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PREVIEW: BGREEN AWARDS 2014

**DESALINATION INDUSTRY'S
SUSTAINABILITY AGENDA**

**SIEMENS SETS NEW GREEN
OFFICE STANDARD**

**THIRST
FOR POWER**

WATER IS VITAL FOR FUTURE POWER — WITHOUT ONE,
YOU CANNOT HAVE THE OTHER

PIONEERS IN FIBREGLASS PIPES

With its huge product portfolio of large diameter fibreglass pipe systems, Dubai-headquartered Gulf Eternit Industries (GEI) is the only company in the world which provides bespoke solutions across the three sectors; oil & gas, water and industrial. Vice President GCC Sales Mounib Hatab discusses his company's competitive differentiators in the GCC's water sector

As a member of Future Pipe Industries Group, what have been the key milestones in GEI's journey towards the top position in the market for fibre glass pipes in the region's water sector?

GEI has played a pioneering role in converting pipe demand in the GCC region into fibreglass; today, the GCC has one of the largest penetration rates for fibreglass pipes at 22%. Over the last 10 years, the use of fibreglass pipes has increased dramatically due to their advantages over pipes made out of traditional materials, whether it is their superior anti-corrosion properties, safety, longer life cycle or cost-effectiveness.

One of our biggest achievements was the introduction of GRE H20 pipes in water lines, a first for the region. We introduced them in UAE through Dubai six years ago. This is a unique offering as no other company offers it.

GRE H20 pipe systems minimise water losses in the network to the maximum. They are flexible, corrosion-resistant and styrene-free, and were developed mainly to serve potable water transmission and distribution networks. The H20 pipes range from 80mm to 4,000mm in diameter and are able to withstand pressures up to 25bar, making them suitable for use in a wide range of applications for both underground and above-ground installations.

In a highly competitive market, what does your company do better than any of your competitors?

Our strategy is based on offering inte-

grated engineering solutions and bespoke products to support our customers, by providing manufacturing, supply, engineering, site installation, field support and fabrication support.

As we always work in close partnership with our customers, we are able to anticipate and respond to their changing needs and schedules to develop products and solutions that answer their requirements, on time and on budget.

Today, the technology has matured and the industry appreciates the product's advantages, from reliability to low cost of maintenance, greater life span and anti-corrosive attributes.

The group has manufacturing facilities across the region, and can increase its production capacities as per project requirement in relatively short periods.

The group's integrated business model gives it the opportunity to control the complete process, from quality of the materials to end product testing. Our testing facility in Abu Dhabi is the largest in the region and utilises the latest state-of-the-art equipment. The facility is assessed and certified by the independent agency, TÜV Rheinland. We offer both short term and long term testing for optimised quality and long term performance. Our pipe systems have a 50-year lifespan.

Our engineered products have also been recognised for their quality and excellence, receiving the first ever Kitemark award in the region for Glass Reinforced Polyester (GRP) pipe systems. The group also spends considerable time and money acquiring and maintaining international certifications and accreditations that support our quality offering.

Where are you seeing the strongest demand for your products and solutions?

The strongest demand is coming from the water distribution and transmission sector. Thanks to fast growing population and increasing urbanisation, there has been a surge in the demand for power and water across the region, which is already ranked the largest in terms of consumption.

Last year, during the meeting of the GCC Electricity and Water Co-operation Committee, a \$10.5bn water network project including two desalination plants to serve the entire GCC was discussed. Therefore, the increase in demand for pipelines is also likely to be fuelled by the massive growth of the desalination sector.

What are your plans for investment and growth for the next 2-3 years?

We want to invest in R&D. We are constantly striving to expand the envelope on pressure and diameter, the two critical components of a pipe, where we already enjoy the highest product capabilities in the world.

We will also focus on strategies to explore customer-driven innovations. Through a strong focus on customer service, we strive to offer sustainable and reliable integrated solutions and further develop and improve our technologies and leverage our existing capabilities. Customers can help us identify the problems we need to focus on solving and provide new insights on how to better deliver our products and services.



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