

3/4 May 2003: Joint Venture Exhibition in Dubai

## New opportunities for precast concrete element producers: Go where the markets are

The United Arab Emirates on the Gulf of Arabia is one of the strongest economic regions in the world. This is also noticeable through the prosperous construction industry: in addition to modern luxury hotels, completely new neighborhoods for the population are being built. Investors and builders pay close attention to everything related to innovative construction ma-

terials technology – especially precast concrete element production. The idea was formed to build and operate entire production plants in conjunction with competent companies in the European precast concrete element industry at the BIG 5 Exhibition in October 2002 in Dubai.

The concept for this is called the “new building system” and was presented by Christian Prilhofer Consulting, Germany, the precast concrete element producer Kerkstoel, Belgium, and Unitechnik, Germany. It is designed to utilize the advantages of building with prefabricated elements like double walls and filigree floors in order to satisfy the tremendous demand in the eastern section of the Arabian Peninsula and simultaneously create rationally built, high quality residential buildings.

“We were continuously asked in Dubai in October,” said Christian Prilhofer, “whether we could make contact with experienced precast concrete element producers in Europe. The main focus of interest was modern circulation systems. The investors in the Emirates realize that just having the plants is not enough, they also need to know how to run such plants. ‘We are looking for real partners’ was the often-repeated wish in the Arabian construction and construction materials industry.”

On 3 and 4 May of this year the first international Joint Venture Exhibition for the concrete and precast concrete element industry will take place in the Millennium Hotel in Sharjah, about 15 minutes from the Dubai Airport. The organizers are the companies listed above with support from the trade journal CPI-Concrete Plant International, Cologne, Germany. Operators of plants for the production of ready-to-install double walls and filigree floors in circulation systems who would like to participate in the operation of a



The skyline of Dubai: The heart of the strongest economic region in the world beats here



**Traditional ferries in the Dubai harbor form an attractive contrast to the modern trading center**

production plant in the Emirates, as well as companies in the construction and construction materials industry, investors, and project sponsors from the United Arab Emirates who are interested in the construction of modern circulation systems are all invited to participate.

The program of the Joint Venture Exhibition consists of two parts: It begins on 3 May with a seminar in which the president of the Bundesverbandes Deutsche Beton- und Fertigteilindustrie (Federal Association of the German Concrete and Precast Concrete Element Industry), Dipl.-Ing. Rolf Werle, will introduce the development and current state of construction with precast concrete elements. The second part of the seminar will



**A residential building being assembled from prefabricated double walls. The next step is the installation of the wall elements, which are also prefabricated**



**This attractive single family home in Thailand was built completely from precast concrete elements**

deal with the physical construction characteristics and performance of double walls. It will also take aspects of structural stability, the heat insulation properties of the walls, and of course rational construction into account. The excellent heat insulation properties of the double wall make the product especially attractive in the high temperatures found in the Emirates.

The seminar will be followed by a report on the experience of implementing production of large-scale precast concrete elements and the construction of attractive, high quality one and two family houses and apartment buildings in Thailand, proof that such a form of construction can be extremely successful in a country with no great experience with this form of construction.

The conclusion of the seminar will finally be the presentation of a modern European precast concrete element plant as an example and model project for those participants interested in a joint venture in the future.

The Exhibition itself will take place on 4 May and will be reserved for personal talks between those European companies interested in a joint venture and their future partners from the Emirates. The European companies will have the opportunity to present themselves. Naturally the organizers will be present to assist with their advice. A representative of the German embassy in Dubai will also be present. 5 and 6 May are planned for opportuni-



The same system, but a completely different building: this multi-story building – also in Thailand – is planned for housing and businesses

ties to deepen contacts made previously. Naturally there will also be opportunities to get to know the country and its people. 7 May is planned as the date for the return trip.

Further information:



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Finished double walls on the way to the construction site. After installation they will be filled with site concrete

The complete program is presented on the Internet site under [www.new-building-system.com](http://www.new-building-system.com).

I would like more information on participation in the Joint Venture Exhibition on 3 and 4 May in the United Arab Emirates

Name/Company \_\_\_\_\_  
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Information for exhibitors       Information for visitors

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