

ICCX MIDDLE EAST

Ha-Be Middle East joins second edition of ICCX

Running on 25th and 26th November 2018 in Sharjah, United Arab Emirates, the second edition of the International Concrete Conference & Exhibition in the Middle East (ICCX Middle East) again brought together more than 100 exhibitors and about 800 international experts.

The conference programme covered topics relevant to both concrete manufacturers and other actors in the regional concrete and precast industry and focused, like the attached trade exhibition, exclusively on that industry.

During the two-day event, Ha-Be Middle East showcased its latest products and offered a wide range of solutions that meet the growing needs of the region.

Klaus Hofmann, General Manager of Ha-Be Middle East, emphasised the importance of this event and particularly to Ha-Be. He stated that the event provides an excellent opportunity for his company in order to communicate with leading industry professionals, and to enter into partnerships, dealings and to exchange experiences.

'We are proud to support the ICCX Middle East for the second year in a row. Supplying to numerous ready-mix, and concrete goods producers, as well as to a number of infrastructure projects, the ICCX represents an ideal platform for us to inform about our recent product developments such as the PROTECT product line.'

Marcel Paulitsch, Technical Manager of Ha-Be Middle East, added that Ha-Be already started to service the Middle Eastern market in 2006. He also pointed out with having own production plants and experienced concrete technology personnel in the Sultanate of Oman and the United Arab Emirates, Ha-Be was able to constantly expand its business portfolio.

'As one of the leading manufacturers of the construction chemicals industry, we support customers of different industries to find advanced concrete technological solutions. Our products, applications and services have been successfully used in major projects in the Middle East and we are keen to further on vitalise our slogan „Making Good Concrete Better“ here.'

And Klaus Hofmann concluded:

'The ICCX brings together international know-how and local expertise. It comes as a response to the growing needs of the construction sector not only in the UAE, but also in the entire region. That is why we are confident that the third edition of the ICCX Middle East next year will unlock even greater opportunities for us.'

HE Marwan bin Jasim Al Sarkal, Executive Chairman of Sharjah Investment and Development Authority (Shurooq); and HE Saif Mohammed Al Midfa, CEO Expo Centre Sharjah; inaugurated the ICCX Middle East 2018 in the presence of Dr. Holger Karutz, Managing Director of ad-media GmbH, the organiser of ICCX exhibition; Ms. Alexandra Chambless, Vice Consul Economic and Cultural Affairs at the Consulate General of the Federal Republic of Germany; Mr. Felix Neugart, CEO of German Emirati Joint Council for Industry and Commerce (AHK); as well as a number of officials and heads of major construction companies in Sharjah and the UAE.

With the ICCX conferences, CPI has created a trademark that stands for a unique combination of conference and trade exhibition, attracting equally suppliers as well as concrete professionals.

Being already well established to developing areas of the world since 2005, CPI introduced the format, which covers all aspects of modern concrete production and technology, also to the Middle East Region in 2017.