

# Emaar I&I Script

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## 1 MAMMUTT BUILDING SYSTEMS

Mammutt Building Systems was established in 1997, and joined Emaar Industries & Investments a decade later. Headquartered in Dubai, Mammutt has grown rapidly and is now one of the region's biggest manufacturers of pre-engineered steel buildings and polyurethane-injected sandwich panels.

Mammutt's 10,000 employees have helped delivered over 1,800 projects throughout Europe, the Middle East, Africa and South East Asia for clients such as Nakheel, Agility (formerly known as PriceWaterhouseCoopers) and Dubai International Airport. These projects range from residential buildings, offices and retail space to warehouses, factories and even airport hangars. The company production operates out of a 30,000 square metre factory in Dubai's neighbouring Emirate of Sharjah and has Sales Offices across the UAE, Saudi Arabia and Pakistan. A trusted network of agents handles operations across the wider Middle East and African region.

With the assistance of Emaar Industries & Investments, Mammutt Building Systems intends to increase its production capacity from 6,000 tonnes of pre-engineered steel to over 12,000 tonnes per month. With this manufacturing increase occurring as a direct result of a production facility that is equipped with most sophisticated machines and engineering software, Mammutt hope to further cement its reputation for converting complex engineering project designs into simpler and economical pre-engineered steel buildings.

## 2 CARPAROL

Leading German paint brand, Carparol, joined forces with Emaar Industries & Investments in 1998 to create Carparol Dubai. With a heritage of over 110 years in the building paints industry, the family-run business is the largest private paint manufacturer in Europe.

Carparol is based near Frankfurt and has locations all around the world. This global coverage allows Carparol to introduce German paint manufacturing technology into export markets, while optimising the product for environmental conditions, consumer requirements and local business models.

Carparol manufactures over 500 patented products including paints, glazes, façade and insulation technology. Each of the products is supported by an internationally-recognised quality assurance programme, and in 2006 Carparol Dubai was awarded the ISO 9001:2001 certification for its quality management systems.

Carparol Dubai's operations benefit from the region's thriving construction business, and established paint products include the one million different colour shades which are available courtesy of Carparol's ColorExpress tinting machine. These are manufactured in Dubai to international standards under direct supervision of the ISO-certified 'European TUV NORD'. New products, or those that contain highly-technical and locally-unavailable raw materials, are imported directly from Carparol's German factory headquarters.

Carparol's understanding of local conditions enables it to manufacture paint in Dubai to German standards and maintain sufficient stock levels to optimise distribution throughout the Middle East and into the sub-continent.

These strengths - and Carparol's innovative, environmentally responsible approach - is what has ensured the company's longevity.

### 3 AIG

AIG is a leading turnkey interior fit-out contracting company which has been part of a joint venture with Emaar Industries & Investments since XXXX. AIG provides clients across the Middle East and North Africa region with a wide range of world-class quality products, manufacturing processes and facilities, each supported by unmatched on-site and after sales services.

One of AIG's strengths is the extensive manufacturing experience garnered from its partnerships with joinery specialists, Haseeb Rasoul, and metal work experts, Specialized Metal Systems. By working together, the companies' engineering, manufacturing, and installation capabilities can cater to customised as well as mass production requirements.

AIG has served as the main contractor on several iconic projects by utilising its in-house manufacturing capabilities as well as proven project management practices. Recent developments include the Meydan Hotel and Racecourse, and the Executive Office at Dubai's Healthcare City.

#### 3.1 Haseeb Rasoul

Haseeb Rasoul was established in Yemen in 1957 as a family-run joinery. Ten years later – pre-dating the formation of the United Arab Emirates by four years - Haseeb Rasoul moved its headquarters to Sharjah where the company was blessed with a visit from the late Sheikh Zayed, founding father of the present day United Arab Emirates.

As a furniture manufacturer and interior fit-outs company, Haseeb Rasoul has experienced exceptional growth over the past half century. The company's partnership with Emaar Industries & Investments, brokered in XXXX, has resulted in further expansion and the rapid development of its facilities and workforce. From its state-of-the art manufacturing facilities in Sharjah's Hamriyah Free Zone, the company now manufactures and installs customised furnishings, fit-outs and woodwork for the commercial, industrial, residential and infrastructural market segments of the UAE.

Haseeb Rasoul's portfolio reads like a Who's Who in the luxury interiors market. Some of the most recognisable Dubai projects include Ritz Carlton, The Address, Downtown Burj Khalifa, Grand Hyatt, Fairmont and Meydan Hotel and Racecourse. Other projects include residential buildings, commercial spaces and retail outlets.

Haseeb Rasoul is a member of the Forest Stewardship Council, holds a Q-Mark for Fire Doors and is an ISO-9000 quality certified company. Raw materials are procured from across the globe following internationally approved procedures while advanced CNC machines help achieve mass production requirements as well as guaranteeing consistent quality and economic benefits. The company's proprietary resin production technology provides alternative solutions for the customised and special decorative effects for which Haseeb Rasoul is renowned.

## 3.2 Specialized Metal Systems

Specialized Metal Systems was founded in 1997 to create metalwork products and school furniture suitable for the UAE's growing number of educational institutions. As the UAE's school-age population grew, the company became the market leader, having furnished over 1,000 schools, colleges and universities in the public and private sectors.

Emaar Industries & Investments formed a partnership with Specialized Metal Systems in XXXX and the company now produces and installs metal architectural works within the residential, commercial, industrial and educational market segments. Specialized Metal Systems undertakes exterior and interior works relating to the construction of a multitude of building types; integrating metal with glass, wood or marble, and pioneering new techniques and metalwork styles in the region.

Specialized Metal Systems' state of the art manufacturing unit in Sharjah's Hamriyah Free Zone produces all kinds of quality-accredited furniture for laboratories, classrooms, libraries, cafeterias and auditoriums. It also manufactures special architectural metal works such as cladding, handrails, sheet work, balustrades, lift surrounds, decorative elements, metal doors and canopies.

Clients include Dubai Marina Mall, Abu Dhabi Commercial Bank, The Address, Sharjah Expo Centre and a number of five star hotels such as Dubai's Shangri-La, Royal Mirage and Madinat Jumeirah, due to Specialised Metal Systems' reputation for delivering to the highest standards while retaining a cost-sensitive approach.

## 4 STARWOOD INDUSTRIES

Starwood Industries has been operational since 1998, primarily as a manufacturer of internal and external doors, kitchen cabinets, wardrobes and vanity units. Emaar Industries & Investments has provided capital investment since 2006 and the strategic partnership has been fundamental in supporting Starwood Industries' operational expansion.

Starwood Industries has a team of 700 people involved in every step of production from manufacturing to installation. The company operates out of a 5,000 square metre facility where its European CNC 3D routed machinery includes a full pressing line for PVC, Veneer and Melamine, and is currently capable of producing 100,000 doors, 10,000 kitchen cabinets and 10,000 wardrobes every year. Fire Rating certificates are vital and Starwood Industries holds a rating for 30, 60, 90 and 120 minutes, as well as ISO:9001 certification.

The company's experienced design department continuously researches new styles and techniques to meet client's expectations, and Starwood Industries' new decoration division simply adds to the already impressive offering.

Starwood Industries aims to be the regional leader for the supply of wooden products and features a strong growth record, with 250 per cent revenue growth between 2004 and 2009. The company has been pivotal to the execution of some of the region's largest projects and there are plans in place for geographical diversification beyond the UAE, with Egypt, Sudan and Libya first in line.

## 5 DYNERGY TECHNOLOGIES

Dubai-based Dynergy Technologies was established in 2007 to help meet the high demand for power distribution systems in the region. Emaar Industries & Investments became involved shortly after the company's inception and has helped Dynergy in its aim to become the first choice provider for power distribution solutions in the Middle East.

The core focus of the company is to manufacture and supply low voltage and medium voltage switchgear products as well as other industrial and building automation products. This is carried out from its 22,000 square metre factory at TechnoPark Dubai, a facility which boasts a capacity of over 30,000 low and medium voltage panels.

As part of a technical collaboration with ABB Industries, Dynergy is a qualified OEM partner and is licensed to assemble and supply ABB products in the region. The association with ABB also allows Dynergy to benefit from new technologies from one of the world's best technology manufacturers, while also sharing the results from its own in-house research unit.

ISO certified for 9001, 14001 and 18001, each of Dynergy's products are manufactured by a highly trained team of technicians and are fully type-tested and certified by independent authorities to uphold international standards. The company is also a member of the 'Emirates Green Building Council' and is currently undertaking a greenhouse gas emission assessment for its manufacturing facility, the first step on the road towards becoming 'Carbon Neutral'.

## 6 MULTIFORMS

Multiforms has been a leading player in the architectural aluminium and UPVC fabrication field since it was founded in 1997. By 2000 the UAE construction industry was booming and in 2000 Multiforms expanded their product range into aluminium. The natural progression of this expansion was to begin production of curtain walling, and as this arena required a different level of expertise, Multiforms started to recruit specialists in the design, engineering, production and installation of curtain walling.

In 2005 a partnership deal was signed with Emaar Industries & Investments, aiding expansion plans for the company and allowing them to add new factory spaces to the existing facilities. It was this partnership which enabled Multiforms to compete at the top end of the façade industry, and today Multiforms employs over 1,600 people. Its factory at Dubai Investment Park now produces steel cladding and facades; aluminium windows, doors and facades; and glass and unitised installation systems.

An in-house planning, design and engineering team works with the latest software and technology to meet the demands of contractors. Multiforms has also invested in technology and processes to ensure competitive procurement, lean production and safe installation, ensuring a quality product that has resulted in the company achieving ISO:9001 accreditation.

Ambitious expansion plans are on the horizon and Multiforms intends to increase its portfolio by focusing on more technically demanding projects. These include bespoke systems such as the integration of solar technology and intelligent façades, as clients look to achieve LEED accreditation and construct buildings with reduced energy

consumption. Multiforms is considering expanding into the wider Middle East region and intends its new glass technologies to enable the company to expand into Europe.