

## Alam Steel announce a Joint Venture with Macsteel Service Centres SA

Dubai, UAE  
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*Macsteel Gulf FZCO board of directors at the signing ceremony in the Capital Club in DIFC. From left to right starting back row: David Bloch, Vikram Bhatia, Michael Pimstein, and Shyam Bhatia.*

Alam Steel Ltd and Macsteel SA announce a 50-50 Joint Venture to set up the Middle-East's first service centre for processing high grade steel plates and sections for the Petrochemical, Mining & Earthmoving, Shipbuilding, Construction, Manufacturing, and Fabrication industries. The state of the art facilities will be based in a 300,000 square foot facility in the Jebel Ali Free Zone which has already been acquired.

Ibrahim Al Janahi, Senior Vice President, Commercial Sales, Jafza, stated: "Alam Steel's decision to set up its new facility in Jafza will certainly help the company in consolidating its presence in the UAE and in the region as a whole. The opening of this 300,000 square foot facility shows the magnitude of the company's expansion plans and also the confidence it has in Jafza as the base for new operations. Alam Steel's valuable contribution to the construction and steel industries and to Dubai's economy will be further enhanced by this new initiative. It is always a happy occasion for Jafza whenever one of our valued clients takes a bigger, more ambitious step in their drive towards higher achievements and we wish them great success with their new endeavour."

The factory will cost AED100 million and will be operational within a year and will be the first in the country to offer value added and technical products and solutions to the industry.

A complete range of flat steels will be processed by the service centre, including commercial, Structural, Pressure Vessel, Stainless, Wear Resistant (Q&T) and many other grades using



modern machinery which shall be controlled and backed up by a competent team of engineers in a state of the art drawing office. Cut to length, saw, and drilling services will also be available for long products.

“We are very proud to be partners with Macsteel who are global leaders in the business. The service centre will compliment our existing steel businesses making us the most complete steel company in the region. We will be the only company to offer value added processing for all the steel products we sell,” stated Vikram Bhatia, Director Alam Steel Ltd and Board Member, Macsteel Gulf FZCO.

The factory will have 8 bays housing various machines like CNC, cold saw and drilling machines giving complete flexibility to execute a variety of jobs. Macsteel Service Centre SA will bring over 40 years experience in running high end service centres around the world to the GCC market. “Macsteel Service Centre SA is very excited to partner with Alam Steel who are pioneers of the steel industry in this region. Entering the GCC market is in line with our strategy of diversifying our geographic base which follows on from the very successful entry into the UAE and the GCC by our International trading colleagues Macsteel International FZCO based in JAFZA since 2004 and their sister shipping company MUR FZCO who moved to JAFZA in 2006,” explained Michael Pimstein, CEO Macsteel Service Centre SA and Board Member, Macsteel Gulf FZCO.

The factory will be run by Barney Van Der Vyver who has 20 years experience of running service centres for the Macsteel group and has significant Middle East business experience.

#### **About Alam Steel**

Alam Steel is a leader in the steel distribution and processing industries maintaining strong relationships with many of the largest contracting and engineering firms in the region. The company has established itself as a key supplier that can deliver high quality products at competitive prices, on time. Alam Steel was founded in Dubai, UAE in 1979 and its headquarters are in the Jebel Ali Free Zone. Alam Steel has over 2 million square feet of distribution space and stocks over 150,000 tons of various steel products in the GCC. The firm's manufacturing subsidiary, Alam Steel Industries processes debars for the construction sector and has an annual capacity of 500,000 tons per annum.

[www.alamsteel.net](http://www.alamsteel.net)

#### **About Macsteel Service Centres SA**

Macsteel Service Centres SA represents the African component of the global Macsteel Holdings Group which includes significant steel service centre operations in the USA and developments in Europe. The group has operations in over 40 countries. The Macsteel Service Centres SA Group is Africa's leading and most extensive merchandiser and distributor of steel and value added steel products, with sales in excess of 1.5 million tons per annum. Macsteel Service Centres SA consists of 11 dynamic business units operating a strategic network of 60 service centres and branches serving the entire African region and which employ in excess of 5000 people. At Macsteel the customer is at the centre of our focus. Exceptional levels of personalized service result in us 'partnering' our customers at every level of the supply chain, ensuring repeat business and customer satisfaction.

[www.macsteel.co.za](http://www.macsteel.co.za)