



Aldes ME places strong focus on expansion initiative to serve clients better

Vibrancy of Middle East's construction industry to help drive company's continuous growth

DUBAI, UAE, September 3, 2013 /EINPresswire.com/ -- The Middle East's construction segment is forecasted to grow by 19 per cent in 2013, with completed projects set to reach USD 81.6 billion, according to construction industry analysts. In addition to this, the value of newer construction projects has also increased, with projects valued at USD 64.5 billion set to be awarded to contractors before the end of the second half of the year. Aiming to play a significant role in the expected growth, while at the same time provide its clients with better service, Aldes Middle East, a leading global solutions provider for fire protection, ventilation and air distribution and the local arm of Aldes Group, has revealed moves to place stronger focus on its current expansion initiative, which includes the opening of new offices within the region and reinforcing its current workforce. The move to expand complements the company's upbeat attitude in achieving an eight per cent Year-on-Year (YoY) growth across the GCC region by the end of 2013.

According to Aldes senior executives, the company has stepped up its expansion initiative with the planned opening of a new office in Qatar and the addition of more sales and customer support employees for their Saudi Arabia operations. Over the last few months, Aldes has aggressively secured and maintained key contract wins, while at the same time, maintaining strong ties with key approval bodies. Wanting to drive in more growth, the company is placing strong focus particularly in Saudi Arabia and also across niche markets like the UAE, Qatar and Oman.

"Aldes has set its focus on the world's emerging markets, particularly in the Middle East region, whose construction segment has demonstrated continuous growth and resiliency. The upbeat forecast on the segment's growth has prompted us to implement initiatives that aim to strengthen our regional operations—opening new offices in strategic locations; hiring more people and re launching optimized versions of our existing products," said Morane Rey-Huet, International Director, Aldes. "At the same time, the emergence of newer projects has also seen an increased demand for products that conform to set green building standards. Aldes is confident in capturing this market by leveraging its diverse portfolio of world class highly eco-friendly products across these projects in the region."

One of the company's best selling items is the Ison Fire Damper, an effective and safe solution for fire compartmentalization. Ison complies with stringent international building standards and has been constantly cited for its high technical performance, which includes two-hour fire resistance without any heat transfer and smoke leakage.

"As the construction segment moves towards more growth and development, we are seeing the emergence of five key trends that the segment will likely experience in the next few years. These trends include the need for more system integrators that can provide one-stop-shop solutions; stronger focus to be placed on energy efficiency; the implementation of more green building standards and regulations; increased demand for facility management services and a clear shift across today's emerging markets. Moreover, Aldes remains steadfast in providing best in class fire protection, air distribution and ventilation solutions to customers around the globe," concluded Rey-Huet.

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