construction business smoothly.

Construction projects can be very complex. There are many details and plans, and projects undergo changes constantly. It is very difficult to keep track of everything and keep clients happy always. Construction management software is a panacea to all such issues. Construction management software allows one to quickly view the status of projects and has the ability to answer questions fast with all the information just a few clicks away.

COST SAVINGS

Construction management software helps control cost almost at every stage from a bid to the final account. Savings in time and money can be



gained by automating the estimating process to provide a faster bid delivery. Software providers have developed different enabling technologies that provide verifiable returns.

Some of the software can show what developers and contractors are spending on site and what they have left to spend. They can also track changes in the project and make sure that their budget takes into account

these variables, thus helping to control expenditure.

Construction management software is especially relevant during times of economic slowdown when even small margins count. Having said this, it is also important to add that software solutions are relevant to organisations in all aspects of operations at all times. Only thing is that benefits of construction software may be more visible during harder times.

CHALLENGES

The challenges faced by construction management software have more to do with adoption than the software itself. The construction industry is lagging behind others in the adoption of technology to solve business problems. The role of the technology is to provide the industry with a platform to manage the entire contracting process from bid management, procurement, commercial cost management of projects, and financial accounting.

One of the important aspects while using the software is to make sure that all departments share the information they have. If the payroll department keeps all information in its domain, they cannot make it available to a person who really needs to know about it. These people need to know about a situation as it is happening and not after, as cash flows on a continual basis. Construction software can manage all of this.

FUTURE PROSPECTS

Internet is becoming more and more integral to our lives. Almost everything we do now is web-based, resulting in internet becoming the perfect communication tool. Because of this, some experts opine that construction management software is going to be internet based and available to, hopefully, everywhere on the planet in the coming days.

According to some other experts there will be consolidation in the market place for vendors that sell, specifically to niche parts of the construction supply chain. More and more companies will move from traditionally hosted extranet collaboration systems to their own internal document and content management platforms that have the ability to extend to third parties.

Times are now right for construction companies to spend on specialised construction software which can

help trim costs. Here are some of the software providers to know.

ACONEX

This software helps to combat the cost of paper documents and the limitations of e-mail, Aconex provides a web-based system for managing project information such as drawings, documents, tenders and correspondence.

It helps to prevent disputes and delays, the system maintains a complete audit trail of who did what and when, allowing contractors and project managers to track key deliverables and identify bottlenecks before they impact schedules. A large number of organisations all over the world are using this software.

CONSTELLATION HOMEBUILDER SYSTEMS

Constellation HomeBuilder Systems is one of the largest providers

management solutions which can cater to the needs of the construction industry. Its cost management and financial management systems help organisations minimise risk, control cost and increase profits. Its enterprise content management solutions help companies gain better control over information relating to projects, departments and entire organization structure. Causeway's supply chain management solutions help construction firms control costs and increase profit margins throughout the tendering process.

CMCS

Past Performance Management Information Systems (PPMIS), a portfolio and project management solution offered by Collaboration Management and Control Solutions (CMCS) helps companies keep track of project progress. This software unites all project information, including schedules, costs and documents, to

Times are now right for construction firms to spend on specialised construction software which can help trim costs

of software for home builders. It has recently released the new BuildSoft Pro 32-bit. BuildSoft Pro is an award-winning residential construction software for small to medium-sized home builders and remodelers designed to help manage and streamline their construction processes. The new 32-bit platform, BuildSoft Pro has a modern look and feel and is based on a stable, solid platform with Microsoft Outlook and Excel functionality.

CAUSEWAY

Causeway has design, cost, financial supply chain and enterprise content

make sure that information is readily available to users. Those who are expected to benefit from the system are: developers and owners, financial partners, project management firms, surveyors, consultants, contractors and suppliers. The customer list of the company features regional developers, project managers, consultants and contractors.

BUILDETREND

BuilderTrend Solutions' BuilderTREND software was developed especially for small and medium sized builders. This is easy-to-use and web-based. This software

streamlines the communication process for the main contractor, subcontractors, and homebuyers allowing for online scheduling and calendar, online document and photo sharing, online change orders and selection approvals, online warranty management, email and direct text message alerts and more, all in a simple and user-friendly way.

PENTA CONSTRUCTION ERP

Penta Technologies' PENTA Construction ERP is an innovative enterprise software system designed to help complex construction, engineering, and service enterprises to improve business performance. From integrated multi-company financials, projects, service, labour and equipment, to analytics, document imaging, workflow and mobile field software, PENTA provides a deep, industry-specific feature set and forward-looking technology for engineering, construction and service firms that need to improve and grow their businesses.

CONSTRUCTION COMPUTER SOFTWARE (CCS)

Candy Construction Estimating and Project Control system from Construction Computer Software (CCS) is a software application for the construction sector, especially for cost management and planning. The system integrates all functions and stages of the construction process, from estimating through to tender award and ultimately, final account. Candy is totally focused on and designed for construction and is not a set of relational databases pressed onto construction people.

Candy is developed over 30 years through an interactive and consultative process with the industry and can manage the numerous links between all functions and all the people in construction in a systemic way.

RED SKY IT

Red Sky IT provides specialist

Construction management software is going to be internet based and available hopefully, everywhere in the coming days

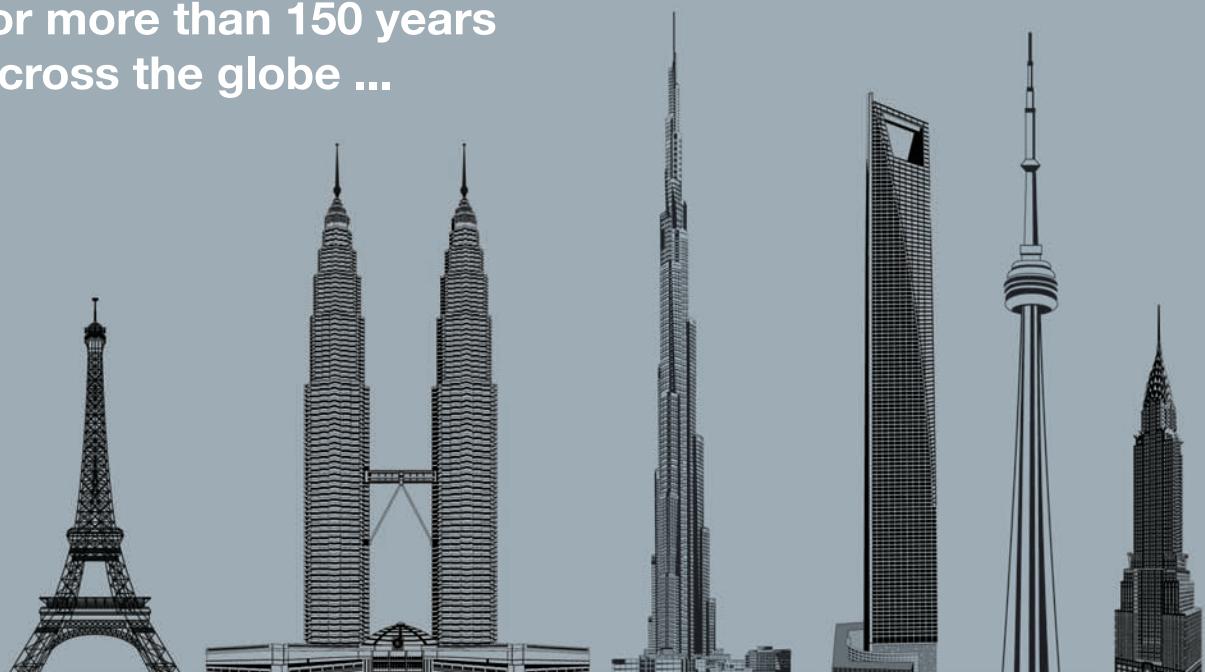


software solutions to each part of the construction sector supply chain, from architects, engineers and consultants to contractors of all size and type.

The company has more than 30 years' experience in delivering solutions to the UK market and has supplied its software to top construction companies in the Middle East also. Red Sky offers a range of solutions under its Summit,

Progression and Informate product lines, covering contract financial accounts, estimating and tendering, project accounting, service and maintenance management, house builder operational control, content and document management and electronic purchasing. The Summit products are available on a 'software as a service' basis, where customers pay monthly fees to use the software over the internet.

**Executing landmark projects
for more than 150 years
across the globe ...**



**...and more than
30 years in Oman.**

Commitment to customer satisfaction and resolve of constant improvement in safety, quality, service excellence and environmental protection has helped Otis become the world's largest manufacturer and maintainer of elevators, escalators and moving walkways.

Complimented by BEC's values of synergy, commitment and excellence, Otis brand remains to be the No. 1 in the Sultanate also.



Cultural Centre Complex, SQU



Bank Muscat Headquarters



Knowledge Oasis Muscat



Bahwan Engineering Co. LLC
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OTIS | **B** **E** **C**

AJAY JHAVAR,
GENERAL
MANAGER-
CORPORATE
OF BAHWAN
ENGINEERING
CO. LLC TALKS
ABOUT HOW
THEIR ELEVATORS
AND ESCALATORS
DIVISION, IN
PARTNERSHIP WITH
GLOBAL LEADER
OTIS, IS LEADING
FROM THE FRONT
BY PROVIDING
THE BEST IN
CLASS PRODUCTS
AND SERVICE IN
THE PASSENGER
CONVEYING
SYSTEM MARKET

TELL US IN BRIEF ABOUT THE BACKGROUND AND CURRENT SCENARIO OF THE ELEVATORS MARKET IN OMAN.

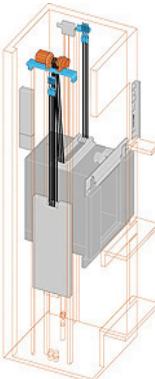
The Sultanate of Oman is comparatively a smaller market for elevators compared to its neighbours. There are a few high-rise buildings in Oman as the emphasis has been more on low rise buildings and structures. With fast paced development in places especially Muscat, Sohar and Salalah in the last decade, the demand has picked up in various segments in Oman. On an average, the market has been growing at a rate of 15 per cent per annum.



RISING TO



THE CHALLENGE



Gen2®

GREEN PRODUCTS

Otis' environmentally friendly Gen2™ elevator system sets the standard for elevator performance, efficiency and comfort. The Gen2™ system does not require any additional polluting lubrication, eliminating the need for storage, cleanup and disposal of hazardous waste. The Gen2™ system becomes even more energy efficient when combined with ReGen drives. As the product of choice for green building initiatives, ReGen drives reduce overall elevator energy usage by up to 70 percent compared to systems with non-regenerative drives.

SOME OF THE SIGNATURE PROJECTS OF OTIS:

- Burj Khalifa
- Los Angeles/Seoul International Airports.
- Shanghai World Financial Center
- Eiffel Tower
- Petronas Twin Towers

Demand sometimes increases due to large size projects.

WHICH SEGMENTS ARE DRIVING THE BUSINESS?

The business segments can be divided into residential, commercial, hospitality, tourism, healthcare, industrial, airports and retail. It is difficult to pinpoint that a particular segment is propelling the business as the market is primarily driven by large projects that creates demand of significant proportion. Overall, we can say that majority of the market consists of residential and commercial segments. The business volume is more in residential segment whereas the value is higher on the commercial side.

WHAT ARE THE IMPORTANT CONSIDERATIONS WHILE SELECTING A PARTICULAR BRAND OR SERVICE PROVIDER IN THIS SEGMENT?

In my opinion, there are two main factors – safety and reliable service – that one should look into before selecting a brand. Safety is the prime concern. Our slogan 'No Compromise on Safety' also conveys the same viewpoint.

Safety and service standards have to be world-class. Service is the key and our mission is to be first in service, first in products and first in performance. It is not about selling a good product only; it has to be safely installed, commissioned and maintained throughout its service life. Life of an elevator is very long due to technological advancement. If the elevator is maintained properly and modernized from time to time, it can be used for a substantial period without any major problem. A good example

of this is the elevators at Muscat Intercontinental Hotel. The glass panoramic elevators in operation at the hotel's atrium are the same elevators that were installed way back in 1978 and subsequently modernized and we have been maintaining them all these decades. Whenever we sell a product we ensure that we do its maintenance as well.

We are the exclusive distributors of Otis Elevator Company to offer their products in Oman. Otis is the world's largest manufacturer and maintainer of people-moving products including elevators, escalators and moving walkways. With headquarters in Farmington, US, Otis employs 61,000 people, offers products and services in more than 200 countries and territories and maintains 2.3 million elevators and escalators worldwide.

TELL US ABOUT THE GREEN PRODUCTS OFFERED BY OTIS.

Ever since Elisha Graves Otis, the founder of Otis, sold the world's first safe elevator in 1853, Otis has remained as the world's leading elevator company with number of firsts to its credit. Otis has been a pioneer in green technology in the elevator market. In 2000, Otis first invented Gen2™, the first green elevator in the world. Traditionally, an elevator is run by conventional steel ropes, which need regular lubrication and maintenance. In Gen2™, Otis used its patented, flat, polyurethane-coated steel belts replacing the conventional steel rope. The new flat belt doesn't require lubrication or regular maintenance.

Gen2™ is environment friendly, performs smoothly and quietly. It is flexible, saves space, and lastly, takes less time for installation. And most importantly, it consumes less power.

It has been installed in many projects in Oman. Recently, we have installed them in Asian Beach games and PDO facilities. We have bagged the contract for installing several such elevators in The Wave- Muscat, and Muriya projects.

GENERALLY GREEN PRODUCTS ARE MORE EXPENSIVE COMPARED TO THE CONVENTIONAL PRODUCTS. WHAT IS THE SCENARIO IN THE CASE OF ELEVATORS?

The green elevators in the long run turn out to be more cost effective because, their power bills could be 40 to 50 per cent lower compared to conventional elevators. So the green elevators pay for themselves in the long run.

Otis has also added their ReGen drives to the Gen2™ to make them more efficient. ReGen drives reduce overall elevator energy usage by up to 70 per cent compared to systems with non-regenerative drives. ReGen drives feed energy, usually lost during braking, back into the building's internal electrical grid, where it can be used by other loads or users connected to the same network. They are ideal for low and mid-rise residential and commercial buildings.

Apart from green technology, Otis is continuously raising the benchmark when it comes to safety, comfort and features. And aesthetics, of course. We can translate client's vision into reality just like customized luxury cars. We can add multiple features to an elevator depending on the usage.

HOW STRONG YOU ARE ON THE SERVICE FRONT?

We are completely committed to provide prompt and excellent service

to the customer. We have 24x7 call back service. The service team is divided into different zones to reach the site in minimal time. We never compromise on quality and safety. Being the market leaders we are continuously striving to improve our high standards of service. Our group's core value revolves around commitment to providing an excellent service to our customers.

And this can only be achieved if we have people who are well trained and have the aspiration to demonstrate excellence in service. Our team has a proven track record in achieving the highest standards in customer satisfaction and our people undergo training at regular intervals to be abreast with the latest technology and operations under the guidance of Otis.

OMAN HAS BEEN EXPANDING AND MODERNIZING ITS INFRASTRUCTURE SAY AIRPORTS ETC. DO YOU HAVE THE PRODUCTS TO MEET THE DEMANDS OF THE NEW DEVELOPMENTS?

We have been involved in most of the prestigious infrastructure development projects across sectors over the decades. We are fully geared up to provide the products that are needed by the Sultanate in its modernization and expansion drive. Talking of airports, we have the products to provide safe, reliable and environment friendly transportation solutions for heavy-duty operations.

Also, we have specialized aesthetic features to meet the needs of airports in Oman. Recently, Otis has got the contract to provide 88 energy-efficient elevators, escalators and moving walkways to Los Angeles International Airport (LAX).



SOME OF THE SIGNATURE PROJECTS OF OTIS IN OMAN

- Muscat Intercontinental Hotel
- Royal/Khoula Hospitals
- Petroleum Development Oman (PDO) Headquarters
- Bank Muscat (new) Headquarters
- Muscat/Qurum City Centres

“ Bahwan Engineering and Otis Elevators together have played a formidable role in the growth of Oman. For more than 30 years, the ever increasing business cooperation has meshed together a fine common understanding of quality and customer satisfaction. We are both working on continuing what we started to reach, higher and higher levels of business perfection. Cooperate, perform and grow into the future**”**

**MOHAMED RASHEED
MANAGING DIRECTOR
ARABIAN GULF REGION, OTIS**

SUCCESSFUL PARTNERSHIP

TRAINED BY PRINCIPALS, OMAN PUMPS IS EQUIPPED WITH A TEAM OF SKILLED TECHNICIANS & ENGINEERS, WHO RENDER EXCELLENT SERVICE TO CUSTOMERS



motors, electronic control panels, frequency drives, generators, submersible cables, rising mains, valves and stocks accessories like pipes, cables etc. It also services & refurbishes old pumps.

Trained by principals, the shop floor is equipped with a team of skilled technicians, who renders excellent service. "Oman Pumps acts as a Total Solution Provider in the industry," says Basim Al Riyami, Senior Executive Director, Oman Pumps. A large inventory of parts is maintained to provide prompt after sales service. All this has helped Oman Pumps to earn the goodwill of consultants and clients.

GRUNDFOS PUMPS

All facilities and systems at Oman Pumps are installed as per the highest standards laid down by the company's collaborators, Grundfos Pumps. The industry major offers a full line of reliable and efficient pumping solutions for most applications at home, farms, commercial buildings, construction industry, water treatment, waste water treatment & oil and gas industry. Its range of pumps meet most pumping needs in industrial applications with special focus on water treatment, waste water treatment & ground water extraction.

Grundfos has a full range of pumps comprising of multi-stage centrifugal pumps, single-stage end-suction pumps, dosing pumps, circulators, borehole pumps, split case pumps and mono block pumps. Grundfos Pumps can be offered virtually for all water related applications.

Oman Pumps Mfg. & Engineering Services Co. SAOC, the flagship company of Al-Riyami Group has come a long way from humble origin and positioned itself well amidst strong competition of global brands in the sphere of technology-backed water utilization systems. The services rendered by Oman Pumps include system design, engineering, manufacture, fabrication, assembly, installation and maintenance of pumps and pumping systems.

In collaboration with Grundfos International, Denmark, the world leader

in pump technology, the production process started in 1988. The factory at Rusayl, spread across 4200 sq. m, offers modern facilities for manufacture, assembly, fabrication, testing and servicing / repair of pumps and pumping system.

All pumps manufactured are tested for their hydraulic and electrical parameters as per ISO 9906 at the test bed in the factory. Four different specialized test beds complete with instrumentation are available for different categories of pumps. Apart from pumps, the company provides equipment including electric

BE > THINK > INNOVATE - Grundfos Gulf Distribution



Rajat Mathur
Director –
Sales & Business
Development
Gulf Countries

At Grundfos we believe that we must deliver the world to the next generation in a better state than we inherited. Thinking ahead makes it possible and Innovation is the essence. We constantly challenge ourselves to set the trend to be followed by others. In Oman Pumps, we have found an ideal partner believing in the same philosophy. Partnership of Oman Pumps & Grundfos goes back to more than two decades. Oman Pumps offers concept to commissioning services to its customers thereby doing significant value addition and is a total solution provider. Through a complete team of Engineers and work force, they are able to offer prompt after sales service. Oman Pump is one of our most valued partner in the Gulf Region.



Fotis Poulopoulos
Managing Director

Commitments...Beyond Need



DRILLING • IRRIGATION • LANDSCAPING • WATER TREATMENT



Landscaping:

- Soft Landscaping & Hard Landscaping
- Beautification of Parks & Public Utilities
- Road side Beautification
- Football Pitches
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GROWTH TRAJECTORY

**KHALID TAWFIQ ABDUL RASOUL,
DEPUTY EXECUTIVE DIRECTOR, SHARQ SOHAR GROUP
SHARES THE AGGRESSIVE GROWTH PLANS FOR THE GROUP**

HOW DO YOU DEFINE THE CURRENT MOOD IN THE CONSTRUCTION INDUSTRY IN OMAN?

If we compare this year with 2007, which was the peak year for the construction industry in Oman, I would admit that the performance hasn't been that satisfying. However, the good part is that it isn't so bad either. In fact, if we compare it with many other countries in the region, Oman's performance has been better.

The best part is that there is positivity in the air. In the next five years, the construction industry in Oman is poised to grow further because of the infrastructure development projects such as airports and hotels, though no one can predict what's going to happen in the long run. I must also say that the demand in the construction industry is on the rise.

The issues in the private sector are a little different. Till 2007, there was a lot of demand in the private sector because construction work was in full swing. However, by mid-2008, things took an abrupt turn when the economic crisis had hit the market. Most of the construction projects were put on hold, which in turn affected the manufacturing industry as well. We also had our share of struggle as a manufacturing company. The steel prices fell but we stuck to our commitment and kept the supply chain moving.

HOW COMPETITIVE ARE OMANI PRODUCTS VIS-À-VIS OTHER IMPORTED PRODUCTS THAT ARE DUMPED INTO THE MARKET OFTEN AT A LOWER PRICE?

Cement and steel are the two key products in the construction business. As far as steel is concerned, Sharq Sohar Group is the number one supplier in Oman. The Omani construction industry requires 600,000 tonnes of steel every year, and we fulfill 50 per cent of this need. Rest of the demand is met through

imports from markets such as Turkey and other domestic players.

Till 2004, we exported steel bars to Saudi Arabia but now that has been stopped and our focus is totally on meeting local demands.

HOW HAS THE 5 PER CENT CUSTOM DUTY AFFECTED THE IMPORT MARKET?

Steel in Oman is being imported from different countries. The custom

YOUR COMPANY COMPARED TO IMPORTED BRANDS?

The advantages are many. First, it is the quality and then the price. In several instances, it has been seen that many importers drift away from the committed price whenever there is a correction in the market price. Whereas we stick to our commitment even if it increases our losses or profits becomes marginal.

Second, it has been seen that many of



Our production capacity is much higher than any of our competitors in the country

duty is applicable for imports from other countries except states from the GCC region. The government had introduced the 5 per cent custom duty in 2007, but it was withdrawn in between. Now this custom duty has been reintroduced, which will help the local market and also keep the prices stable. We are really thankful to the government for this.

WHAT ARE THE ADVANTAGES OF BUYING PRODUCTS FROM

these importers do not maintain the carbon level in steel which affects its quality, whereas we always maintain the permissible limit of carbon content in steel bars.

I am not saying that all imported steel is of low quality but the buyer can receive products of mixed quality. I would also like to specify that our Rolling Mill Factory is the first one in Oman to have received the CARES certification, guaranteeing a high



quality and trust built over the years.

WHAT ARE THE GROWTH PLANS FOR SHARQ SOHAR GROUP?

Sharq Sohar was the first company to launch a steel rolling mill in Oman. We went fully operational in 1997. The steel rolling mill business did well, which inspired us to venture into other areas as well. The company now produces Fusion bonded Epoxy coating rebars and welded steel mesh as well. Initially, we were importing billets, but now Sohar Steel is producing the billets.

Currently, the capacity of Sohar Steel is 200,000 tonnes of billets every year. However by mid-2012, we plan to increase the production capacity to 300,000 tonnes in the next phase and then further increase it to 600,000 tonnes.

The capacity of Sohar Steel is 200,000 tonnes of billets every year. It will be increased to 300,000 by 2012

For Sharq Sohar Rolling Mills also, we are planning to increase the capacity from 250,000 tonnes to 600,000 tonnes per year in the future.

WHAT IS YOUR WISH LIST FROM THE GOVERNMENT?

The government has implemented the right strategy for the growth of Omani companies. We wanted the government to stick with the custom duties for the consumable items

which the government has obliged. This has stopped other players from different markets to enter Oman, which in turn has helped the local players to grow. I wish that the government help the manufacturing industries by providing them the full facilities, because I believe the private sector and the government sector should work hand by hand, this will let the country grow and be stronger.



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'LEED' TO GREEN TECHNOLOGY

LEED CERTIFICATION SYSTEM HAS SUCCEEDED IN STREAMLINING ENVIRONMENTAL FRIENDLY BUILDING PRACTICES THAT EXIST IN DIFFERENT PARTS OF THE WORLD



LEED is an internationally recognized green building certification system developed by the U.S. Green Building Council (USGBC).

The acronym LEED stands for Leadership in Energy and Environmental Design. The model was developed in 1998 to encourage environmental awareness amongst government agencies, architects, engineers, developers, and builders.

According to USGBC, LEED provides third-party verification that a building or community was designed and built using strategies aimed at improving performance across

all the metrics that matter most: energy savings, water efficiency, CO₂ emissions reduction, improved indoor environmental quality, stewardship of resources and sensitivity to their impacts.

LEED provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions. It is flexible enough to apply to all building types – commercial as well as residential. It works throughout the building lifecycle – design and construction, operations and maintenance, tenant

fit out, and significant retrofit. 'LEED for Neighborhood Development' extends the benefits of LEED beyond the building footprint into the neighborhood it serves.

The LEED green building certification programme's greatest strength lies in its consensus-based, transparent, ongoing development cycle.

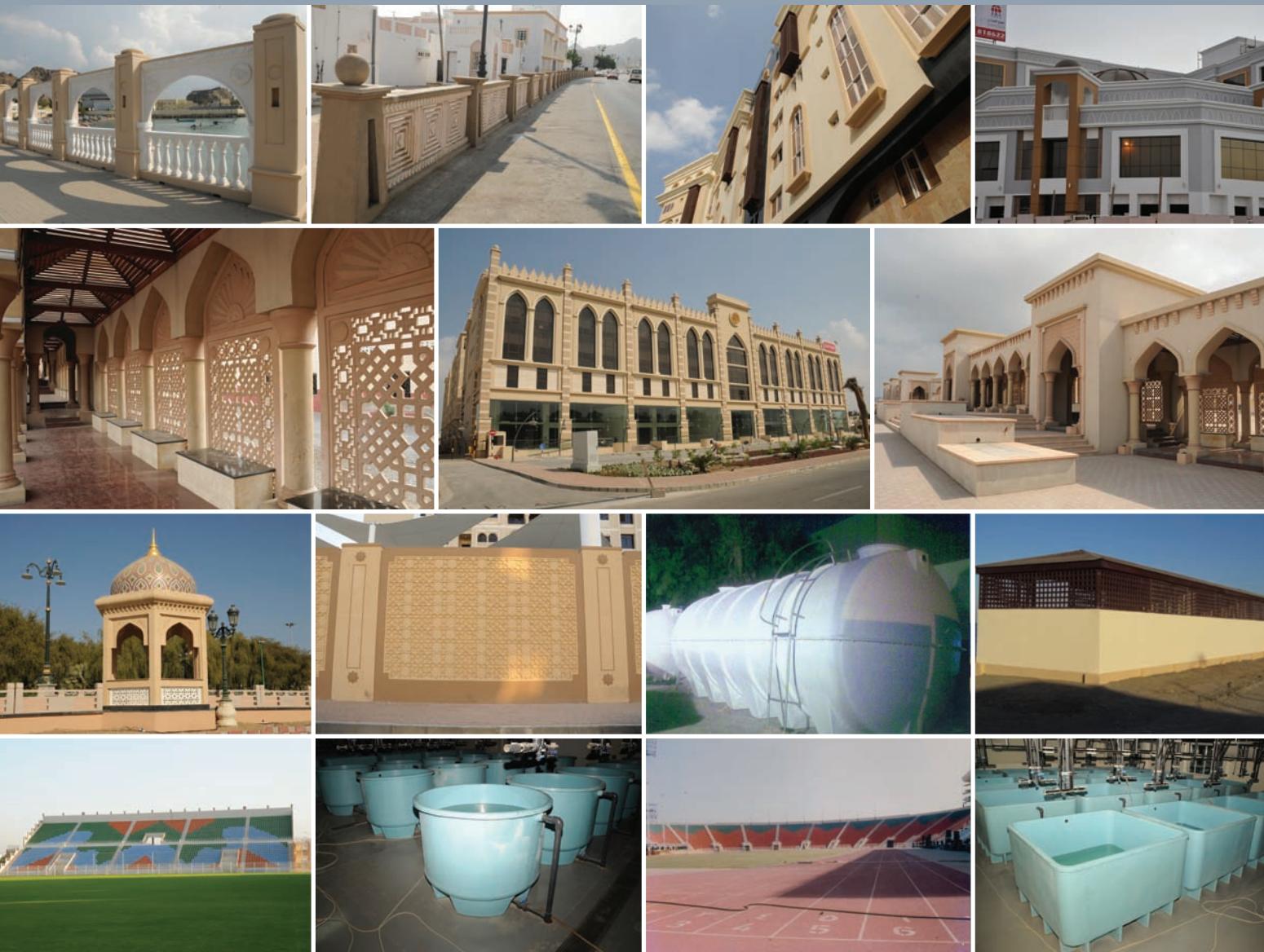
On April 27, 2009, USGBC launched the next version of LEED named LEED v3. The ability to be flexible allows LEED to evolve, taking advantage of new technologies and advancements in building science while prioritizing energy efficiency and CO₂ emissions reductions. The hallmark of LEED



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ALL OUR PRODUCTS ARE MADE IN OMAN

is that it is an open and transparent process where the technical criteria proposed by USGBC members are publicly reviewed for approval by the almost 20,000 member organizations that currently constitute the USGBC.

The Council has established Green Building Certification Institute (GBCI) to conduct examinations which will allow individuals to become accredited for their knowledge of the LEED rating system. This is recognized through either the LEED Accredited Professional (LEED AP) or LEED Green Associate (LEED GA) designation. GBCI also provides third-party certification for projects pursuing LEED.

HISTORY OF LEED

The development of LEED began in 1993 and was spearheaded by Natural Resources Defense Council (NRDC) senior scientist Robert K. Watson who, as Founding Chairman of the LEED Steering Committee (until 2006) led a broad-based consensus process that included non-profit organizations, government agencies, architects, engineers, developers, builders, product manufacturers and other industry leaders.

Early LEED committee members also included USGBC co-founder Mike Italiano, architects Bill Reed and Sandy Mendler, builder Gerard Heiber, builder Myron Kibbe and engineer Richard Bourne; engineers Tom Paladino and Lynn Barker co-chaired the LEED technical committee in 1996.

In 1998 the LEED 1.0 pilot program was released. During the pilot period, extensive revisions were made and by March 2000, LEED 2.0 was released to the marketplace.

LEED has grown from one standard for new construction to a comprehensive system of six standards covering all aspects of the development and construction

The LEED green building certification programme's greatest strength lies in its consensus-based, transparent, ongoing development cycle

process. LEED was created to accomplish the following: Define green building by establishing a common standard of measurement, promote integrated, whole-building design practices, recognize environmental leadership in the building industry, stimulate green competition, raise consumer awareness of green building benefits and transform the building market.

Green Building Council members, representing every sector of the building industry, developed and continue to refine LEED. The rating systems address eight major areas: Location and planning, sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, innovation and design process and regional priority.

LEED certification is a recognition that a construction project or building can attain by utilizing environment friendly building practices during construction or remodeling.

LEED LEVELS

LEED certification can be attained on four different levels, which are determined by a credit, or point system. The levels of LEED certification are Certified, Silver, Gold, and Platinum. A building or project can attain LEED certification by submitting an application that documents compliance with the requirements set for in the LEED rating system. The Green Building Council issues LEED certification upon satisfactory application, review and

compliance verification. There are fees associated with LEED certification.

While design and construction of buildings have used environmentally friendly practices in the past, LEED was developed to provide a streamlined set of building standards. The US government has worked to model sustainable green building by achieving certification on many of its state buildings.

In order to increase the number of new and redeveloped buildings eligible for LEED certification, the US government also offers many incentives within the building industry, including grant funding and tax breaks based on the level of LEED certification attained.

LEED professional accreditation is also attainable by individuals, contractors, project managers, and other industry professionals. Professional accreditation demonstrates that an individual or company is well-versed in the LEED system and can work with other individuals and developers to oversee the building process and follow guidelines to attain LEED certification.

Some of the practices utilised or observed for LEED certification include the use of recycled material, eliminating or reducing the amount of waste leaving a job site, re-using existing material, using sustainable green building material, and using low-emitting materials such as caulk and sealers.

Bathroom Elegance Intact



This exciting new water heater is specially designed to fit above the false ceiling of your bathroom and kitchen. As an added benefit, the Hotex Slim water Heater also gives you complete flexibility to plan and maintain the decor and aesthetics of your bathroom and kitchen.



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BONJOUR GAUTIER

ANNIE BADER, AREA EXPORT MANAGER-AFRICA & MIDDLE EAST,
GAUTIER FRANCE S.A.S. AND SADIQ MOHAMMED AL MATWANI, CEO
OF OMAN MARKETING CO. LLC, SISTER CONCERN OF SHARIKAH
FANNIYAH OMANIYAH (MUSCAT) LLC, TALKS ABOUT GAUTIER'S
LAUNCH IN OMAN



TELL US ABOUT OMAN MARKETING CO. LLC.

Sadiq: Oman Marketing Co. LLC is a part of the much bigger organization, Sharikah Fanniyah Omaniyah (Muscat) LLC (SFO). Established in 1967, SFO specializes in design, sales, installation, commissioning and maintenance of a wide range of products and specialties. Principally, these are office furnishing/interior designing, health care, security & storage, commercial air-conditioning and refrigeration, switch gear & controls, water treatment and bulk chemicals, commercial catering & laundry equipment, office equipment & storage solution and stainless steel fabrication factory.

Oman Marketing Co. LLC is the exclusive distributor of Gautier, the premium French furniture company, in Oman. We have recently opened a Gautier showroom in Ruwi.

WHAT IS SO UNIQUE ABOUT THE GAUTIER BRAND?

Annie: Gautier is a premium furniture French brand and we have managed to retain the French touch in all these years. It's always been a challenge to keep all the brands in the same lines. Though, I must say that in all these years, Gautier has been successful in maintaining clarity around the brand.

However, from a purely customer's perspective, Gautier has always ensured that they get a value for all Gautier products. For this, Gautier has always looked at multi functionality of its products. For instance, a table can be alternately used as a baby changing board just like a baby cot can be transformed into a little bed. The challenge is to live up to the

brand image and retain the French touch and the French design.

Sadiq: The Gautier home furniture range in Oman covers the entire spectrum of living spaces including bedrooms, living rooms, junior bedrooms and nursery, dining spaces, storage units and other furniture accessories. A wide selection of design options is available under each category to meet and complement the user's specific tastes and personal lifestyle preferences. All the products are made in France backed by skilled French designing and workmanship.

HOW DOES GAUTIER DESIGN PRODUCTS FOR A DIFFERENT MARKET LIKE THE MIDDLE EAST DESPITE BEING A FRENCH BRAND?

Annie: Well, not only in the Middle East but across the world where ever Gautier is present, the idea is to take inputs from the local partners. We have around 60 partners worldwide but we do try to keep a common line of design across markets, though I must admit, it's not an easy task at all.

Different countries have different requirements and at Gautier, we do try to meet them to the best of our ability. For instance, the markets in the North could have a different requirements and specifications vis-à-vis the Middle East. For instance, here in the Middle East markets, consumers prefer long tables, 3-door wardrobe or king size beds. We have always tried to customize our products to meet the customer need. We have increased the size of the table so that it can accommodate 6-8 persons and can also be extended to accommodate 10 or 12 people, if need be.

From L to R: Sadiq Mohammed Al Matwani, Annie Bader and A. Vaidya, GM, Oman Marketing Co. LLC



ARE NEW DESIGNS BORN SOLELY THROUGH INPUTS FROM LOCAL PARTNERS, OR YOUR CENTRAL DESIGN TEAM HAS REPRESENTATIVES FROM DIFFERENT REGIONS?

Annie: Frankly, it can be both. However, we identify trends usually at the Milan Fair which is primarily associated with latest trends. Our products get the style and finish at Milan. It starts from Milan and is then

extended to both national as well as overseas partners. The objective is to retain the Gautier touch but with the help of our partners.

DOES GAUTIER PRIMARILY CATER TO ONLY THE DOMESTIC SECTOR, OR THE COMMERCIAL SECTOR AS WELL?

Annie: The core brand Gautier is dedicated to home furnishing. However, the Gautier group also has several sub brands which caters to different segments.

ARE YOU OFFERING ALL THE SUB BRANDS IN OMAN?

Annie: It is an option but we are currently focusing on the Gautier brand especially. The Gautier brand follows the franchise model in Oman and we go by what the franchisee demands. The franchisee displays only Gautier furniture in their stores. However, if the customers demand, we will be able to provide other brands as well.

WHAT ARE THE LATEST TRENDS IN THE HOME FURNISHING?

Annie: It's more of a natural look that is in vogue. We are drawing inspiration from the nature which

wasn't the case a few years ago. We are moving to the mixture of lacquer and natural colours.

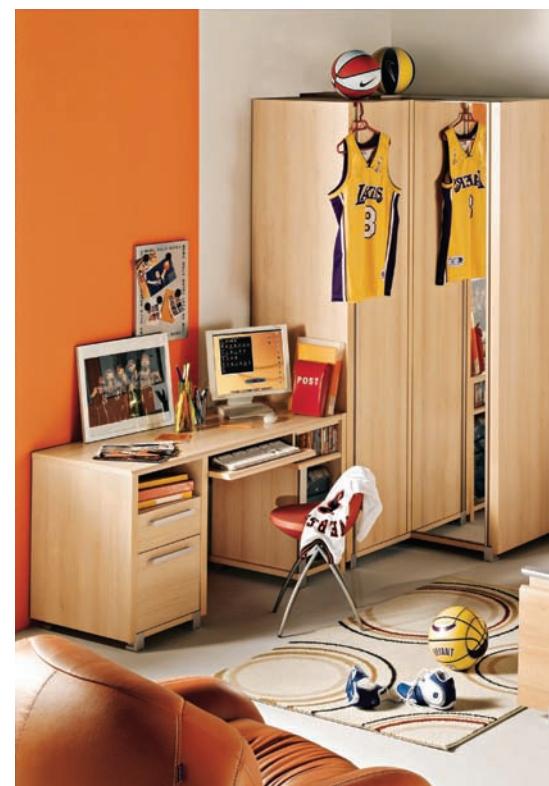
Sadiq: Shades like walnut, mahogany and other darker shades which are close to wood give a beautiful effect on the furniture. It gives a feeling of more space. They are in demand in Oman.

HOW HAS BEEN THE RESPONSE FROM THE CUSTOMERS TO GAUTIER?

Sadiq: It's still early days as we have just opened the showroom in Ruwi. But the response has been overwhelming, they are bowled over by the new look of the furniture. For the first time, they have been offered such new options in the furniture. They have a wide range to choose from what suits their home best. They never had such options earlier in this market.

WHAT IS THE PROFILE OF YOUR CUSTOMERS?

Sadiq: We have observed that we are attracting the younger crowd. The younger generation that have gone or studied abroad have seen these kinds of furniture being used there, now



want to own them here too.

DO YOU TAKE COMMERCIAL CONTRACTS AS WELL?

Sadiq: We have had initial discussions on contract furniture but our current focus is on the retail segment. However, Gautier does everything except kitchen and bathrooms. We can give a complete package to our customers. We have unique contemporary designs. Our showroom is strategically placed so that everyone can come and experience the products. They can come directly to us or buy through the projects that use our products.

ARE YOUR PRODUCTS ENVIRONMENT FRIENDLY?

Annie: Gautier is working towards the environment approach. We strongly believe in having products that assure quality, security and environment friendliness to the customers. Keeping in mind, all our products are certified under 9001, 14001 and 18001 that ensures that our products adhere to the quality standards.

WHAT MADE YOU TIE-UP WITH GAUTIER?

Sadiq: We tied up with Gautier two



years ago. With the confidence of over 40 years of success in office furnishing, we ventured into home furnishing as we were looking at expanding our avenues. We came across Gautier in an exhibition in Milan two years ago. We liked their products and this got us interested in doing business with them as an exclusive distributor in Oman.

WHAT TOOK GAUTIER SO LONG TO COME TO OMAN?

Annie: Though we are present in the GCC region for years, we were unable to find the right partner in Oman. Our objective was to find the right partner with similar objectives as ours. Gautier is a family run business which makes relationships very important for us. This is why we wanted to find a partner that shared Gautier's approach to business. And we found our right partner in Oman Marketing Co. LLC.

HOW DO YOU PLAN TO PROVIDE THE BEST CUSTOMER SERVICE?

Annie: Our values will transmit to our customers. We have faith in our partner that they will live up to the values that Gautier carries and not let their customers down.

Sadiq: We have an excellent track



record in customer service. Our long list of satisfied customers will vouch for it. We are fully equipped to provide the best-in-class service to our Gautier customers. Our group's philosophy is to focus on establishing a strong connect with the customers through quality products and complete service satisfaction.

HOW MANY DESIGNS ARE YOU OFFERING?

Sadiq: We have 17 collections in place. We have stocks of what we display because customers like to have what they see. We will continue to add or delete the designs depending on the customer's requirement.



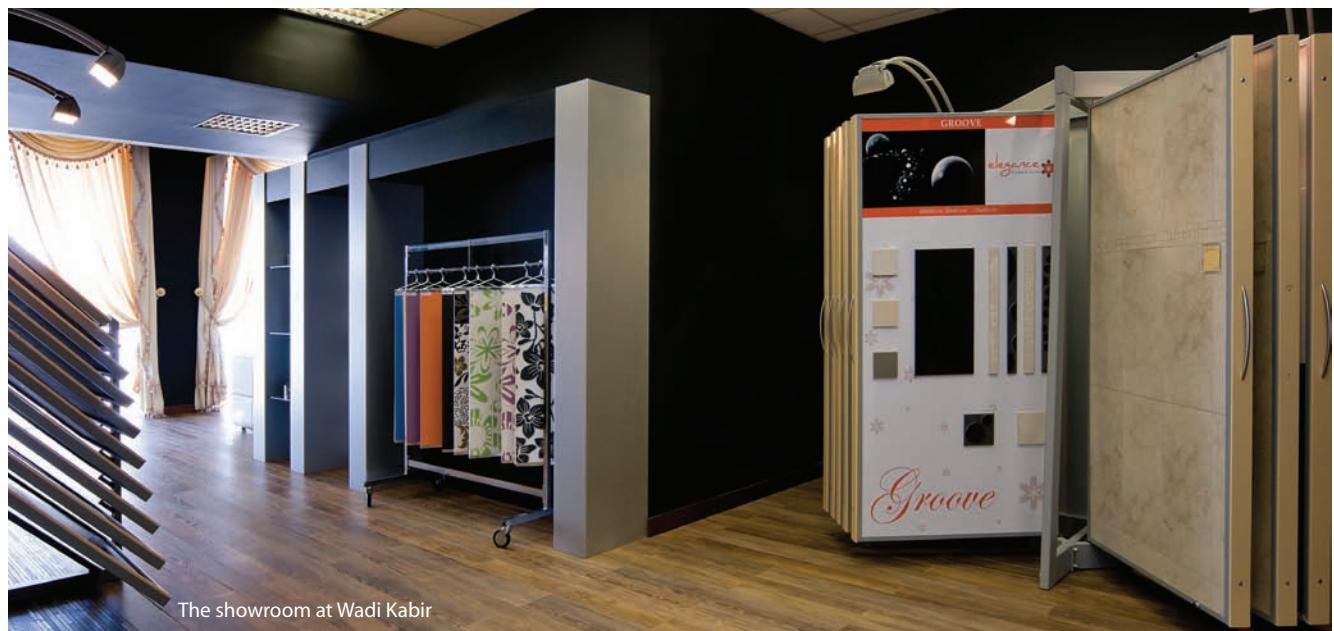
CLASS APART

BAHWAN BUILDING MATERIALS' NEW SHOWROOM, ON YOUR WAY TO WADI KABIR ROUND ABOUT, OFFERS A REPERTOIRE OF A NEW RANGE OF PRODUCTS THAT REFLECT YOUR LIFESTYLE

As the market in GCC is evolving, the demand for sophisticated quality materials for homes and commercial spaces are soaring. Elegance, a high fashion brand and the latest series in RAK Ceramics of UAE, represented by Bahwan Building Materials (BBM), caters to the needs of its growing portfolio

of elite customers in the Sultanate of Oman. Targeting a high-value niche market, Elegance serves as a "Ceramics Boutique". These boutique variety of tiles are showcased in the Bahwan state-of-the-art showrooms where concept rooms and bathrooms are created. Through a simulated environment, a customer can visualize how they will look in his

private spaces or offices, showrooms, and commercial/industrial buildings. The new top-range products of this brand feature a distinct fusion of aesthetics and function through an extensive array of concept designs created by leading Italian designers, opening up fresh creative possibilities to satisfy the artistic demands of discerning customers.



The showroom at Wadi Kabir



TOP SPEAKERS TO ADDRESS OMAN CONSTRUCTION SUMMIT

THE SUMMIT IS EXPECTED TO BE A PREMIER EVENT FOR LEARNING ALL ABOUT THE LATEST DEVELOPMENTS IN THE INDUSTRY AND ITS FUTURE PROSPECTS

Oman Construction Summit, which will be held at Grand Hyatt, Muscat from January 30 to February 2, 2011 will feature top level speakers consisting of ministry officials, high officials of leading companies, prominent industry professionals and other industry experts. The event organisers are Global Exhibitions & Conferences LLC (GEC), an event management company based in Oman and the US-based International Quality and Productivity Centre (IQPC). The conference brochure is now available at the event's dedicated website, www.omancosconstructionsummit.com.

"Oman Construction Summit 2011 will be the premier event for learning all about the latest, exciting developments in the industry and its bright prospects for the future," said C.J. Paul, general manager of GEC.

The list of confirmed speakers includes H.E. Said bin Hamdoon Al Harthy, Undersecretary for Ports and Maritime Affairs, Ministry of Transport and Communication; H.E. Dr. Ibrahim Baqer Al Ajmi, Chairman, Tourism and Real Estate Investment Committee, Oman Chamber of Commerce and Industry; Dr. Maurice Girgis, Duqm Project Advisor, Ministry of National Economy; and Wael bin Ahmed Al Lawati, Chief Executive Officer and Oman Tourism Development Company (OMRAN).

Also among the speakers are Eng.



Siham Ahmed Al Harthy, Director General for Planning and Studies, Ministry of Housing; Eng. Zahir Khalid Suleiman Al-Suleimani, Director General of Projects, Public Authority for Electricity and Water (PAEW); Eng. Salim Bin Mohammed Al Affani, Director General for Physical Planning, Oman Supreme Committee for Town Planning; Eng. Hamed Al Maghderi, General Manager, Rural Areas Electricity Company (REAC); Eng. Azhar Haroun Al Kindi, Chief Executive Officer, Oman Environmental Services Holding; and Eng. Sulaiman Bin Saif Al Hudhaili, Secretary General, Oman Society of Engineers.

Delegates at the Oman Construction Summit 2011 will also hear presentations from Stuart Ingram, Chief Operating Officer, The Wave, Muscat; Mashhoor Alasfour, Vice President, Oman Society of Contractors; Myong Jun Park and Khalil Al Salmi, CEO and Deputy CEO, respectively, of the Oman Dry Dock Company; Arjan Weerstand, Senior Manager, Project Development and Implementation, Salalah Port; and Omar Al-Wahaibi and Abdulla al Hashimi, CEO and General Manager of Projects, respectively, of the Oman

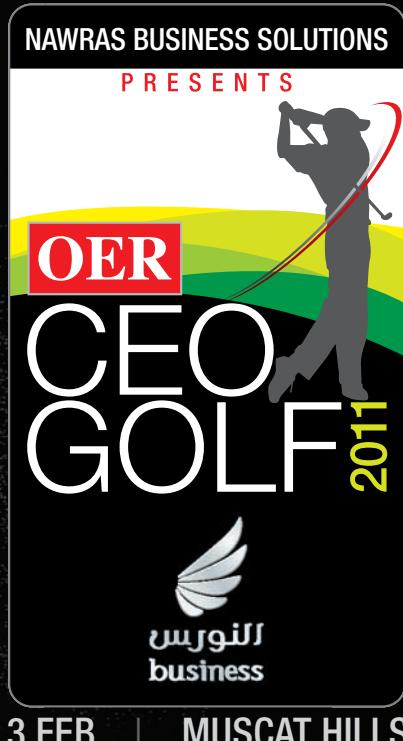
Wastewater Services Company SAOC - HAYA Water.

"The highly impressive lineup of speakers at the Oman Construction Summit 2011 is consistent with IQPC's global reputation in organising only events that are distinguished for their high quality as well as strong beneficial value to their target industries and industry professionals," said Rozenn Corne, Conference Director - Oman Construction Summit 2011.

The Oman Construction Summit 2011 is held under the patronage of Oman's Ministry of Housing, and it is officially supported by the Oman Society of Contractors, the Oman Society of Engineers, and the Concrete Society.

The Gold Sponsors of the event are Douglas OHI and Driver Global Construction Consultancy and J&P, while the Associate Sponsors are Sigma Paints, Parsons, Outu Kumpu, and Makyol.





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CREATING LANDMARKS

SPACIOUS AND MODERN COMMERCIAL PROPERTIES, MANAGED BY HAMPTONS INTERNATIONAL, ARE COMING UP IN MUSCAT VERY SOON



Property at Al Khuwair



Silver House at Ghala

PROPERTY AT AL KHUWAIR

Hamptons International, the real estate consulting group from the UK, is appointed to lease a commercial property, which is expected to be ready by December end 2010. Consisting of six floors along with penthouse, it varies between 2500 sqm and 2700 sqm per floor. Office sizes vary between 463 and 437 sqm and each has its own washroom, pantry, electrical room and store, essential for any contemporary office.

To combat the problem of parking spaces, 300 spaces are provided by including 2 levels of basement, and the groundfloor is turned into a parking area for which there will be access control through boom gates. The office will be done with shell and core only and each tenant can choose their individual finishes. The common areas, including bathrooms and pantries, have been fitted out

to very good standards. Each office has OTIS lifts, VRV Daiken Europe Acs, CATS Internet, and telephone connections. Standard requirements such as sprinklers and fire alarms are fitted throughout the building.

The location at Al Khuwair is not only very central and situated in a popular part of Muscat, but some of the offices will offer spectacular views of mountains and beaches. With prices being competitive, prospective tenants will get great value for money.

SILVER HOUSE AT GHALA

The Silver house at Ghala, is also another 8-storied commercial property with 718 sq m per floor, double-glazed windows with 70 to 80 per cent heat absorption, marble, granite, ceramic and the latest security systems. With ample parking area and all modern amenities, offices

will be shell & core and tenants can choose their colour.

With a location close to the airport and double carriage access roads running right in front of the building, it places the Silver House in one of the most sought after areas of Muscat. The modern design and layout is spacious, luxurious and classy. Al Hosn Investment Company is currently working on this. The timeline for completion is 2010.

With Ghala being one of the fastest growing areas for commercial development, Hamptons International is proud to announce this postmodern building to their clients. The market has started to move out of the CBD area in Ruwi and future plans for Ghala gives Al Hosn the advantage of being a first-to-market company with an office building there.

OPENING

of a new Gautier Sales Outlet



GAUTIER

P r e m i u m F r e n c h F u r n i t u r e B r a n d

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SULTANATE OF OMAN

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GEC GETS DEALERSHIP OF SPRUNG INSTANT STRUCTURES

GLOBAL EXHIBITIONS AND CONFERENCES HAS BECOME THE AUTHORISED DISTRIBUTOR OF A COST EFFECTIVE ALTERNATIVE CONSTRUCTION MATERIAL, SPRUNG INSTANT STRUCTURES, BASED IN CANADA



Global Exhibitions & Conferences LLC (GEC), a leading event management company of Oman and the organiser of next year's first-ever Oman construction summit, has recently been named as the authorized distributor of an innovative building material from Sprung Instant Structures Canada in the Sultanate.

Based in Calgary, Canada, with a regional office in Bahrain, Sprung Instant Structures is the developer and manufacturer of tensioned membrane structure, which serves as a cost-effective alternative to conventional construction. The product offers builders a wide range of advantages, including speed of construction, flexibility in design, and lower overall costs. "We are highly pleased to make this product available for the first time in the Sultanate, and we are confident that it will be widely adopted by many industries, especially those that

want to have something built fast without compromising on safety and durability," said C.J. Paul, General Manager of GEC.

Paul pointed out that the Sprung structure is made up of three major components: an aluminum substructure, an architectural membrane, and fiberglass insulation. Its unique components make it lightweight, easy to assemble, energy-efficient as well as suitable for any branding requirement because it is available in a wide range of colours. Apart from the structure itself, Sprung also offers various types of accessories, including glazing walls, doors and windows, canopies and translucent skylights, thus providing a complete building solution to clients.

A large number of Sprung structures have already been built in many countries worldwide, and they are being used to serve the varied building requirements of many industry sectors, including oil &

gas, events and hospitality, aviation, construction, mining, automotive as well as the military. According to Paul, Sprung structures can be used to quickly fill the need for temporary field offices, on-site accommodation for workers, equipment storage areas, on-site cafeteria or mess hall, warehousing, enclosed fabrication areas, and other types of permanent or semi-permanent structures. He stressed that with the company having over 2 million square feet of available inventory at all times, Sprung can quickly respond to any immediate structure requirement worldwide.

"Sprung structures are increasing in popularity throughout the Middle East region, and by partnering with GEC, we look forward to bringing this innovative building technology to Oman to effectively serve the requirements of various industries," said Richard Pereira, Regional Manager - Middle East of Sprung Instant Structures E.C.

ASSARAIN FURNISHING LLC

Integrated interior solutions

From concept to completion, Assarain Furnishing provides Total Solution to all its customers

Since its inception as a part of the reputed Assarain Group, Assarain Furnishing LLC has carved a niche for itself in the Sultanate as a 'One Stop Solution Provider' catering to Offices, Commercial and Residential Fit-outs. Assarain Furnishing is a 'Design and Build' Company specialising in Interior fit-out projects for Corporates, Commercial, Retail and Residential clientele. The services provided by the company are Design, all hard and soft interior elements, Joinery works, Loose furniture and Technical services like MEP, HVAC, Data & voice, Fire Detection, BMS to name a few.

"We provide comprehensive services on a turnkey basis in the fields of interiors and furniture. Our interior solutions are robust, elegant and practical for today's



Kapil Maini, GM, Assarain Furnishing LLC

smart corporate, commercial, retail and residential clientele. says Kapil Maini, General Manager, Assarain Furnishing LLC. He adds "The key philosophy governing Assarain Furnishing's Designs is 'Form follows Function' and the emphasis is on Customer's comfort and delight."

Assarain represents leading principals from the UK, USA, Europe and the Far East in Oman. They find the best options for the client's business, work and residential environment. Assarain Furnishing maintains durable furniture with contemporary design in sync with an array of stylish soft furnishings, special lightings and other interior elements enhance the aesthetic appeal of any environment.

This company has executed prestigious projects for the Diwan, Ministries, Corporates, Banks and other various government and private organisations. Owing to the ever changing business environment and the ongoing government's impetus on Tourism, Trade & Commerce, Assarain Furnishing has expansion plans for retail and hospitality sectors.

ASSARAIN TELECOMMUNICATIONS LLC

The Right Connect

Assarain Telecommunications caters to a large private sector for networking solutions

One of the leading companies in the telecom sector of the Sultanate is Assarain Telecommunications LLC, a subsidiary of the Assarain Group, a major corporate group in Oman. The company has contributed substantially, in the accelerated efforts of TRC & ITA to promote the telecommunication & Internet infrastructure in the Sultanate.

Representing world leaders in data communication and telecommunication, the company has succeeded in bringing to Oman, a range of state-of-the-art products that form an integral part of the communication requirements of any manufacturing facility, corporate



N.C. Shivaprakash, Manager
Assarain Telecommunications LLC

house, hotel, office or home. Assarain Telecommunications represents internationally-renowned brands

including ADC Krone, Mobotix - Germany, Corning & Polycom from USA, and others. The Company is a registered (super Grade) regular supplier to the MOD, MOTC, Omantel, Directorate General of Civil Aviation & Meteorology and Petroleum of Oman. The company also caters to a large private sector for networking solutions, fiber optic cables and accessories, copper cables and accessories, structured cabling for data, access control & security systems.

The company is now focusing on turnkey infrastructure solutions for IP based security/ surveillance solutions, Fibre & copper outside plant projects, and wireless Network Solutions (WiFi & WiMax).

OMAN PUMPS MFG. & ENGINEERING CO. SAOC

Surging Ahead

Apart from Grundfos, the company has also collaborated with other leading international pump manufacturers, catering to the requirement of the customers

Leading the Oman market, Oman Pumps MFG. & Engineering Co offers its services in system design, engineering, manufacture, fabrication, assembly, installation and maintenance of pumps and pumping systems. It is the authorized representative of globally renowned Grundfos Pumps in the Sultanate. Established in 1988, the company began its journey in collaboration with Grundfos Pumps, a manufacturer of pumps for homes, farms, and for commercial and industrial application.

"Apart from Grundfos, the company has also collaborated with other leading international pump manufacturers including Patterson, Gorman-Rupp, SPP Pumps, WPIL, Kishor Pumps & Akay Pumps to offer complete pump packages to our customers" says Basim Al Riyami, Senior Executive Director, Oman Pumps.

PATTERSON FIRE PUMPS

Patterson Fire pumps offer a very high degree of reliability at very competitive prices. Patterson pumps are designed as per NFPA regulation and are UL Listed and FM approved. They are very well received in Oman market and are performing at many critical sites.

GORMAN-RUPP

Gorman-Rupp Pumps has a full range of self-priming centrifugal pumps. Since these pumps are self-priming, they can be mounted at floor level, with only the suction line down in the liquid. The need to pull out the pump from the sewage pit is eliminated leading to a cleaner operation. If a clog does occur, it can be eliminated quickly, such is the mechanism. The pumps are designed to



make servicing a fast, simple and cost-efficient process.

SPP

SPP's Lowest Life Cycle Cost Series of Horizontal & Vertical Split Casing pumps meet the requirements of contemporary times and set the standard for low-life-cycle-cost pumping equipment. The efficiency of these pumps, by design, is way above competition, which leads to significant Lower Cost of operation & energy savings.

AKAY

Akay Industries was established in 1929 and has built since then very strong presence in Oil & Gas, Power, Mining and Industrial sector. It has recently updated its manufacturing facilities to be in tune with the changing times.

Chemflo range of API pumps offers wide selection of highly engineered pumps for Oil & Gas Industry. Abrasion & Corrosion resistance pumps are cost effective solution for pumping slurry in Mining Industry.

KISHOR

Kishor Pumps brings you the process pumps series "Versa" for handling process chemicals and effluents. A wide spectrum of metallurgy, under this brand name, can be offered to cater to various hazardous liquids and tough applications.

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TARGET LLC

Steady Growth

Target LLC has plans up its sleeves for expansion of building sector, an area where it has gained reputation for its services



Nabil Nakhle, General Manager

Target LLC is an Omani construction and civil engineering firm which has contributed significantly to the Oman's progress since its inception in 1976. It started as a construction company, dealing with small construction projects, like small buildings, villas, etc. In course of time, its market share has grown significantly. A strong commitment to understand and fulfill clients' requirements has enabled Target to earn customer satisfaction.

The company is registered in the Tender Board and is participating in a wide range of civil engineering works which includes all ancillary works that come along with water supply and sewerage like pumpstation, reservoirs and sewage treatment plants.

Target LLC is also into building residential, commercial and office structures, an area where it has gained reputation for its services. Apart from this, all types of infrastructure, industrial, M.E.P/HVAC,

High quality finish and on-time delivery, the core strengths of Target, have put them in good stead in the competitive scenario

steel works and joinery works also come within its portfolio.

In the last decade, the company focussed equally on infrastructure and building works. But now the current share in building sector is 30 per cent and the rest goes to infrastructure. Next year it could be the other way round as the company is trying to focus more and more on construction of buildings.

Target aims to attain the highest international quality standard to match the Sultanate's march towards a glorious future under the leadership of His Majesty Sultan Qaboos Bin Said.

With the influx of contractors from neighbouring states, the market has become more competitive. But Target has a positive take on the issue and they take the challenge on their stride. High quality finish and on-time delivery, the core strengths of Target, have put them in good stead in the competitive scenario.

It needs to be mentioned that Target's manpower and resources have grown considerably and have resulted in increased involvement with a large volume of both government and private projects. Competent staffs, quick response to problems, proactive approach towards site staff, attending to projects along with strong financial capacity are some of the merits of Target LLC which puts it apart from other players in the market. The company is an ISO 9001:2008 certified organization.

Continuing with the expansion in infrastructure, Target LLC has plans up its sleeves for expansion of building sector, informs Nabil Nakhle, General Manager, Target LLC. He further says, "We enter into partnerships with other companies to handle large projects."

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Modern Concrete Products LLC (MCP) is one of the largest producers of concrete products in the Sultanate of Oman and is one of the flagship companies of the reputed Assarain Group of Companies.

Technologically advanced, this state-of-the-art mega plant at Sohar, which sprawls across 75,000 square metre area, manufactures high quality concrete products like building blocks, interlocking tiles, etc and caters to the entire Al Batinah region.

PRODUCT PORTFOLIO

Modern Concrete Products LLC offers tailor made options within its wide product range comprising interlocking and super-specialty tiles for light walkways to heavy traffic areas. Truly speaking, the product lines of MCP range from the most versatile combinations of designs and colours in interlocking tiles and pavers and high quality building blocks such as Hollow, Bottom Close, Hourdi and Half Blocks, in various sizes. This apart, MCP also has other products like aesthetic Pavement tiles, Roof Slabs, luxury segment tiles, etc.

The production capacity of the company is approximately 6 million blocks and 1.2 million sqm of interlocking tiles per annum produced from the single mega plant.

ASSARAIN THERMO BLOCKS

Modern Concrete Products is now manufacturing technologically innovative green concrete products which are energy conserving; one of them being the polystyrene sandwich building blocks named the Assarain Thermo Blocks.

The high insulation standards of these blocks also provide greater comfort to the occupants as well as increase the overall intrinsic value of the buildings in the market.

MODERN CONCRETE PRODUCTS LLC

Hub of excellence

MCP has been able to earn the goodwill of local people across Al Batinah as a company that excels in giving customers the value for money and quality products



CORE STRENGTHS

MCP caters to all Government organizations, contracting companies, private investors and individuals.

The company works very closely with consultants and designers and has come up with effective application alternatives along with pre and post sales services. Goodwill of customers, quality products with good surface finish and aesthetic look, accuracy and minimum wastage are some of its core strengths.

The highlights of MCP in its first two years of commercial operations itself are many and in this short time itself, it has catered to more than 50 major projects. This year itself, it has the sole distinction of doing the maximum number of projects in the Al Batinah region, some of which are Sohar Port Interchange Project, Lulu Khasab, Lulu Buraimi, 28 Villa project of Liwa, Filling Stations in Al Batinah region, International

Maritime College, Sohar Court, Rustaq Court, Vale Project, MOD Pension Fund Project, etc. MCP has been able to gain the confidence of local people across Al Batinah as a company that excels in giving customers the value for money and quality products.

MCP is contemplating on taking initiatives in diversifying product lines and the future holds good promise for the company and thereby for the region catered to. This large manufacturing hub at Sohar by now is catering to the entire Al Batinah region comprising major consumption centres like Buraimi, Sohar, Liwa, Shinas, Al Aqr, Saham, Rustaq, Wudam, Barka, Khasab, Musandam and the Dubai Border, etc.

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NATIONAL HEATERS INDUSTRIES

Flexible Solution

Innovation, functionality, durability, eco-compatibility and clear user-friendly functions were the criteria kept in mind while designing Hotex Slim water heaters

brought to its customers several unique and pioneering products and services. The company launched its 'Coolex' range of appliances in 2003, which includes water purifiers and air purifiers for home and corporate use.

In 2006, the company also launched 'Hotex' steel, a pioneering B2B solution for manufacturers and retailers who



National Heaters Industries (NHI), the largest manufacturer and seller of water heaters in Oman has introduced Oman's first range of slim water heaters, 'Hotex Slim'. This exciting new water heater is specially designed to fit above the false ceiling of a bathroom and kitchen, and once installed, it works just as superbly as any other Hotex Water Heater. At last the water heater that gives you the much needed flexibility to plan and maintain the decor and aesthetics of your bathrooms and kitchen.

The Hotex Slim Water Heater comes in two capacities - 35 litre and 50 litre; it has a unique dual mounting option (wall or ceiling), comes with 'DHM' (diagonal heating mechanism) technology for higher performance, an extended indicator, thick PUF insulation and double safety thermal cut-out protection.

National Heater Industries (NHI) is extremely proud of its strong customer connect which inspires NHI to break new barriers in consumer relevant innovation every single time. The company will continue to enhance its range of products across product groups.

The new range of 'Hotex Slim' Water Heaters represents NHI's effort to continuously innovate and introduce new cutting edge technologies offering convenience to its consumers in Oman. Innovation, functionality, durability, eco-compatibility and clear user-friendly functions were the criteria kept in mind while designing this range.

The Hotex Slim Water Heater is part of the Hotex family, the brand enjoyed by millions of customers in the country over the past 25 years. Over the last decade, NHI which has a proven track record in technical and marketing excellence has diversified its product offerings and

needed flat products cut to specific dimensions. 'Hotex' steel was launched with the aim to cater to the needs of small and medium sized manufacturers who were otherwise dependent on imports to meet their steel requirements. And adding to its ever growing product range, NHI has also recently launched their Cable Management System, 'Trunking and Trays', in 2009.

National Heaters Industries (NHI), an ISO 9001: 2000 certified company is one of the most prominent companies of the Omar Zawawi Establishment (Omzest) and are manufacturers of the famous 'Hotex' and 'Coolex' brands.

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Established in Oman in 1991 as a fabrication company, Arabian Industries LLC has subsequently diversified its focus from exclusively fabrication to EPC contracts and maintenance service. While experiencing rapid growth due to this change of focus in 2000, Arabian Industries LLC became the holding company for three businesses, each separately engaged in fabrication, EPC and maintenance contracting for the Oil & Gas, petrochemical and power industries. All joint ventures are executed by the holding company and the subsidiary companies are as follows:

- Arabian Industries Projects LLC: Works on standalone EPC contracts
- Arabian Industries Manufacturing LLC: Manufactures Engineered pre-fabricated modular skids, pressure vessels, columns, reactors, heat exchangers, coolers, etc.
- Arabian Industries Technical Support LLC: Provides maintenance and refurbishment services.

EPC PROJECTS, PRODUCTS & SERVICES

With respect to EPC projects, Arabian Industries has the capability to undertake any type of petrochemical or energy sector construction. The extensive range of manufactured products and services of the company includes: Engineered pre-fabricated modular skids, pressure vessels, columns, reactors, Heat exchangers, coolers, storage tanks, CS/SS/DSS/Alloy Steel pipings, etc. Arabian Industries is also able to provide complete turnaround & shutdown maintenance and valve repair/testing for the petrochemical and power sectors along with other maintenance activities.

The market trend has remained fairly stable and consistent across each of the company's areas of business for many years. Sprawling across a 100,000 square-metre workshop, Arabian

ARABIAN INDUSTRIES LLC

Integrated Total Solutions

With heavy engineering expertise, Arabian Industries continues to be a reliable supplier to its customers in the energy sector



Amer Al Suleimani, Managing Director

Industries has a fabrication facility and maintenance facility in Sohar to cater to all the different types of fabrication and maintenance services.

MAJOR CONTRACTS

Some significant contracts signed by the company include a first of its kind EPC contract for a steam injection EOR project. The company has also executed the engineering and maintenance service contract for PDO for the past five years' joint venture with WorleyParsons Limited executing an EPC contract in Muscat for PDO. The company has been involved in various prestigious contracts with PDO, Oman Gas Company (OGC), Oman Refineries and Petrochemical Company (ORPC), Cam Lock Middle East, Bechtel, JGC, Degremont, SNCLavlin among others. The major customers for Arabian Industries LLC's services include PDO, OGC, Occidental Petroleum Corporation, ORPC, Oman LNG and Petrofac. The company

provides ongoing training on HSE and quality control to its professionals and skilled workers as safety and quality control being of utmost importance to the company. Already credited with ISO 9001 certification and all API and ASME accreditations, the company as recently certified to IMS (Integrated Management System).

REGIONAL EXPANSION

Arabian Industries is now planning to venture into export markets. M. Ramesh, CEO, Arabian Industries LLC, says, "Our plan is to expand our operations out of Oman, into countries such as Qatar, Libya, the UAE and elsewhere. However, for the time being, we are strategically located in Sohar, where the large port enables us to cater to these markets from Oman."

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NATIONAL FIBRE GLASS FACTORY

Setting new benchmarks

National Fibre Glass Factory offers quality products of global standards and guarantee timely delivery

Established in 1992, National Fibre Glass Factory LLC is the leading manufacturer and supplier of products in Glass Reinforced Products (GRP) and Glass Reinforced Concrete (GRC) in the Sultanate of Oman.

Situated in Al Wadi Al Kabir, the factory is well-equipped with the latest automatic machinery imported from United Kingdom. A team of well-trained technicians, engineers and designers, assisted by a group of skilled workers ensure quality products of global standards and guarantee timely delivery, meeting customer requirements.

PRODUCT RANGE

Glass Reinforced Plastic: This range includes water tanks, septic tanks specialized in cold pressed sectional panel tanks, domes, cladding, decorative panels, canopies, car sheds, roofings, arches, drainage pipes, tubs, wash basins and storage bins. National Fibre also manufactures Heavy Duty Cable Trays and ladders to cater for electrical service industries. Support accessories for trays and ladders can also be made in GRP.

GRP: Fibreglass room and washroom doors are an alternative to their wood and steel counterparts. They are water resistant and therefore resistant to warping and rot. Working as effective insulators, these doors can be painted and stained like wooden doors. Quality and durability, matched with the essential element of security, these doors ensure customer satisfaction and product reliability.

Glass Reinforced Concrete: GRC includes decorative screens like Islamic designs, fascias, fluted pillars, pillar capital and



All GRC products are manufactured blending white Portland cement with ASTMC 150, selected sands, agreed admixtures, reinforced with cemfil alkali resistant glass fibers (former Pilkington Brothers, UK)



base, wall moulding, cornices, ceiling panels ABD column cladding.

All GRC products are manufactured blending white Portland cement with ASTMC 150, selected sands, agreed admixtures, reinforced with cemfil alkali resistant glass fibers (former Pilkington Brothers, UK). It is to be mentioned that all materials conform to

the standard specification as laid down by GRCA. All the products are approved by A grade contracting companies and ministries like MOH & MOD, Diwan Muscat Municipality, Ministry of Sports and others.

The circle of clients for National Fibre Glass Factory includes MOH, bank Muscat, Saud bahwan, Ministry of Education, SQU, Royal Diwan, etc.

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INTERNATIONAL HEAVY EQUIPMENT CO. LLC

Functional Efficiency

To the growing needs of customers in Oman, IHE has added several products in the recent past to their equipment range

International Heavy Equipment Co. LLC (IHE) of Zubair Automotive Group, represents many world renowned manufacturers of trucks, buses and equipment in the Sultanate of Oman. IHE is the exclusive distributor for Volvo Truck & Buses, Renault Truck, BOBCAT, Putzmeister Concrete Pumps, Liebherr Concrete Batching plant and Truck Mixers, CASE Construction Equipment, Striker Tracked Crushing and Screening Plants, Proman Crushers, Sacme Block Making Machines, Ausa Mixers and Dumpers, Ferrari Truck mounted Cranes, Ingersoll Rand Winches and Tools etc, in the Sultanate of Oman.

To cater to the ever growing needs of customers in Oman, IHE has recently established co-operation with many internationally reputed Manufacturers from Europe, and are now offering to their customers, several new products such as Parker Asphalt, Crushing and Screening Plants, Liebherr Tower crane, Liebherr Mobile and Crawler Crane, etc.

PARKER/PHOENIX-CRUSHER & ASPHALT PLANT

Parker Plant Equipment is one of the most respected manufacturers of equipment for construction material processing in the world. It established itself as the reliable solution to all crushing, screening, sand and gravel asphalt projects throughout the world, receiving the Queen's award for Export Achievement in recognition of its success overseas. Its design and manufacturing process are enhanced by the latest advancement in engineering technology and the quality of Parker products is acknowledged by ISO 9002: 1994 accreditation. This, combined with years of practical experience, is the



sole reason for Parker's reputation for a reliable plant performance. The fact that customers come back again and again to Parker Plant Equipment bears testimony to its performance. The scope of Parker Plant business has widened to provide a complete service to all its customers, including after sales and technical support and a full range of genuine spare parts.

For more information visit:
www.parkerplant.com

LIEBHERR TOWER CRANE

The range of Liebherr Construction Crane system with modular element design principle includes all systems and sizes and offers the most suitable lifting technology for any civil engineering task. Depending on requirement, Liebherr cranes can be erected on fixed foundation, supporting spindles, rails, wheels, crawler tracks or can be operated as a mobile construction crane directly from the transport vehicle.

LIEBHERR'S MOBILE CRANE

Liebherr's mobile crane programme consists of 30 models with load capacities

between 30 and 1350t. The fast all-terrain mobile cranes, compact and mobile construction cranes and heavy duty lattice boom cranes are in use worldwide and have the power and reliability to perform lifting operation of every kind. Energy saving and emission optimized drive make the equipment environment friendly.

For loads of up to 300t the functional highlight are low transport weight, rapid erecting without any outside assistance, optimum load capacities over the entire operating range and a comprehensive supply of operating data. For heavy-duty crane with capacities of up to 1350t, Liebherr offers a wide range of multi-functional boom jib configuration and various simple solutions for handling extreme loads.

For more information visit:
www.liebherr.com

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Website: www.ihe-oman.com



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OER Dossier CONSTRUCTION

GOES QUARTERLY IN 2011



Since its launch in May 2007, Oman's exclusive business-to-business (B2B) publication DOSSIER has been providing in-depth information on key industry sectors to keep the readers abreast of the latest developments and trends in their respective domains. On demand from the construction industry, DOSSIER is making its construction issues quarterly.

From 2011, you will be able to read your favourite construction magazine on a quarterly basis. Whether you are looking for new partnerships, business contracts, material procurements or experts' guidance, DOSSIER CONSTRUCTION will be the perfect information partner to take you ahead in the business.

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