

## Root formed for PEB business in Egypt

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Arabian press reported that Construction Products Holding Company and Arabian Roots have formed 70:30 JV called Roots Steel to produce pre engineered steel structure buildings booming markets in Egypt, Syria and the United Arab Emirates

Under the agreement, 3 factories will be set up in Cairo, Damascus and Abu Dhabi at a total investment of USD 80 million per factory and USD 27 million per factory. The total production capacity envisaged is 300,000 tones per year or 100,000 tones per factory.

CPC offers complete turnkey projects covering engineering, construction, and contracting. Its expertise is available as turnkey contractor, joint venture partner or main sub contractor.

Dr Faysal Alaquil business development director and spokesman of CPC said that "The formation of Roots Steel is in line with CPC's mission to target the markets of Saudi Arabia, Europe, other Middle Eastern countries, South East Asia and the United States. CPC has the Middle East's highest standard in the field of contracting and construction. Our business vision and philosophy is to serve as a catalyst for an outlet providing all the needs of modern construction."

Ousama Fansa CEO of Arabia Roots said that Roots Steel would greatly benefit from his company's well developed regional distribution and marketing network and outlets that cover the GCC with Saudi, UAE and more recently Qatar, the MENA region with Egypt, Syria, Lebanon and a presence in Malaysia.

He added that "Arabian Roots is fast extending its footprint in the Middle East and sales figures have touched the SRD 900 million mark."

CPC started its activities less than 3 years ago with 7 companies.

After the implementation of the company's plans in addition to strong success indicators CPC expanded to the neighboring markets of Syria, Egypt and UAE. Their upcoming plans are to enter into the Algerian, Moroccan and Indian markets.

Founded in 1981, Arabian Roots is a leading wholesaler, manufacturer, retailer and special service provider in the Saudi market focusing on building materials including among other things, metal works, fences, doors, railings, grids, false ceiling supports, adhesives, paints, coatings, waterproofing membranes, power tools, electric generators, and mobile cranes.

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