

Expansion for Dexion in Asia and the Middle East

To support the growth plan throughout Asia and the Middle East, Dexion made two major announcements recently, the opening of a new regional office in Dubai and the move to new manufacturing and office facilities in Malaysia.

The Dubai office has been established by Seamus Redmond, Regional General Manager Middle East, who recently transferred from Australia.

“My team will support the established Dexion distributor network to work with the region’s blue chip companies to develop solutions to the varied storage and materials handling challenges,” said Seamus.

“From simple storage solutions to complex, technology driven integrated solutions our aim is to focus on the individual needs of our customers,” he said, “and with the support of the

Dexion teams in Malaysia and Australia our customers can expect nothing but the best from us”.



Spectacular Opportunities

The growth opportunities throughout the region are nothing short of spectacular with most industries booming. But when it comes to construction, the UAE leads the way with current projects valued at \$221 billion (about Dh811.73 billion) - the highest in the region.

The UAE has a young, ever-growing population, leading to massive housing requirements while the oil revenues continue to drive a construction boom in both the public and private sectors. With a growing population comes the requirements for supporting infrastructure and companies are investing in massive warehousing and distributions facilities that will cope with continued the growth of both the population and the economy into the future.

The ongoing construction boom throughout the Gulf is the result of an extremely active public sector and the commitment of governments to develop and enhance its infrastructure, leading to the commissioning of hospitals, fire stations, tourism and educational facilities.

Private sector development is particularly ambitious, with the focus throughout the region firmly on hotels, leisure and commercial developments, shopping malls, apartment blocks, residential developments and office towers, as the growth and significance of the tourism trade continues at a rapid pace.

According to a recent UN conference on Trade and Development, the GCC states attracted \$1.8 billion (about Dh6.61 billion) of foreign development investment in 2003; \$480 million (about Dh1.7 billion) of this flowed into the UAE. This was believed to increase significantly in 2004 and 2005 due to the opportunities in the region, the relaxation of trade barriers and the improved governance being implemented by the Dubai International Financial Centre (DIFC).

There are two things that set buildings in the UAE apart from construction in most parts of the world. There are no constraints on architectural vision - the artist is encouraged to dream the impossible dream and is thus free to create. Secondly, there is no place in the world where construction moves as fast as the UAE. The



Seamus Redmond, Regional GM Middle East

exponential timescale is the most impressive feature of the phenomenal development throughout the region.

With some of the most innovative projects under way, analysts and top executives associated with mega development projects in the UAE expect the construction and real estate sectors to remain upbeat.

“With the continued growth in populations and the booming construction industry we are very excited about the opportunities presenting themselves right throughout the Gulf region,” said Seamus.

New Office, Manufacturing and Warehousing Facilities to Support Growth

An integral element of the growth strategy for Dexion relates to the manufacturing capabilities and capacities as well its ability to distribute product efficiently throughout the region.

Frank Johnstone, Managing Director Dexion Asia recently announced the company will relocate its Malaysian manufacturing, warehousing and distribution facilities to a new site.

The new 13,400sqm facility is over double the size of the existing Malaysian plant. Close to the West Port shipping centre in the Klang Valley, it is ideally located to service increasing demand from customers throughout Asia and the Middle East.

According to Frank the new facility will allow Dexion to more rapidly increase market share in the region. “The current plant is at maximum capacity so this new facility will not only allow us to better service the demand that exists for our current products from



Frank Johnstone, MD Dexion Asia

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Frank Johnstone, Managing Director Dexion Asia

current customers, it will allow us to actively acquire new customers and effectively service their needs,” he said. “New hand-loaded storage products will also be introduced to complement our strong stable of pallet storage products.”

The new facility will be operational in June 2007 and will boast a state-of-the-art paint line, new roll-forming equipment and 14 loading docks to handle container traffic.

In May the Malaysian team also moved into brand new offices at a separate site.

“We are also examining our supply chains throughout the Region so we can support our customer base and our distributor network more efficiently, with shorter lead times and quicker response levels in terms of delivery,” said Frank. “Dexion Asia is operating in a number of extremely buoyant markets and to achieve our growth expectations, we have to adopt the Dexion approach of ‘Smarter Thinking’. Investing in the Dubai office, putting the right people in place like Seamus Redmond and moving to the new manufacturing facility are key elements of this ‘Smarter Thinking’ strategy,” he said.