



*In an exclusive interview with Mr. Hakan Ozdemir VP International Sales and Marketing of Dizayn Group, Arab Construction World highlights the company's present and future activities in the MENA region.*

**Would you kindly describe your company's activity, and how your presence in the Middle East and North African main markets is progressing?**

Dizayn Group is a high-tech company constantly developing new technology and producing new products for the heating and plumbing sector. We are one of the most technologically developed companies based in Istanbul, Turkey.

By means of its Investor Mission today, Dizayn Group continues its production activities at three different plants stretching over 35-thousand-m2 closed area; and for the future, through new investments and new international partnerships to be established, Dizayn Group plans to become a very solid company conducting its activities on both market levels: domestic and international.

We have been serving the Middle East and North Africa region for many years now.

Dizayn Group is eminent in the Middle East, and we have some distributors marketing our brand in various places in the region including Syria, UAE, Saudi Arabia, Bahrain, Iraq, Kuwait, and Lebanon.

**What differentiates Dizayn Group from other companies in your line of work?**

Dizayn Group, distinguishes itself in the sector through its strong Research & Development department and professional quality service.

Our aim is always to transfer liquids in

an excellent way without turning to imitations.

We produce pipes ranging from 12 to 1,600mm in diameter with maximum pressure, 50 to 3600 mm with low pressure. We produce more than 4 thousand pipes and fittings using 23 different techniques.

On account of the importance given to R & D work, the quality of the products produced with unmatched technologies are documented by international quality certification organizations.

Dizayn Group, produces ergonomic and environmental products and is increasing sales volume day-by-day. Dizayn Group has been acknowledged by international markets and is now exporting to 86 countries.

Our philosophy is always to do what others cannot, by developing innovations; this is our most important feature that separates us from our competitors. I would like to highlight that our goal is to serve humanity by developing innovative technologies and delivering highly qualified products.

**What is your analysis of the current market for the heating and plumbing industry, especially in the Middle East and North Africa ?**

There's a general expectation that the economic crisis the world is today facing will affect the construction industry, and there will be a slowdown that will eventually affect the heating and plumbing sector. In areas like the Middle East

& North Africa and the Far East, activities shall persist and grow in this sector. You only need to assess the opportunities.

**What challenges to business do you come across in the region?**

Actually, we as Dizayn Group like to race with our competitors in the region since we strongly believe in our brand and quality. There are a lot of local and European producers acting in the same region, and it is with them that we compete successfully.

Dizayn Group tries to prevent the usage of low-quality pipes that do not conform to international standards while making tests in its fully equipped mobile laboratory that travels all around the neighboring countries.

**What were your main achievements during the year 2008, and on what basis did you undertake them?**

Our sales are increasing day-by-day around the world, and we are working on expanding our network of sales in the region. Additionally, Dizayn Group has been chosen for some of the most prestigious projects in the Middle East: the Emerald Palace within the Palm Island development in Dubai and a number of towers within the Pearl Qatar.

We have also been chosen to work on other significant projects: Jumeirah Beach Residence, Old Town Burj Dubai, and Nile Underpass River-Crossing Project, etc.

**What is the latest news of the Group?**

On account of continuous R&D work, we recently developed two patented technologies that were used in the production of 3 new products.

One of these new products is Oxy-Plus Combi Pipe which is a revolutionary new design in the sector. "Oxy Plus Combi Pipe" has advantages over PP-R pipes. Nowadays, we are presenting another new product which is also aluminum-foiled "Dizayn PP-R Elite Pipe". The third new product is a spiral pipe known as "Dizayn Self-Acting Pipe".

Dizayn Oxy-Plus Combi Pipe and PP-R-Elite Pipes are produced from Polypropylene Random Copolymer raw ma-



terial and aluminum foil.

#### Advantages of Oxy-Plus Combi Pipe

- No peeling required
- Time-efficient
- Blocks the oxygen flow

#### Features of PP-R Elite Pipe

- PP-R Elite pipe is used for the transfer of in-building clean cold water or any cold liquid
- Inner diameter is 30-percent: wider compared with usual PP-R pipe. The difference allows additional flow rate
- Provides oxygen insulation, as aluminum foil, in-between PP-R layers, prevents oxygen intrusion into system.

#### Features of Dizayn Self-Acting Pipe

- Kg/m weight is lower
- It is easier to merge
- On-site production facilities - can be made according to project size ■

في مقابلة حصرية مع نائب رئيس قسم المبيعات والتسويق العالميين في مجموعة Dizayn السيد هاكان أوزدمير، تلقي مجلة عالم الإنشاءات العربي الضوء على نشاطات الشركة الحالية والمستقبلية في منطقة الشرق الأوسط-شمال إفريقيا وما يميزها في قطاع السمكرة والتدفئة في المنطقة.

REFER TO RIN 56 ON PAGE 74

## Tepe Prefabricated Construction Industry Inc.

Founded in 1977, **Tepe Prefabrik** is the oldest and best-known company in its sector. Tepe Prefabrik is one of the affiliates of Bilkent Holding/ Tepe Group (Bilkent University, Tepe Construction Industry, Tepe Cement Board, Tepe Home, Bilenergy, Cyber Park, Meteksan Defence).

Since its establishment, the company has successfully supplied "prefabricated buildings" to many international projects implemented both in Turkey and abroad, and carried out many important works in the last two decades putting into practice its knowledge and experience on alternative prefabricated building systems. With its 32 years of specialized experience, knowledge, quality, and equipment, Tepe Prefabrik rightfully bears the responsibility put on it as a well-known brand all over the world. Tepe have had many experience in Military/Defense Business in Iraq, Afghanistan, Turkey, NATO, and UN -Humanitarian Aid basis Refugees Camps in Bosnia, Kosovo. Its subsidiary company TAV is active in Qatar and Tunisia Airport Projects. In fact, Tepe has successfully completed many projects in Middle East and North Africa:

\*Customer : Prime Contractor Sky Oryx J.V. Project location: New Doha International Airport Project, Doha, Qatar. Total of completed pre-fabricates & pre-engineered buildings: approx. 10.000 m<sup>2</sup>. Finishing Time: 2006 (Bechtel Inc., USA, Site Offices- TAV Offices- Dining Halls-Other Buildings- Workshops and Ware house)



\* Customer: Teknotes, Turkey - Iberdrola, Spain J.V. Project Location: Doha Industrial Region, Qatar. Project/Job Owner: Qatar Petroleum. Total of completed pre-fabricates & pre-engineered buildings: approx. 4500 m<sup>2</sup>. Finishing Time: 2007 (Site Offices - TAV Offices - Dining Halls - Workshops and Warehouses)

\* Customer: Tepe Akfen Investment Construction & Operation Company. Project Location: Qatar. Total of completed pre-fabricates & pre-engineered buildings: 795,78 m<sup>2</sup>. Finishing Time: 2008 (Office Buildings upon you request detailed documents will be supplied.)

\* Customer: Yasar Ozkan Turkey-Libyan Administration. Project Location: Density Faculty Clinic of El Fateh University Project Location: Libya. Total of completed permanent buildings & steel construction buildings: 4.568 m<sup>2</sup>; Finishing Time: 2007 ■

تعتبر شركة Tepe Prefabrik التي تأسست عام ١٩٧٧ الأقدم والأشهر في قطاع الإنشاءات المسبقة الصنع. وقد زوّدت الشركة منذ إنشائها مبانٍ مسبقة الصنع لمشاريع محلية تركية و عالمية أيضاً وبعض منها في منطقة الشرق الأوسط وشمال إفريقيا.

REFER TO RIN 57 ON PAGE 82